

How Smaller Urban Centres Integrate Newcomers into Their Local Labour Markets

Mary Crea-Arsenio, PhD

Assistant Professor, Global Health
Department of Medicine, McMaster University

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Dr. Bruce Newbold
Director, School of Earth,
Environment & Society
McMaster University



Dr. Andrea Baumann
Professor, Global Health
McMaster University

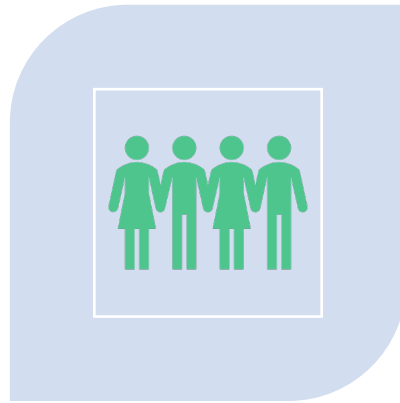


Dr. Margaret Walton-Roberts
Professor, Geography and
Environmental Studies
Wilfrid Laurier University

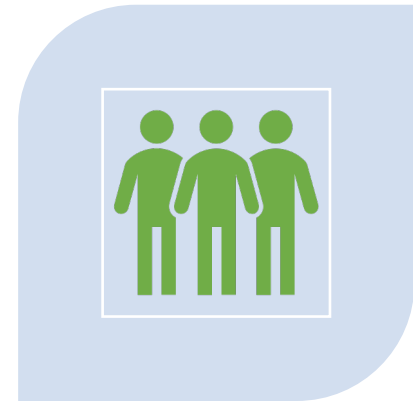
Setting the Context



MACRO ISSUES DRIVING IMMIGRATION
TRENDS



MESO ISSUES OF LOCAL COMMUNITIES
ATTRACTING AND INTEGRATING



MICRO ISSUES OF IMMIGRANT
EMPLOYMENT INTEGRATION

Canada Needs Immigration



Fertility rate record
low at 1.4 in 2020



Worker to retiree ratio
decreasing



1 in 4 people aged
65 and over by 2035



Close to 1 million job
vacancies in Canada
March 2022



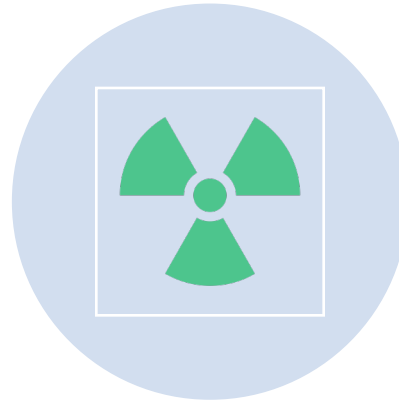
5,000,000 Canadians are
expected to retire by 2035

Sources: *Statistics Canada; 2022;*
Conference Board of Canada, 2019

Global Crises



COVID-19 PANDEMIC



WAR AND CONFLICT



WEAKENED GLOBAL
ECONOMY

Labour Shortages



Reports of labour shortages across the country



Job vacancies skyrocket



Immigration offered as the solution

Federal Government Response

Politics

Ottawa reveals plan to welcome 500,000 immigrants per year by 2025



Plan to boost immigration comes as country faces labour shortage

The Canadian Press · Posted: Nov 01, 2022 12:36 PM EDT | Last Updated: November 1, 2022

Table 1. *Canada Immigration Levels 2023-2025*

Immigration Class	2023	2024	2025
Economic	2,66,210	2,81,135	3,01,250
Family	1,06,500	114,000	1,18,000
Refugee	76,305	76,115	72,750
Humanitarian	15,985	13,750	8,000
Total	4,65,000	4,85,000	5,00,000

Source: *Immigration, Refugees and Citizenship Canada, 2022.*

Provincial Government Response

PROVINCIAL POLITICS

Doug Ford wants to combat labour shortages with more immigrants

Province's labour shortage could be eased with the fast-tracking of skilled trade workers, Premier Doug Ford says.



By [Kristin Rushowy](#) Queen's Park Bureau
Mon., July 11, 2022 | 3 min. read

British Columbia PNP changes points allocations for applicants

The BCPNP has modified its points system to reflect NOC changes and importance of human capital factors.



[Asheesh Moosapeta](#)

Published on November 18th, 2022 at 09:00am EST

Aa
ACCESSIBILITY

Nova Scotia

Plans underway to settle health-care workers from Kenya in Nova Scotia



MacLeod Group health services has bought homes for new employees



[Gareth Hampshire](#) · CBC News · Posted: Jan 12, 2023 5:00 AM EST | Last Updated: January 12

Atlantic Canada > News

Quebec taking dwindling share of immigrants to Canada, according to new data

In 2022, Quebec brought in roughly 15.7 per cent of the immigrants to Canada, despite the province representing nearly 23 per cent of Canada's population

[Ryan Tumilty](#) | Posted: Jan. 19, 2023, 8:31 a.m. | Updated: Jan. 19, 2023, 8:27 a.m. | 5 Min Read



Canada, facing housing shortage, to consider cap on international students

By Rod Nickel

January 13, 2024 4:40 PM EST · Updated a month ago



IMMIGRATION / LOCAL JOURNALISM INITIATIVE / NEWS

Canada has jobs and public support for immigrants but it doesn't have the housing

The affordable housing crisis across the country is a trainwreck that could derail immigration targets, experts say



by Fabian Dawson · March 14, 2023

Canada caps immigration target amid housing crunch, inflation

By Wa Lone

November 1, 2023 8:36 PM EDT · Updated 4 months ago

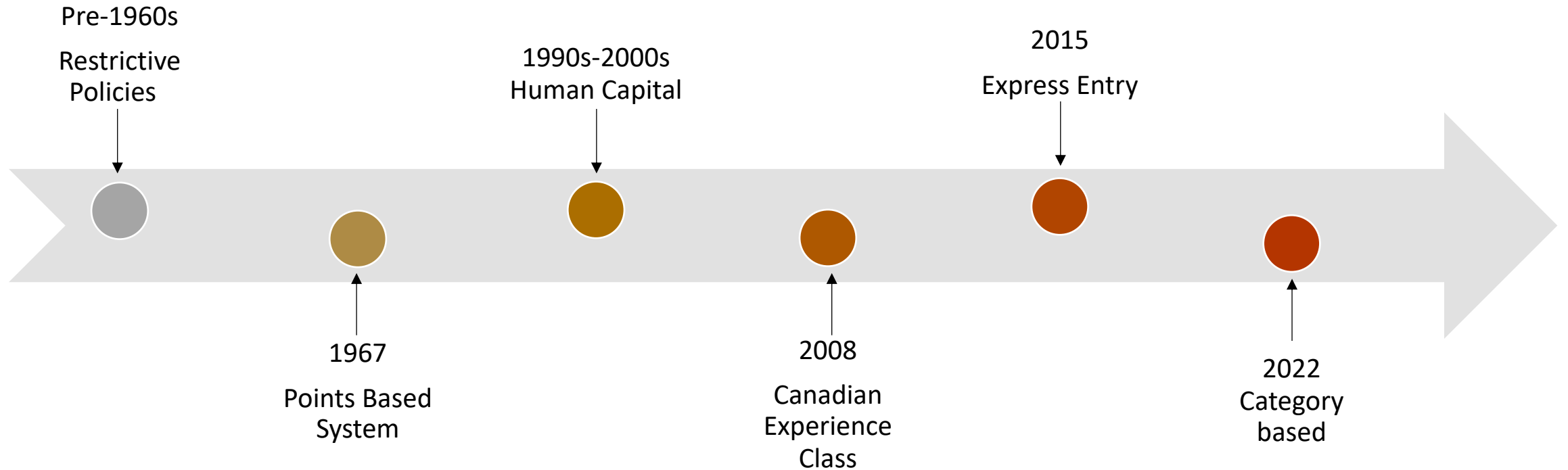


What happens when they arrive?

- Immigrants face challenges finding employment
- Less likely to be employed, often in low-skilled, precarious jobs.
- Wages among new immigrants are often low and can take up to 20 years to “catch-up”



Canada's Immigration Selection System



Immigrant Categories

- **Economic immigrants:** individuals who have been selected for their ability to contribute to the Canadian economy
- **Family-class immigrants:** individuals who have a relation to people residing in Canada;
- **Refugees:** people escaping persecution or who have a real fear of returning to their home country
 - Two-step migration (e.g., Temporary foreign workers; international students)

Nature of the Problem

Canada's immigration policy is regarded globally as a best practice model for selecting highly skilled and educated immigrants.

Yet many face challenges finding and integrating into employment.

Immigrant selection occurs at the national level

But. . . Integration occurs locally

Where immigrants settle has an impact on how effectively they integrate into employment.

Where do Immigrants Settle?

Regionalization policies redistribute immigrant populations away from large cities.

The challenge:

- Large cities have a funded network of services
- Small and mid-sized cities underfunded

Defining Small and Mid-Sized

Census metropolitan area (CMA):

- cities with a population of more than 100,000 and a central core that is geographically, socially, and economically integrated with adjacent areas.

Urban centres further classified:

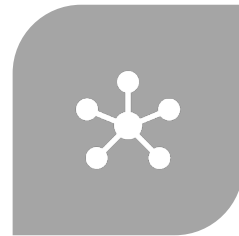
- **Very large urban centres** include the three main CMAs of Toronto, Montreal, and Vancouver.
- **Large urban centres** include CMAs with a population that exceeds 500,000.
- **Mid-sized centres** are those with a population between 100,000 and 500,000
- **Small centres** are those with fewer than 50,000 residents (Bernard, 2008).

Source: Statistics Canada (2023); Bernard (2008)

Factors that attract immigrants



EMPLOYMENT
OPPORTUNITIES



SOCIAL
NETWORKS



EDUCATIONAL
OPPORTUNITIES



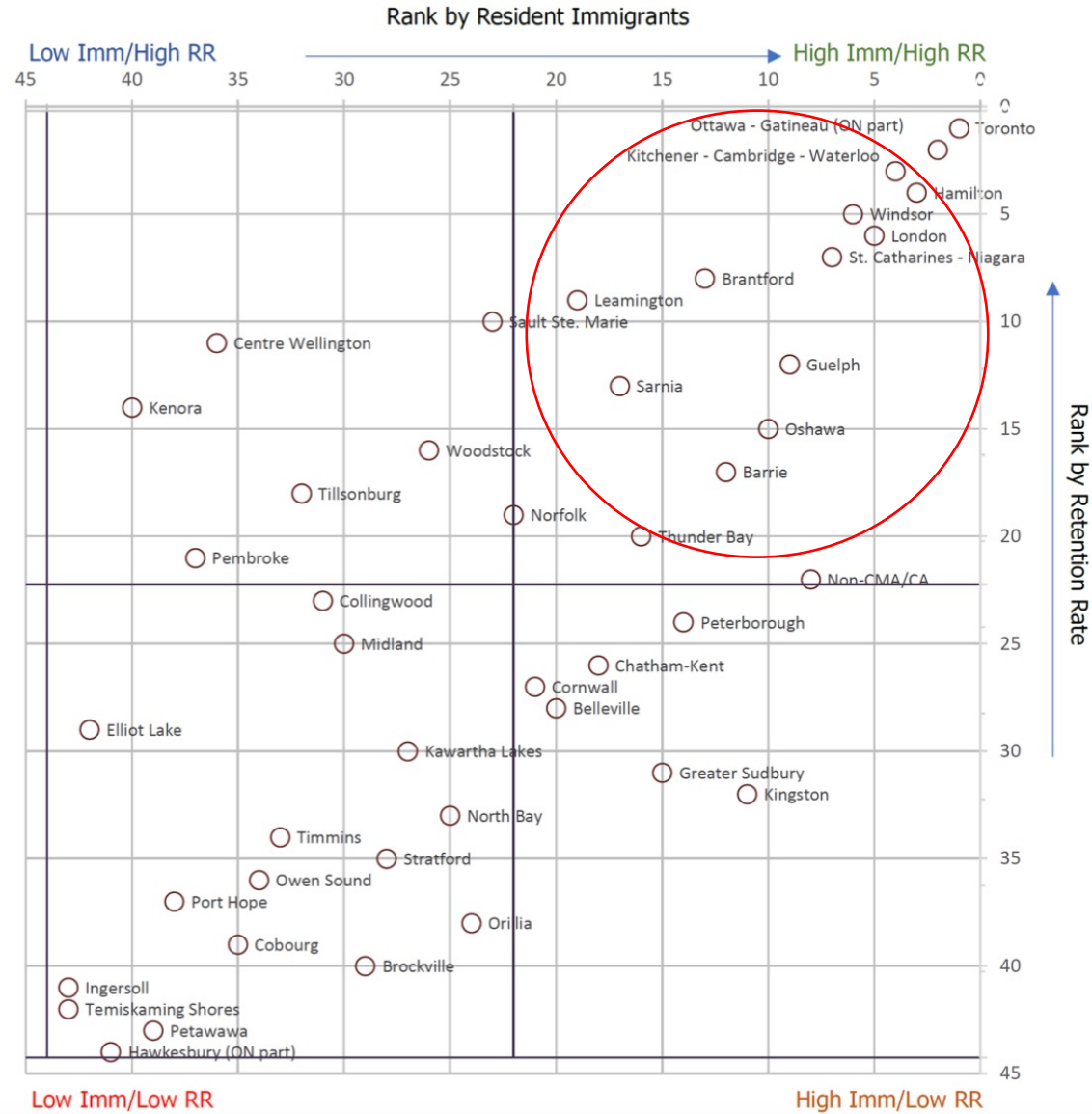
SMALL AND
RURAL LIFESTYLE



HOUSING

FIGURE 1

CMAAs and CAs position in rankings by number of residing immigrants (X) and by NMF adjusted retention rate (Y), 2002-2011 cumulative cohort (Group 1).



Note: For Ingersoll, only the 2007-2011 cohort retention rate is available.

Immigrant Employment in Small and Mid-Sized Cities

Research on immigrant employment focuses on Canada's three largest cities (Akbar, 2019; Branker, 2017; Frenette, 2018).

Studies suggest that immigrant employment outcomes are better in smaller urban centres (Bernard, 2008; Fong et al., 2015; Sano et al., 2017).

Less is known about how immigrants integrate into employment in small and mid-sized cities.

Case Example of a Mid-Sized City

Using a systems approach, we examined in-depth the employment integration of recent immigrants in the mid-sized city of Guelph, Ontario.

Employment integration defined as the process of entering the labour market “efficiently, effectively and with productive employment” (Crea-Arsenio et al. 2023, p.49).

Why the City of Guelph?

MID-SIZED CMA - POPULATION OF 165,888

ONE OF THE FASTEST GROWING CITIES IN ONTARIO

INCREASED GROWTH IN IMMIGRANT POPULATION

LOW UNEMPLOYMENT- PRE AND POST PANDEMIC

TARGETED EMPLOYER-BASED PROGRAMS

INDUSTRY LARGELY DRIVEN BY MANUFACTURING



Map of Southern Ontario

History of Immigration to the Region



Pre-1980's

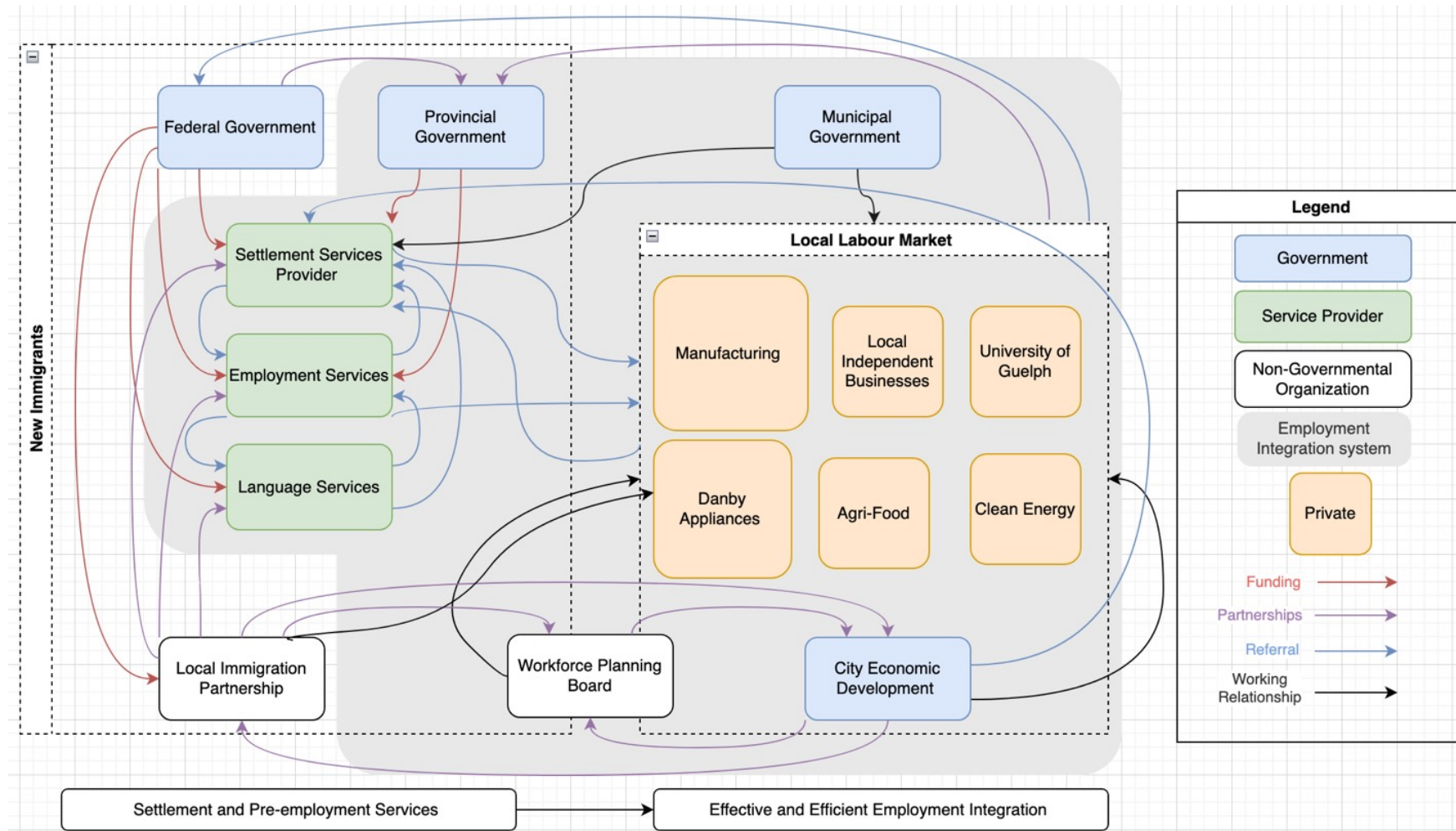


1990s-2020s

Systems Mapping

- “An approach to identify and present a system in a structured way” (Canadian Centre on Substance Abuse [CCSA], 2014, p. 1).
- Connects the actors and their relationships to the larger system to understand how it responds to external factors (de Savigny & Adam, 2009).
- There is a need to shift the focus away from the individual to the system.

A Systems Map of Immigrant Employment



Mid-Sized City – Key Factors



Few industries dominate.



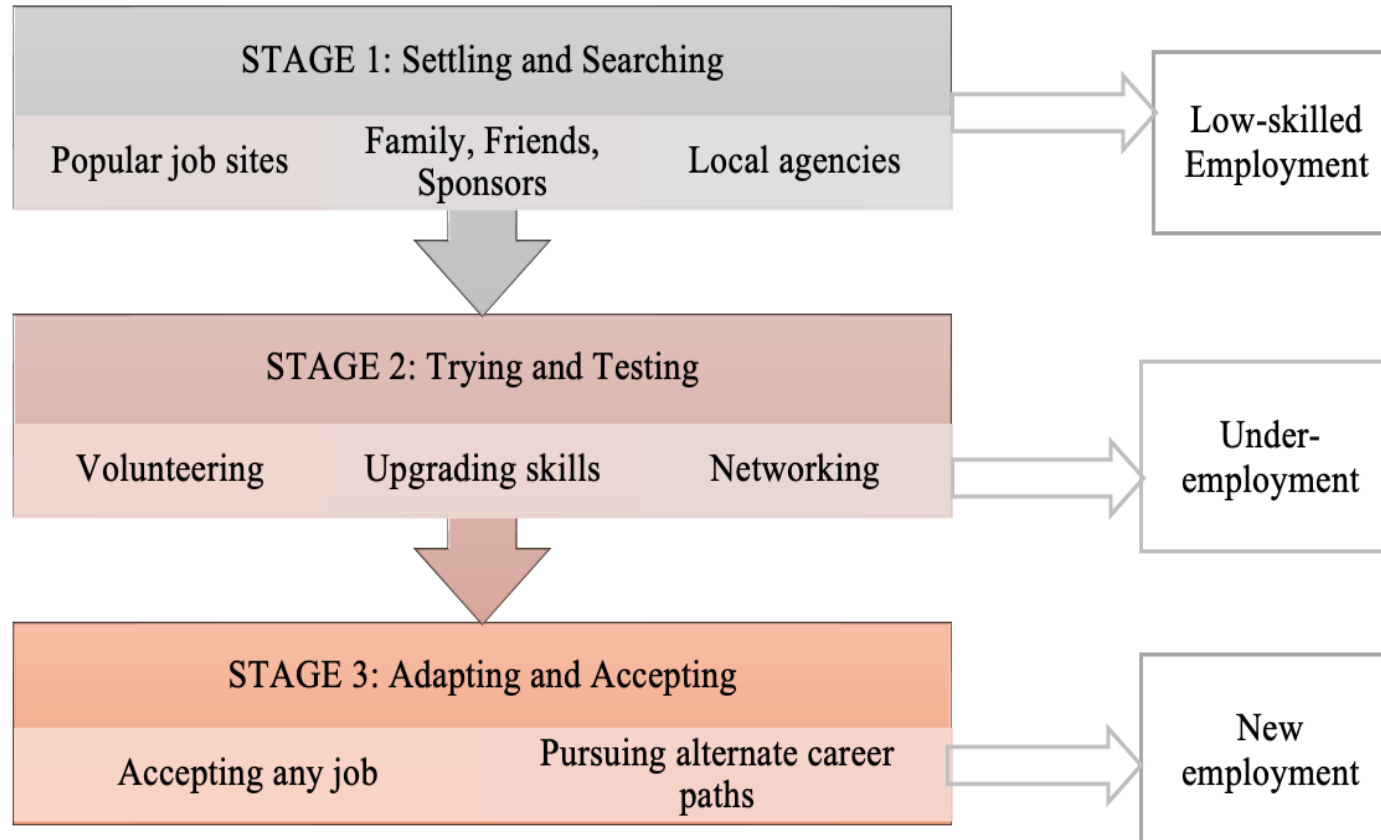
Relationships are important and community engagement is essential.



Success requires targeted planning and strategies at the local context.



Immigrant Experiences



Summary Points

- Do immigrants fare better in smaller centres?
 - That depends
- Does size matter?
 - Yes, it does
- Does one size fit all?
 - Not for policy or programming



How can small cities integrate newcomers

- Develop immigration strategy at the municipal level.
- Ensure integration of services working toward a shared vision.
- Strengthen relationships between service providers and employers
- Align employer needs, municipal policies and federal/provincial initiatives.

But they need:

- Increased funding to service providers
- Improved access to regional data about new immigrants
- Targeted initiatives that meet needs of local communities.

Contact

Mary Crea-Arsenio MSc. PhD
Assistant Professor, Global Health
Department of Medicine
McMaster University
MDCL-3500, 1280 Main St. W.,
Hamilton, ON, L8S 4K1
email: mcrea@mcmaster.ca

ORCID ID: <https://orcid.org/0000-0002-1578-881X>

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