



Immigrant Workforce Research Report: Dufferin



MARCH-2025



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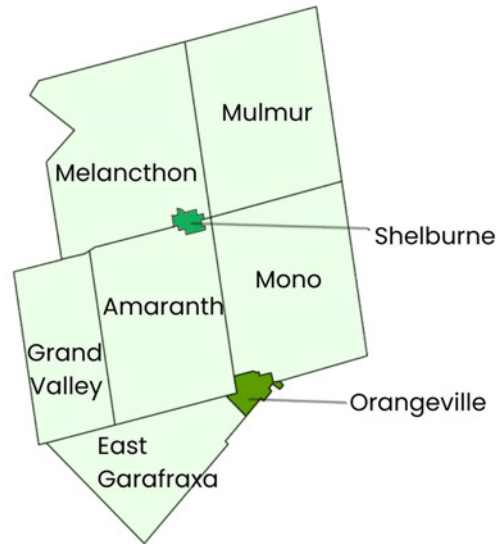


Understanding Key Terms

In this report, we use Census geographic units in Canada for the statistic purposes: **Census Division and Census Subdivision.**

Census Division: Census divisions are intermediate geographic areas between the province/territory level and the municipality (census subdivision).

Dufferin County is the Census Division (referred to as Dufferin CD in this report).



Census Subdivision: Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes.

Dufferin Census Division includes 8 census subdivisions including 3 towns and 5 townships in Dufferin County-

- Township of Amaranth
- Township of Mulmur
- Township of Mono
- Township of Melancthon
- Township of East Garafraxa
- Town of Grand Valley
- Town of Shelburne
- Town of Orangeville

#In this report, we will examine the data trends for the Town of Orangeville at the CSD level. Data for other smaller towns is suppressed to meet the confidentiality– requirements of the Statistics Act.



About this Report

Key Findings

1. Census 2021 data states immigrants account for **26.3%** of the workforce but are overrepresented in major industries, showing an underutilization of immigrant skills.
2. In 2021, immigrants made up **14.6%** of the total population in Dufferin County and **16.1%** of the total population in the Town of Orangeville.
3. Also, Dufferin County and the Town of Orangeville are losing **60%** and **56%** of their employed immigrants, respectively, to work outside the census division.

This report provides a study of the immigrant population aged 15 and above and their relationship to the labour market in Dufferin County based on the 2021 Census. The data comes from a customized table secured by the Workforce Planning Board of Waterloo, Wellington and Dufferin. This report also includes data trends from [FindYourJob.ca](https://www.findyourjob.ca) and the Immigrant Workforce Survey conducted by the Workforce Planning Board of Waterloo Wellington and Dufferin from July to October 2024.

The first section of this report gives a quick overview of the immigrant population of the Dufferin Census Division and the Town of Orangeville. This information provides broader insights into the immigrant population.

The second section focuses on data regarding commuting immigrants. In this section, we will further examine who is commuting for work and where. This will give us a clearer picture of the immigrant labour force we are retaining within the census division, as well as those we are losing to other census divisions for work. At this level, we will further combine and correlate commuter data with other characteristics such as age, gender, industry and occupation.

In the third section, we will correlate the findings from the second section with job demand data trends from April 2021 to October 2024 for Dufferin from FindYourJob.ca. This will help highlight the probable reasons behind commuting patterns and assist in developing better programs to bridge the gaps.

The final section of the report presents findings from the Immigrant Workforce Survey and in-depth interviews with immigrants living and working in the Wellington and Dufferin regions. This section links the trends identified in the previous sections with immigrants' own experiences and feedback, including suggestions for potential practices or strategies to help retain local talent.

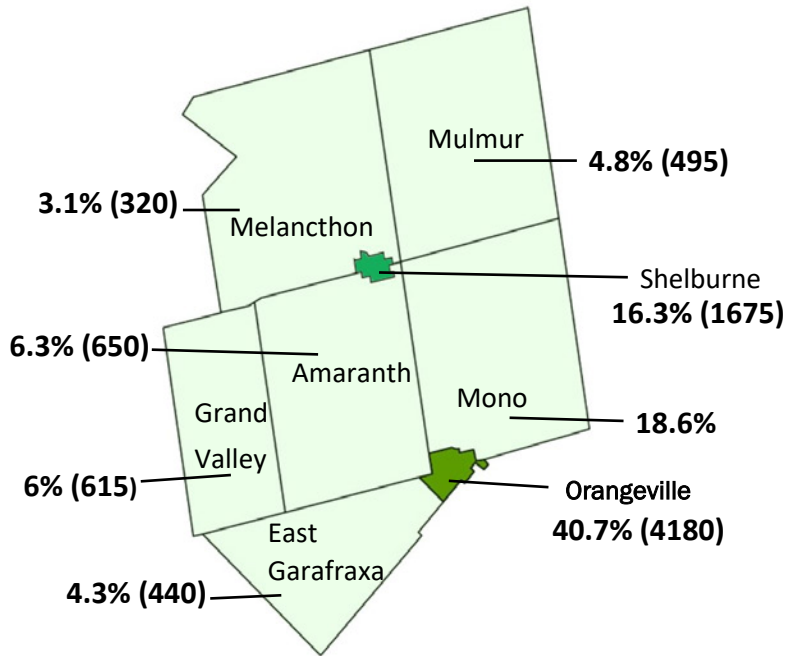
Upon completion of the research report, we aim to suggest best practices to local employers, partners and communities that will help attract and retain the local immigrant labour force.

Section 1: An Introduction to Who Our Immigrants Are

Source: Statistics Canada, Census 2021 customized table is the source unless otherwise mentioned.

Where do Immigrants live in Dufferin County?

Immigrant population aged 15+ in Dufferin County: **10,280**



The Town of **Orangeville** is the county's largest urban center. Its strategic location offers easy access to major highways and urban centers, making it an ideal place to reside for commuters and businesses. **41%** of the county's immigrant population of 15+ lives in the Town of Orangeville.

Figure 1. Immigrant population 15 years and older in the towns and townships of Dufferin County.

- 60% of recent immigrants in Dufferin County (those arriving between 2016 and 2021) chose to settle in Orangeville.

Age and Gender of Immigrant Population

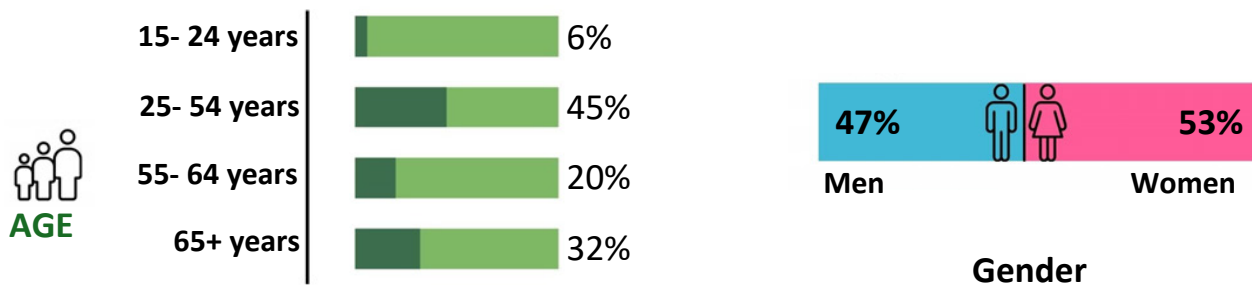


Figure 2. Division of the immigrant population in Dufferin County by age and gender.

- 45% (4,605) of immigrants are between the prime working age of 25 and 54. The majority of the county's immigrant population is aged 55 and older, with most of them already retired or nearing retirement in a few years. This trend is also consistent in the Town of Orangeville.
- Overall, Dufferin had more women than men among its immigrant population.

Participation in the Labour Force

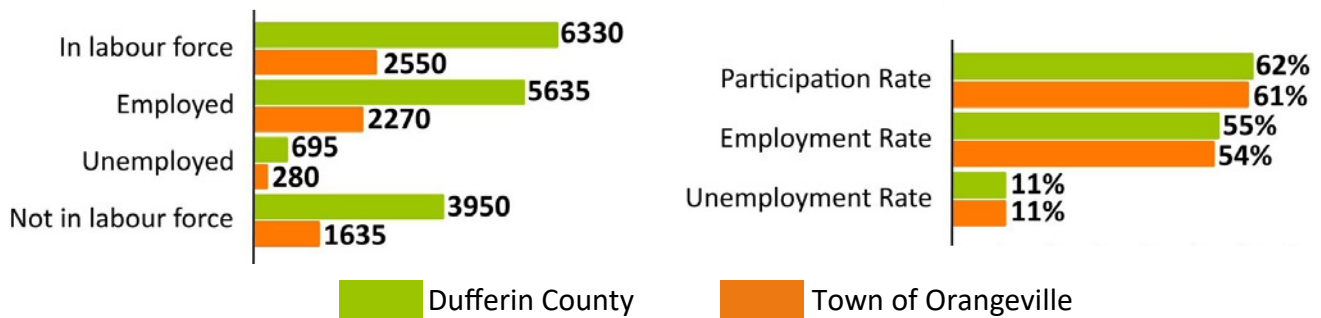


Figure 3. Labour force activity of immigrants aged 15+ in Dufferin County and Orangeville.

- The labour force participation of immigrants in the town of Orangeville aligns with that of the county as a whole.
- Despite being an almost equal share of the population, women were less involved in the labour force, with a lower participation rate (working or looking for work) of 57% than that of men who were at 67%. Also, women active in the labour force were more likely to be looking for work or unemployed, with a higher unemployment rate of 15% and a lower employment rate of 48%.
- Men in the age group of 25-54 years had a participation rate of 94%, employment rate of 89% and a lower unemployment rate of 5%, whereas women in the same age group had a participation rate of 83%, an employment rate of 71% and a higher unemployment rate of 15%.

Effect of Arrival on Labour Force Participation

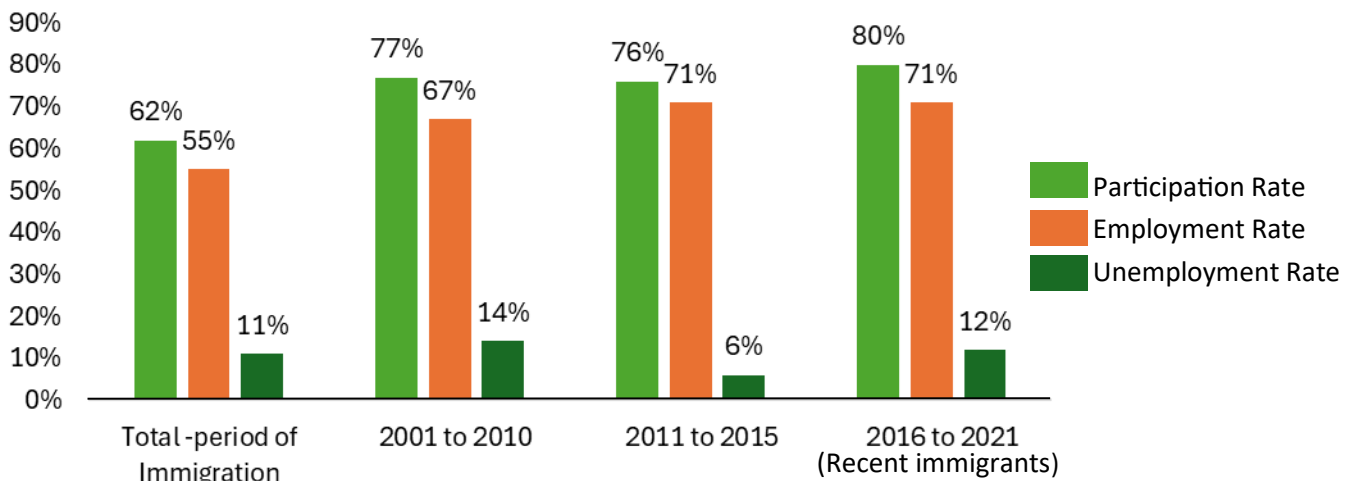


Figure 4. Labour force activity by immigration status in Dufferin since 2001.

- Recent immigrants in Dufferin who moved to Canada between 2016 and 2021 are more likely to be active in the labour force and are more likely to be employed than those who arrived between 2001 and 2010.
- Recent immigrants in the Town of Orangeville have a higher labour force participation rate of 83%, but they are also more likely to be unemployed, with an unemployment rate of 15%, compared to the county's 12%.

Gender Dynamics Across Different Immigration Periods

Period of Immigration	Total Immigrants	2016-2021	2011-2015	2001-2010	Prior to 2001
Total	10280	660	635	1700	7285
Men	4790	325	305	750	3400
Women	5490	335	330	950	3885

Figure 5. Period of immigration by gender in Dufferin County.

- Throughout each of the periods, more immigrants to Dufferin County have been women. Of concern is that the number of immigrants between 2001-2010 and 2011-2021 has decreased by 405 people. Between 2016 and 2018, the number grew slightly but fell in 2019 and has continued to decline since then. COVID likely played a factor in some of this decline.

Where did the Immigrants Study?

	Total	Men	Women
All levels of education	10280	4785	5490
No postsecondary certificate, diploma or degree	4260	1960	2305
Postsecondary certificate, diploma or degree	6020	2830	3195
Location of study inside Canada	3425	1540	1885
Location of study outside Canada	2595	1285	1310

Figure 6. Location of study for the immigrant population in Dufferin County.

Location of study helps to determine if immigrants in the community may have prior experience in the country that would help them settle quicker.

- Women outnumber men overall in education levels, 53% of the immigrant population holding some form of post-secondary education are women.
- A higher percentage of women (55%) than men (45%) have pursued education in Canada.
- The data shows nearly equal gender distribution among those who studied outside Canada, with women making up a slightly higher proportion.

Most immigrants (**59%**) in Dufferin have some form of postsecondary education, and **57%** of them studied in Canada. This means they are more likely to have English language skills, may be more familiar with Canadian work environments (especially if they worked while studying), and have established connections in Canada.

What Education Level are they bringing?

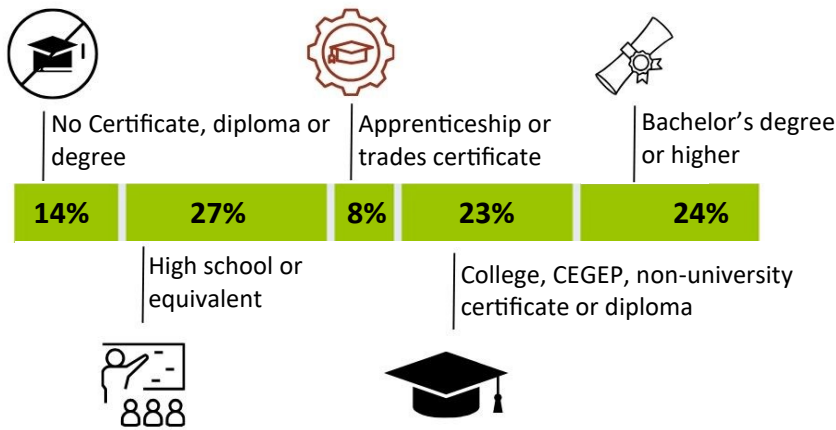


Figure 7. Level of educational attainment of immigrants in Dufferin CD.

59% of the immigrants, 15 years and above, in Dufferin County, had post-secondary attainment, including trades.

What Post Secondary Education do they have ?

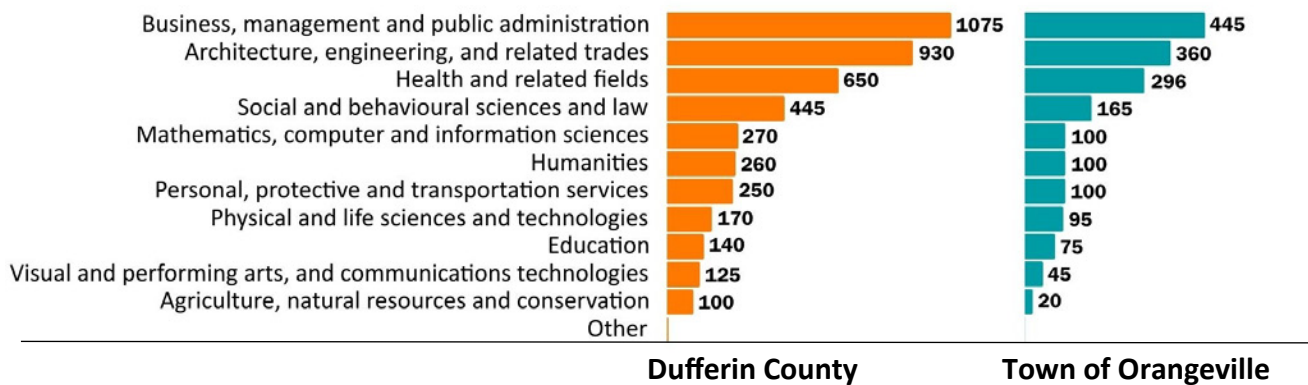


Figure 8. Classification of instructional program by immigrants (ages 25-64) in Dufferin County and Orangeville.

- Immigrants 25– 54 years were more likely to have pursued studies in business, management and public administration followed by architecture, engineering, and related technologies and health and related fields in the Dufferin County and the Town of Orangeville.
- This trend continues for recent immigrants (2016-2021).
- 77% of recent immigrants aged 25-54 had some form of post-secondary education, a higher percentage compared to the total immigrant population in the same age group, which stood at 67%.

“With an over-education rate of 26.7% and education-occupation match rate of 44.4% a large percentage of recent immigrants with a degree were in mismatched occupations in 2021 in Canada, and their rate of education–occupation match was lower than it was 20 years earlier. Furthermore, the disparity in education–occupation match between recent immigrants and young Canadian-born workers was larger in 2021 than it was 20 years earlier. In 2021, the over-education rate of recent immigrants was more than double that of young Canadian-born workers.” Stat Canada: economic and social report by **Christoph Schimmele** and **Feng Hou** May 2024.

What Jobs are Immigrants in?




NOC (1 digit)	Occupation (Broad Category)	 In Labour Force	 Employed	 Unemployed
0	Legislative and senior management occupations	75	75	<5
1	Business, finance and administration occupations	1115	1030	85
2	Natural & applied sciences, related occupations	465	440	20
3	Health occupations	525	480	40
4	Occupations in education, law - social, community and gov services	585	500	85
5	Occupations in art, culture, recreation and sport	140	105	35
6	Sales and service occupations	1335	1155	180
7	Trades, transport and equipment operators and related occupations	1410	1300	110
8	Natural resources, agriculture and related production occupations	155	150	0
9	Occupations in manufacturing and utilities	425	400	25

Figure 9. Labour force involvement of immigrant population as per the occupation/job in

- The number one job type immigrants were working in were Trades, transport and equipment operators and related occupations and Sales and service occupations, accounting for 44% of the total population. This trend aligns with the Town of Orangeville.
- Immigrants were also working in Business, finance and admin roles in the County.
- Occupations in Art, culture and recreation had a much higher unemployment rate of 25% and 57% in Dufferin and Orangeville respectively compared to 9% in the Wellington census division.

Higher unemployment rates in several occupations could be due to factors such as limited job openings, high competition for available positions, or specific skills that may not align with current job market demands.

What Industries Immigrants Belongs to?



Figure 10. Top industries Immigrants belong to in Dufferin County.

- The top 5 industries among immigrants in Dufferin align with that of the immigrants in the Wellington Census Division. However, manufacturing accounts for **11.9% and 14%** of the immigrant population in Dufferin and Orangeville respectively, in contrast to a much higher **28%** in Wellington CD.
- Utilities, Management of companies and enterprises and Mining, quarrying, and oil and gas extraction had fewer than 50 immigrants working in them.

TEER Category of Jobs Immigrants belong to

The **TEER** (Training, Education, Experience, and Responsibilities) category indicates the level of training, education, experience, and responsibility required for a job. The NOC (National Occupational Classification) has six TEER categories, numbered from 0 to 5, which represent the second digit of a NOC code.

Employers typically use the TEER category that matches the job, based on what the role requires and current hiring trends, to assess candidates' qualifications. Some immigration programs require that immigrants secure roles within a specific TEER category to remain in Canada.

TEER category	Nature of education, training and experience required and complexity of responsibilities	Dufferin		Orangeville	
		Immigrants		Immigrants	
		Men	Women	Men	Women
0	Management occupations	995		325	
		605	390	200	125
1	Occupations that usually require a university degree	860		315	
		380	480	145	170
2	Senior and middle-level management skills, occupations that usually require a college diploma apprenticeship	1345		550	
		860	485	335	215
3	Occupations that usually require a college diploma apprenticeship training of less than 2 years, or more than 6 months of on-the-job training	1190		495	
		510	680	170	325
4	Occupations that usually require a high school diploma, or several weeks of on-the-job training	1025		420	
		385	640	170	250
5	Occupations that usually need short-term work demonstration and no formal education	755		380	
		370	385	145	235

Figure 11. TEER category of jobs immigrants (in labour force) belong to.

- **TEER 0** In both Dufferin and Orangeville, men dominate the management occupations.
- **TEER 1** Occupations are more female-dominated among the immigrant population in the county and the town.
- **The Highest number** of immigrants active in labour force in Dufferin are in TEER 2, accounting for 22% of the category in the county. The majority are female. This trend is similar in Orangeville.
- **TEER 3, 4 and 5:** These categories, which represent semi-skilled occupations requiring less or no formal education, show a relatively higher female immigrant population in the county and Orangeville.

Section 2: Immigrant Commuters in Dufferin County and the Town of Orangeville

Source: Statistics Canada, Census 2021 customized table is the source unless otherwise mentioned.

Employed Immigrant Labour Force and Their Commuting Locations

	Dufferin County		Town of Orangeville	
	Total Immigrants	Recent Immigrants	Total Immigrants	Recent Immigrants
Employed	5635	465	2265	280
Self-employed	1465	85	420	40
Have a usual place of work	3570	305	1585	190
Commute to a different census subdivision (CSD) and census division (CD) within province or territory of residence	2145 (60%)	140 (46%)	880 (56%)	75 (40%)

Figure 12. Commuting destination of the immigrant labour force in Dufferin and the town of Orangeville

- Dufferin County is losing 60% of immigrants to other census divisions. Combining this data with the local job demand data in the town will help us understand the reason behind this commute.
- High commute rates to different census divisions suggest that immigrants may be working in locations that offer better employment opportunities. This could be a fit for their skills and pay.

The Age and Gender Demographics of Commuters

	Total	15-24 years	25-54 years	55-64 years	65+ years
Dufferin	2145	55	1410	565	115
Orangeville	880	15	590	225	40

Figure 13. Age of commuting immigrants in Dufferin County and the town of Orangeville

- Majority (66%) of commuting immigrants in the county are in the prime working age of 25-54 years.
- 32% of commuters in Dufferin are 55+ years of age, most likely to be retired now or retiring in a few years. These age trends align with that of the Town of Orangeville.

Both Dufferin County and Orangeville have less than 2% immigrants in 15-24 years age indicating the local job market might offer a sufficient number of entry-level or part-time positions that are attractive to younger individuals, reducing the need for them to seek employment outside the area.

- Men are more likely to commute in Dufferin, where 60% of commuters are men, and in the Town of Orangeville, where 57% of commuters are men. This is despite a higher female immigrant population.

Connection between Immigrant Arrival and Commuting

	Total Commuters	Prior to 2001	2001 to 2010	2011 to 2015	2016 to 2021
Dufferin	2145	1380(64%)	450 (21%)	170(8%)	140(6%)
Town of Orangeville	880	525(60%)	180(20%)	95(11%)	80(9%)

Figure 14. Commuters count as per period of immigration in Dufferin and Orangeville.

- Settled immigrants (2001-2010) are more likely to commute out of the census division for work in Dufferin. In the Town of Orangeville, settled and new immigrants (2011-2021) are commuting equally.

What Occupations are Immigrants Commuting for?

NOC (1 digit)	Occupation (Broad category)	Dufferin			Orangeville		
		Total commuters	Men	Women	Total commuters	Men	Women
7	Trades, transport and equipment operators and related occupations	595	530	60	200	185	15
1	Business, finance and administration Occupation	350	145	210	155	55	100
6	Sales and service occupations	345	155	185	150	70	80
9	Occupations in manufacturing and utilities	240	170	70	120	75	45
4	Occupations in education, law and social, community and gov services	210	60	145	85	25	65
3	Health occupations	185	30	155	80	15	65
2	Natural and applied sciences and related occupations	145	135	10	75	70	<5
0	Legislative and senior management occupation	40	30	10	<5	N/A	
8	Natural resources, agriculture and related production occupations	20	15	<5	<5	N/A	
5	Occupations in art, culture, recreation and sports	15	<5	10	<5	N/A	

Figure 15. Occupation (by major group) of commuting immigrants in Dufferin County and the Town of Orangeville.

- Trades, transport, and equipment operators:** This sector has the highest number of commuters in the county, with 46% of employed immigrants working in these jobs. It is dominated by male commuters (530 men versus 60 women).
- Manufacturing and utilities:** The sector is losing most of its employed immigrants, with 60% commuting out of Dufferin and 56% commuting out of Orangeville.
- Occupations in education, law and social, community and gov services:** 42% (210) of employed immigrants in this sector are commuting out. The majority of whom are women.

What are the Top Industries among Commuters?

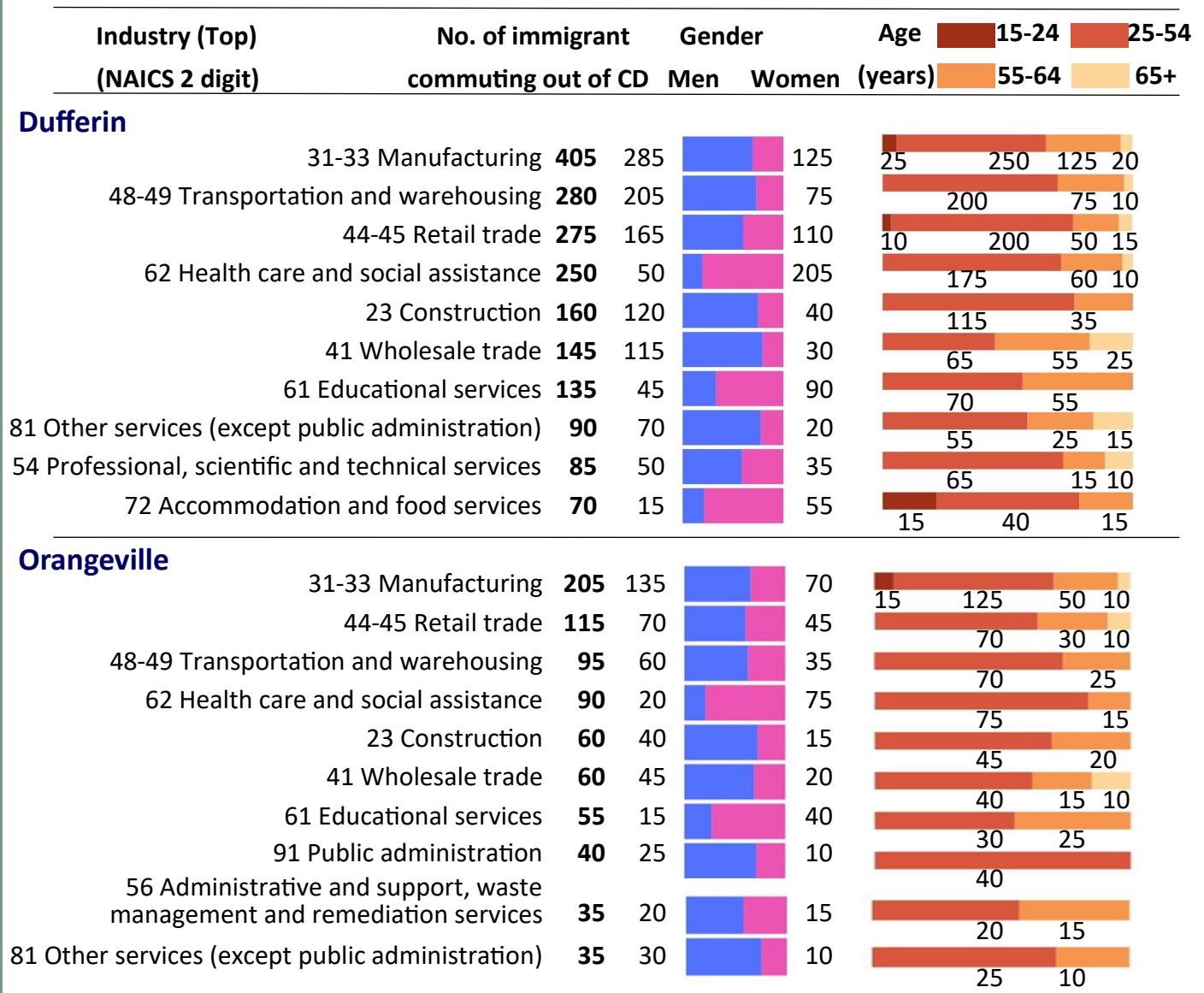


Figure 16. Commuting Immigrants by Industry, Gender, and Age in Dufferin and Orangeville.

- **Manufacturing** is a major employer in Dufferin County and Orangeville, with 690 immigrants employed in this sector in the county. A high number of commuters, 60% in the county and 59% in Orangeville are mostly men aged 25- 54. This suggests a strong demand for manufacturing roles in neighboring regions or limited local opportunities.
- **Health Care and Educational services sectors** are both female-dominant sectors in the county and the town of Orangeville.
- **Accommodation and food services sector** is predominantly female (77%) in Dufferin County. While this sector is not as prominent in Orangeville, the majority of commuters in Orangeville are also women.
- The town of Orangeville has almost no commuters in the 15-24 age group across industries. This aligns with Dufferin County’s statistics, as less than 2% of commuters in the town belong to that age group.

TEER Category of the Jobs Immigrants Commute for in Dufferin and Orangeville

TEER category	Nature of education, training and experience required and complexity of responsibilities	Dufferin		Orangeville	
		Commuters		Commuters	
		Men	Women	Men	Women
0	Management occupations	360		100	
		230	130	75	25
1	Occupations that usually require a university degree	240		85	
		105	135	45	35
2	Senior and middle-level management skills, occupations that usually require a college diploma apprenticeship training of 2	545		225	
		395	125	170	55
3	Occupations that usually require a college diploma apprenticeship training of less than 2 years, or more than 6	375		180	
		190	180	75	105
4	Occupations that usually require a high school diploma, or several weeks of on-the-job training	385		170	
		195	190	80	90
5	Occupations that usually need short-term work demonstration and no formal education	245		95	
		150	90	45	50

Figure 17. TEER Category of commuting immigrants in Dufferin County and the Town of Orangeville.

- **TEER 0** In both Dufferin and Orangeville, men dominate the number of commuters in management occupations.
- **TEER 1** In Orangeville, the number of commuters is roughly the same for men and women (45 men vs. 35 women). However, in Dufferin, women commute more than men (135 women vs. 105 men).
- **The Highest number** of commuters in Dufferin is in TEER 2, with 25% of the commuters in Dufferin falling into this category. This trend is similar in Orangeville

High commuting rates in these higher-skilled occupations suggest that these sectors might have better job opportunities or compensation outside the local area.

- **TEER 3 and TEER 4:** These categories, which represent semi-skilled occupations requiring less formal education, show a relatively even gender distribution in the county as well as in Orangeville.

Overall, men are more likely to commute for higher-skill management roles (TEER 0- **64%** and TEER 2- **72%**), while women are more likely to commute for jobs that require lower education, and training (TEER 4 and 5).

Section 3: Job Demand Data Vs Commuting Trends

Source for this section: Job demand report from FindYourJob.ca dated January, 27th 2025 and Statistics Canada, Census 2021 customized table.

Job Demand by Key Sectors in Dufferin Census Division

An analysis of in-demand job data from 2021 to 2024 in Dufferin, combined with commuting trends, will help identify key gaps and where there is an opportunity to retain commuting immigrants by better aligning local talent with in-demand skills and occupations within the region.

When cross-referenced with 2021 census data, this analysis will highlight any disparities between the number of available jobs and the local talent pool. The aim is to pinpoint areas where the local job market may not align with the skills available, thereby identifying potential labor shortages or surpluses in critical sectors.

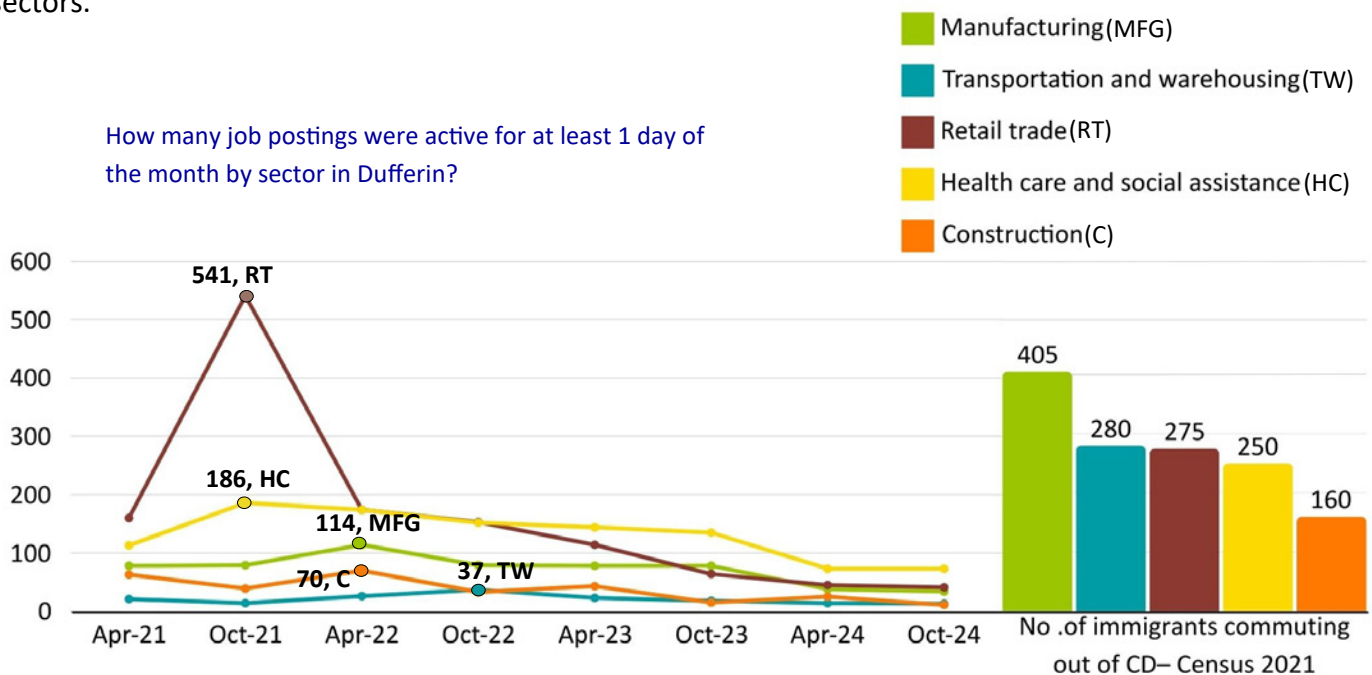


Figure 18. Job postings compared to the no. of commuting immigrants in key sectors in Dufferin County.

- A review of the Labour Market Insights from FindYourJob.ca reveals varying trends across different sectors from April 2021 to October 2024. While most sectors show relatively steady figures, the Retail trade sector experiences a significant spike followed by a sharp decline between April 2021 and April 2022.
- The fluctuation in Retail trade may be attributed to the post-COVID surge in hiring, followed by the increasing integration of automation technologies—such as robots, self-checkout systems, and the growth of online shopping—reshaping the workforce demand in retail.

When combined with commuter trends, the data shows that there were significantly more commuters than local job postings in these sectors. This disparity suggests that there is a large talent pool relative to available positions locally, underscoring a key reason behind the high percentage of immigrants commuting to other regions for work.

Improving the availability of job opportunities and investing in local workforce development would be crucial in attracting talent back to the region.

Hard to Fill Occupations in Dufferin County

To find which occupations have immigrants commuting outside of the area despite having good opportunities locally, we did a comparative analysis of job posting counts from April 2021 to October 2024, and looked at it with commuting data of immigrants from Dufferin County to other regions for work. This analysis seeks to identify jobs where there may be a disconnect between the availability of local job opportunities and the local talent pool. The goal is to pinpoint areas where strategies for talent retention and recruitment are needed to bridge the gap.

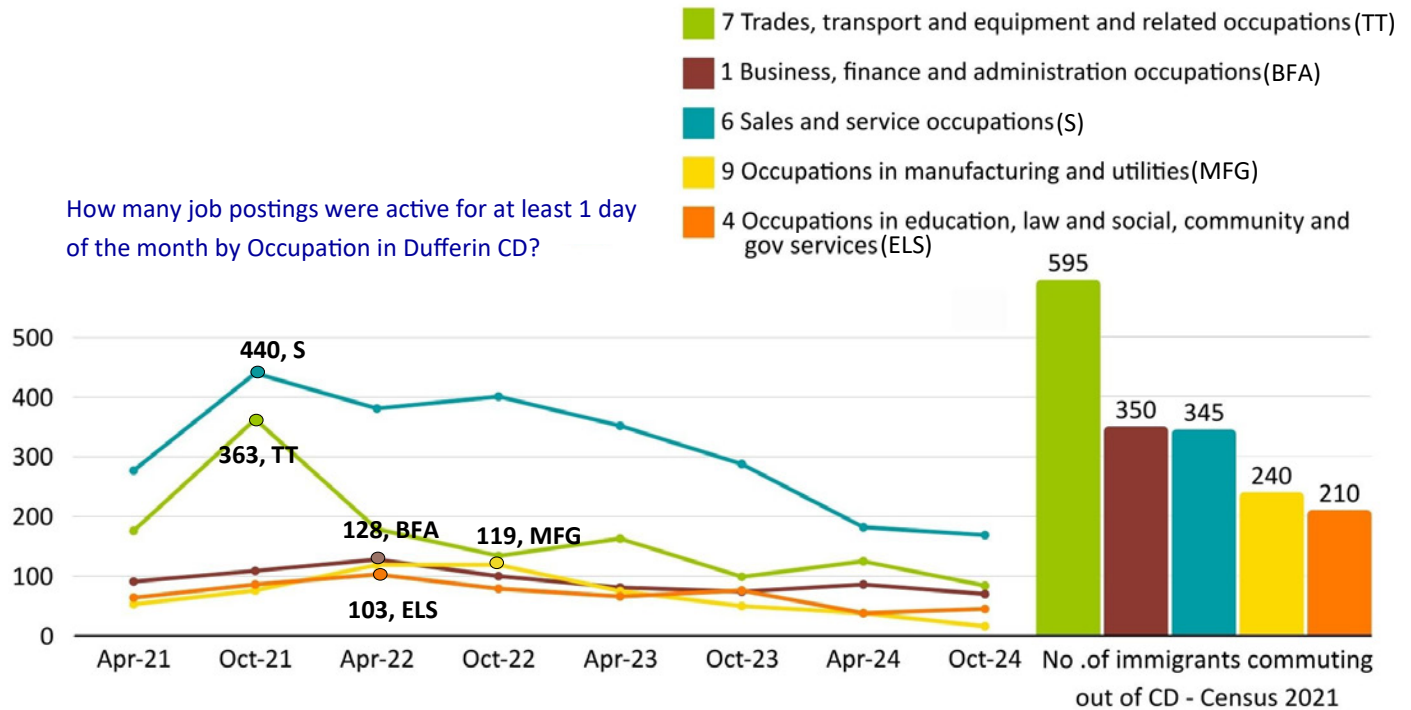


Figure 19. Comparison of job postings and the number of commuting immigrants by occupation in Dufferin CD.

The above data shows higher commute numbers than local job opportunities across all occupations, with **Trades, transportation, and equipment operator** roles experiencing a particularly high talent drain compared to the available local opportunities in these fields.

- **Sales and service occupations** have remained the most in demand and have seen a stronger local market throughout the period. This suggests there were sufficient local job opportunities to attract and retain workers. The fact that there are still commuters indicates mobility to areas with potentially more job opportunities or perhaps better compensation and wages.
- In contrast, **Business, finance and administration, Manufacturing** and **Education** occupations have seen more stable but lower demand trends, and these sectors have seen a relatively higher talent drain throughout.

To reduce this talent drain, it's crucial to attract employers to set up and expand operations in the county to create more job opportunities. Strategic incentives, and infrastructure improvements, could further motivate employers to set up or expand their operations locally.

Looking at the Job Postings by Skills in Dufferin County

When comparing skill levels and educational requirements for job postings, we again find a significant shift in the skills and education required by employers from 2021 to 2024. Analyzing the skills in demand locally, alongside those lost to the other regions will help identify areas where disconnect may exist. This approach will highlight where strategies are needed to bridge the gap and align the local workforce with employer needs.

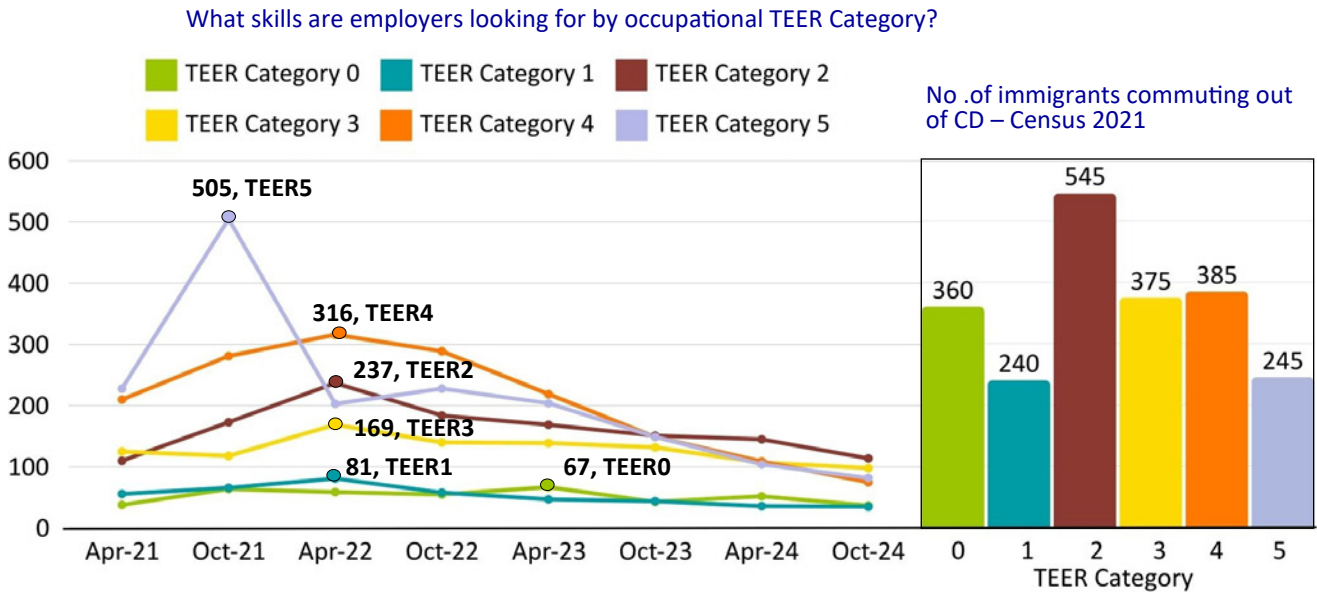


Figure 20. Job posting count and no. of commuting immigrants in Dufferin CD by skills (TEER Category).

Looking at the data above, it's clear that commuting consistently exceeds local job postings across all TEER categories in Dufferin County. This suggests a potential gap between the available talent and local job opportunities, leading individuals to look for work in areas with more opportunities.

- **TEER Categories 0-3:** There is a substantial gap between local job postings and commuters particularly for skilled trades, technical workers, and university-educated professionals. The limited number of job opportunities may be a factor driving workers to neighboring regions with better job opportunities and career growth. Additionally, some may choose to live in Dufferin County for its affordability while seeking better prospects elsewhere.
- **TEER Categories 4 and 5:** The county appears to offer relatively more local opportunities for occupations requiring short-term experience and low-skilled labor. The gap between job postings and commuters for these roles was less significant from 2021 to 2023, although a decline in job postings began to emerge in 2023. This may suggest a broader reduction in demand for low-skilled labor, which could be driven by factors such as automation or changes in industry needs.

It is important to develop strategies that help retain talent in the local workforce, particularly in the sectors experiencing a high percentage of commuters (TEER categories 0, 1, and 2).

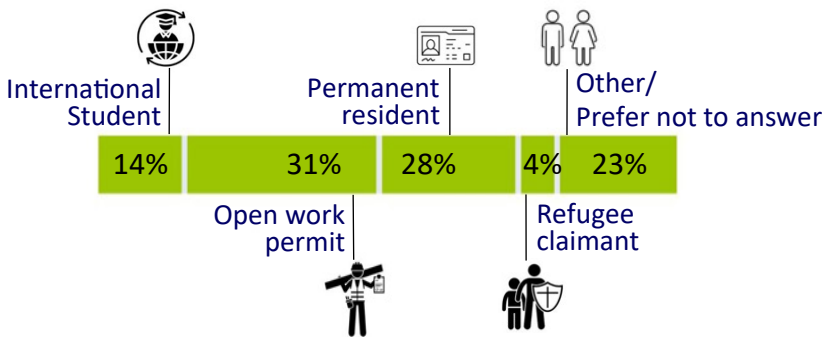
Section 4: Immigrant Workforce Survey- 2024: Summary

This section presents the aggregate findings of the **Immigrant Workforce Survey 2024**. The survey was conducted online from July to October 2024 and was open to all immigrants aged 15 and above who live and/or work in the Guelph, Wellington and Dufferin regions. The survey explores the experiences of immigrants as job seekers and their integration into the local workforce, including their commuting patterns. A total of 77 responses were gathered, with 61 participants living or working in Wellington.

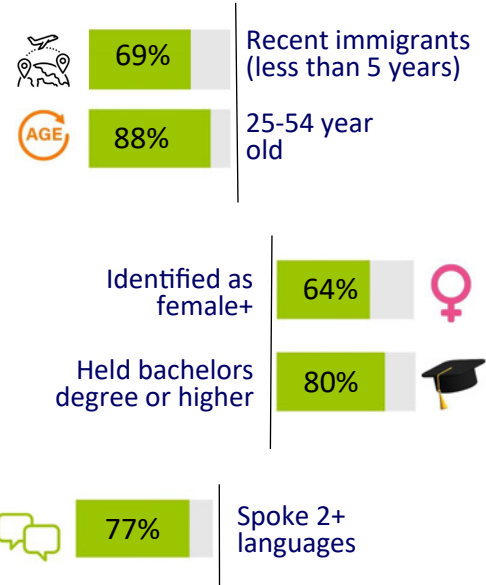
Additionally, 15 in-depth interviews were conducted to delve deeper into the experiences and challenges immigrants face in seeking and securing employment within or outside the region. Below are the highlights from the report. *The data presented here reflects the experiences of the survey participants living or working in the Wellington region and is not disaggregated in any way.*

Survey Participants (All)

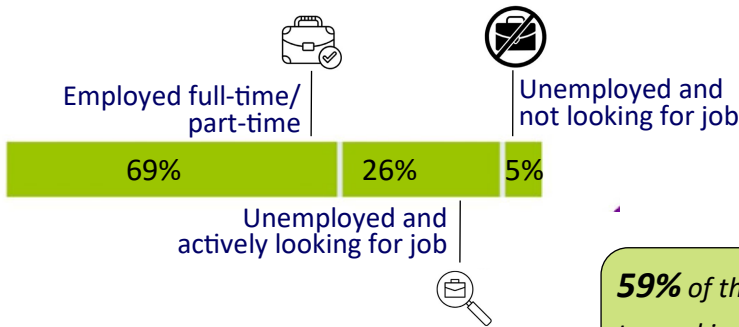
Immigration Status:



Participants Characteristics:

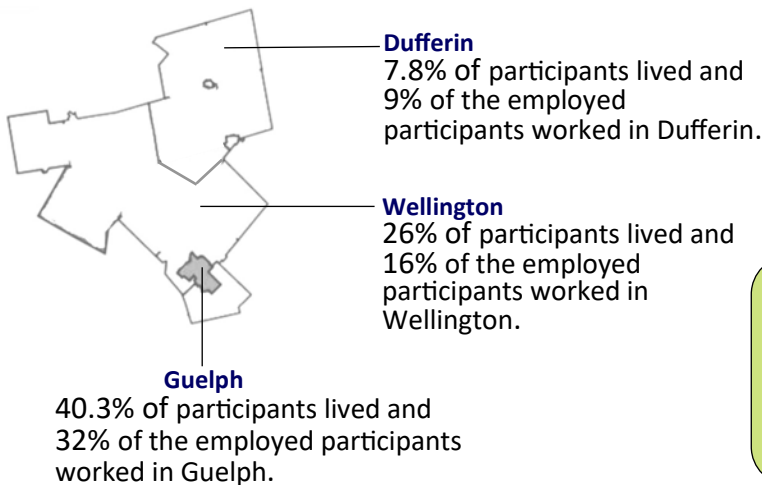


Employment Status :



59% of those employed full-time said they were open to, seeking, or were even actively looking for new job opportunities.

Place of Residence and place of work :



25% of participants lived outside Guelph, Wellington and Dufferin whereas **43%** of employed participants worked outside the region.

Survey questions: This section includes the responses of 61 participants those living or working in Guelph, Wellington or Dufferin.

Place of Residence and Work

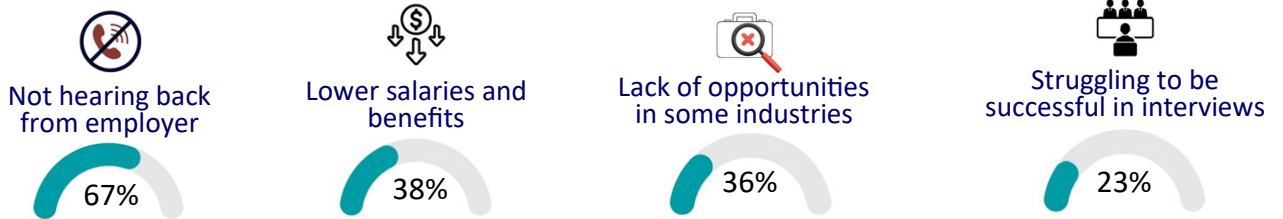
★ **61** participants lived and /or worked in Guelph, Wellington or Dufferin.

★ Out of 61, **45** were employed, including 10 employed outside the census division.

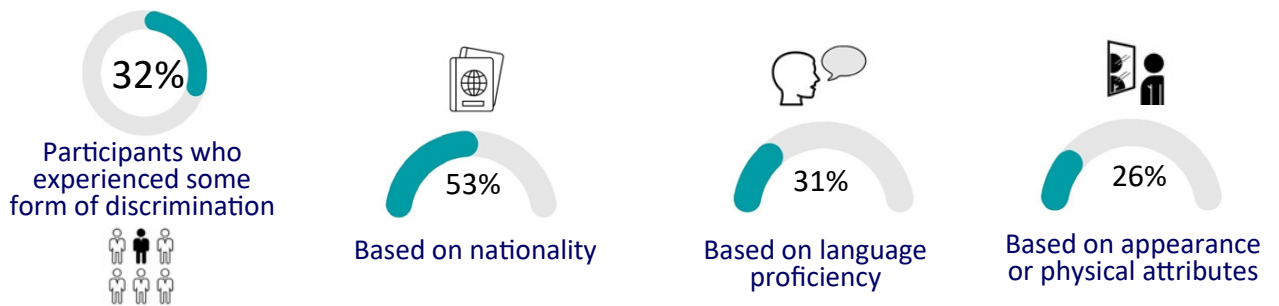
★ Out of **53** who lived in the region 37 were employed, 27 working within the region and 10 (27%) commuting out of the CD for work.



Key Challenges Faced in Finding a Work



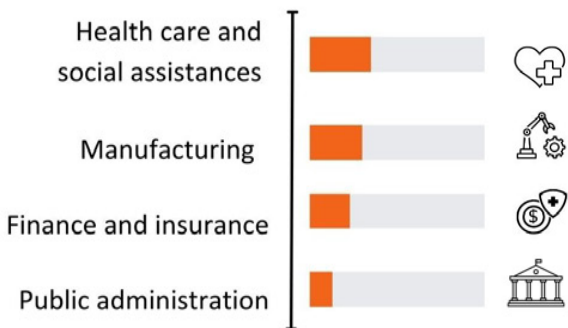
Discrimination felt at Work, During Job Applications/Interviews, or in Promotions



Most Experienced Instances of Discrimination



Industries (top) Employed Participants work in



- ★ Out of **45** employed participants, 25 said they were actively looking/open to switching industries.
- ★ **40%** of those willing to switch prefer to work in Public administration.

Current Job/Job Title of Participants

- ★ Out of **45** employed participants, **34** said they were actively looking for a job change.
- ★ The majority of them said they were looking or aiming for a higher TEER category job than they were currently in.

Administrative assistant/
Client care rep

1



Financial advisor/ Cashier

2



Personal support worker /
Nurse

3



Sales - Marketing rep/
Manager

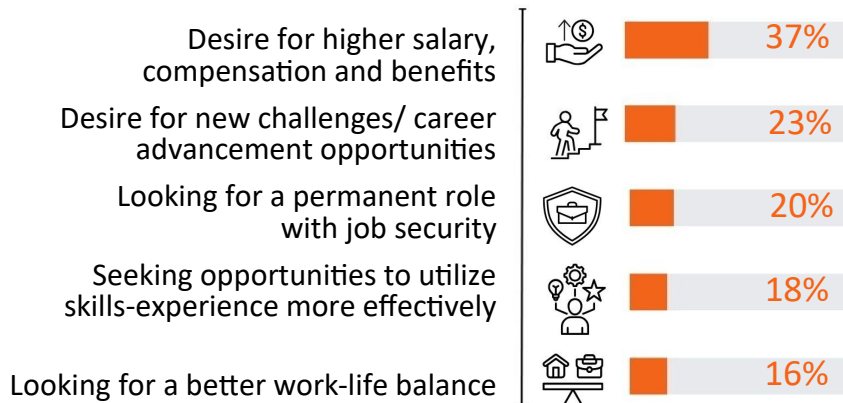
4



“Unable to find the job which matches my educational qualification.”



Reasons for Considering a Job Change

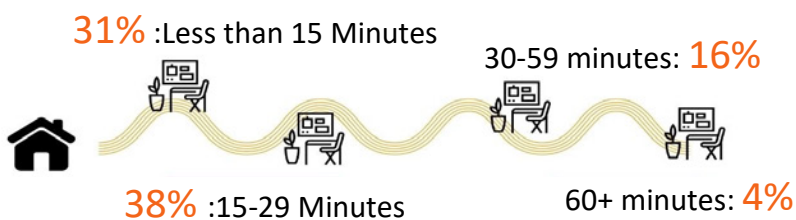


- ★ **59%** of employed participants said they were open to, looking for or even actively seeking a job change.

“The salary I make now was enough 4 years ago but now it is not!”



Time Travelled to be at Work



12% of total participants worked from home for employers located outside the region of residence.

Inputs and Suggestions from the Survey Participants and Interview Participants

Participants were asked to share some hardships they have faced living or working in the region: The majority had answers around these five topics.



“Lack of enough opportunities in the community where I reside.”



“No professional network, not familiar with industrial job position names and tiers.”



“The system makes it hard for international professionals to validate studies and experience, where we are obligated to start all over again.”



“Unaffordable housing and limited options make it hard to find accommodation of choice in budget.”



“The commute is a serious issue especially during rough weather with long waits and limited bussing and train options.”

Suggestions by Participants that would help make the Region more Newcomer/Immigrant Friendly

More affordable housing and more job opportunities locally were the main suggestions by majority of the participants. Here are a few more suggestions:



Networking events

“More employer, job seekers events in the region for networking.”

“More personalised and customised employment support should be available.”

Employment support



“More time and resources to learn and train while on-job.”

“Equal opportunities and inclusiveness during job application and interviews.”



Equal opportunities and inclusiveness



On-job training and learning opportunities

Suggestions for those Planning to make a Big Move to Canada

“Before moving one should do a thorough research about the country, place to reside, ready to learn new and unlearn old.”

“Learn the language.”

“It is not a bed of roses. Takes a lot of hard work.”

“Get connected to different cultural groups/ newcomer groups on social media, and make connections it helps in both personal and professional growth.”

Recommendations- Best Practices

Based on surveys and interviews with immigrants in Wellington and Dufferin, as well as insights from the Immigrant Workforce report, the following recommendations have been developed. These suggestions are aimed at supporting local communities, partners, and employers with best practices and policies to help attract and retain the immigrant labor force currently commuting outside the census division for work. The recommendations include both new initiatives and strategies to develop, enhance, or expand existing programs and services. Some of the recommendations include:

Strategy

1. Attracting New Businesses and Supporting Local Employers

Industries with high commuter levels have been identified in this report. Economic development could bring together those industry employers to discuss their expansion and workforce needs and the best way to be supported through that growth. This could include identifying supply chains and potential new suppliers/customers as well as understanding the potential salary ranges needed to attract talent back into the County and City.

2. Sharing Easily Accessible Labour Market Data

[FindYourJob.ca](https://www.findyourjob.ca) provides critical labour market information that employers can use to support their recruitment approaches and plan for their future. A personalized account can allow an employer to track industry job posting activity and local demand. Local chambers and business associations can run workshops, with the help of the Workforce Planning Board, to guide employers and businesses in efficiently using this data. As well, data can be shared with jobseekers so that they can use the data to make informed employment decisions.

Employer Process

1. Developing Compensation and Career Growth Pathways

It is crucial to retain skilled workers in higher managerial and corporate roles who are commuting in high numbers to other regions for work. Communities and employers should develop strategies to support the reintegration of skilled professionals into the local workforce. Programs such as financial incentives, housing support, and job-matching services can help ease the transition and make local opportunities more appealing to these workers. Collaborating with local chambers of commerce, economic development agencies, and government entities can strengthen the local businesses making the area more appealing to skilled workers.

2. Recognizing International Credentials and Work Experience

Small and Medium-sized Enterprises (SMEs) that often do not have human resources staff struggle to recognize the skills transfer of international credentials into the Canadian marketplace. Rural employers may also struggle more than their urban competitors to assess and understand international credentials as they have less familiarity with them. Organizations like **World Education Services (WES)**, **The International Credential Assessment Service of Canada (ICAS)** and **The Canadian Information Centre for International Credentials (CICIC)** can support employers with this recognition.

Information Sharing and Connection to Employment

1. Immigrant Networking Initiatives for Professionals and Managers

Newcomers struggle to make professional connections which is key in bringing professionals and managers back into the area. Living in Dufferin does not mean that they are engaged in the community or know about local industry employers. Communities and immigrant support groups can work with local employers to develop industry-based networking opportunities. These could build on chamber events or be held in local workplaces. Research could be done on where commuting immigrants find information to ensure that they know about these events. Content can include employers talking about HR processes and showcasing their workplaces, current employee connecting with commuters and relevant local information so there is a personal touch to recruitment efforts.

2. Broadening Newcomer Orientation and Support Programs

Communities should work closely with the organisations to broaden newcomer programs, to provide immigrants with access to tailored employment support. Having programming that focuses on the employment side and engages newcomers will make them more comfortable in their communities and may reduce the number of people commuting out of the region.

The exploration of bridging programs that educate immigrants about local workplace culture and standards should also be considered and key industry ones advocated for with funders. These programs will help connect local professionals with their industry, help them gain relevant local experience and build confidence in their job search.

3. Tailored Job Search and Interview Preparation Services

Working immigrants who are employed and need to be attracted back to local workplaces need different types of job search support. Immigrant and employment services can work together to discuss what services these immigrants would need to shift to county workplaces. This may include coaching, resume refreshers and labour market reports tailored to skills and occupational profiles. Easy access to these services, with flexible availability, will ensure that commuters get the support to secure skills-aligned work in the county.

4. Communicating Volunteer and Leadership Development Opportunities

Community connection can help commuters develop their networks which may help them move back into the local labour market pool. Volunteer and local leadership opportunities can help with local network building for commuters. Volunteering has proven to be a powerful tool for learning about workplace culture and creating opportunities for interaction with senior management which can enhance career prospects.

5. Training and Mentorship Programs with Industry Professionals

Immigration and employment services should work together to develop and market mentorship programs in the county. Models similar to [WR Connectors](#) and **TRIEC Mentoring Partnership programs** may be replicable in the county. These models could have a commuter re-engagement focus and pair commuting immigrants with area-established professionals and leaders. Research has shown that these types of mentorship programs and interactions foster networking opportunities and can lead to hiring opportunities.

6. Developing and Offering a Clear Path for Growth and Advancement

Employers need to offer clear career advancement pathways especially for the low-skilled roles. Employees are more likely to stay in a company that offers a clear path for growth and advancement. Developing on-the-job training, skills development pathways and performance-based incentives when skills and certifications are confirmed (in conjunction with appropriate compensation) could motivate and attract workers to stay within the local labour market. Organizations that work with employers could develop customized upskilling programs that would help improve job satisfaction, workforce loyalty and retention, reducing the need for workers to commute outside the region.

7. Addressing Housing and Cultural Integration Needs

In addition to employment support, immigrants often require assistance with securing affordable housing and integrating into the local culture. Support in finding affordable accommodation, accessible childcare, and financial incentives such as relocation packages or subsidies can help immigrants feel more secure and supported within their new community. This support is crucial for retaining talent and ensuring that immigrants can build stable lives while contributing to the local workforce.

Data Notes

Data Sources

Statistics Canada, E03937 – Target group profile: Ontario: Wellington (CD), Dufferin (CD), CSDs- Guelph, Minto, Mapleton, Wellington North, Centre Wellington, Erin, Puslinch, Guelph-Eramosa, Orangeville: Custom table from Census 2021, Immigrant Population aged 15 years and over by labour force status—25% Sample data, period of immigration, age and gender, Industry, Occupation and Commuting destination: Census 2021, (Accessed July 2024) and some publicly available data from census 2021.

FindYourJob.ca, Job– Demand data: For April 2021- October 2024: Dufferin County and the Town of Orangeville (Accessed on January 26th, 2025).

Immigrant Workforce Survey and in-depth immigrant interviews done by the Workforce Planning Board between June and October 2024.

Glossary of terms (Source: Statistic Canada)

- Statistics Canada and Immigration, Refugees and Citizenship Canada round numbers to the nearest multiple of five to ensure confidentiality. Caution must be taken when interpreting the data in this fact sheet, especially in situations where data counts are low. As such, the numbers in the table may vary slightly due to rounding and other methodological reasons which result in minor differences.

Immigrant refers to a person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities. Immigrants who have obtained Canadian citizenship are included in this group.

Recent immigrant refers to any immigrant who first obtained their landed immigrant or permanent resident status in the five years prior to a given census. In the 2021 Census, the period is between January 1, 2016 and May 11, 2021.

Labour force refers to the population aged 15 years and over actively pursuing or engaged in employment; excludes those who were not looking for work, students, stay-at-home parents, and retirees.

Labour force status refers to whether a person was employed, unemployed or not in the labour force during the reference period.

Gender refers to an individual's personal and social identity as a man, woman or non-binary person (a person who is not exclusively a man or a woman). Given that the non-binary population is small, data aggregation to a two-category gender variable is sometimes necessary to protect the confidentiality of responses provided. In these cases, individuals in the category "non-binary persons" are distributed into the other two gender categories and are denoted by the "+" symbol.

- "Men+" includes men (and/or boys), as well as some non-binary persons.
- "Women+" includes women (and/or girls), as well as some non-binary persons.

Commuting destination refers to whether or not a person commutes to another municipality (i.e., census subdivision), another census division or another province or territory. Commuting refers to the travel of a person to their usual place of work.

In this report **Commuters/ Commuting Immigrants** refers to Immigrant population 15+ years of age commuting to a different census subdivision (CSD) and census division (CD) within province or territory of residence.

Data Variables looked at in Sections 1,2 and 3

Industry - Sector: Labour force aged 15 years and over by industry - Sectors - North American Industry Classification System (NAICS) 2017 - 25% sample data

Occupation - Major group: Labour force aged 15 years and over by occupation - Broad category - National Occupational Classification (NOC) 2021 - 25% sample data

NOC 2021 TEER categories: To identify and categorize jobs (occupations) based on the training, education, experience and responsibilities (TEER) they require, data produced according to variant of NOC 2021. For immigrant population 15 years and over in private household– 25% sample data

Major field of study - Classification of Instructional Programs (CIP) 2021 for the immigrant population aged 25 to 64 years in private households - 25% sample data

For notes on standard classifications, variables and statistical units used in Statistics Canada , see

<https://www.statcan.gc.ca/en/concepts/search>

Foot Notes:

- For this report, Dufferin CD is also referred to as Dufferin County and also Dufferin Overall.

To examine the labour market integration of economic immigrants within the Region of Waterloo, Wellington County and Dufferin County refer to the report generated by Workforce Planning board in 2022: <https://www.guelphwellingtonlip.ca/wp-content/uploads/2022/05/Final-Report-ITP-Immigration-and-Employment-Research-Project-2022-Reduced-Size.pdf%22>

To access job demand data for Waterloo, Wellington and Dufferin region: https://www.findyourjob.ca/labour-market-insights-report/?e8_page=snapshot&date=2024-09®ion-type=regions&noc-version=2021



Acknowledgment and Thanks

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Workforce Planning Board
of Waterloo Wellington Dufferin

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