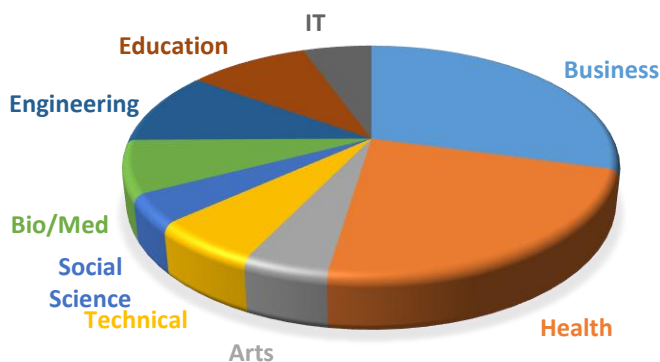QUINTE
IMMIGRATION SERVICES

The Quinte Economic Environment and Immigrant Labour Market Integration

Quinte Immigration Services QUIS Research Team

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NEWCOMER CLIENT FEILD OF STUDY
QUINTE REGION

Acknowledgements:

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Many organizations in the Quinte Region are recognized for their time and assistance in the provision of information and guidance that contributed to the completion of the research project

In addition, the valued contributions of Quinte Immigration Services QUIS are recognized in support of the Quinte Economic Environment and Immigrant Labour Market Integration research project.

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[1] Disclaimer: The views, opinions, and interpretations expressed, and the provision, presentation and interpretation of data in this research document are those of the authors and do not necessarily reflect the official policy, position, or official representations of any organization, municipality, Ministry of the Province of Ontario or Statistics Canada Government of Canada. Data and data analysis presented within this document are only examples and the information provided should not be used as a substitute for bona fide statistical information.

Note: As opposed to the Statistics Canada goals and methods of data collection, which comprehensively include every business in the Business Register, but which are also aggregated and therefore do not include specific details of each business this research focused mainly on those businesses within 8 general sectors, those which might reasonably be expected to hire immigrants, and those that had sufficient contact details published online. Researchers had access only to those which appeared in the Yellow Pages, or other published business directories. For these reasons the results are not as comprehensive as Statistics Canada, but are more precisely targeted to our client needs. For this reason, the actual numbers of businesses recorded in the survey (e.g. Quinte West) are far less than the numbers found in the Canadian Business Patterns Data (see Figure 2 below). For a complete and comprehensive profile of the region's actual number of businesses please consult the Canadian Business Patterns Data available from Statistics Canada.

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The Quinte Economic Environment and Immigrant Labour Market Integration

Introduction

"Why should well qualified people entering the Canadian labour market have such difficulties finding suitable employment?" [2]

These words from Rick Miner PHD, March 2014 cited in "II The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE" (Miner Management Consultants), reminds us of the challenges that face immigrant newcomers and businesses alike in Canada including the Quinte Region. We could add to this quote "and why should business enterprises miss out on many of the identified advantages of employing highly trained foreign trained professionals to fill gaps in the workforce." This study explores the Quinte Regions' economic environment and immigrant labour market integration and identifies a sample from the newcomer population that exemplifies the skills mismatch within the Quinte Region.

It has been known for some time that there is a real possibility of a gap or shortage of skilled labour in Canada, and in some sectors – health and wellness, for example -- this gap will continue to grow as the population ages. The Quinte Region is not immune to this trend, and in fact may be more vulnerable than other regions due to the fact that the median age is rather high. From the 2011 Census, after averaging the median ages of Belleville (43.5), Picton (52.5), Trenton (43.5), Brighton (49.7), Bancroft (49.4), and Napanee (46.3), it is clear

> Gaps or shortages of skilled labour in some sectors will continue to grow as the population ages, and in the Quinte Region the median age of forty-seven years (47.5 years) is much higher than the Canadian average of just over forty years of age (40.4 years).

that the Quinte Region median age is higher (47.5 years) than the Canadian average (40.4 years).

It is generally acknowledged that the best solution to this is to attract and retain a skilled workforce through training and education, but part of the solution can also come from employing more Foreign Trained Professionals from within Canada, or from outside Canada in some cases as needs arise.

Therefore it is crucial to know which and how many businesses/employers there are in each region, municipality, and city[3]. And it is also useful to know how many qualified candidates with relevant skills and experience are eligible to work in each region, municipality, and city.

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[2] Miner, Rick PHD, March 2014 "II The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE" Miner Management Consultants, Miner & Miner Ltd 360 Bloor Street East Suite 508, Toronto ON M4W 3M3, http://www.minerandminer.ca p.7 http://www.minerandminer.ca/data/Miner_March_2014_final%282%29.pdf

[3] **A note about the usage of the words 'municipality' and 'city' in this report:** In this report the word 'municipality' refers to the larger administrative area within which there may be several cities, towns, or villages. The name of the municipality often includes such terms as "The Town of ~", or "~ Township", or "The City of ~", but those are the official names of the incorporated entities we call 'municipalities'. In the charts, or graphs, or tables within this report the word 'city' refers to each of those cities, towns, or villages within a municipality.

As the only immigration service in the Bay of Quinte Region, Quinte Immigration Services QUIS is uniquely positioned to put the pieces of this puzzle together and can then offer information and expertise to assist businesses in obtaining the required workforce, knowledge base, and tools to ensure that they maintain a competitive edge. Also, by encouraging diversity and inclusivity in the workplace, our region becomes more attractive to young people, to newcomers, and to investors of all kinds. The positive knock-on effects of cultural diversity are not easily measured, but it is safe to say that it is more enjoyable to live, work, and play in a forward-looking region that fosters creativity, innovation, equality, and a multiplicity of ideas.

The research results contained in this report will be useful to a wide range of interested parties, and we hope will be the impetus for other immigrant service agencies in other regions to conduct and publish the results of similar research. We look forward to the day when such reports are available for every region in the country.

> … by encouraging diversity and inclusivity in the workplace, our region becomes more attractive to young people, to newcomers, and to investors of all kinds.

Purpose

The purpose of this research is to identify the different professions of the immigrant population in order to determine the challenges faced by newcomers in their integration process in the local labour market.

The outcome of this research aims to assist municipalities, economic planning bodies, academics, potential investors in the local economy, and immigrants researching employment prospects in the Quinte Region.

For municipal economic planners interested in the attraction and retention of newcomers to the Quinte Region: this research can be a tool when assessing established businesses, the work skills of the local immigrant population, and the potential shortages in the local labour market due to an aging population.

For investors: this research can be an asset when planning the establishment of new industries or the acquisition of existing industries, as well as the employment of established immigrant populations with specific skills.

For immigrants looking for information on where to locate within Canada: this research can be a tool to access information on existing businesses, and the potential for employment.

Research methods and focus of the research

The focus of the research was divided into two broad areas:

1. The employers
2. The immigrant clients of Quinte Immigration Services QUIS (potential employees)

1. The employers: A new database, the QUIS Employer Database, was designed and built to catalogue employers in the Quinte Region. Their contact details, locations, and business activity descriptions were recorded in order to provide: a) useful and efficient job search tools for settlement workers and job-seekers, and b) a snapshot of the area's industries and businesses.

2. The immigrant clients of QUIS: The QUIS client database was updated with information about clients' education, qualifications, skills, and work experience. Those of our clients who are eligible to work were sent a survey asking for such information. Much of the data provided here in Section 2 is based on a sample of 58 of our immigrant clients unless otherwise indicated. Results are in Section 2 of this report.

The catchment area of QUIS

The catchment area of QUIS (Figure 1 below) and of the survey includes Hastings County, Prince Edward County, parts of Lennox & Addington County (Napanee), and parts of Northumberland County (Colborne and Brighton).

Figure 1: Catchment area of QUIS and of the survey (map[4])
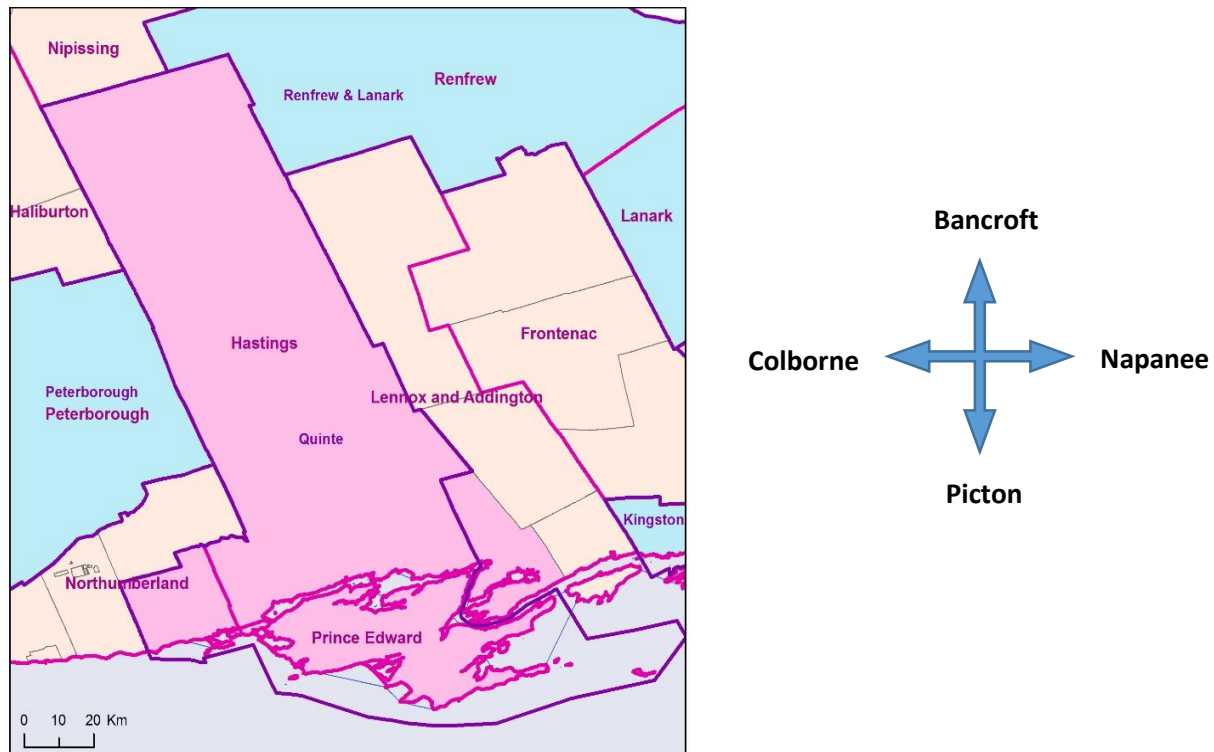
Section 1: Research on regional employers

Purpose & methodology

The purpose of building the QUIS Employer Database was twofold: 1) to collect contact details of businesses in the Quinte area, and 2) to discern patterns of concentration and distribution of businesses in the Quinte area.

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[4] Alexandra Bozheva, University of Western Ontario, and Statistics Canada source of base layers of draft map

1. Contact details

Our primary goal was to collect the names and contact information of businesses in the Quinte Region that are potential employers of QUIS clients with a view to matching clients with employers in future. As opposed to the online Yellow Pages, or other such online business directories, the QUIS Employer database would allow us to quickly sort, filter, and group relevant employers by industry sector, by business category, by company description, by municipality, by city, and even by postal code. The information also includes company contact names, phone numbers, email addresses and company website addresses for the HR or 'Careers' section where possible. The ease and efficiency of use will benefit our clients, and our settlement workers assisting clients, by enabling more efficient and targeted job searches which should result in higher employment rates within the immigrant community, and it should help to address the issue of the skilled labour gap which is already apparent in the Canadian economy and is predicted to become a larger problem as our population ages.

> … matching clients with employers in future may enable more efficient and targeted job searches which could result in higher employment rates within the immigrant community in the Quinte Region

The QUIS Employer database may be updated going forward, and will be useful in conducting further research about the capacity and requirements of specific businesses.

2. Patterns of Concentration and Distribution

The secondary purpose of the Employer Research was to map the concentration and distribution of employers across the Quinte Region. It should be noted that using the same data for both purposes is not ideal in that the secondary purpose would be best served by using comprehensive aggregate data such as is found in the Canadian Business Patterns Data. However, this secondary purpose has yielded some interesting results and a general snapshot of patterns that may be useful to regional or municipal economic development agencies, and of interest to employment agencies, to industry or business associations, and to immigrants or immigration agencies that wish to research the area before moving or investing here.

NB: As opposed to the Statistics Canada goals and methods of data collection, which comprehensively include every business in the Business Register, but which are also aggregated and therefore do not include specific details of each business (such as contact details) we focused mainly on those businesses within 8 general sectors, those which might reasonably be expected to hire immigrants, and those that had sufficient contact details published online. We had access only to those which appeared in the Yellow Pages, or other published business directories. For these reasons our results are not as comprehensive as Statistics Canada, but are more precisely targeted to our client needs. For this reason, the actual numbers of businesses recorded in our survey are far less than the numbers found in the Canadian Business Patterns Data (see Figure 2 below). For a complete and comprehensive profile of the region's actual number of businesses please consult the Canadian Business Patterns Data available from Statistics Canada.

The sample size of the QUIS Employer survey (and the database) is 1,646 businesses.

Figure 2: Comparison of Statistics Canada and QUIS data samples

All businesses within our catchment area

Statistics Canada, Canadian Business Patterns Data

businesses within 8 industry sectors

businesses with online contact info

QUIS Employer Data (1,646 businesses)
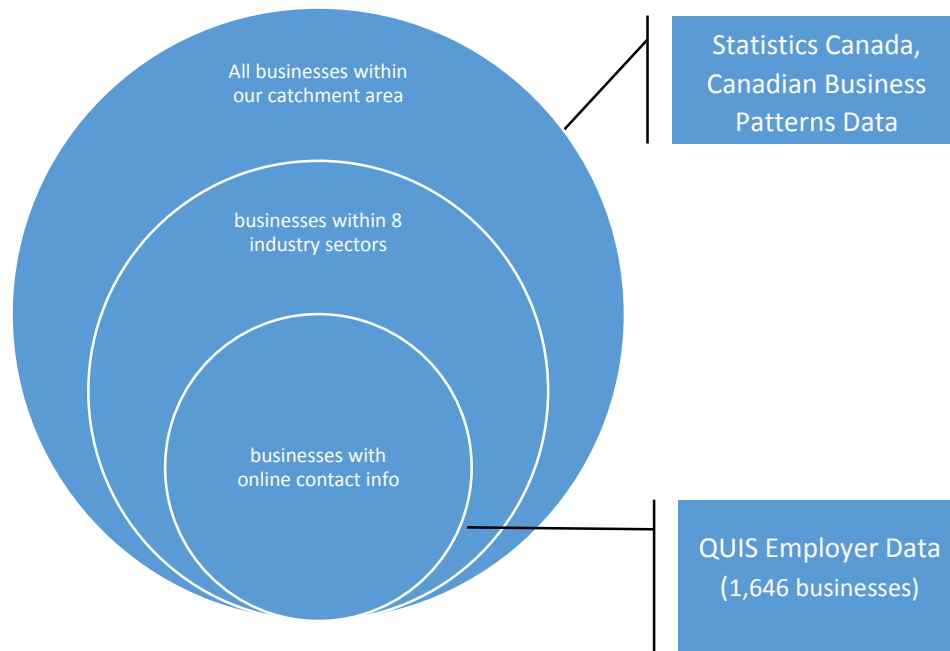
A note about classifying business sectors:

The various types of businesses in the region can be classified by sector in any number of ways. Initially we chose to delineate 8 major industry sectors which we already knew are prevalent in this area:

Service, Retail, Trades & Construction, Manufacturing, Hospitality & Tourism, Agriculture, IT, Bio-Pharma

In this report we refer to those 8 sectors as "General" sectors.

Additionally, we chose to divide and classify businesses further into their respective NAICS sectors in order to get a more nuanced and precise picture of the region's industry and business sectors. NAICS (North American Industry Classification System) is the standardized classification system used by government agencies to identify the main business activity of any given business. There are 20 industry sectors within NAICS at the 2-digit level (and many more subdivisions or sub-categories as we go further into the hierarchy) which we refer to in this report.

In this report we refer to those 20 sectors as "NAICS" sectors. (See Figure 3 below)

Figure 3: North American Industry Classification System (NAICS)

Classification structure

Code	Sector
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction
31-33	Manufacturing
41	Wholesale trade
44-45	Retail trade
48-49	Transportation and warehousing
51	Information and cultural industries
52	Finance and insurance
53	Real estate and rental and leasing
54	Professional, scientific and technical services
55	Management of companies and enterprises
56	Administrative and support, waste management and remediation services
61	Educational services
62	Health care and social assistance
71	Arts, entertainment and recreation
72	Accommodation and food services
81	Other services (except public administration)
91	Public administration

Results of the Employer Research

- A: Employer sectors by Region
- B: Employer sectors by Municipality
- C: Employer sectors by City

A: Employer sectors by Region

Most common regional sector: Service

47% of businesses in the Quinte Region are in the Service sector (when we include hospitality/tourism/accommodation/food services in that category)

The Breakdown (overview):

> **A**: Combine and average the 'Service' totals of the General and the NAICS sectors.

➕

> **B**: Combine and average the 'hospitality/tourism/accommodation/food services' totals of both the General and the NAICS sectors

> Add **A** to **B** to arrive at a total number of businesses in the Service sector

Details of the Breakdown:

A: Combine and average the 'Service' totals of the General and the NAICS sectors:

First, we find the 'Service' totals of the General sector:

27.3% of the total number of businesses surveyed fall within the General sector **'Service'**.
(450 Service businesses out of a total of 1,646 businesses)

In this chart (Figure 4 below) we see an overview of the number of employers within each General industry sector for the Quinte Region as a whole.

Figure 4: Number of Quinte Region employers by General Sector

NUMBER OF QUINTE REGION EMPLOYERS BY GENERAL SECTOR   (of 1646 in total)

- Bio-Pharma: 2
- IT: 43
- Agriculture: 51
- Hospitality & Tourism: 373
- Service: 450
- Retail: 268
- Trades & Construction: 171
- Manufacturing: 288
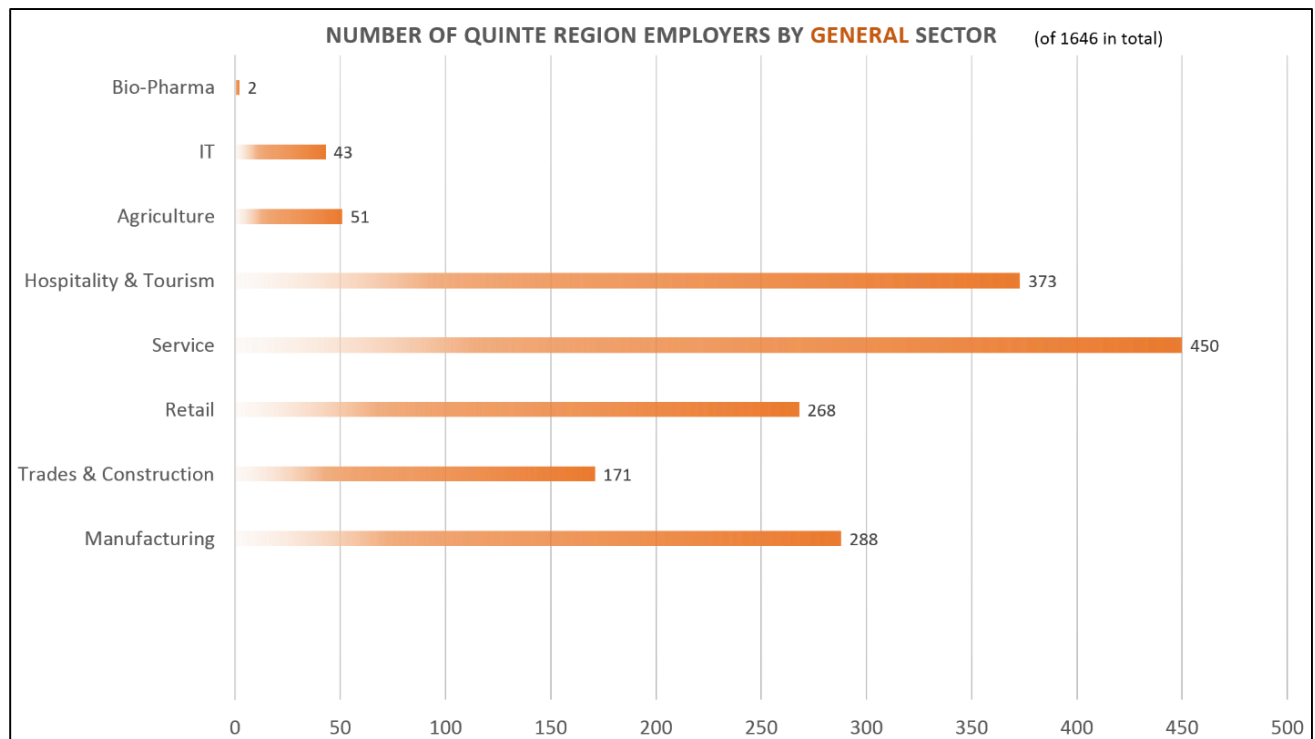
Next, we find the 'service-related' totals of the NAICS sector:

22% of the total number of businesses surveyed fall within NAICS **service-related** sectors.

Figure 5: Number of Quinte Region employers by NAICS Sector
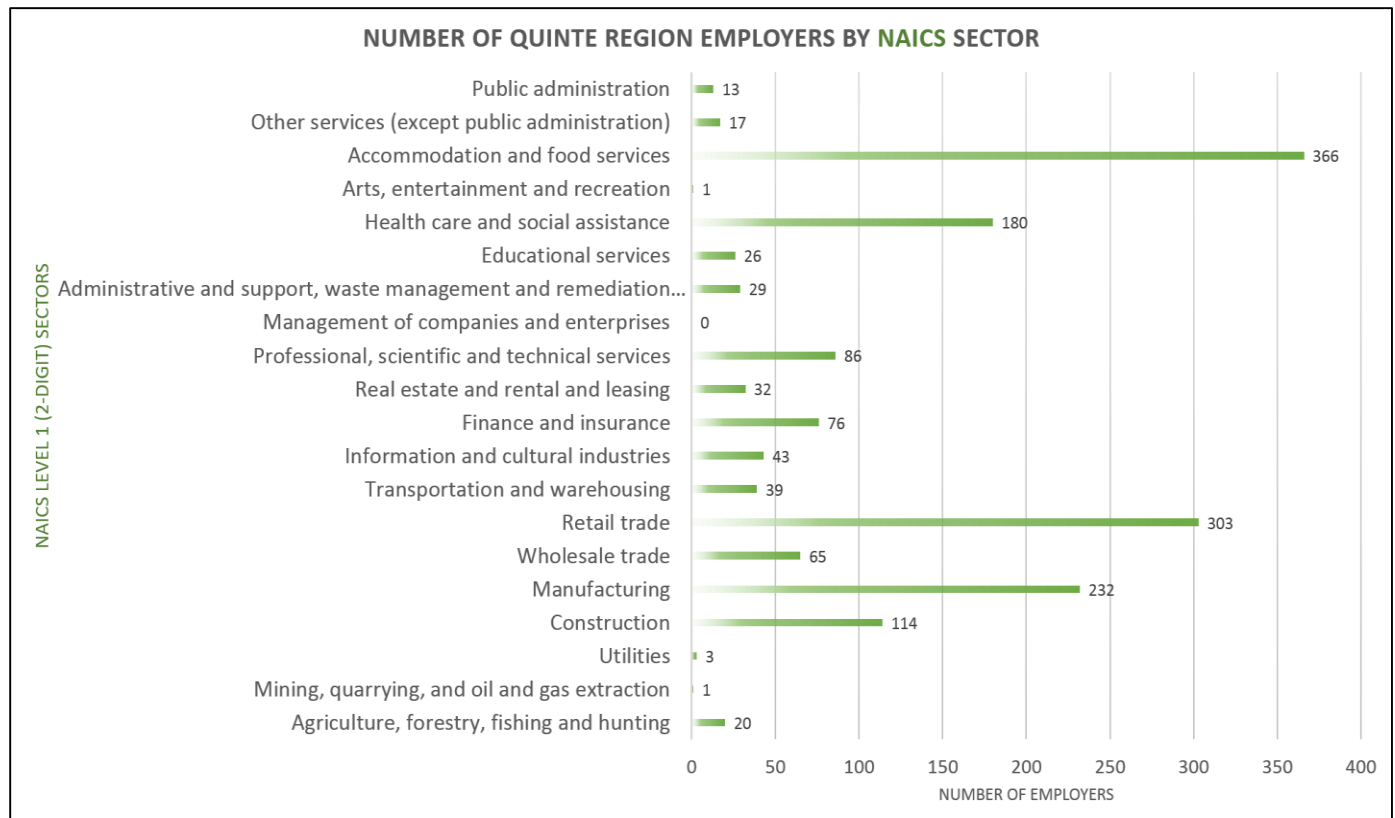
According to both the general and the NAICS sector breakdowns, it is clear that the largest single sector of businesses in the Quinte Region fall within the "Service" sector. Although the NAICS breakdown does not have a single category named "service", we can add all NAICS categories that are services -- excluding for the moment, 'Accommodations and Food Services' -- and reach a similar percentage of the total.

The average number of businesses in the Service sectors of the General and the NAICS is approximately **25%**

B: Combine and average the 'hospitality/tourism/accommodation/food services' totals of both the General and the NAICS sectors:

The 'Hospitality & Tourism' (General) sector is 22.6% of the total, and the 'Accommodation and Food Services' (NAICS) sector is 22.2% of the total, for an average of 22.4%.

If we consider 'hospitality/tourism/accommodation/food services' (22.4%) to be part of the Service sector, we must add it to the 'Service' total (25%).

<u>Add A to B to arrive at a total number of businesses in the Service sector:</u>

Therefore, after averaging both the General sector and NAICS sector results, and after adding hospitality/tourism/accommodation/food services to the Services sector, we can say that

the Service sector in the Quinte Region accounts for approximately 47% of the total number of employers.

- Second most common regional sector: Retail

17% of businesses in the Quinte Region are in the Retail sector.

By averaging the General sector percentage of Retail (16% of total) and the NAICS sector percentage of Retail (18% of total), we find an average 17% of total businesses in the Quinte Region are in Retail.

- Third most common regional sector: Manufacturing

16% of businesses in the Quinte Region are in the Manufacturing sector.

By averaging the General sector percentage of Manufacturing (17.5% of total) and the NAICS sector percentage of Manufacturing (14% of total), we find an average 15.75% of total businesses in the Quinte Region are in Manufacturing.

B: Employer sectors by Municipality

In this chart (figure 6 below) we clearly see which municipalities have the greatest number of employers, and we can see the distribution of employers in each sector. This view shows only the eight General sectors which somewhat simplifies the breakdown of the types of employers, but it provides a clear overview. The legend shows not only the name of the sector but also the total number of employers within that sector in the Quinte Region.

Figure 6: Number of employers in each municipality by General sector

Number of employers in each **municipality** by **General** sector

- Manufacturing 288
- Trades & Construction 171
- Retail 268
- Service 450
- Hospitality & Tourism 373
- Agriculture 51
- IT 43
- Bio-Pharma 2
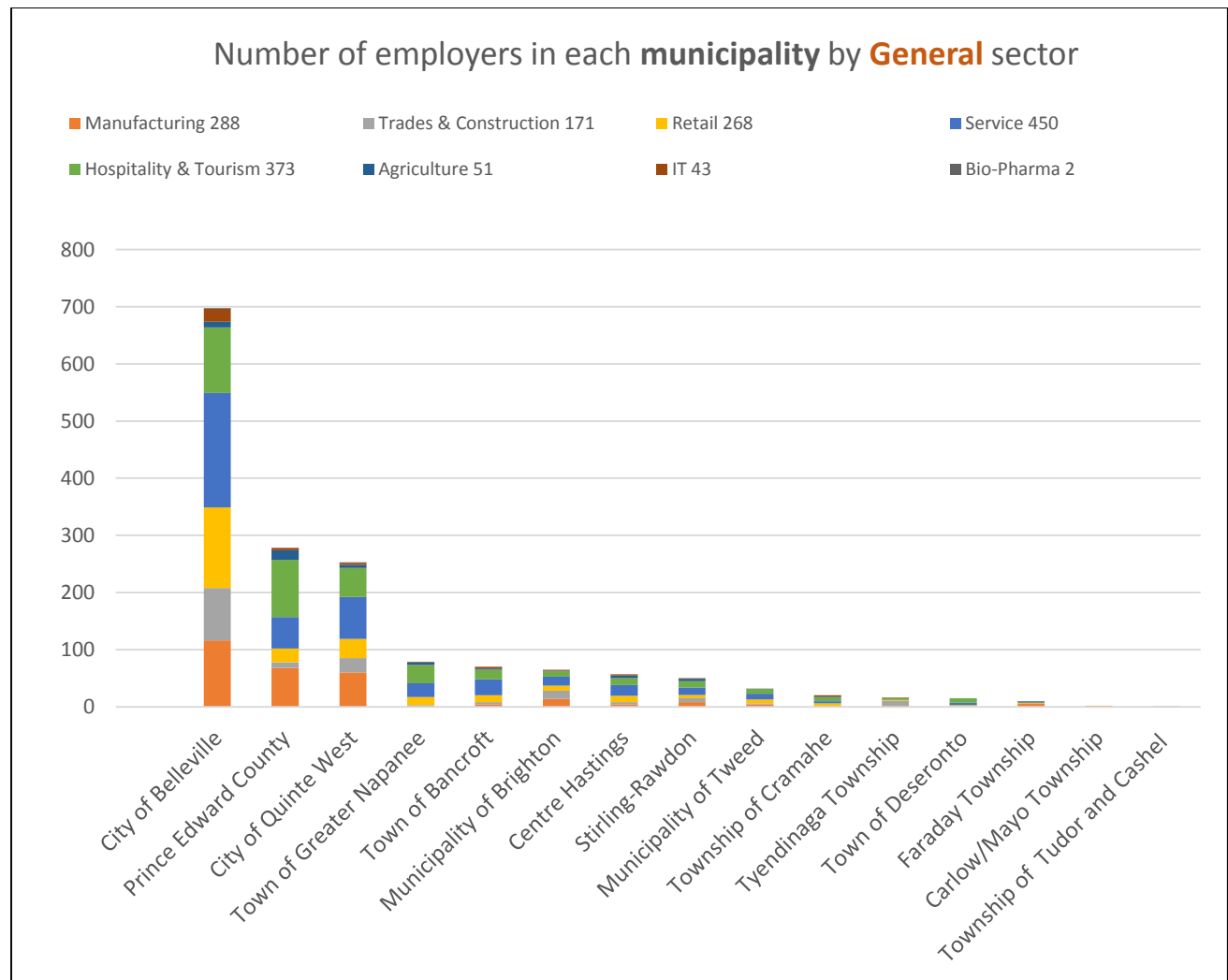
In this chart (figure 7 below) we see a somewhat more complex view of all twenty NAICS sectors. Compared to the General sector view (Figure 6 above) the NAICS sectors provide a more nuanced picture of the types of employers in the area. We can see at a glance which sectors have the most employers in the Quinte Region and we can also see which municipalities are involved in each sector.

Figure 7: Number of employers in each NAICS sector by municipality

Number of employers in each **NAICS** sector by **municipality**

Legend:
- City of Belleville
- City of Quinte West
- Prince Edward County
- Town of Greater Napanee
- Township of Cramahe
- Municipality of Brighton
- Municipality of Tweed
- Stirling-Rawdon
- Town of Bancroft
- Town of Deseronto
- Tyendinaga Township
- Centre Hastings
- Carlow/Mayo Township
- Faraday Township
- Township of Tudor and Cashel
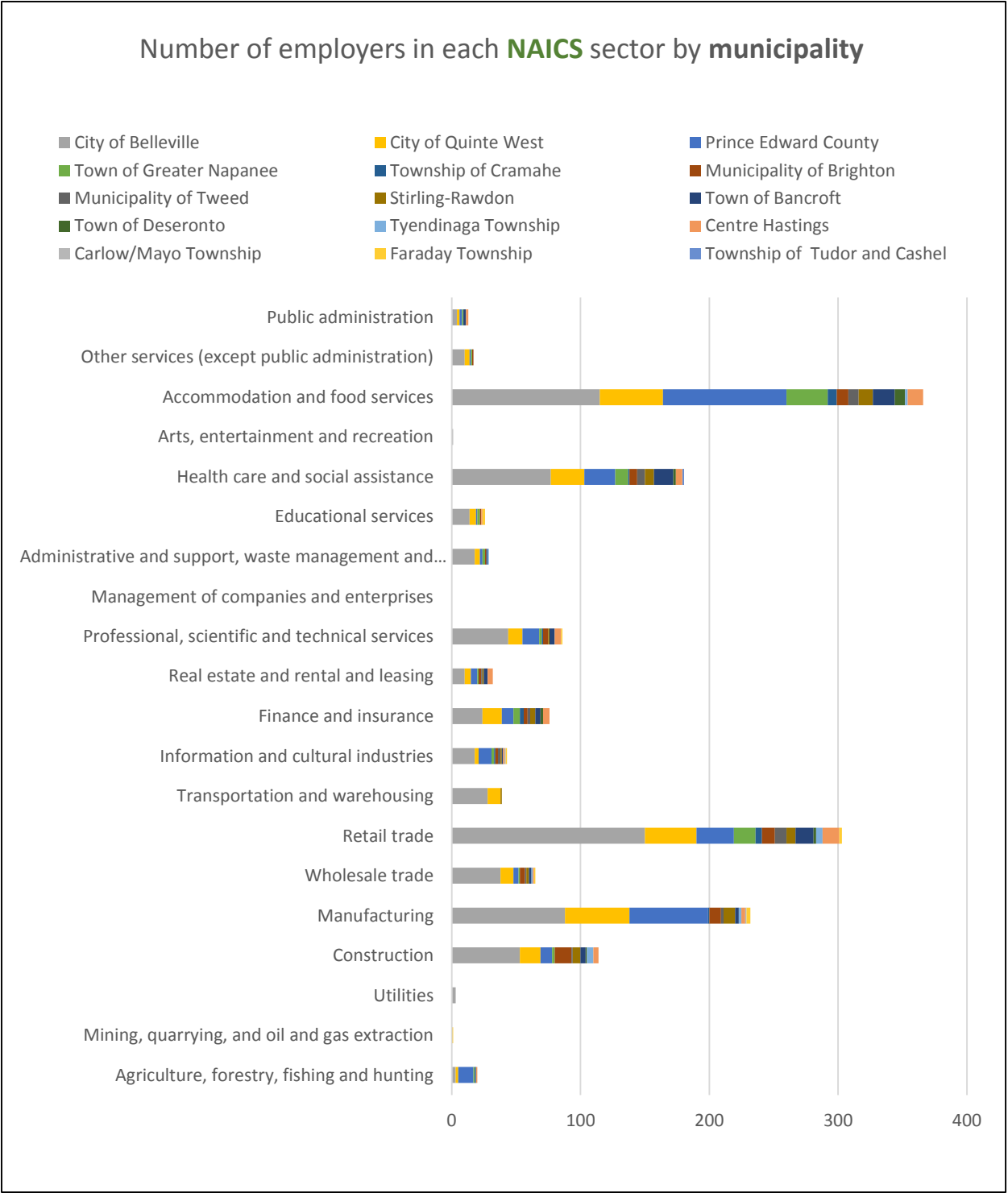
If you are most interested in a particular NAICS industry sector and wish to see which municipalities are involved in that sector, the following chart (figure 8 below) shows the distribution of municipalities within each NAICS sector.

Figure 8: Distribution of municipalities within each NAICS sector

Distribution of **municipalities** within each **NAICS** sector

Legend:
- City of Belleville
- City of Quinte West
- Prince Edward County
- Town of Greater Napanee
- Township of Cramahe
- Municipality of Brighton
- Municipality of Tweed
- Stirling-Rawdon
- Town of Bancroft
- Town of Deseronto
- Tyendinaga Township
- Centre Hastings
- Carlow/Mayo Township
- Faraday Township
- Township of Tudor and Cashel
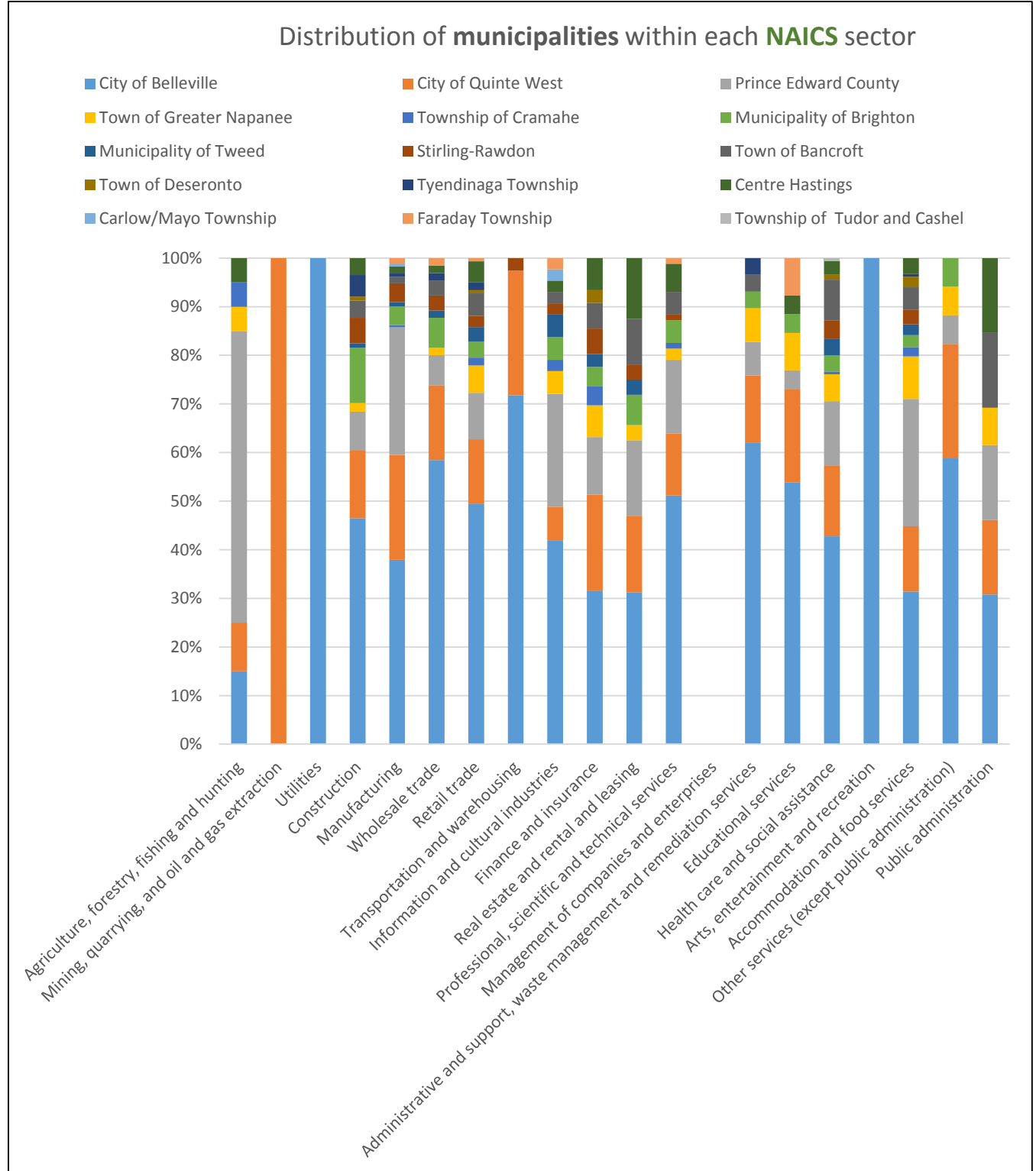
If you are most interested in a particular municipality and wish to see which NAICS industry sectors are present in that municipality, the following chart (Figure 9 below) shows the distribution of employers within each municipality by NAICS sector.

Figure 9: Distribution of NAICS sectors within each municipality

Distribution of **NAICS** sectors within each **municipality**

Legend:
- Public administration 13
- Other services (except public administration) 17
- Accommodation and food services 366
- Arts, entertainment and recreation 1
- Health care and social assistance 180
- Educational services 26
- Administrative and support, waste management and remediation services 29
- Management of companies and enterprises 0
- Professional, scientific and technical services 86
- Real estate and rental and leasing 32
- Finance and insurance 76
- Information and cultural industries 43
- Transportation and warehousing 39
- Retail trade 303
- Wholesale trade 65
- Manufacturing 232
- Construction 114
- Utilities 3
- Mining, quarrying, and oil and gas extraction 1
- Agriculture, forestry, fishing and hunting 20

C: Employer sectors by City

If you are most interested in the industry sectors within individual cities the following chart (Figure 10 below) shows the distribution of general sectors within each city.

Figure 10: Distribution of General sectors in each city
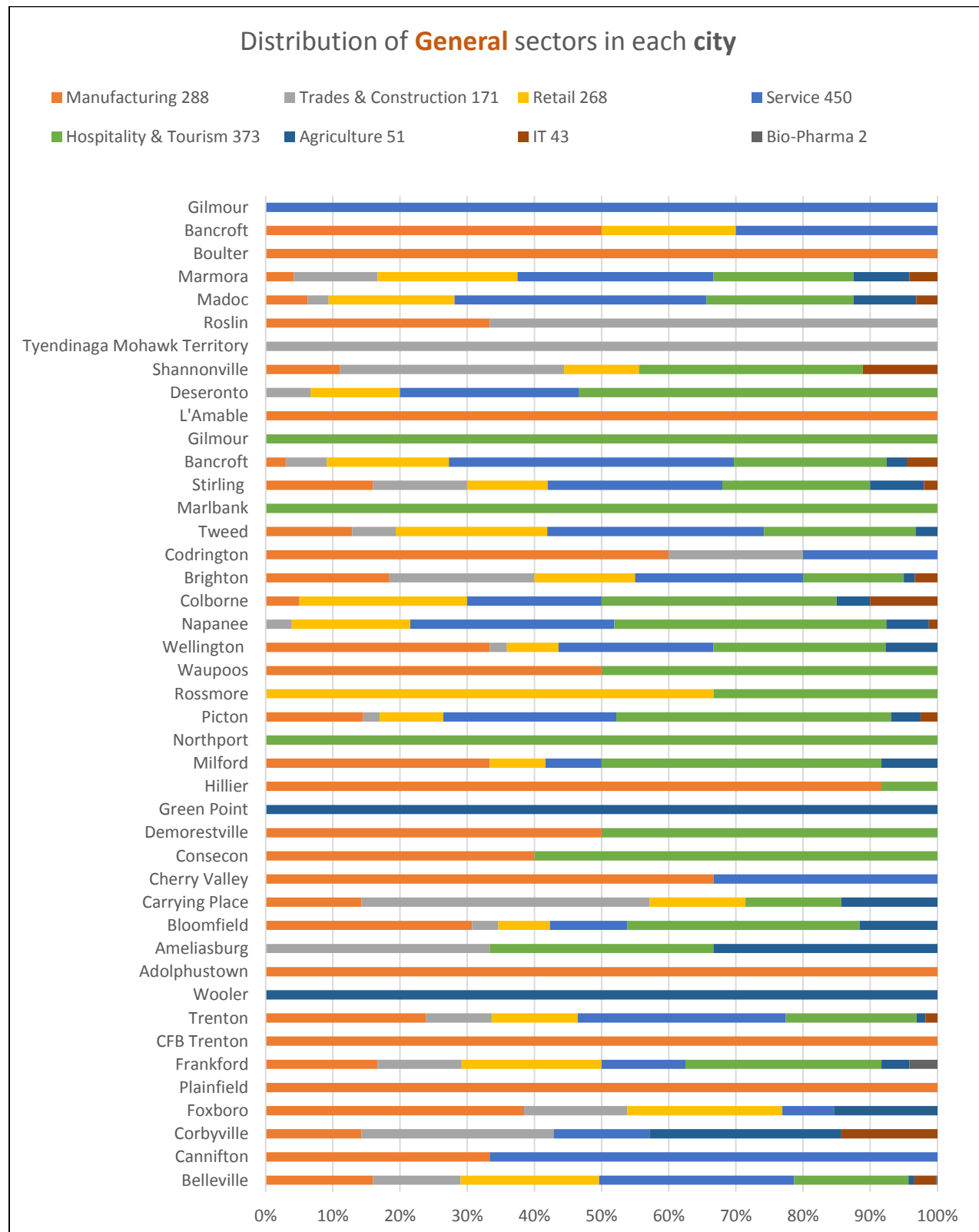
Cities within each Municipality

The chart above (Figure 10: Distribution of **General** sectors in each **city**) was based on the following data. The following series of tables display the total number of employers by General sector in each municipality, and the total for each municipality is further divided by each city within that municipality.

NOTE: Any discrepancies between the actual municipality and the municipality shown here for a particular city can be explained by the fact that businesses sometimes list themselves incorrectly perhaps because their mailing address and location addresses are within different areas and the city listed within the 'Contact' info given on the business website does not always correspond to the given municipality. Generally speaking, we entered the information as it appears on the particular business' website, on the assumption that they put it there for good reason.

City of Belleville

Sector	Municipality	Cities:				
	City of Belleville	Belleville	Cannifton	Corbyville	Foxboro	Plainfield
Manufacturing	**116**	108	1	1	5	1
Trades & Construction	**92**	88		2	2	
Retail	**142**	139			3	
Service	**200**	196	2	1	1	
Hospitality & Tourism	**115**	115				
Agriculture	**10**	6		2	2	
IT	**23**	22		1		
Bio-Pharma	**1**	1				

City of Quinte West

Sector	Municipality	Cities:			
	City of Quinte West	Frankford	CFB Trenton	Trenton	Wooler
Manufacturing	**60**	4	2	54	
Trades & Construction	**25**	3		22	
Retail	**34**	5		29	
Service	**73**	3		70	
Hospitality & Tourism	**51**	7		44	
Agriculture	**5**	1		3	1
IT	**4**			4	
Bio-Pharma	**1**	1			

Prince Edward County

Sector   **Municipality**   Cities:

	Prince Edward County	Adolphustown	Ameliasburg	Bloomfield	Carrying Place	Cherry Valley	Consecon	Demorestville
Manufacturing	**68**	1		8	1	2	2	1
Trades & Construction	**10**		1	1	3			
Retail	**24**			2	1			
Service	**55**			3		1		
Hospitality & Tourism	**100**		1	9	1		3	1
Agriculture	**17**		1	3	1			
IT	**4**							
Bio-Pharma								

Prince Edward County (continued)

Sector   **Municipality**   Cities:

	Prince Edward County	Green Point	Hillier	Milford	Northport	Picton	Rossmore	Waupoos	Wellington
Manufacturing	**68**		11	4		23		2	13
Trades & Construction	**10**					4			1
Retail	**24**			1		15	2		3
Service	**55**			1		41			9
Hospitality & Tourism	**100**		1	5	1	65	1	2	10
Agriculture	**17**	1		1		7			3
IT	**4**					4			
Bio-Pharma									

Town of Greater Napanee

Sector   **Municipality**   Cities:

	Town of Greater Napanee	Napanee
Manufacturing		
Trades & Construction	**3**	3
Retail	**14**	14
Service	**24**	24
Hospitality & Tourism	**32**	32
Agriculture	**5**	5
IT	**1**	1
Bio-Pharma		

Township of Cramahe

Sector	Municipality	Cities:
	Township of Cramahe	Colborne
Manufacturing	1	1
Trades & Construction		
Retail	5	5
Service	4	4
Hospitality & Tourism	7	7
Agriculture	1	1
IT	2	2
Bio-Pharma		

Municipality of Brighton

Sector	Municipality	Cities:	
	Municipality of Brighton	Brighton	Codrington
Manufacturing	14	11	3
Trades & Construction	14	13	1
Retail	9	9	
Service	16	15	1
Hospitality & Tourism	9	9	
Agriculture	1	1	
IT	2	2	
Bio-Pharma			

Municipality of Tweed

Sector	Municipality	Cities:	
	Municipality of Tweed	Tweed	Marlbank
Manufacturing	4	4	
Trades & Construction	2	2	
Retail	7	7	
Service	10	10	
Hospitality & Tourism	8	7	1
Agriculture	1	1	
IT			
Bio-Pharma			

Stirling-Rawdon

Sector	Municipality	Cities:
	Stirling-Rawdon	Stirling
Manufacturing	**8**	8
Trades & Construction	**7**	7
Retail	**6**	6
Service	**13**	13
Hospitality & Tourism	**11**	11
Agriculture	**4**	4
IT	**1**	1
Bio-Pharma		

Town of Bancroft

(Although Gilmour is not officially in the Town of Bancroft, the websites of the businesses included here display their contact address as such)

Sector	Municipality	Cities:		
	Town of Bancroft	Bancroft	Gilmour	L'Amable
Manufacturing	**4**	2		2
Trades & Construction	**4**	4		
Retail	**12**	12		
Service	**28**	28		
Hospitality & Tourism	**17**	15	2	
Agriculture	**2**	2		
IT	**3**	3		
Bio-Pharma				

Town of Deseronto

Sector	Municipality	Cities:
	Town of Deseronto	Deseronto
Manufacturing		
Trades & Construction	**1**	1
Retail	**2**	2
Service	**4**	4
Hospitality & Tourism	**8**	8
Agriculture		
IT		
Bio-Pharma		

Tyendinega Township

Sector **Municipality** Cities:

	Tyendinaga Township	Shannonville	Tyendinaga Mohawk Territory	Roslin
Manufacturing	3	1		2
Trades & Construction	9	3	2	4
Retail	1	1		
Service				
Hospitality & Tourism	3	3		
Agriculture				
IT	1	1		
Bio-Pharma				

Centre Hastings

Sector **Municipality** Cities:

	Centre Hastings	Madoc	Marmora
Manufacturing	4	2	1
Trades & Construction	4	1	3
Retail	11	6	5
Service	19	12	7
Hospitality & Tourism	12	7	5
Agriculture	5	3	2
IT	2	1	1
Bio-Pharma			

Carlow Mayo Township

(Although Bancroft is not officially in Carlow Mayo Township, the websites of the business included here displays their contact address as such)

Sector **Municipality** Cities:

	Carlow/Mayo Township	Bancroft	Boulter
Manufacturing	2	1	1
Trades & Construction			
Retail			
Service			
Hospitality & Tourism			
Agriculture			
IT			
Bio-Pharma			

Faraday Township

(Although Bancroft is not officially in Faraday Township, the websites of the businesses included here display their contact address as such)

Sector	Municipality	Cities:
	Faraday Township	Bancroft
Manufacturing	5	5
Trades & Construction		
Retail	2	2
Service	3	3
Hospitality & Tourism		
Agriculture		
IT		
Bio-Pharma		

Township of Tudor and Cashel

Sector	Municipality	Cities:
	Township of Tudor and Cashel	Gilmour
Manufacturing		
Trades & Construction		
Retail		
Service	1	1
Hospitality & Tourism		
Agriculture		
IT		
Bio-Pharma		

Section 2: Client Research

Purpose & methodology

The purpose of updating the QUIS Client Database was twofold: 1) to update the existing client files and confirm information about each clients' contact details, and 2) to gather new information about our clients' education, qualifications, skills, and work experience.

To ensure that the existing client database information was up to date, each client file was manually reviewed to confirm that the file was active, that the client still resides within the Quinte area, and that the contact information was accurate.

An online survey was then conducted with QUIS clients asking questions about each client's education, qualifications, skills, and work experience.

The survey was sent to 620 clients, and was followed up with several reminders over a 30 day period. Survey responses were received from 58 clients, which is a 9.4 percent response rate.

The survey information provided was based solely on the respondents' own answers, and there was no attempt made to verify the accuracy of the information. For example, there was no requirement to provide proof of an academic degree, the score results of a language proficiency test, or a résumé as proof of work experience.

Results of the Client Research

A: Clients eligible to work by Municipality

B: Clients' English language skill levels

C: Clients' level of education by Municipality

D: Clients' field of study by Municipality

E: Clients' most recent job (NOC) by Municipality

F: Quinte Region clients' job level & work experience by NAICS sector

G: Client work experience by NAICS sector across Municipalities

A. Clients who are eligible to work by Municipality

Although QUIS has 970 clients, in order to maintain reliable and valid data that is relevant to the issue of employment, from our client database we omitted any clients who are under age 16, and any clients who are Refugee Claimants, Students, Visitors and clients who have no immigration status. The remainder are 16 years of age or older, and have legal status to work in Canada. The total number of QUIS clients who are eligible to work is 620.

We then broke out this number to find the number of clients in each municipality who are eligible to work.

The majority (415 clients, or 66.6 % of the total) reside in The City of Belleville.

Of the remaining one third (205 clients), 39% (80 clients) reside in Quinte West, which is 13% of the total.

Clients who reside in Prince Edward County (55 clients) account for about 9% of the total.

Note: Studies show that one of the first priorities of new immigrants is to buy a car. QUIS clients have a high degree of mobility to travel for work within the region.

Figure 11: Total number of QUIS clients eligible to work in Canada by Municipality

Figure 11: Total number of QUIS clients eligible to work in Canada by Municipality
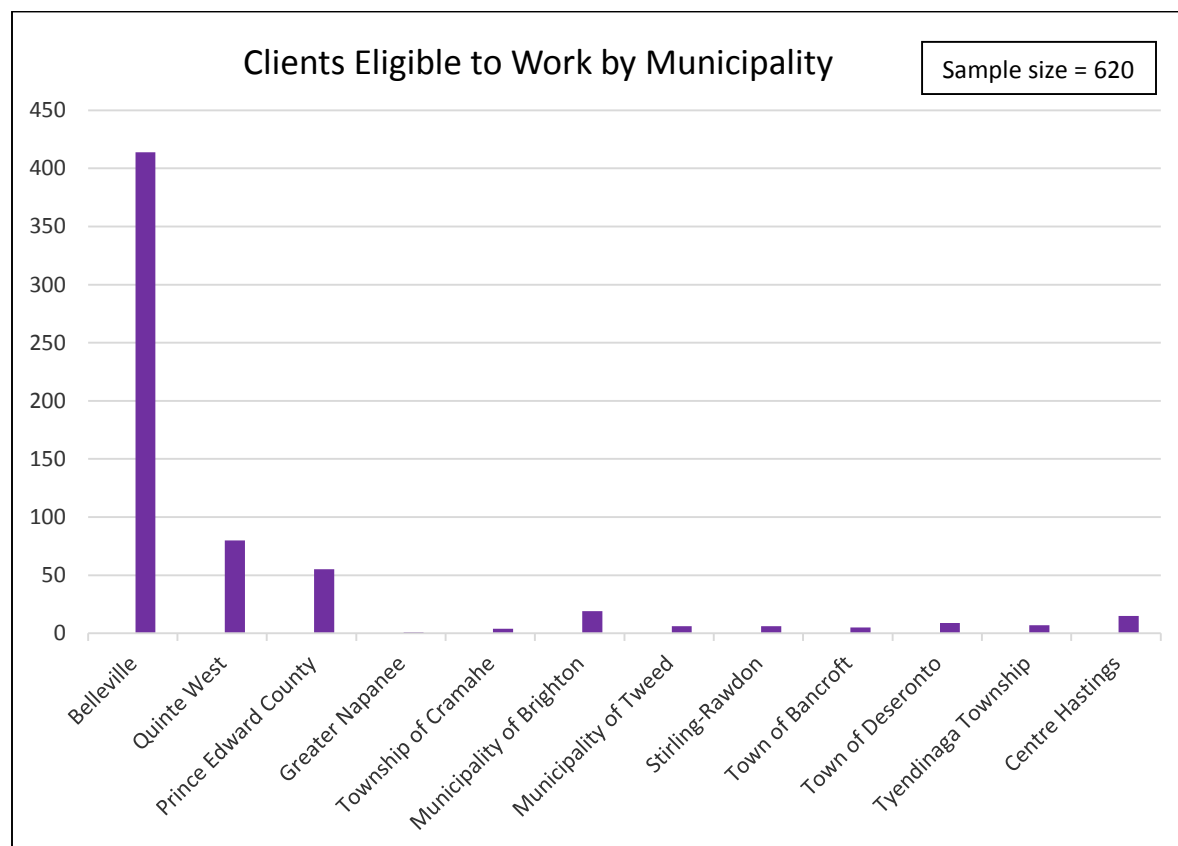
B: Clients' English language skill levels

Fifty-eight (58) clients responded to the survey question about their English language skill level. The following is based on self-reported data, and has not been verified with language proficiency test scores. Almost half claim to be fluent in English Reading, Writing, Listening, and Speaking. It should be noted here that the survey did not define the word 'fluent', or any of the other descriptors of language skill level.

Figure 12: Clients' English language skill levels
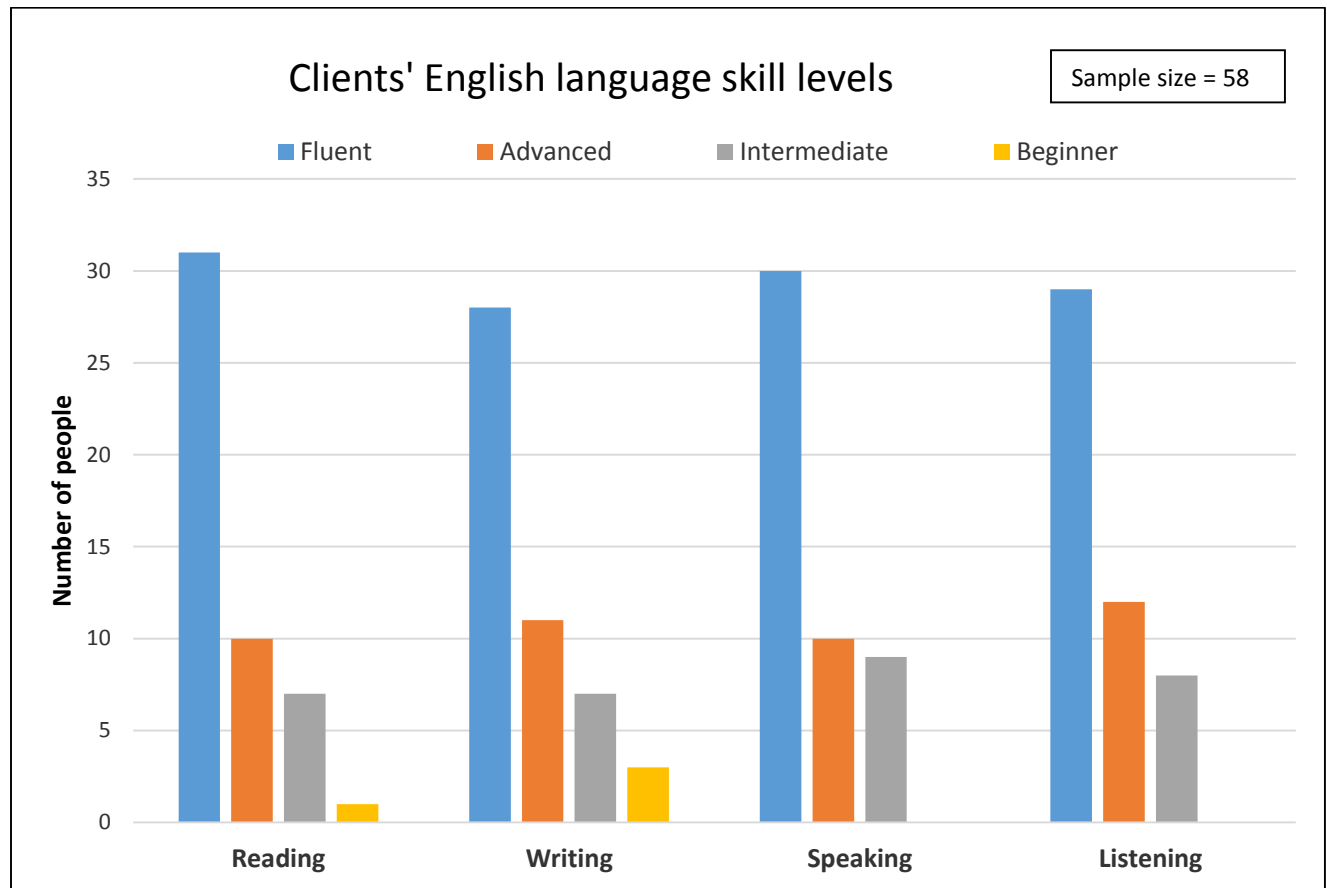
C: Clients' level of education by Municipality

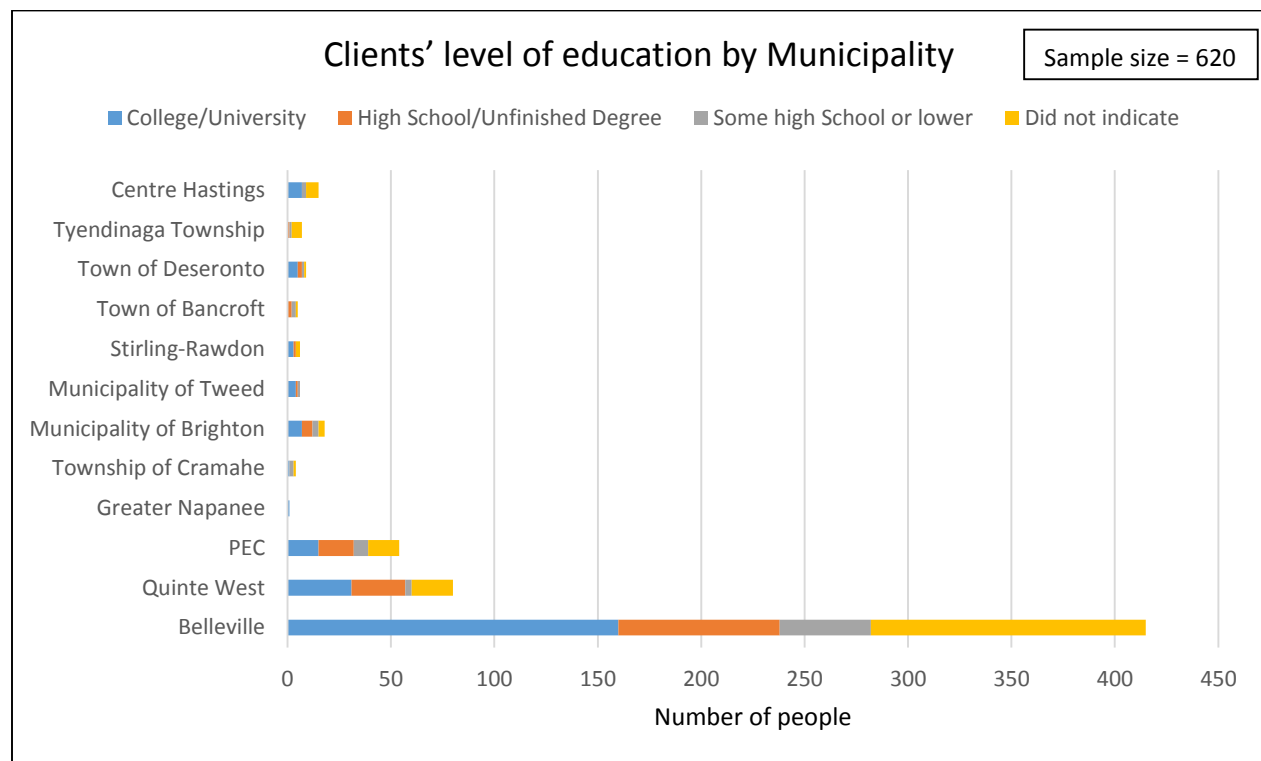The chart below (Figure 13) shows the levels of education clients achieved and the distribution of those clients across municipalities. The data was derived from QUIS client registration forms.

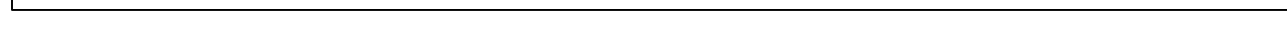## Figure 13: Level of education of QUIS clients eligible to work in Canada by Municipality

A total of 227 clients have a college or university degree (blue), 134 clients have high school or an uncompleted post-secondary degree (orange), 63 have some high school or less education (grey). The largest single group of college or university educated clients reside in Belleville – 158 people, or 26% of the total.

Please note that many people did not indicate their education level (yellow). 185 clients, or 30% of the clients did not indicate.

D: Clients' field of study by Municipality

The chart below (Figure 14) identifies the various fields of study that our clients went to school for at either a Technical School, College, or University. The chart also shows the distribution of clients across Municipalities. Of the 620 clients who are eligible to work in Canada this chart shows the fields of study of the 188 clients who provided information about their education.
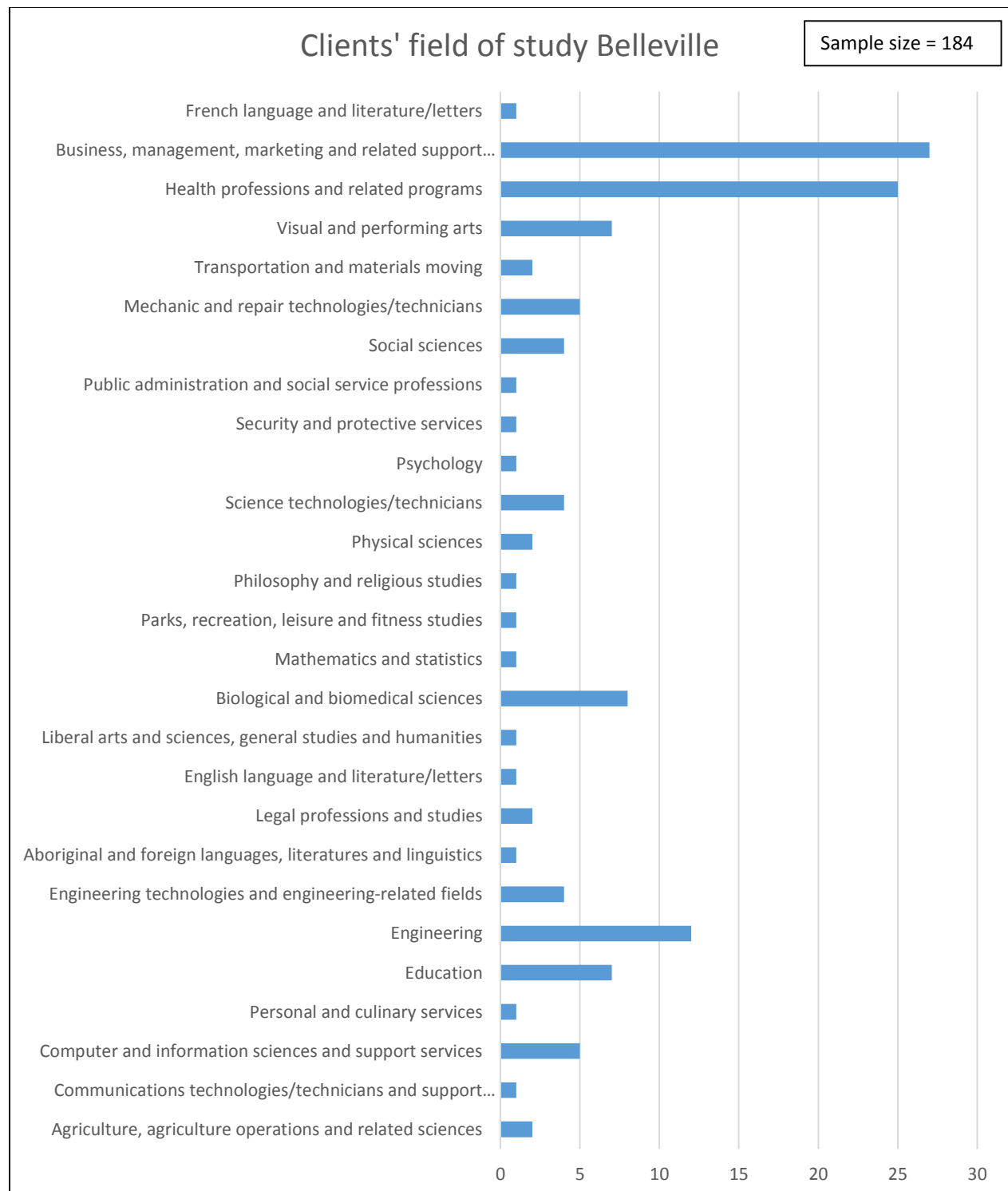
The descriptions of the various fields of study given in the chart's lengthy colour-coded legend are taken from Statistics Canada's 'Classification of Instructional Programs (CIP) Canada 2011'. Each client's self-described field of study was searched and assigned a specific CIP code, and so the fields of study indicated in this chart are quite specific, not generalized into broad categories.

Figure 14: Clients' field of study by Municipality

Clients' field of study by Municipality

Sample size = 184

Legend:
- Accounting and related services
- Administrative assistant and secretarial science, general
- Automobile/automotive mechanics technology/technician
- Avionics maintenance technology/technician
- Ayurvedic medicine/Ayurveda
- Biological and biomedical sciences
- Biomedical technology/technician
- Botany/plant biology
- Business administration, management and operations/General
- Computer and information sciences and support services
- Chemistry
- Civil engineering
- Communications technology/technician
- Education
- Criminal justice and corrections, other
- Developmental and child psychology
- Dietetics and clinical nutrition services
- Divinity/ministry (BDiv, MDiv)
- Dog/pet/animal grooming
- Economics
- Electrical/electronics equipment installation and repair, general
- Engineering
- English literature
- Executive assistant/executive secretary
- Fine arts and art studies
- Food science and technology
- French language and literature/letters
- Geological and Earth sciences/geosciences
- Geological/geophysical engineering
- Health and physical education/fitness
- Health professions and related programs
- Home health aide/home attendant
- Hospitality administration/management, general
- Hotel, motel, and restaurant management
- Human resources management and services
- International business/trade/commerce
- Industrial and product design
- Latin language and literature
- Legal professions and studies
- Liberal arts and sciences, general studies and humanities
- Marine biology and biological oceanography
- Marine transportation
- Mathematics and statistics
- Medicine (MD)
- Office management and supervision
- Pharmacy, pharmaceutical sciences and administration
- Philosophy and religious studies
- Physical therapy/therapist
- Political science and government
- Psychology
- Public administration and social service professions
- Restaurant, culinary and catering management/manager
- Science technologies/technicians
- Social work
- Sociology
- Visual and performing arts
- Welding technology/welder

The following charts (Figures 15, 16, 17, 18) are excerpted from the chart (figure 14) above.

Of the 132 clients in the City of Belleville who provided information about their field of study, the largest single group was Business, management, marketing and related support services.

Figure 15: Clients' field of study – Belleville

Clients' field of study Belleville

Sample size = 184

31

Of the 22 clients in Quinte West who provided information about their field of study, the largest single group was Business, management, marketing and related support services.

Figure 16: Clients' field of study– Quinte West
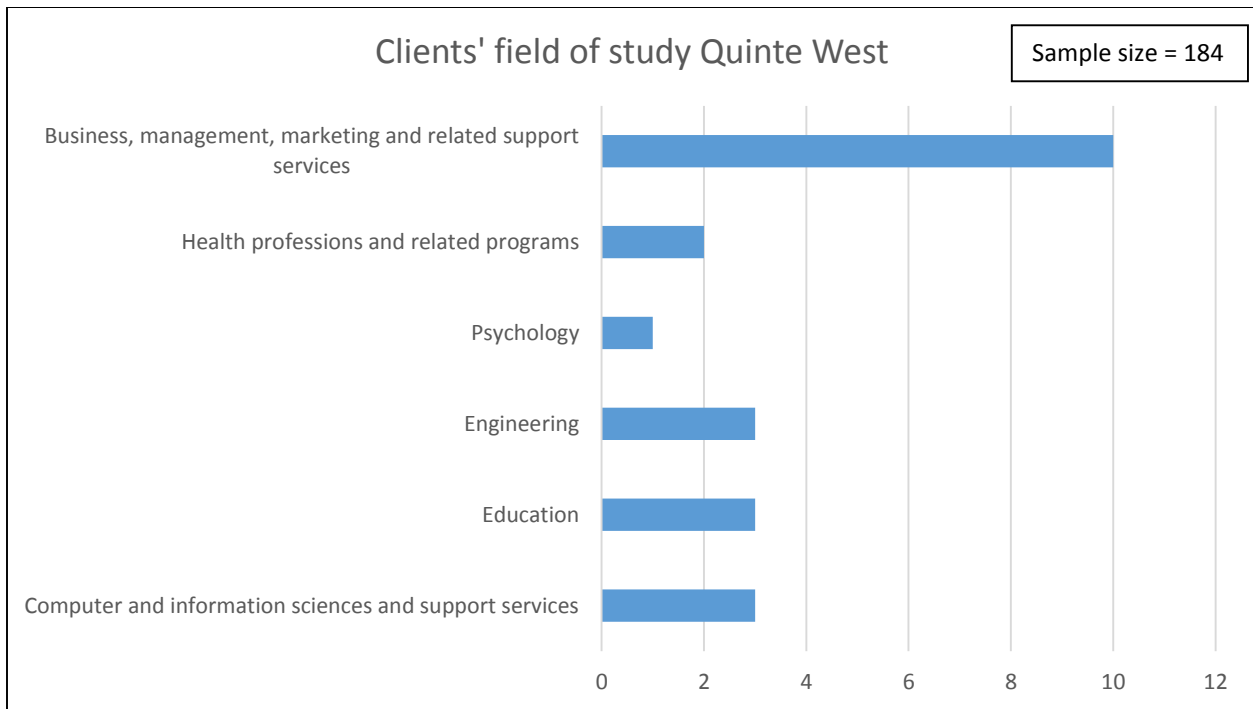
Of the 14 clients in Prince Edward County who provided information about their field of study, the largest single group was Education.

Figure 17: Clients' field of study – Prince Edward County
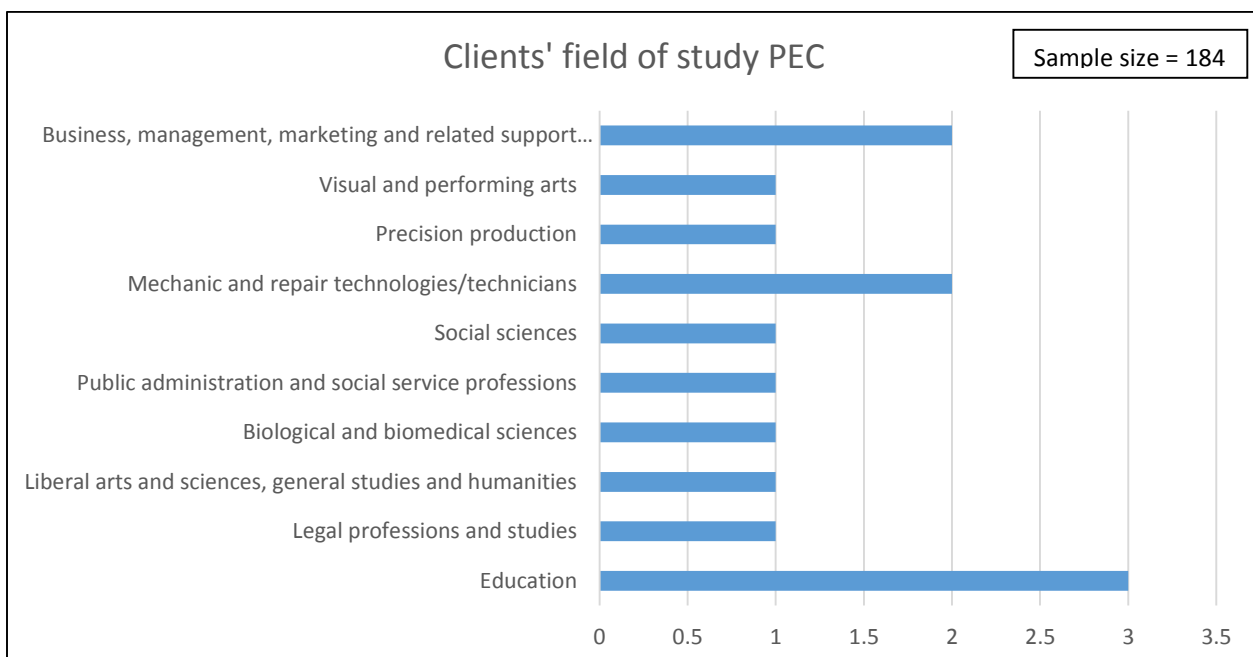
Of the 6 clients in Centre Hastings who provided information about their field of study, the largest single group is Physical therapy/therapist.

Figure 18: Clients' field of study – Centre Hastings

Clients' field of study Centre Hastings

Sample size = 184
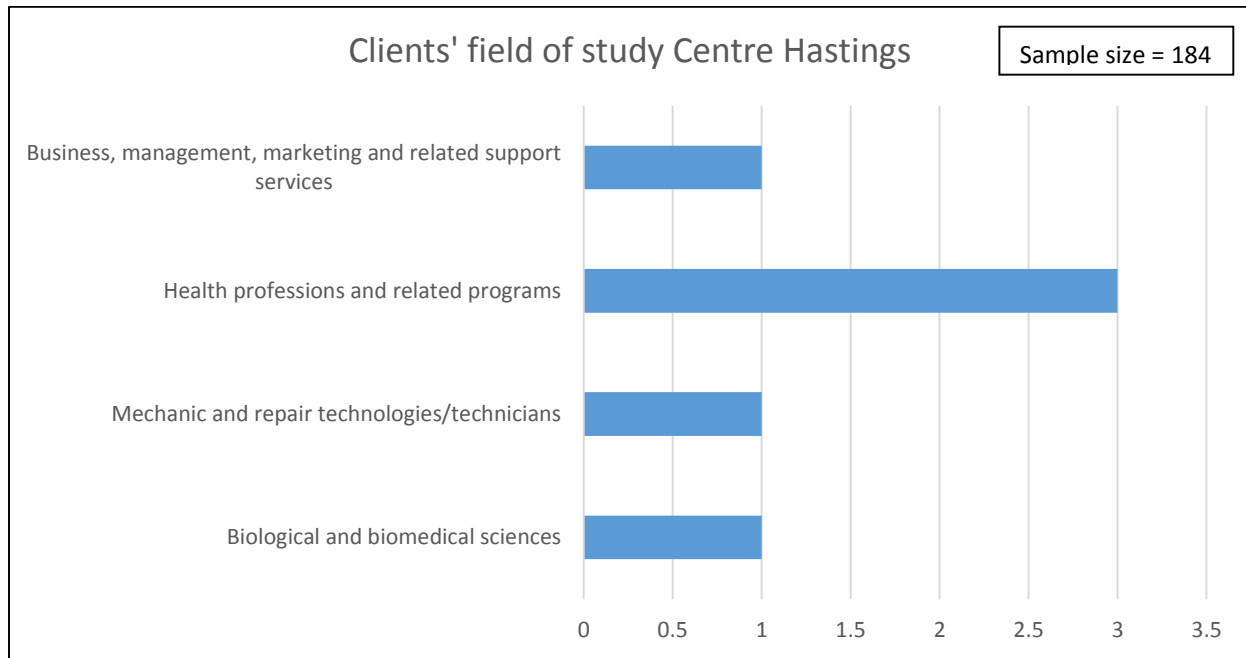
The chart below (Figure 19) shows the job sector (NOC) in which clients who responded to our online survey held their most recent job. It also indicates the numbers of clients in each municipality. Immigrant clients do not necessarily work in a profession related to their field of study when they first immigrate to Canada.

Figure 19: Clients' most recent job (NOC) by Municipality
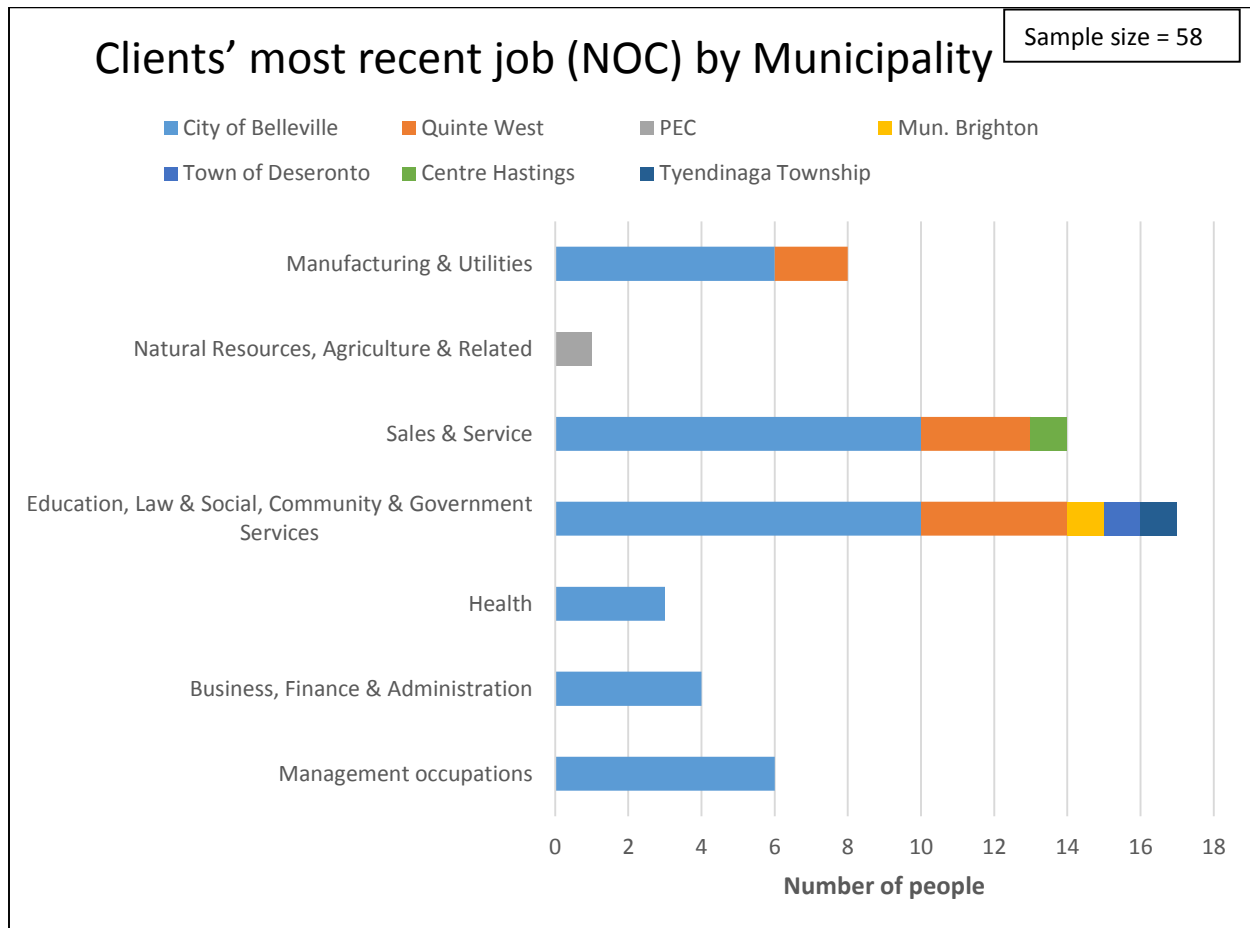
Newcomer Clients – Field of study and their most recent occupation

We have the information from 20 clients about their CIP and their NOC. In other words we know what they studied and what they are doing for work now, or most recently. Only three (3) out of twenty (20) are working in their chosen field.

Three (3) out of twenty (20). That is fifteen percent (15%). Which means eighty-five percent (85%) are not working in their chosen field.

More significant, perhaps, than the percentage of people working in or out of their chosen field, is the disparity between the level of occupation studied for, and the level of occupation actually being done.

Field of study (CIP)	Most recent job (NOC)
B.Sc. In Commerce/Management	Live in Caregiver
Bachelor in Law & Society	Line Operator
Bachelor of Science in Geo Engineering	Live in Caregiver
Biotechnology	PSW
Broadcasting	Harvester/Picker/Line worker
Engineering	Packer
Information Technology	Research Assistant
Nursing	Storefront
Nursing	Eyewear stylist/ assistant
Physiotherapy	A front-line Employee

Of those 20 people, we see here a sample of those whose field of study is quite different from their most recent job. This can be partially explained by the fact that it can take a long time, and cost a lot of money to acquire the Canadian equivalence or Canadian certification for higher level occupations.

This chart (Figure 20 below) shows the distribution of clients in the Quinte Region who responded to our online survey who have worked in each NAICS sector. The work experience was not necessarily in Canada.

Figure 20: Quinte Region clients' job level & work experience by NAICS sector

Quinte Region clients' job level & work experience by NAICS sector

Sample size = 58

- A front-line employee
- A junior level manager
- An upper level manager
- Supervisor
- Self-employed
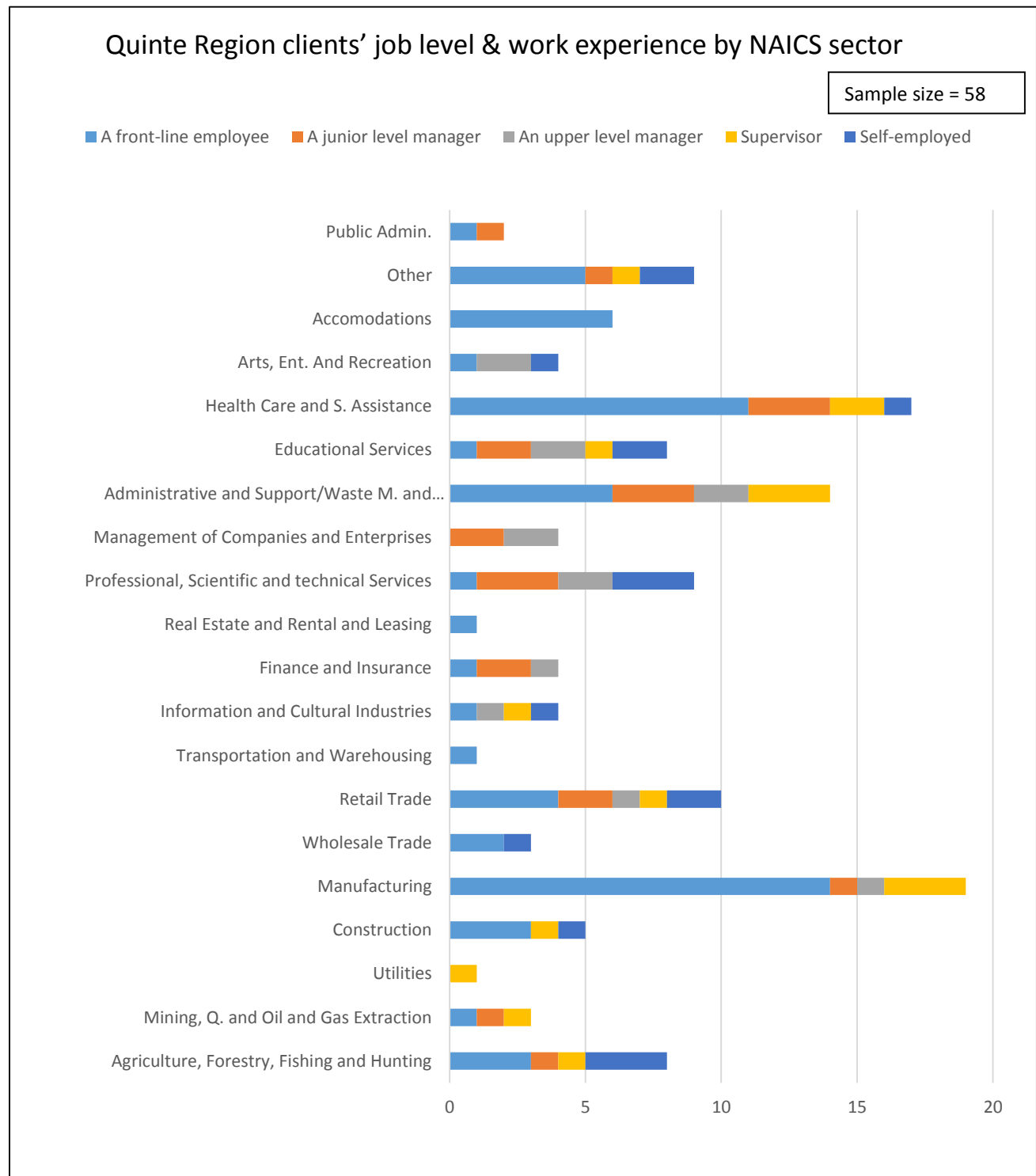
G: Client work experience by NAICS sector across Municipalities

This chart (Figure 21 below) shows how many clients living in each municipality who responded to our online survey have worked in each NAICS industry sector. The work experience was not necessarily in that municipality, or even in Canada.

The top three NAICS sectors that Quinte Region clients have worked in are: 1) Manufacturing, 2) Healthcare & Social Services, 3) Administrative and Support, Waste Management and Remediation Services.

Figure 21: Clients work experience by NAICS sector across Municipalities

Client work experience by NAICS sector across Municipalities
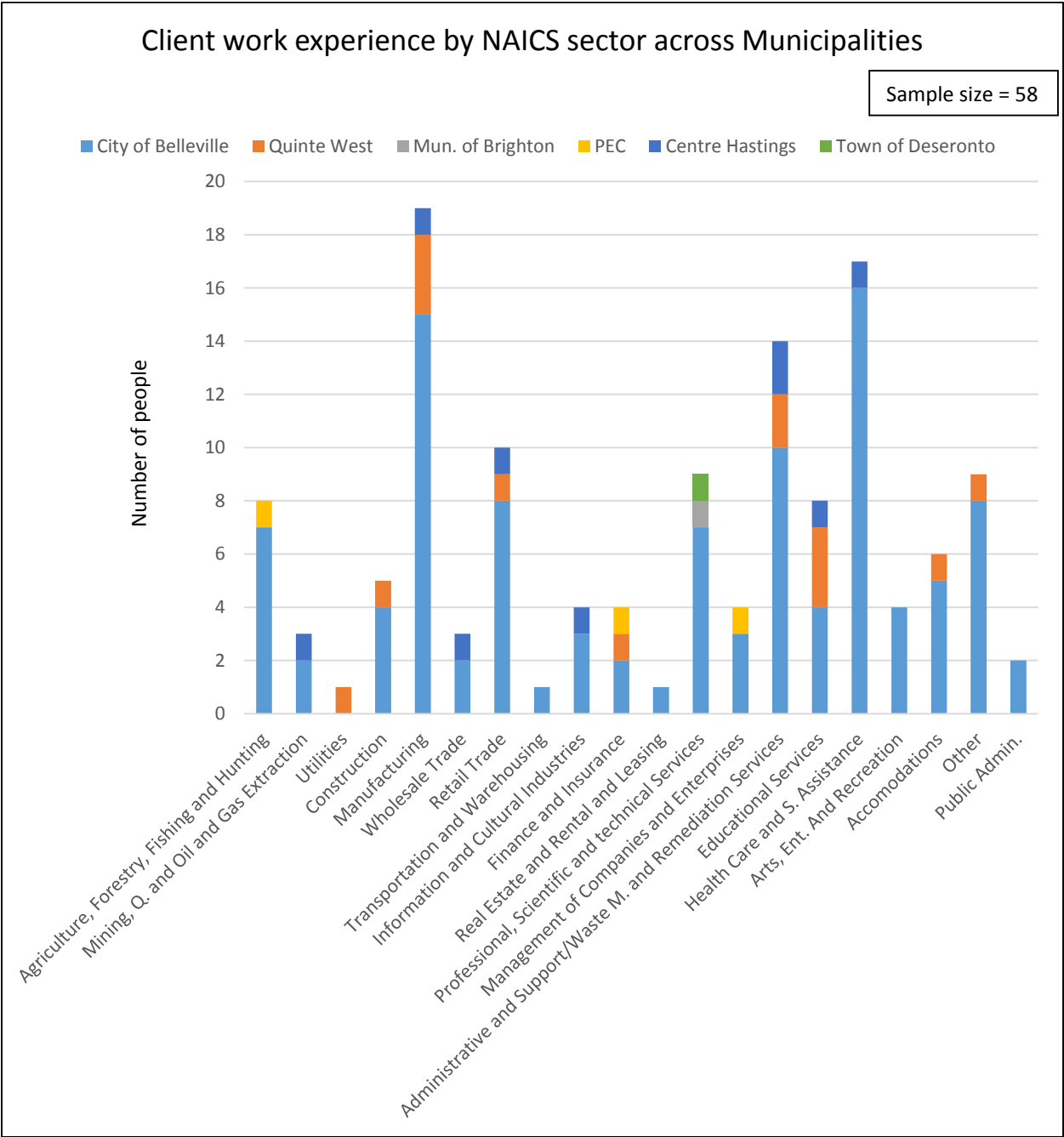
Conclusion

It appears that there is a healthy and diversified economy in the Quinte Region represented by a wide variety of businesses across many industry sectors. In order to sustain, further diversify and grow the economy, however, there is a largely untapped pool of talent and skills within our immigrant workforce which, if utilized properly, could help to mitigate against the possibility of shortages or gaps in some sectors. By addressing some of the barriers to work that immigrants face, such as the availability of frequent and reliable public transportation, availability of inter-city transportation, access to language training, and the costly and lengthy processes involved in the acceptance of immigrant's qualifications and credentials, it may well benefit the business community and regional economies as a whole.

These issues affect regions, municipalities, businesses, and our citizenry and they could be resolved or at least improved on, as long as there is a level of awareness of the issues, and a willingness to address them. The problem facing us, and the challenge that we have is summed up well in the 2014 Miner report entitled: "The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE"[5]

… *"The obvious question is "Why should well qualified people entering the Canadian labour market have such difficulties finding suitable employment?"   The answers are now apparent and revolve around a lack of recognition of foreign credentials, real or perceived language competency issues and the lack of Canadian[6] work experience. The result is that some very highly qualified individuals are either unemployed or working well below their skill and knowledge levels (i.e. under employed)".[7]*

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[5] Miner, Rick PHD, March 2014 "II The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE" Miner Management Consultants, Miner & Miner Ltd 360 Bloor Street East Suite 508, Toronto ON M4W 3M3, http://www.minerandminer.ca http://www.minerandminer.ca/data/Miner_March_2014_final%282%29.pdf

[6] Note: The Ontario Human Rights Commission's position is that a strict requirement for "Canadian experience" is *prima facie* discrimination (discrimination on its face) and can only be used in very limited circumstances. Policy on Removing the "Canadian experience" barrier: http://www.ohrc.on.ca/en/policy-removing-%E2%80%9Ccanadian-experience%E2%80%9D-barrier

[7] Miner, Rick PHD, March 2014 "II The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE" Miner Management Consultants, Miner & Miner Ltd 360 Bloor Street East Suite 508, Toronto ON M4W 3M3, http://www.minerandminer.ca p.7 http://www.minerandminer.ca/data/Miner_March_2014_final%282%29.pdf

Recognitions:

Many organizations in the Quinte Region are recognized for their time and assistance in the provision of information and guidance that contributed to the completion of the research project.

East Central Ontario Training Board (ECOTB)

Quinte Economic Development Commission

Quinte Manufacturers Association (QMA)

Manufacturing Resource Centre (MRC)

The City of Belleville

City of Quinte West

Corporation of the County of Prince Edward

Community Employment Services - Loyalist College

Quinte Local Immigration Partnership

Sources

The following sources were used to build the QUIS Employer Database:
Quinte Home Builders' Association Membership Directory, published by the Quinte Home Builders' Association, available at: http://www.quintehomebuilders.com/membership-directory-s5.php

QCA Membership Listing, published by Quinte Construction Association, and available at: http://quinteconstructionassociation.ca/

2012 Bay of Quinte Region Industrial Directory, published by the Quinte Economic Development Commission, available through: http://www.quintedevelopment.com/contact-qedc/

Quinte Mall directory, published by the Quinte Mall, available at: http://www.quintemall.com/view-directory-c97.php

Major Employers in Hastings County 2011, published by County of Hastings, available through: http://www.hastingscounty.com/

The Yellow Pages, both print (Belleville and area) and online: http://www.yellowpages.ca/

Health Services for South East, published by SouthEasthealthline.ca, available at: http://www.southeasthealthline.ca/

Canadian Law List, published by CanadianLawList.com, available at: http://www.canadianlawlist.com/

City of Belleville Business Directory, published by the City of Belleville, available at: http://belleville.ca/directory/

BBCanada Members List, published by BBCanada.com and the Accommodation Association of Prince Edward County, available at: http://www.bbcanada.com/associations/princeedwardcounty/

South Eastern Ontario B&Bs, published by BBCanada.com, available at: http://www.bbcanada.com/ontario/south_eastern_ontario

Agritourism Destinations Search, published by Harvest Ontario, available at: http://www.harvestontario.com/

The following sources were used in preparing this report:

Focus on Geography Series, 2011 Census, published by Statistics Canada, available at: http://www12.statcan.gc.ca/census-recensement/2011/as-sa/fogs-spg/Facts-csd-eng.cfm?LANG=Eng&GK=CSD&GC=3512015, published by

Miner, Rick PHD, March 2014, Miner Management Consultants "II The Great Canadian Skills Mismatch: People Without Jobs, Jobs Without People and MORE", Miner & Miner Ltd 360 Bloor Street East Suite 508, Toronto ON M4W 3M3
http://www.minerandminer.ca/data/Miner_March_2014_final%282%29.pdf

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