

BUILDING A STRONG WELCOMING COMMUNITY

LEADERSHIP, BUSINESS ENGAGEMENT,
AND KNOWLEDGE SHARING

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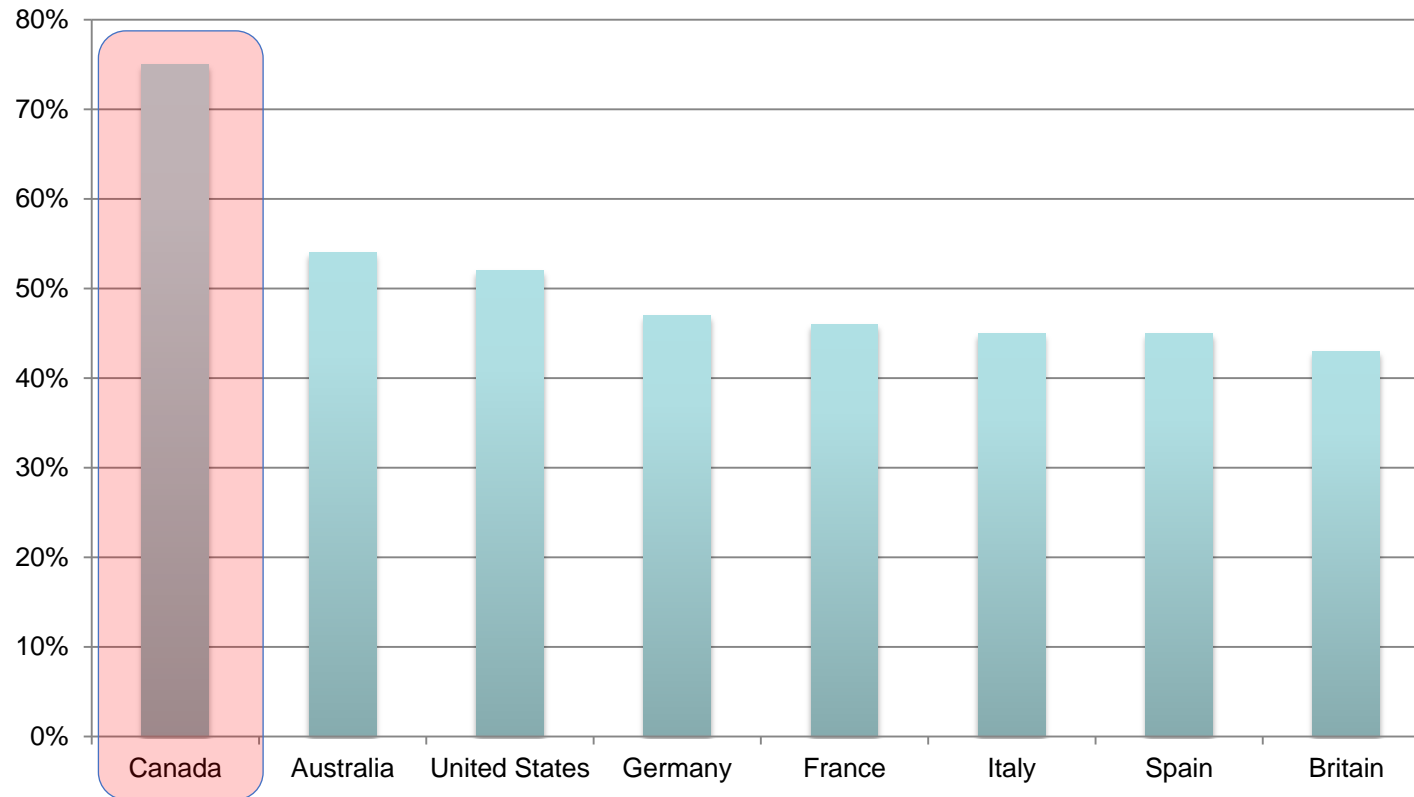
Regional Forum – Rural Newcomer Integration
Blue Mountain Resort Conference Centre

The logo of the University of Guelph, featuring the text "UNIVERSITY of GUELPH" in a serif font, with "of" in a smaller, lowercase font between "UNIVERSITY" and "GUELPH".

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of GUELPH

Perceptions of immigration

Immigrants are having a good influence on the way things are going in your country



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Source: Angus Reid, 2016



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Rural immigration

- historically low experiences
- tide has shifted ...

Is Immigration to Rural Areas in Canada's Future?

A surge in urbanization in Canada has led to the decline of rural areas, leaving Canadians with the hope that immigration can fill the void.

Canada's most recent census, administered in 2011, made it clear that Canada's major cities are booming. More than 23.1 million Canadian live in one of Canada's 33 metropolitan areas, marking just under 70% of the population as city dwellers. A total of 35% of Canada's population lives in one of Canada's three largest cities, Toronto, Montreal, or Vancouver.

While the population growth in cities is an excellent prospect for business in major cities, the growth seems to be occurring at the expense of rural areas. Much of the growth in urban areas is driven by a combination of immigration from abroad and migration from small towns and rural areas, leaving Canada's rural areas to shrink in both population and economic impact.

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- Immigration programs target rural Canada
Oct 27, 2016 NEWS
- Rural residents, gov't need to adopt positive attitudes
Oct 27, 2016 NEWS
- VIDEO: Alta. growers see near record-setting sugar beet harvest
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- Sask. wid... to push v...
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Immigration programs target rural Canada

By Jeffrey Carter

Published: October 27, 2016
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Canada's small cities and rural areas desperate for immigrants

ALIA DHARSSI Updated: October 26, 2016

Deep in Manitoba's Bible Belt, the small cities of Winkler and Morden have drawn so many immigrants recently that newcomers are helping create new places of worship.

There are now more than 25 churches in Winkler, up from 18 at the turn of the millennium.

More churches are under construction, while Muslim families in Winkler and Morden leased a building in downtown Winkler this year and converted it into a mosque.

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Shared Values

How can rural communities attract the next generation of immigrants?

Published on Aug 16, 2016 by John Michael McGrath

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Douglas Todd: Immigrants could prosper in Canada's small towns

DOUGLAS TODD Updated: September 1, 2017

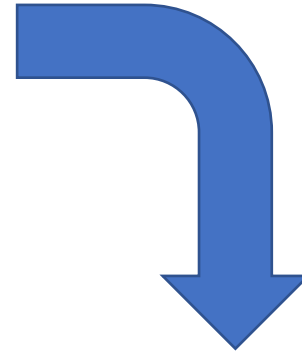


Brandon, MB

- » population of 48,859 (2016)
- » historically low immigration
- » everything changed in 2001



1,500 immigrants



5,000 immigrants



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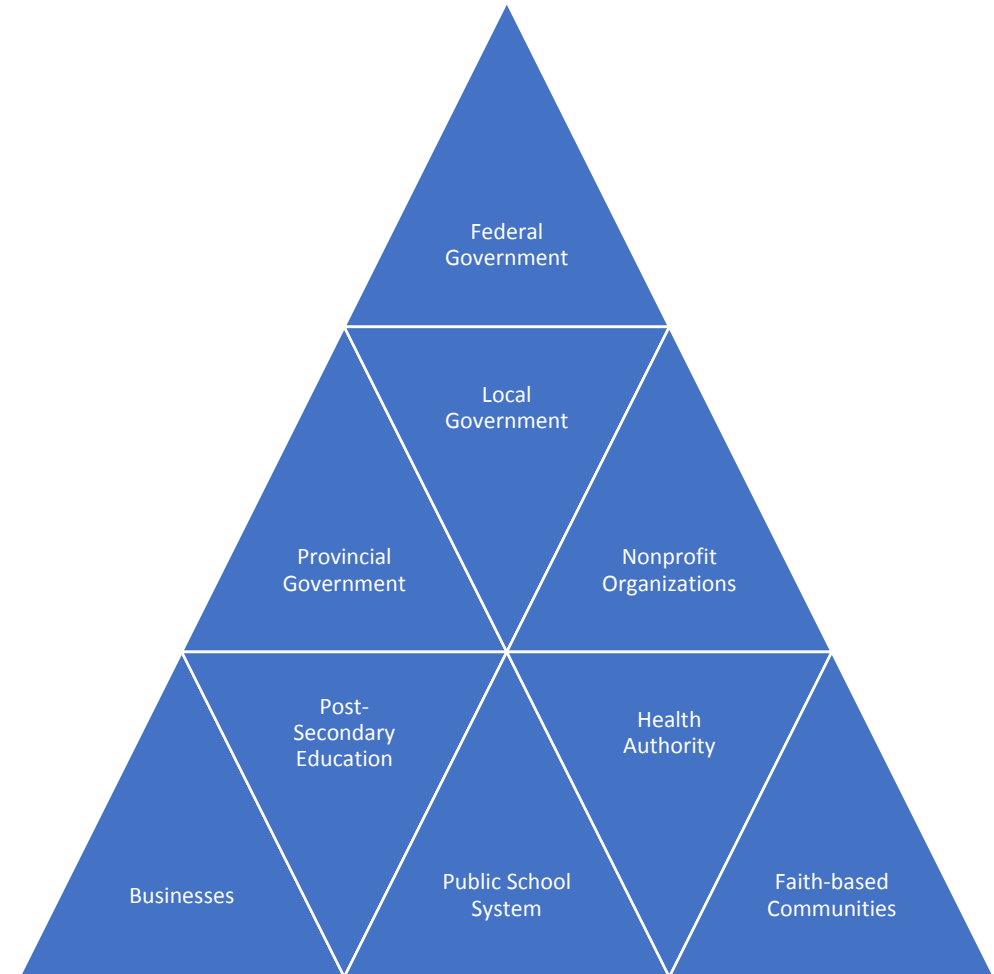
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Welcoming Communities Dialogue Group

» innovative partnership

» focused on

- information sharing
- strategizing for welcoming
- building capacity
- proactive planning



How to ...

1. Gather key stakeholders
2. Identify gaps in knowledge
3. Assess community's current state of 'welcoming'
4. Build knowledge sharing 'systems'
5. Ask who is missing from the process
6. Engage with recent newcomers
7. Back to step #1



Is Brandon Welcoming?

Brandon is...

- A welcoming community:
 - Over 80% of Canadian long-term residents agree
 - Over 90% of Chinese and Latin American new residents agree
- A good place to live:
 - 99% of Canadian long-term residents agree
 - 100% all Latin American new residents agree
 - 71% of Chinese new residents agree 
- A good place to raise a family:
 - 97% of Canadian long-term and Latin American residents agree
 - 43% of Chinese new residents agree 



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Key lessons

- » partnerships, partnerships, partnerships
- » leadership
- » sharing information



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