Motivation of Small and Medium-sized Enterprises (SMEs) in hiring Newcomers

The Motivation of SMEs in Hiring Newcomers project aims to understand employer perspectives and motivations in the practice of hiring newcomers (landed immigrants who came to Canada within the last five years) in Canada. The project seeks to inform public policies from employer perspectives, in order to encourage the employment of newcomers across the Prairies and sustain a dynamic rural life. Owing to Canada's natural population growth trend which is projected to decline (deaths are expected to excel births) by 2032 and the increase in aging communities, population growth will increasingly depend on immigration on both local and national scales for rural and small centres' continuous growth and economic success. Successful immigration depends on newcomers finding jobs within the Canadian labour market. Since Small and Medium Sized Enterprises (SMEs) are the predominant businesses and job creators for rural and small centres in Canada, their receptiveness to hiring newcomers is central to successful settlement, business prosperity, and the economic development of rural and small centres (areas with a population below 100,000).

The research team will work with provincial umbrella organizations (MANSO, SAISIA, AAISA), and local settlement and integration agencies in each Prairie province to survey SMEs who have hired newcomers in the last five years. The project will produce a report and provincial fact sheets that highlight research findings for each province.

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