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(research results available at
www.waynecaldwell.ca)

UNIVERSITY
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CHANGING LIVES
IMPROVING LIFE

Attracting and Retaining Newcomers

IN RURAL COMMUNITIES AND SMALL TOWNS



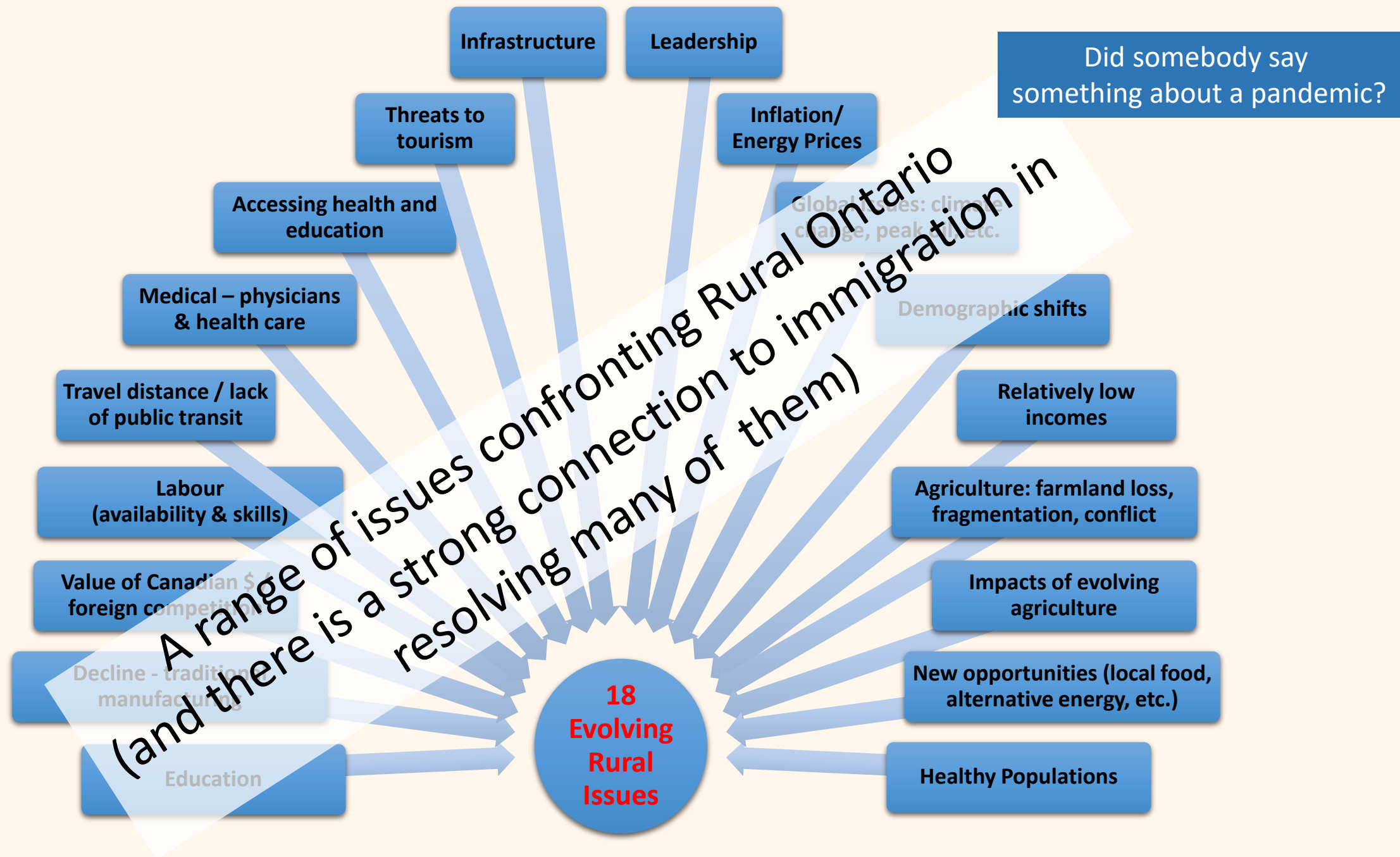
An Initial Reflection
The Village of Blyth



For Many Years I've
posed this question to
Audiences:

***What trends/issues do
you think may
fundamentally impact
rural Ontario?***



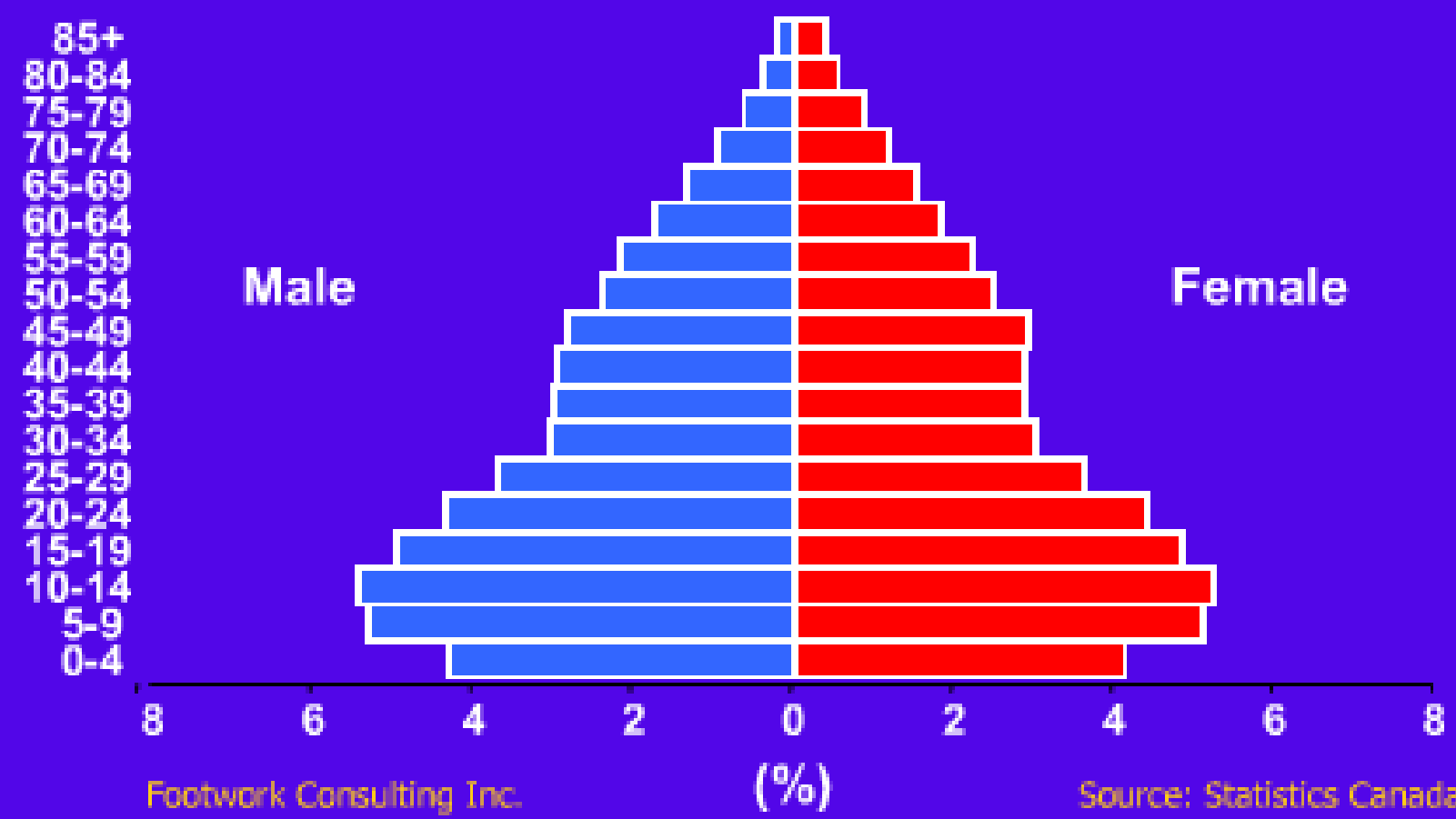


Demographic Shifts



Canada: Population Pyramid 1971

Stop Restart
Back Forward



Canada: Population Pyramid 2021

Stop

Restart

Back

Forward

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

Male

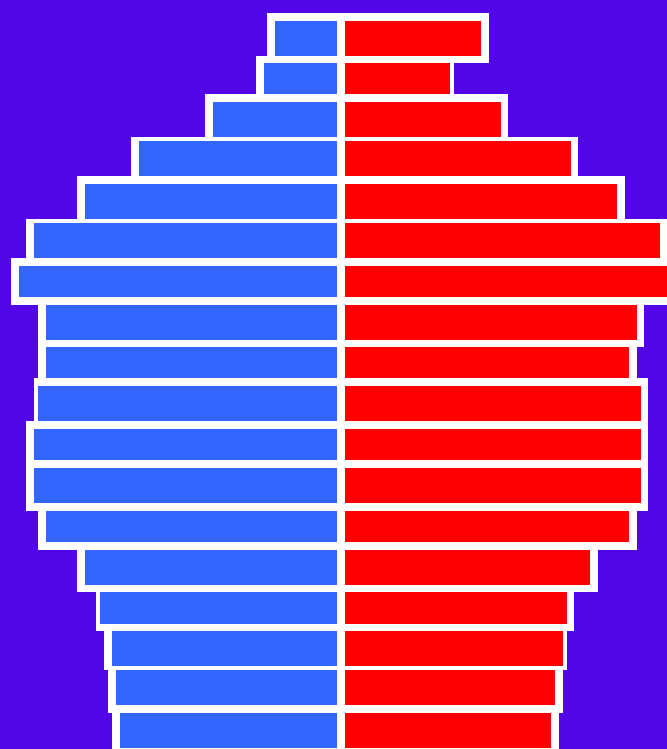
Female

8 6 4 2 0 2 4 6 8

(%)

Footwork Consulting Inc.

Source: Statistics Canada



What does this mean in practical terms?

Labour Force Entrants vs Retirees

In 1996 in Huron County, for example, there were approximately 170 potential labour market entrants for every 100 retirees.

In 2019 there were 70

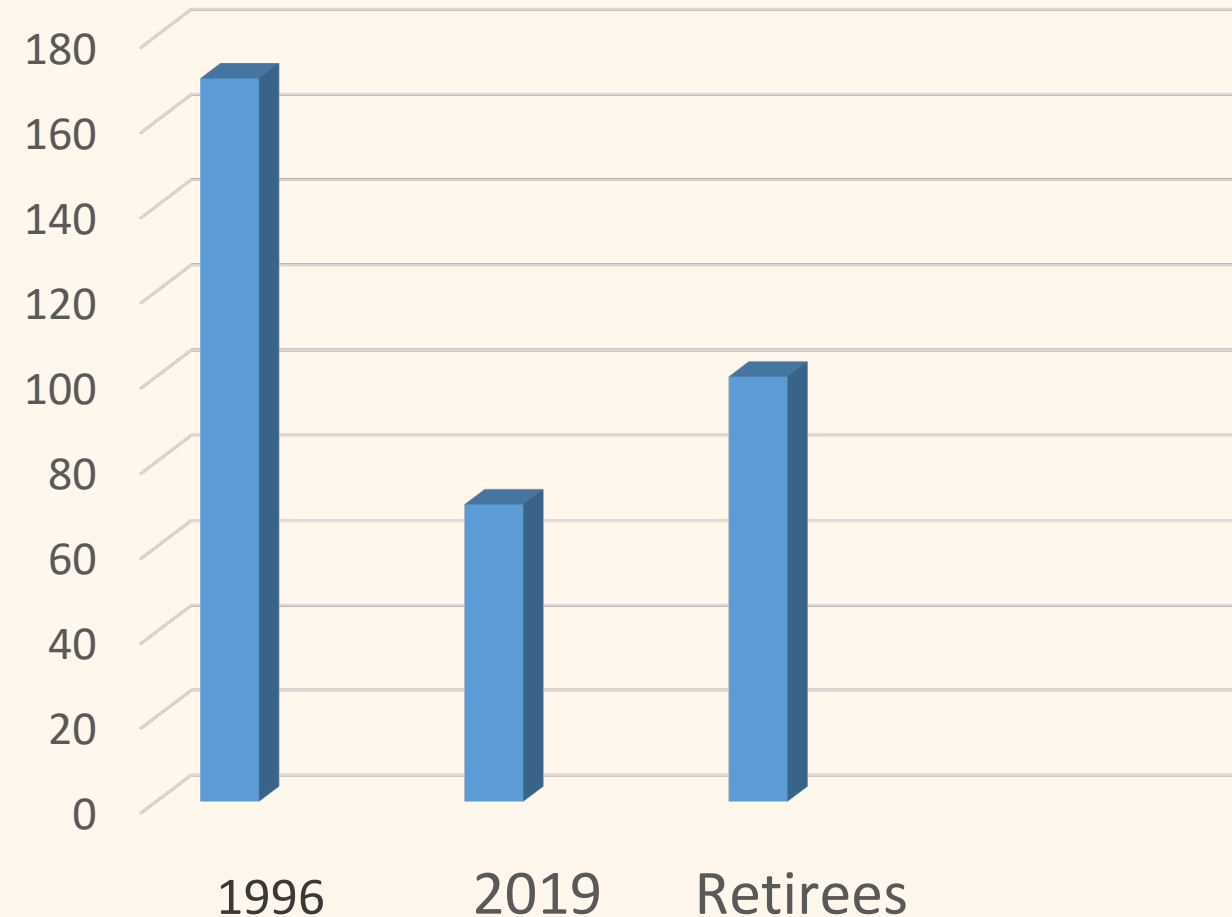
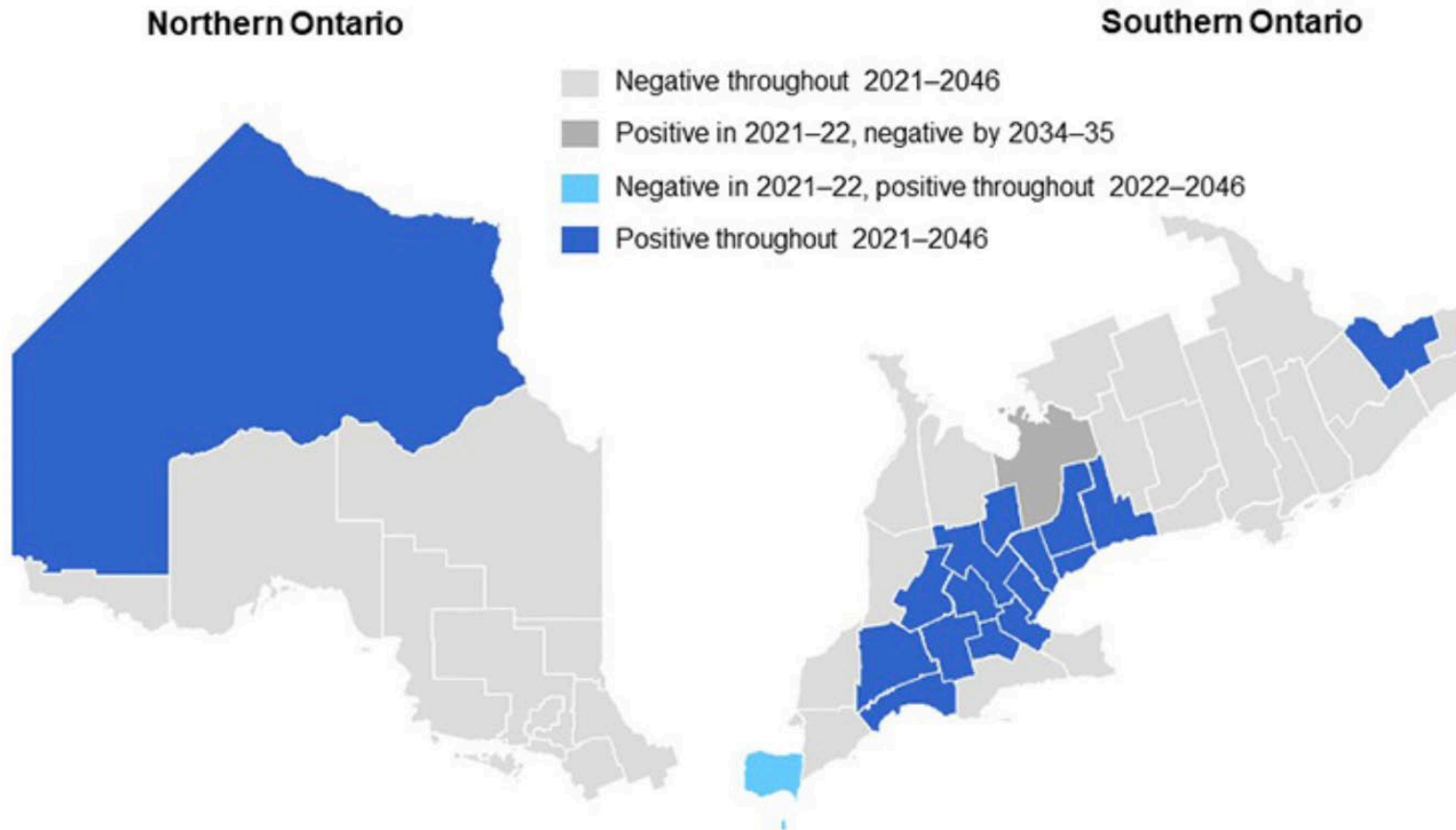


Chart 7: Evolution of natural increase by census division, 2021 to 2046

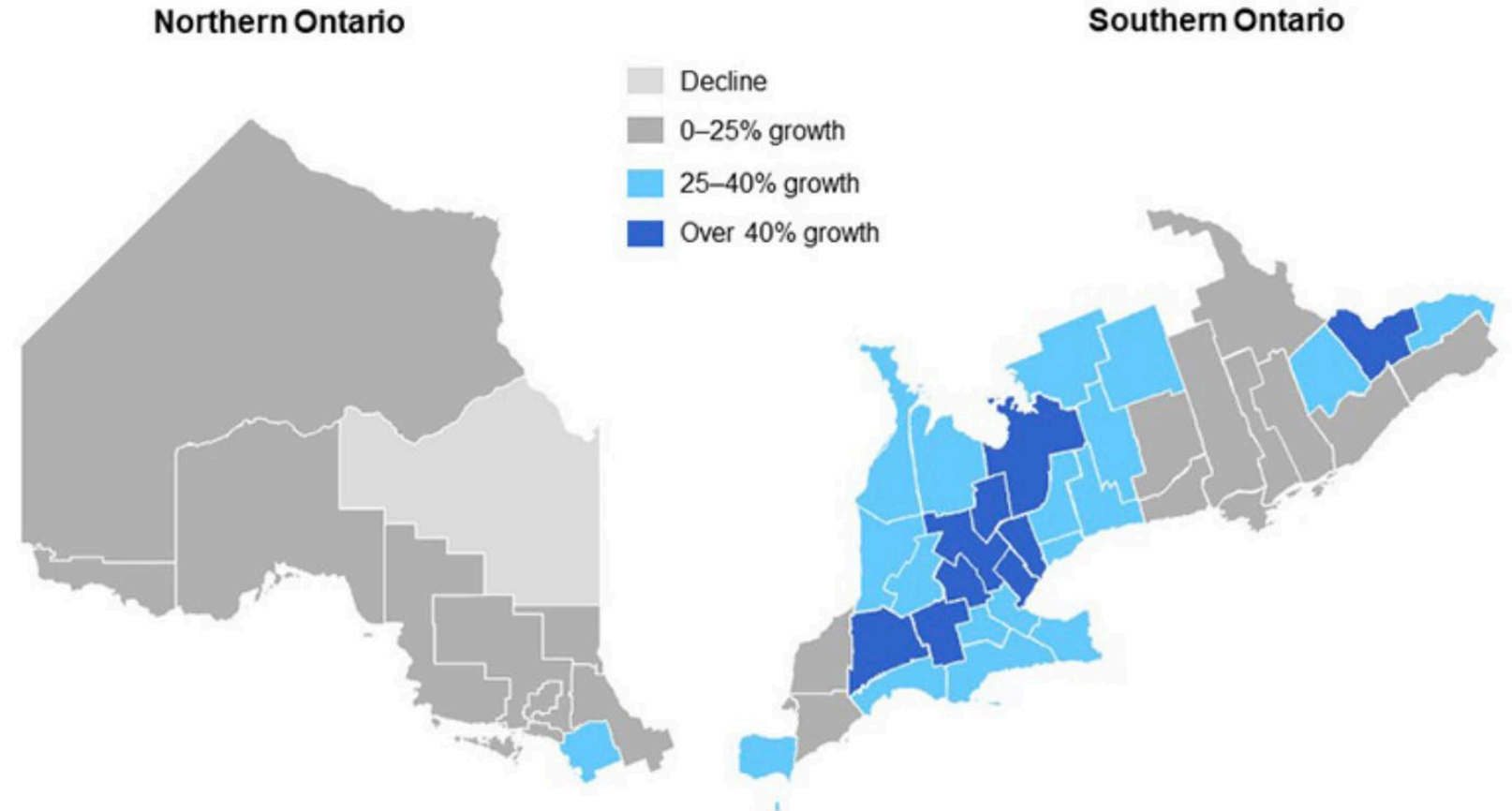
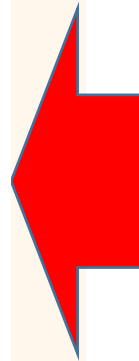


Conclusion:
If we only factor in births and deaths the blue areas will grow and the grey areas will decline.

<https://www.ontario.ca/page/ontario-population-projections>

Chart 9: Population growth/decline by census division over 2021 to 2046

Conclusion:
When we include the movement of people (internal and external migration) we get growth in virtually all of the province.



Source: Ontario Ministry of Finance projections.

<https://www.ontario.ca/page/ontario-population-projections>

This Means:
94.5% of all
immigrants went to
the top 10
destinations leaving
just 5.5% for all of
the rest of Ontario

Realities for Rural Ontario

- low birth rates
- an aging population
- youth retention
- urban focused immigration

Population decline as a constant worry

What does this mean for rural Ontario?

Importance of:



Our challenge:
How do we respond to these issues?



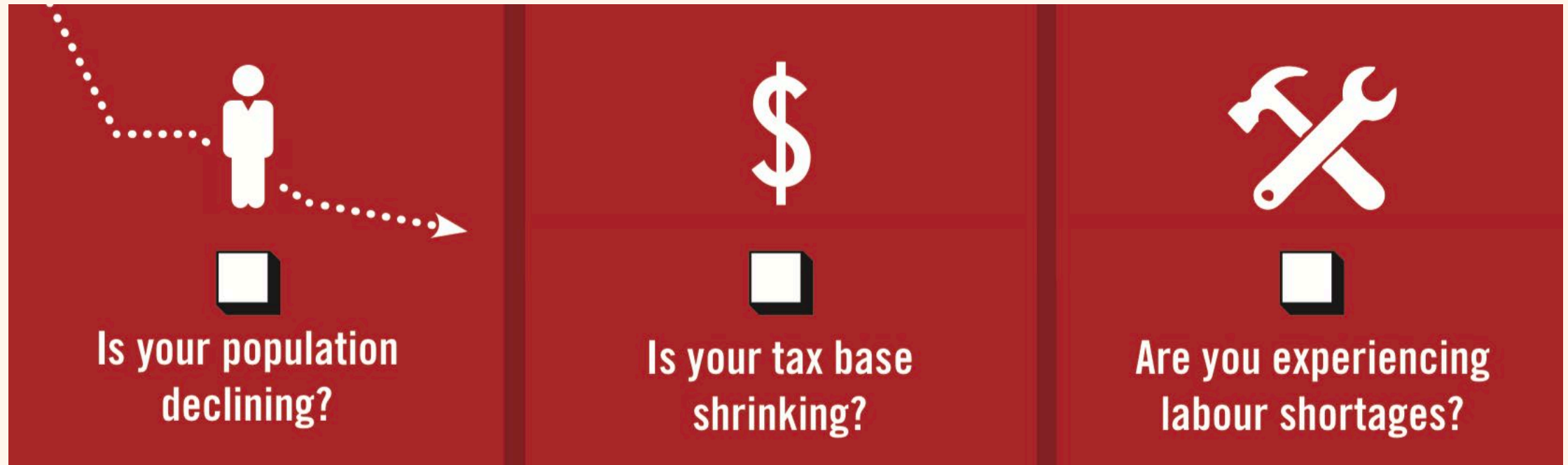
**Municipalities can play a key role
in attracting and retaining
immigrants.**

Working at the municipal level
they can provide a **collaborative
opportunity for various
departments such as economic
development, planning, social
services, and tourism to work
together towards creating a
welcoming community.**



Determining the Need for Immigration

The first step is to discuss these issues with your community:





Newcomer Attraction and Retention: *Seven Guiding Principles*

- Work with what you have
- Build and Maintain Relationships
- Gain Political Will
- Involve Newcomers as Key Players
- Ensure Research Based Decision Making
- Emphasize Process and Build Capacity
- Plan with a Long-Term Horizon

Retaining Immigrants is key to long-term success

- Create a welcoming community
- Adopt a no wrong-door policy
- See things from an immigrant lens



Become a Welcoming Community

This means focusing on creating connections between newcomers and established community members. This can help in eliminating barriers to social and economic integration, and address racism and discrimination

You can do this by:

1

**OFFERING
SUPPORT
TO NEWCOMERS**

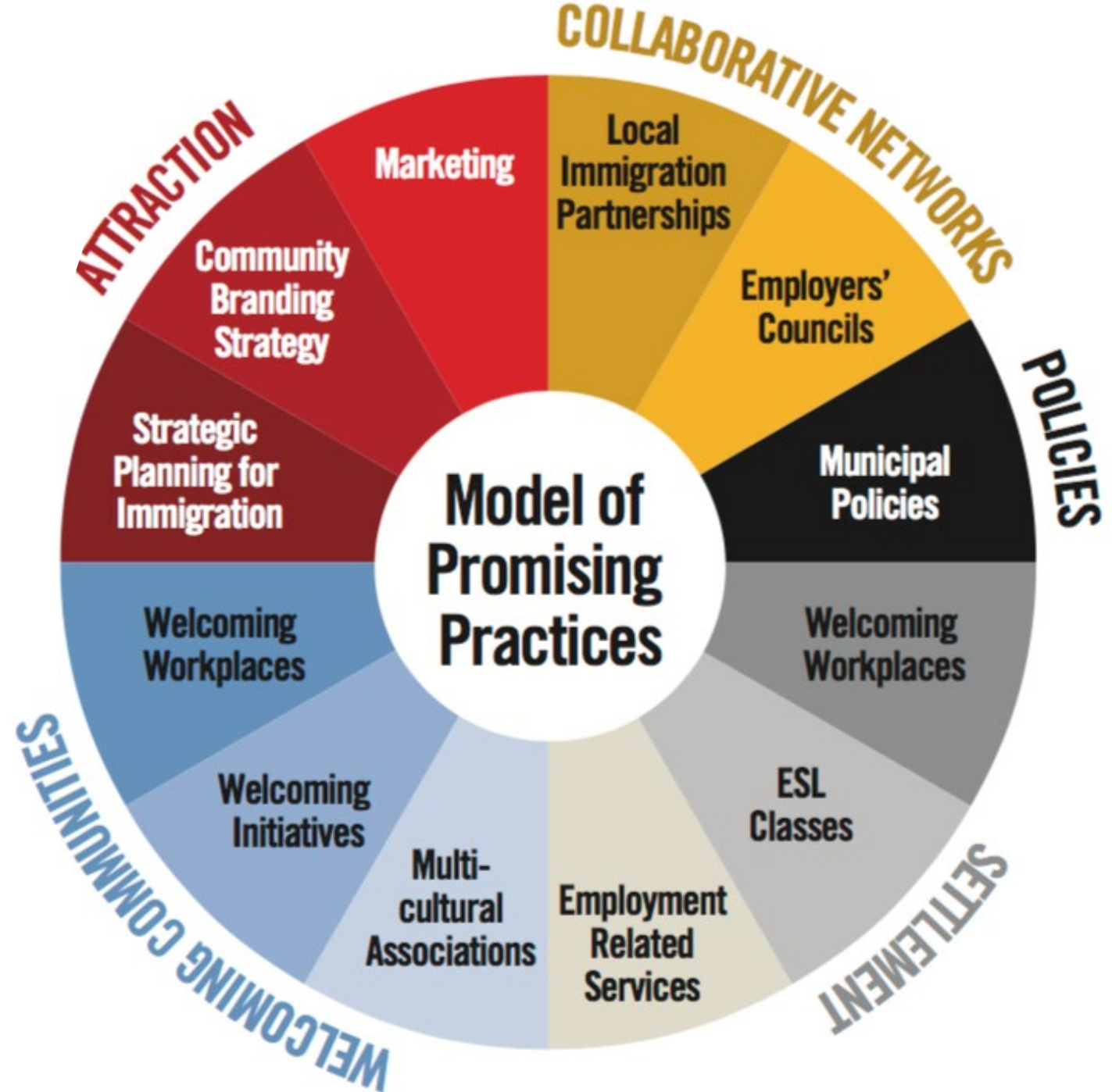
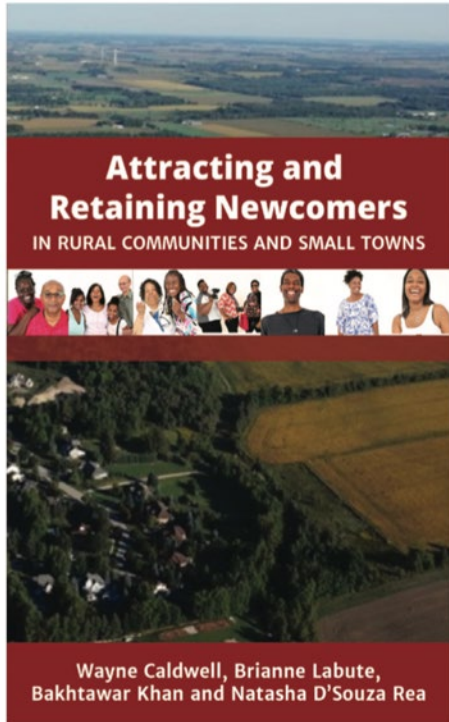
2

**BEING OPEN
TO NEW IDEAS
AND CUSTOMS**

3

**ACCEPTING & APPRECIATING
THE CONTRIBUTIONS THAT
NEWCOMERS MAKE**

Model of Promising Practices





A Final Reflection
The Village of Blyth

RURAL PLANNING IS WHAT WE DO

www.sedrd.uoguelph.ca

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Questions?