

Rural Employers' Motivations to Hire Newcomers: The Case of Small and Medium Businesses in the Canadian Prairies

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SAISIA
Saskatchewan Association of
Immigrant Settlement and
Integration Agencies



WANTED

DEAD OR ALIVE



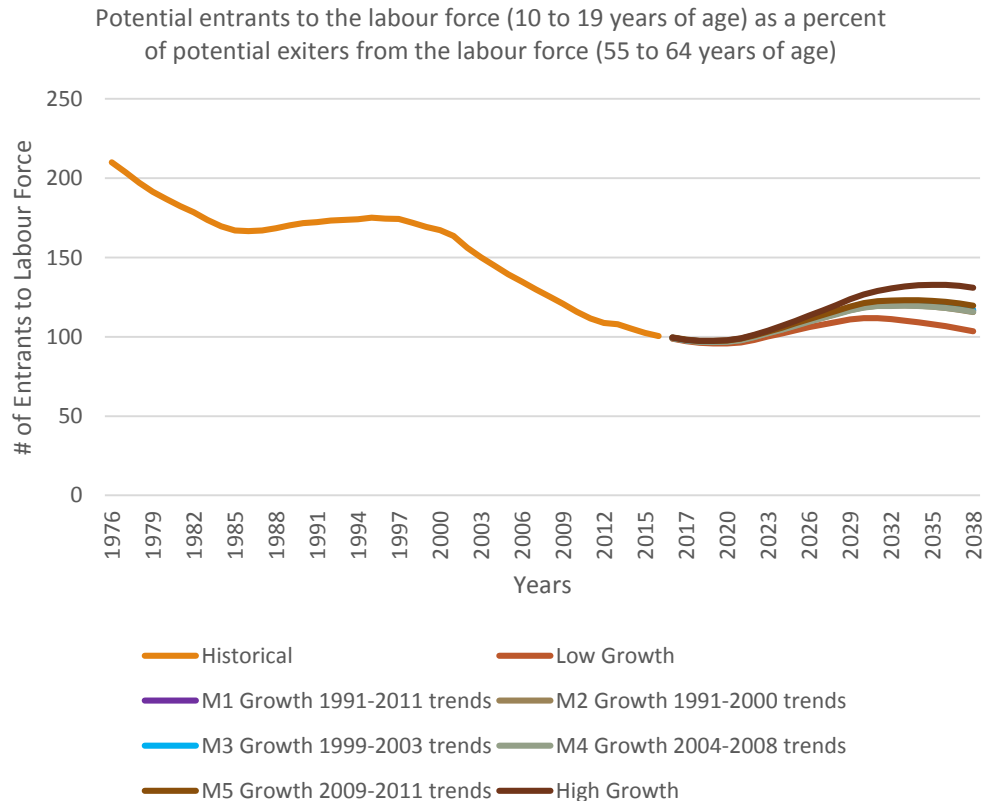
Small &
Medium
Enterprises

★ \$100,000 ★

APPROACH WITH CAUTION

Manitoba's declining rural population

Canadian natural growth rate is projected to be negative in 2032!!!



	Non-metro Manitoba	Metro Manitoba	Canada
Non-immigrants	90%	74%	77%
Immigrants	9%	24%	22%
Non-permanent residents	1%	2%	1%

- Rural areas will increasingly rely on newcomers
- Newcomers' long-term settlement is conditioned by consistent access to the job market

Research Question

What are the motivations of rural employers to hire newcomers?

Objectives:

- Collect employers' perspectives
- Input a new perspective to policy-design
- Focus on the Canadian Prairies

Method: Reaching out to SMEs

- **Electronic survey** addressed to Small and Medium Enterprises
- Expected responses:

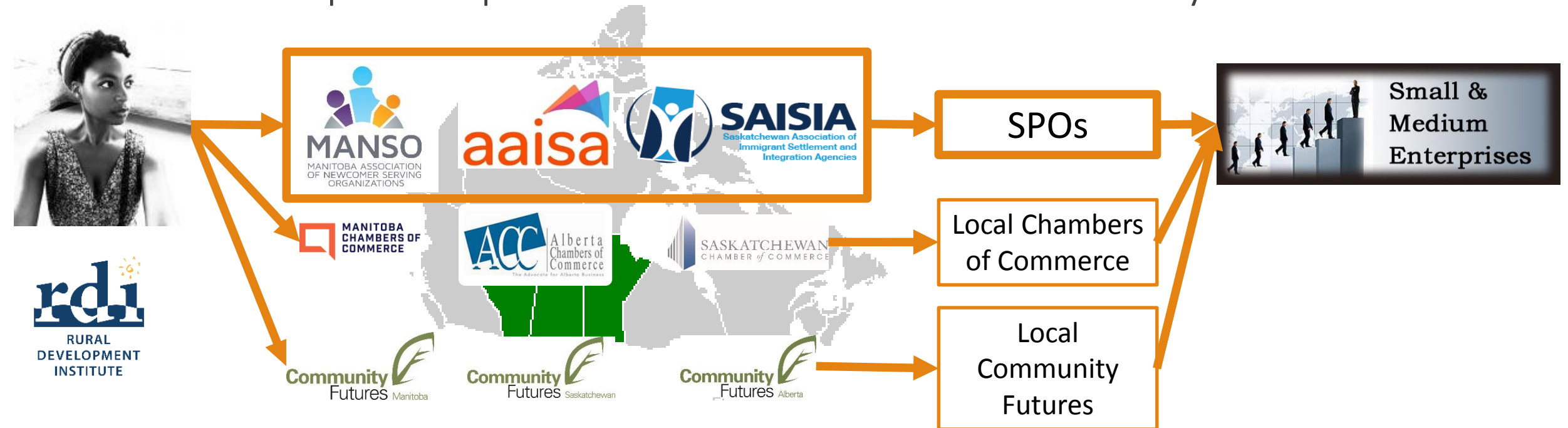
	Total	Manitoba	Saskatchewan	Alberta
SMEs	247,770	38,605	41,097	168,068
Expected responses	420	70	70	280

- Reaching out to SMEs and securing their participation is the critical step

 **She needs your help!**

Method: Reaching out to SMEs

- Critical partnerships with MANSO, SAISIA, AAISA and local Service Provider Organizations (SPOs)
- Additional partnerships with Chambers of Commerce and Community Futures networks



Progresses

- On-going connections with SPOs to receive SME contact info
- Starting connections with Community Futures and Chambers of Commerce
- Dissemination of the electronic survey to SMEs

	Manitoba	Saskatchewan	Alberta
SMEs	38,605	41,097	168,068
Expected responses	70	70	280
Invitations sent	48	20	9
Received responses	6	3	2

Thank you very much for your attention.

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Theoretical Framework: The Self-determination Theory

