



# Establishing roots beyond the perimeter: Immigrant retention strategies

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Retaining Immigrants in Rural Communities Webinar

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# Manitoba Migration

- Immigration – policy response for population and labour growth
- Permanent & temporary residents, both significant
- Provincial economy outpacing growth of provincial labour market



# Retention

- Improvements for social and economic integration
- Rural retention factors – special consideration
- Rural communities – lack of capacity to serve diverse needs



# Retention

- Inventory of retention strategies
- Retention factors affecting rural communities
  - Regionalization
  - Housing
  - Employment
  - Social capital
  - Education





# (1) Regionalization

- Increasingly common strategy to revitalize growth
- Manitoba has been used as a *great example* to follow

Example:

Strategy: Manitoba Provincial  
Nominee Program – Employer  
Stream



## (2) Housing

- Availability of affordable, appropriate, and acceptable housing
- Limited financial resources
- Unfamiliarity with the local housing scene.

### Example

Strategy: Create housing units to provide newcomers with temporary housing



## (3) Employment

- Acceptable employment opportunity
- Field of employment that match their skills

Example:

Strategy: Avenues for paid work experience to help newcomers build employment skills



## (4) Social capital

- Connections within and between individuals
- Presences of rooted social networks

Example:

Strategy: Create events that increase cultural awareness by celebrating changing community diversity



## (5) Education

- Training workers
- Recognition of credentials
- Consider the needs of both youth and adults

Example:

Strategy: Streamline the licensing or certification processes for foreign trained engineers

# Conclusion

Rural and remote setting of  
Manitoba – unique

Public policy focus on rural and  
remote.

