Brandon’s Changing Cultural Landscape

Rural Matters Conference, July 6th, 2008
### Context - Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
<th>Change in Population</th>
<th>% Change in Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>38,708</td>
<td>2,365</td>
<td>6.50%</td>
</tr>
<tr>
<td>1992</td>
<td>38,567</td>
<td>-141</td>
<td>-0.40%</td>
</tr>
<tr>
<td>1996</td>
<td>39,175</td>
<td>608</td>
<td>1.60%</td>
</tr>
<tr>
<td>2001</td>
<td>39,716</td>
<td>541</td>
<td>1.40%</td>
</tr>
<tr>
<td>2006</td>
<td>41,511</td>
<td>1,795</td>
<td>4.50%</td>
</tr>
</tbody>
</table>

During the last census, Brandon’s population increased 3 times more than the previous census.
2001 Census - 2.5% of the population identified as a visible minority.

2006 Census - 4% of population identified as a visible minority.

If projections are realized, visible minorities could increase to approximately 10+% by 2011 census.
## English as Additional Language Students

<table>
<thead>
<tr>
<th>DATE</th>
<th>Number of EAL Students Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Sept. 2006</td>
<td>115</td>
</tr>
<tr>
<td>30 Sept. 2007</td>
<td>229</td>
</tr>
<tr>
<td>3 March 2008</td>
<td>276</td>
</tr>
<tr>
<td>Projected 2008-2010</td>
<td>465</td>
</tr>
<tr>
<td>(onsite pre-registration)</td>
<td></td>
</tr>
<tr>
<td>Projected Total 2010</td>
<td>741</td>
</tr>
</tbody>
</table>
Settlement Challenges

• Service provider’s ability to keep pace with growth (staffing, space, hours of operation, funding processes, etc.)
• Limited language capacity in the community
• Tight housing market
• Language barriers
• Cultural differences
• Racism - historical prejudices from home countries and local residents
Settlement Challenges

• Living in Canada while supporting families in their home country (emotional, financial, etc.)
• Reunification process
• Living in Canada once families arrive
• Youth integration
• Employment for family members
• Resentment from current residents re: resources allocated to immigrant population
Critical mass of immigrants has meant:

- Access to adequate settlement funding
- Community response to changes
- Increased language capacity developing
- Enhanced cultural opportunities / learning
- Declining school enrollment has been reversed
- Growing population
- National attention
Municipal Government Role

- Communication
- Statistics / projections
- Trends – identify & educate
- Bridge between business & service providers
- Maintain a **Neutral & broad picture perspective**
- Champion an integrated community philosophy
Municipal Government Role

- Facilitate partnerships
- Labour market opinions (content for application / community validation)

**Fill the gaps when possible**
- Socio-economic impact studies
- Housing supply & demand report annually
- Stakeholder newsletter quarterly
- Chair of the Immigrant Services Network Coordinating committee
- Website section dedicated to Maple Leaf Foods

www.econdev.brandon.ca
Lessons learned (Municipal perspective)

• Adopt an integrated neighbourhood philosophy
• Involve broad stakeholders from day one
• Make communication a priority, and as public as possible
• Consider impact on every aspect of community life
• Don’t get bogged down in challenges
• Don’t be afraid to make mistakes
• Coordination of programming is critical
Take advantage of existing resources!

www.gov.mb.ca/labour/immigrate/partners/index.html

Questions

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