



Immigrant Workforce Research Report: Guelph-Wellington



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, Census Subdivision and Census Metropolitan Area.**

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

Wellington Census Division (referred to as Wellington CD in this report) includes Wellington County and the City of Guelph (referred to as Guelph in this report).

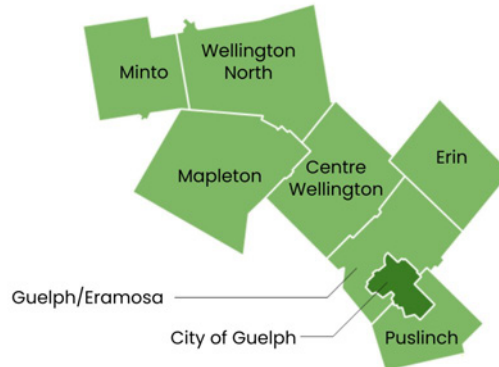


Figure: Wellington Census Division, which includes the City of Guelph along with the two towns and five townships of Wellington County.

Wellington County: The county consists of two towns and five townships:

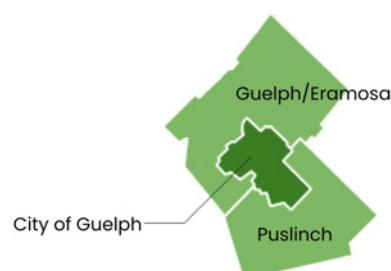
- Township of Centre Wellington
- Township of Wellington North
- Township of Mapleton
- Township of Puslinch
- Township of Guelph/Eramosa
- Town of Erin
- Town of Minto

The City of Guelph, although part of the Wellington Census Division, is a single-tier city and operates independently from the county.

Census Sub-division: Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes. In this report census sub-divisions include the City of Guelph as well as the 2 towns and 5 townships in Wellington County.

Census Metropolitan Area (CMA): CMA is a grouping of census subdivisions comprising a large urban area and those surrounding "urban fringes" with which it is closely integrated. The **Guelph CMA** includes the City of Guelph, the Township of Puslinch and the Township of Guelph/Eramosa.

Figure: Guelph CMA includes City of Guelph, townships of Guelph/Eramosa and Puslinch.





About this report

Key Findings

1. Census 2021 data states immigrants account for **26.3%** of the Canadian workforce but are overrepresented in major essential industries, demonstrating an underutilization of immigrant skills.
2. In 2021, immigrants made up **23.8%** of the total population in Guelph and **11.4%** of the total population in Wellington County (not including Guelph), respectively.
3. Also, Wellington (overall) and the City of Guelph are losing **26%** and **21%** 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 Wellington County, the City of Guelph, and the towns 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 Wellington Census Division, which includes Wellington County and the City of Guelph, and further drills down into towns and townships. This information provides broader insights into the immigrant population.

The second section focuses on data regarding commuting immigrants in Wellington, the City of Guelph and the towns and townships. In this section, we will further examine who is commuting for work and where. This will provide us with a picture of the immigrant labour force we are retaining within the census division or losing to other census divisions for work. At this level, we will further combine and correlate commute 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 Wellington CD, the City of Guelph and towns and townships 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 provides a systematic review linking 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 Overview of Who Our Immigrants Are

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

Their Age and Gender

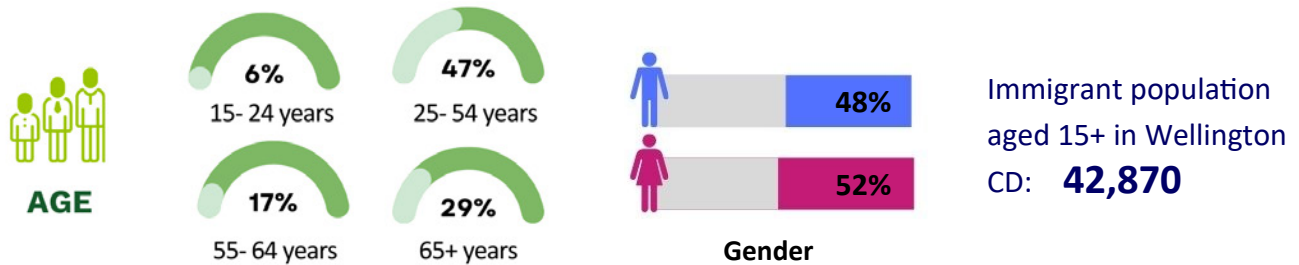


Figure 1. Division of immigrant population 15+ years in Wellington CD by age and gender.

	Immigrant Population 15+ years	15-24 years	25-54 years	55-64 years	65+ years
Wellington CD	42,870	2,715 (6%)	20,190 (47%)	7,445 (17%)	12,520 (29%)
Wellington County	10,780 (25%)	375 (4%)	3,950 (37%)	2,125 (20%)	4,350 (40%)
City of Guelph	32,085(75%)	2,345 (7%)	16,240 (51%)	5,325 (17%)	8,175 (25%)

Figure 2. Age of immigrant population 15+ years in Wellington CD, Wellington County and City of Guelph.

- There were 20,195 (47%) immigrants between the prime working age of 25-54 years in Wellington CD.
- The City of Guelph is home to 75% of the immigrant population aged 15+ in the Wellington Census Division.
- Guelph has the majority of its population (51%) in the prime working age group of 25-54 years.
- Wellington County has 40% of its immigrant population in the retirement age group 65+ years.
- Wellington overall has a higher female immigrant population than male over all age groups.
- This trend is consistent across both the county and the City of Guelph, with the city having 48% men and 52% women, and the county having 49% men and 51% women.

“Ontario has a 53% female population compared to a 47% male population among immigrants aged 15 and older. Of those active in the labor force, 52% are men, and 53% of those employed are men. This indicates that, despite women outnumbering men, they were less active in the labor force and more likely to be unemployed overall in Ontario.” Customized table, Statistics Canada, 2021 Census.

Are They Part of Our Labour Force?

	Total Population		In the labour force		Employed		Unemployed		Not in the labour force	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Wellington CD	20610	22265	13835	12270	12635	10845	1200	1425	6775	9995
Wellington County	5275	5510	3200	2685	3065	2430	120	250	2095	2835
City of Guelph	15335	16755	10645	9590	9580	8415	1065	1175	4690	7160

Figure 3. Immigrant population 15+ in Wellington CD, Wellington County and Guelph by labour force status.

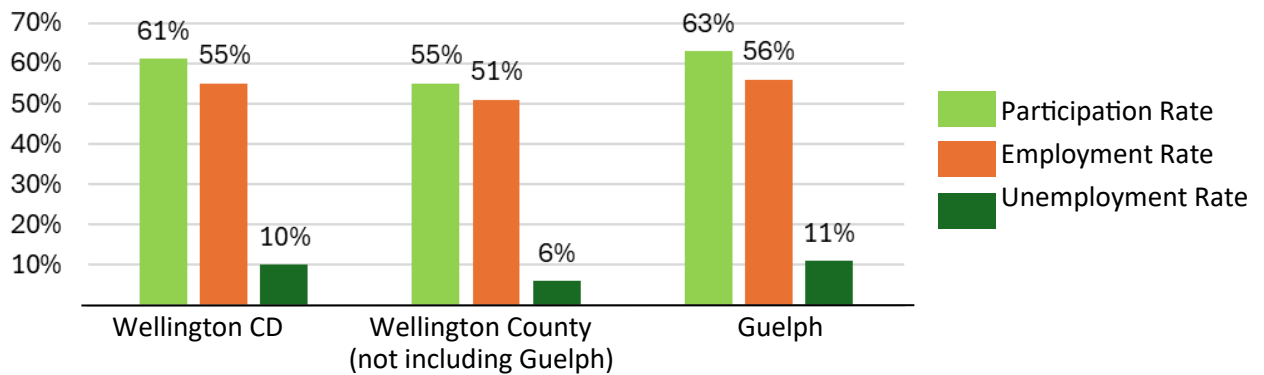


Figure 4. Labour force activity of immigrant population 15+ in Wellington CD, Wellington County and Guelph.

- Despite being almost equal share of population, women were less involved in the labour force, both in the county and the city. Overall, women had a lower participation rate (working or looking for work) at 55%, compared to 67% for men. Also, women active in the labour force were more likely to be not working or looking for a job with a lower employment-rate of 49% and a higher unemployment rate of 12%.
- Overall, men in the age group of 25-54 years had a participation rate of 92%, employment rate of 85% and a lower unemployment rate of 8%, whereas women in the same age group had a participation rate of 79%, employment rate of 71% and a higher unemployment rate of 11%.

How does Arrival Affect their Labour Market Participation?

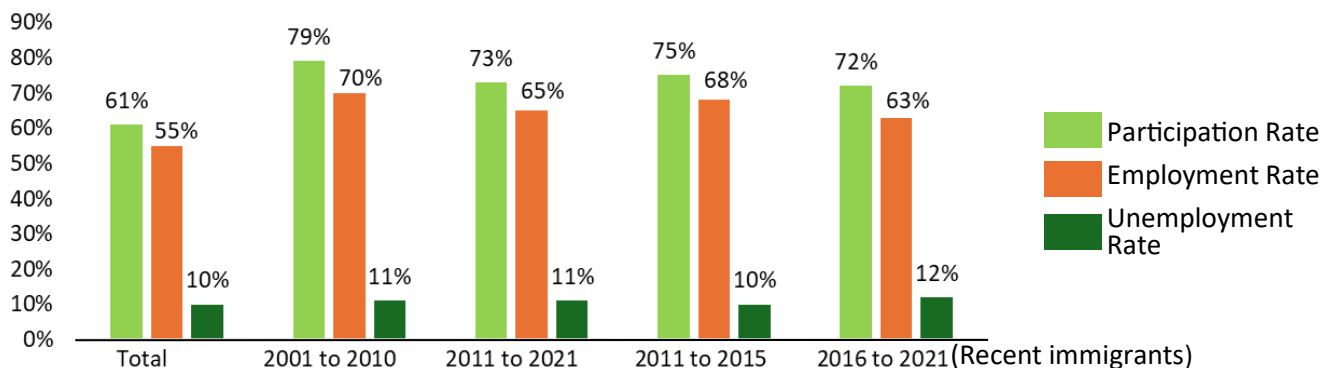
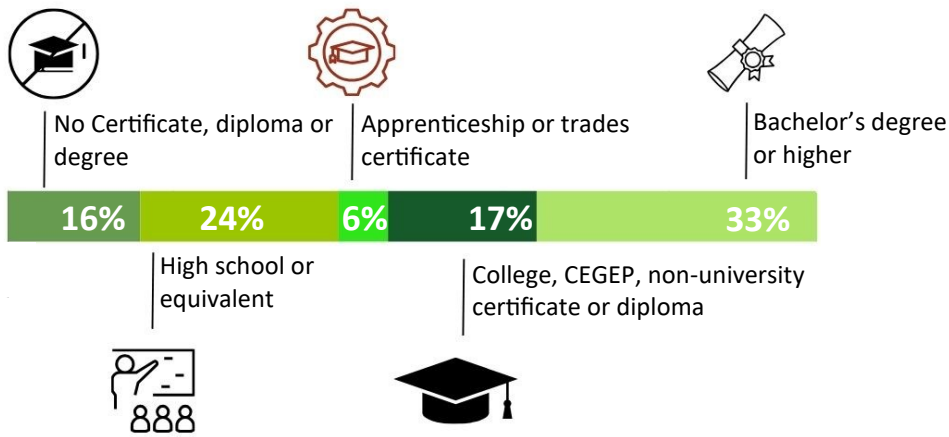


Figure 5. Labour force activity by immigration status in Wellington CD, since 2001.

- Immigrants who moved to Canada between 2001-2010 are more likely to be active in the labour force and more likely to be employed than those arriving between 2011 and 2021.

What Education Level are they Bringing?



60% of immigrants 15 years and above in Wellington had post-secondary education, including trades.

Figure 6. Level of educational attainment of immigrants in Wellington CD.

What Post Secondary Education do they have?

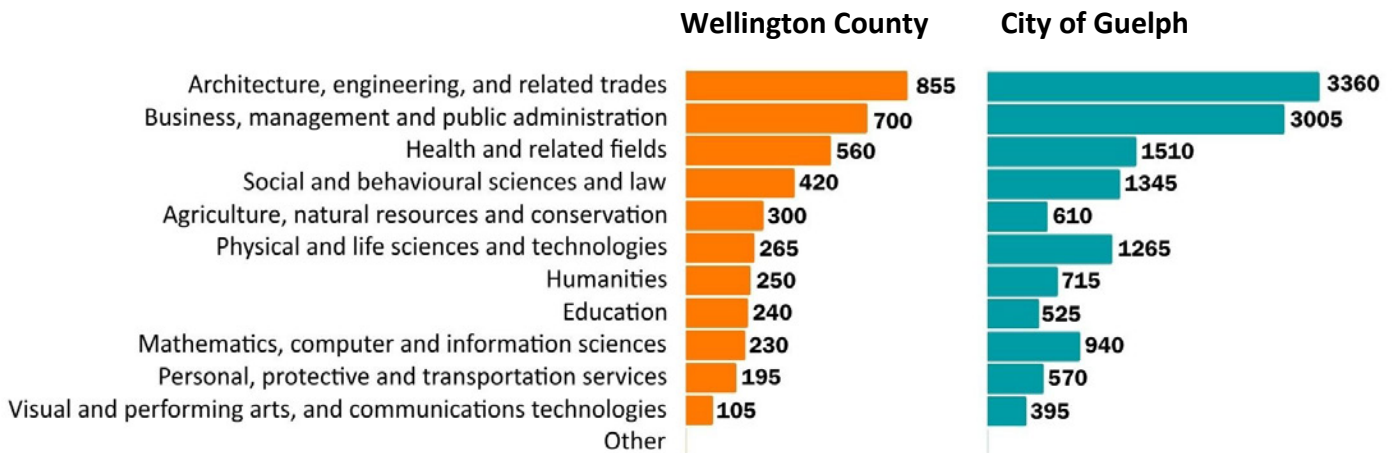


Figure 7. Classification of instructional program by immigrants (ages 25-64) in Wellington County and City of Guelph.

“Compared with Canadian-born workers, recent immigrants are less likely to work in a job related to their field of study and more likely to report being overqualified for their job”
 Statistics Canada Labour Force Survey September 2024.

- Immigrants aged 25-64 are most likely to have studies Architecture, engineering, and related technologies, followed by Business, management and public administration. In Wellington County 24% of immigrants have studied these fields and 30% in the City of Guelph.
- This trend continues for recent immigrants (2016-2021).

Correlating the data above with the in-demand job data will highlight any gaps between the education immigrants bring in and the jobs that are in demand locally. This gap may indicate one possible reason why immigrants commute to different regions to work in their preferred fields.

What Jobs are Immigrants in and What is their Labour Force Involvement look like ?

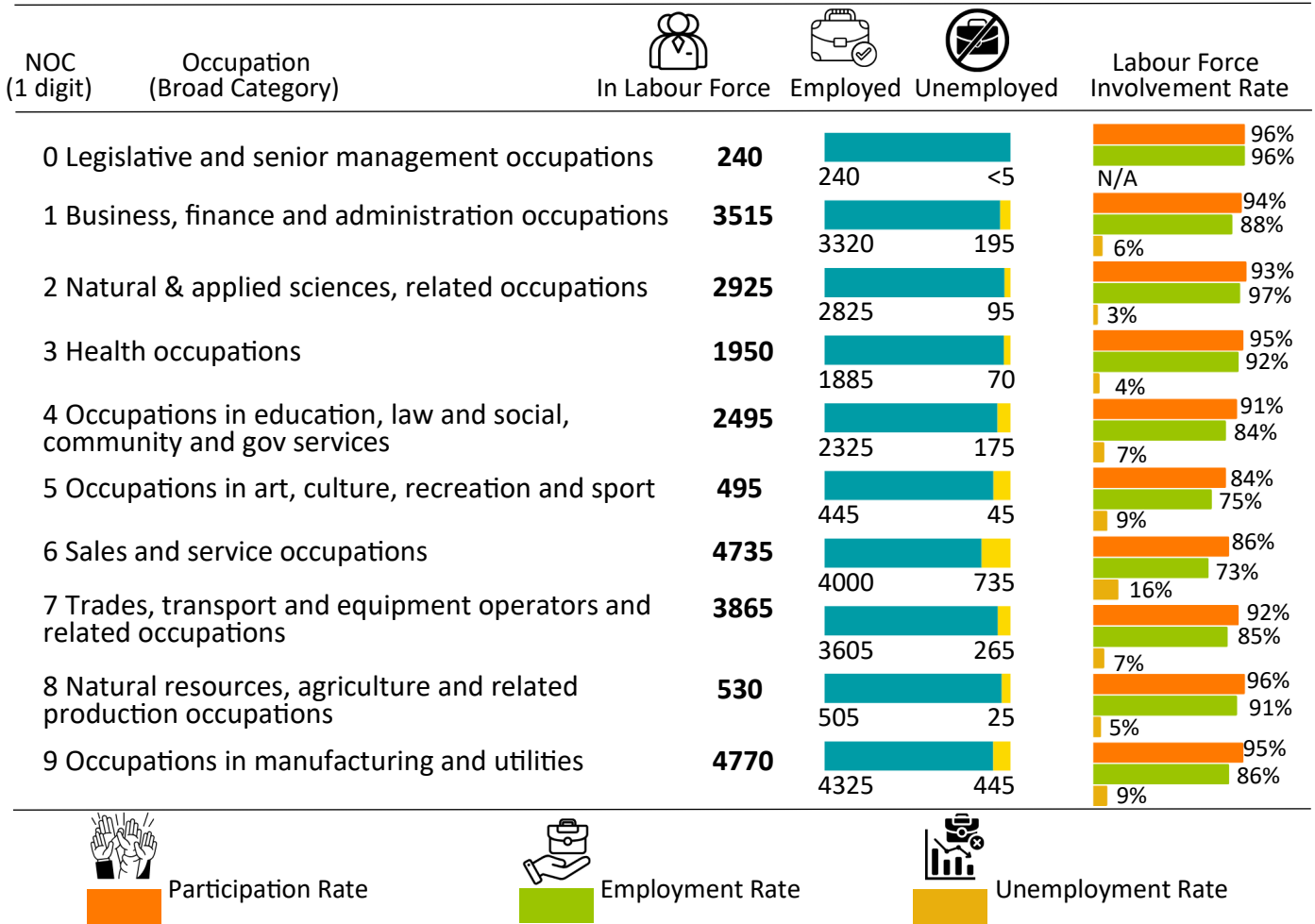


Figure 8. Labour force involvement by immigrant occupation in Wellington CD.



- The number one job the immigrants were working in was Sales and service roles, accounting for **19%** of the total population. It also had the highest unemployment rate at **16%**. This high unemployment rate may be because that data was collected during COVID.
- Immigrants were also working in Business, finance and admin roles, Health care occupations, Education, law & social, community and government services roles, Trades, transport and equipment operator careers and Natural resources, agricultural and production roles.

What Industries are Immigrants Working in?

Top Industries

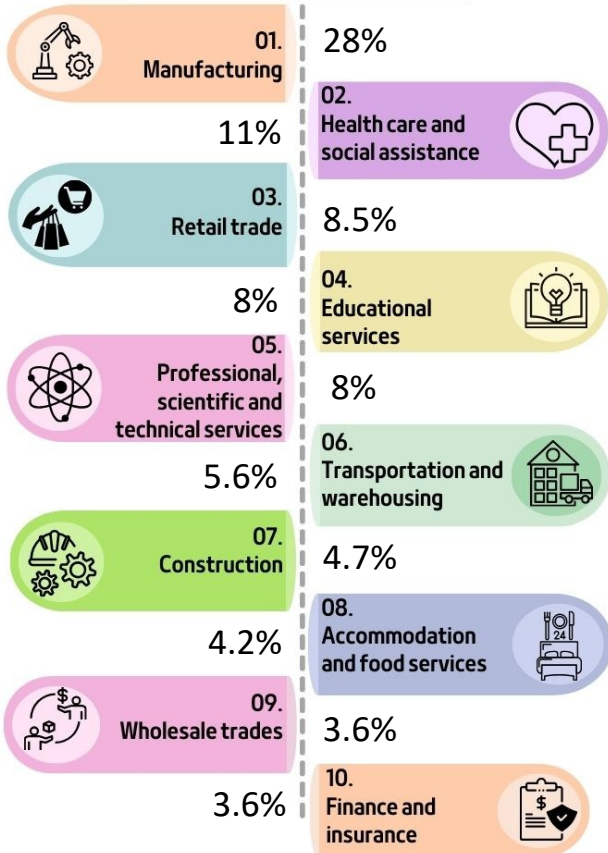


Figure 9. Top 10 Industries immigrants belong to in Wellington CD.

Industries with fewer (less than 100) immigrants working in



Mining, Quarrying and oil and gas extraction



Management of companies and enterprise



Arts, entertainment and recreation

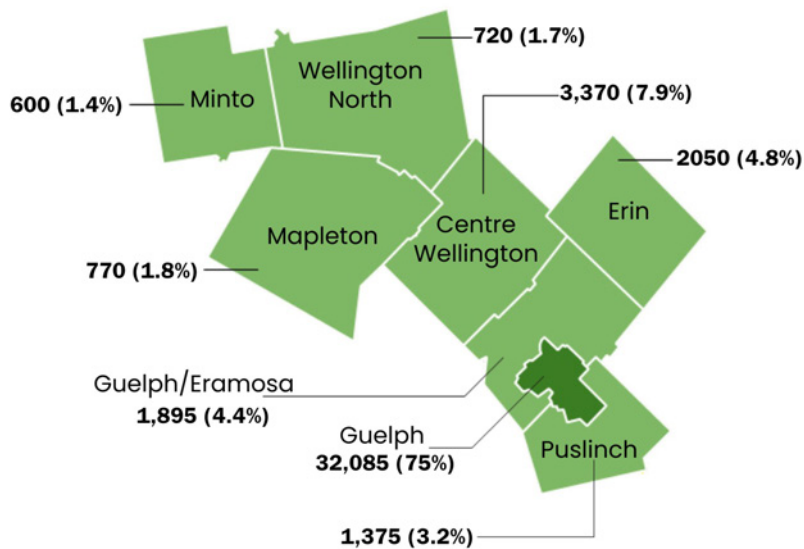
In 2020, the largest industry overall in Wellington was manufacturing with 29,736 people employed in this sector.

Immigrants accounted for over a quarter (7,185) of the Manufacturing labour force in the Wellington CD, with 46% of them working in occupation categories TEER 4 and 16% in TEER 5-roles that may not require a formal degree, training or experience.

- The percentage of immigrants in the Professional, scientific, and technical services sector in Wellington (**7.8%**) is lower than in Ontario overall (**12%**).
- Finance and insurance (**3.6%**) is a smaller sector among the immigrants in the region, unlike Ontario where this sector is among the top 5 industries with **7.3%** of immigrants.



Where do Immigrants live in Guelph and Wellington County?



Total Immigrant population 15+ in Wellington CD— **42,870**

Figure 10. Immigrant population 15 years and older in the City of Guelph and the towns of Wellington County.

- 75% of the census division’s immigrant population lives in the city of Guelph.
- Wellington County had 5,285 recent immigrants between (2016-2021) and 90% (4,790) of them chose to settle in Guelph.
- The majority of recent immigrants (arriving between 2016 and 2021) are younger, primarily between the ages of 25 and 44. This trend is consistent across the City of Guelph and the towns.

What is their Participation like in the Townships and City?

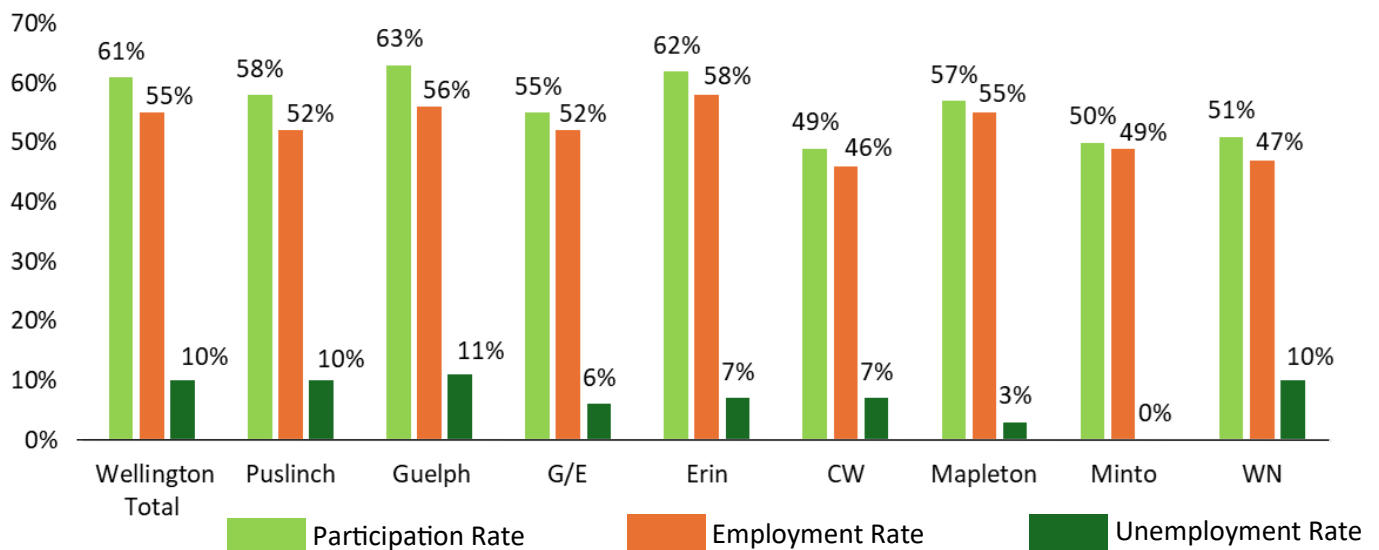


Figure 11. Labour force activity of the immigrant population in Wellington CD, City of Guelph and the towns.

“The labour force participation rate of immigrants in Ontario overall has been historically lower than that of non-immigrants over the 2006 to 2022 period, the labour participation rate for all core working age (25-54 years) immigrants averaged 83.6%, lower than the 88.0% average for non-immigrants.” FAO — Labour Market Outcomes of Immigrants in Ontario and its Major Cities.

Section 2: Looking at Immigrant Commuters in Wellington CD, City of Guelph and Towns

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

Employed Immigrant Labour Force and their Commuting Destination

	Wellington	Guelph	CW	Erin	GE	Mapleton	Minto	Puslinch	WN
Total employed immigrant labour force	23480	18000	1535	1190	985	420	295	715	335
Self-employed	3985	2435	320	350	240	150	55	325	115
Have a usual place of work	15870	12540	960	670	545	300	215	415	215
Commute to a different census subdivision (CSD) and census division (CD) within province or territory of residence	4060 (26%)	2575 (21%)	280 (29%)	505 (75%)	265 (49%)	140 (47%)	95 (44%)	140 (34%)	55 (26%)

Figure 12. Commuting destinations of immigrant labour force in Wellington CD, Guelph and towns.

- Erin is losing more than 70% of immigrants to other census divisions. It should be noted that Erin is close to Peel region and Dufferin Census Division.
- Guelph/Eramosa (265), Mapleton (140) and Minto (95) are losing more than 40% of their immigrant population to businesses in different census divisions.

High commute rates to different census divisions suggest that immigrants in these towns may be working in locations that offer better employment opportunities, which could align better with their skills and expectations around pay.

Is there a Connection between Immigrant Arrival and Commuting?

#0 or no value indicates that the number there are either less than 5 or/and are suppressed to meet the confidentiality requirements of the Statistics Act.

	Wellington CD	Guelph	CW	Erin	GE	Mapleton	Minto	Puslinch	WN
Total - Period of immigration	4060	2575	280	505	265	140	95	140	55
2001 to 2010	1035(25%)	795(31%)	65(23%)	75(15%)	55(21%)	15 (11%)	15(16%)	15 (11%)	0
2011 to 2015	460(11%)	375(15%)	15(5%)	25(5%)	15(6%)	0	25(26%)	0	0
2016 to 2021	420 (10%)	340(13%)	20(7%)	15(3%)	25(9%)	15(11%)	0	0	0

Figure 13. Commuter Count as per the period of immigration in Wellington CD, the City of Guelph and towns.

- Settled (2001-2010) and new immigrants(2011-2021) are commuting equally for work.
- Wellington North and Puslinch had no immigrant commuters who moved to Canada after 2010.

What Age Group Commuters belong to?

#0 or no value indicate that the number there are either less than 5 or/and are suppressed to meet the confidentiality requirements of the Statistics Act.

	Wellington CD	Guelph	CW	Erin	GE	Mapleton	Minto	Puslinch	WN
Total	4060	2575	280	505	265	140	95	140	55
15 to 24 years	145	95	0	0	10	10	20	0	0
25 to 34 years	735	545	55	50	35	30	15	15	0
35 to 44 years	1015	745	50	85	35	35	35	25	20
45 to 54 years	1045	615	65	145	105	40	10	50	15
55 to 64 years	875	490	75	175	65	15	0	35	10
65 years+	245	80	35	45	30	10	15	15	15

Figure 14. Age of commuting immigrant population in Wellington CD, City of Guelph and towns.

- The majority (51%) of commuting immigrants in the county are in the 35-54 age group.
- In Erin (35%) and Centre Wellington (27%), the majority of commuters are aged 55 to 64.
- Wellington North has 25% of its commuters aged 65 and over.

Because fewer young immigrants are commuting, 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. There needs to be a focus on keeping these people local.

Are Men or Women more likely to Commute?

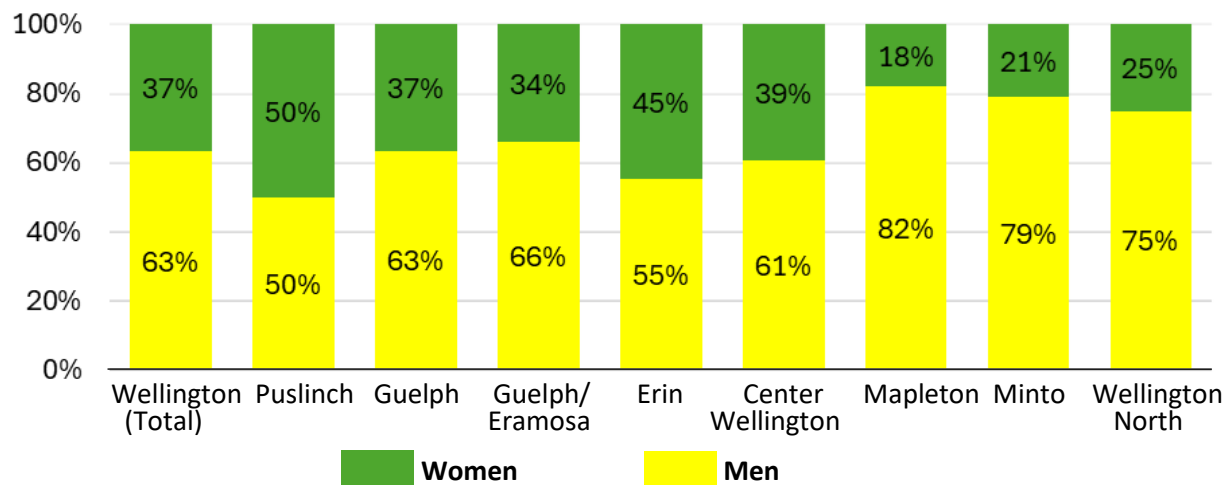


Figure 15. Gender distribution of commuting immigrants at the census subdivision level in Wellington CD.

- Men are more likely to commute in Wellington overall and gender parity among commuters is approaching in Centre Wellington, Erin and Puslinch with 39-50% of female commuters.

What Industries do Commuting Immigrants work in?

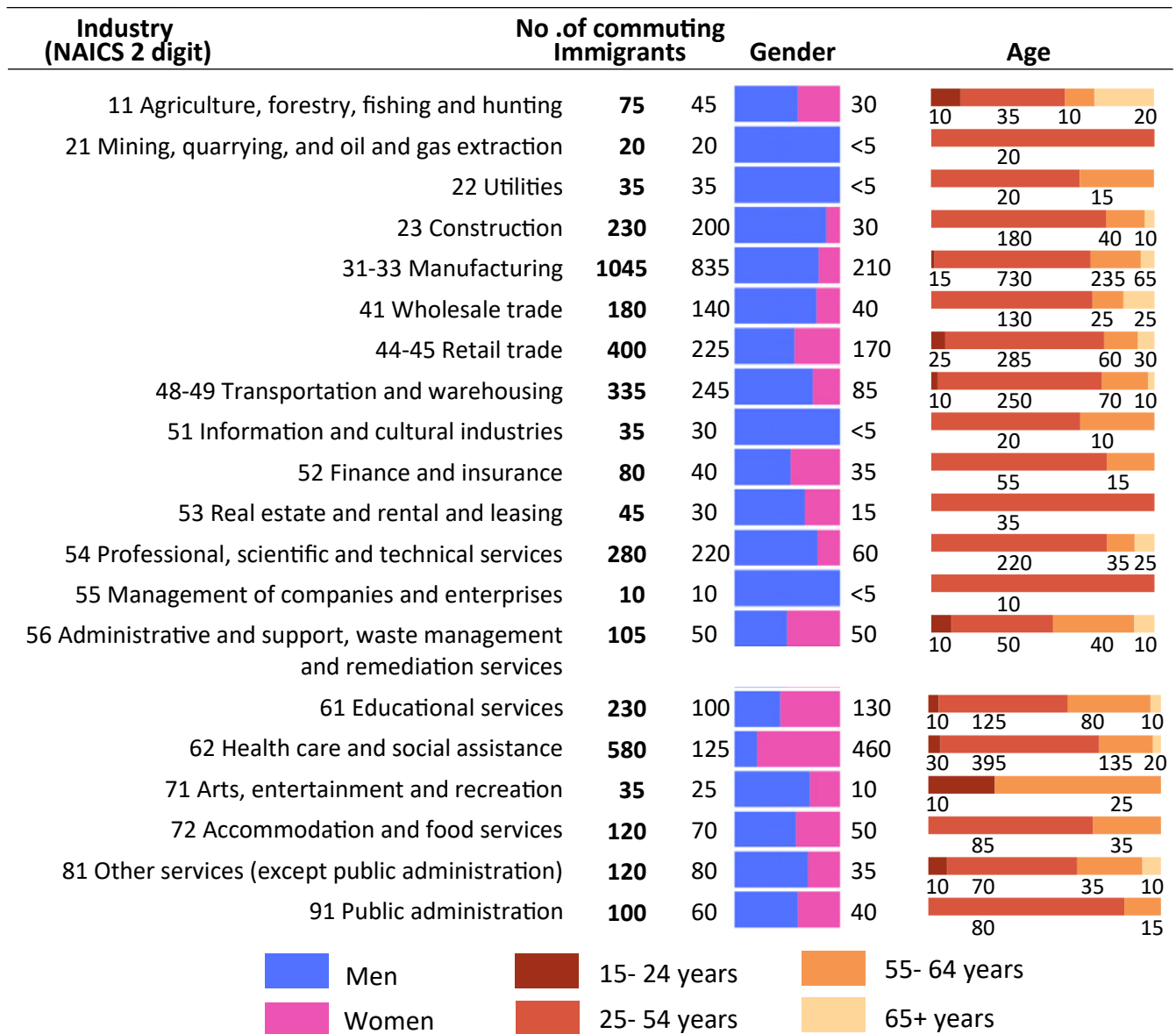


Figure 16. Distribution of commuting immigrants across industries in Wellington CD (Total, by Gender and by Age).

- Manufacturing is a major employer in the Wellington CD. However, a high number of commuters (1045), mostly men between 25– 54 years, indicate a shared strong demand for manufacturing roles in neighboring regions. This may also indicate there are limited local opportunities to cater to the demand from local job seekers.
- The substantial number of commuters in Health care and Social assistance, Educational services and Retail trade suggests that there may be better opportunities outside the census division, despite these sectors being in high demand among local employers.
- Sectors like Utilities, Mining and quarrying, Management of companies, and Information and cultural industries exclusively consist of male commuters, predominantly within the 25-54 age range.

Some of these sectors are key in Guelph and Wellington and need more people, how can we attract commuters back?

What are the Top Industries among Commuters in Guelph CMA?

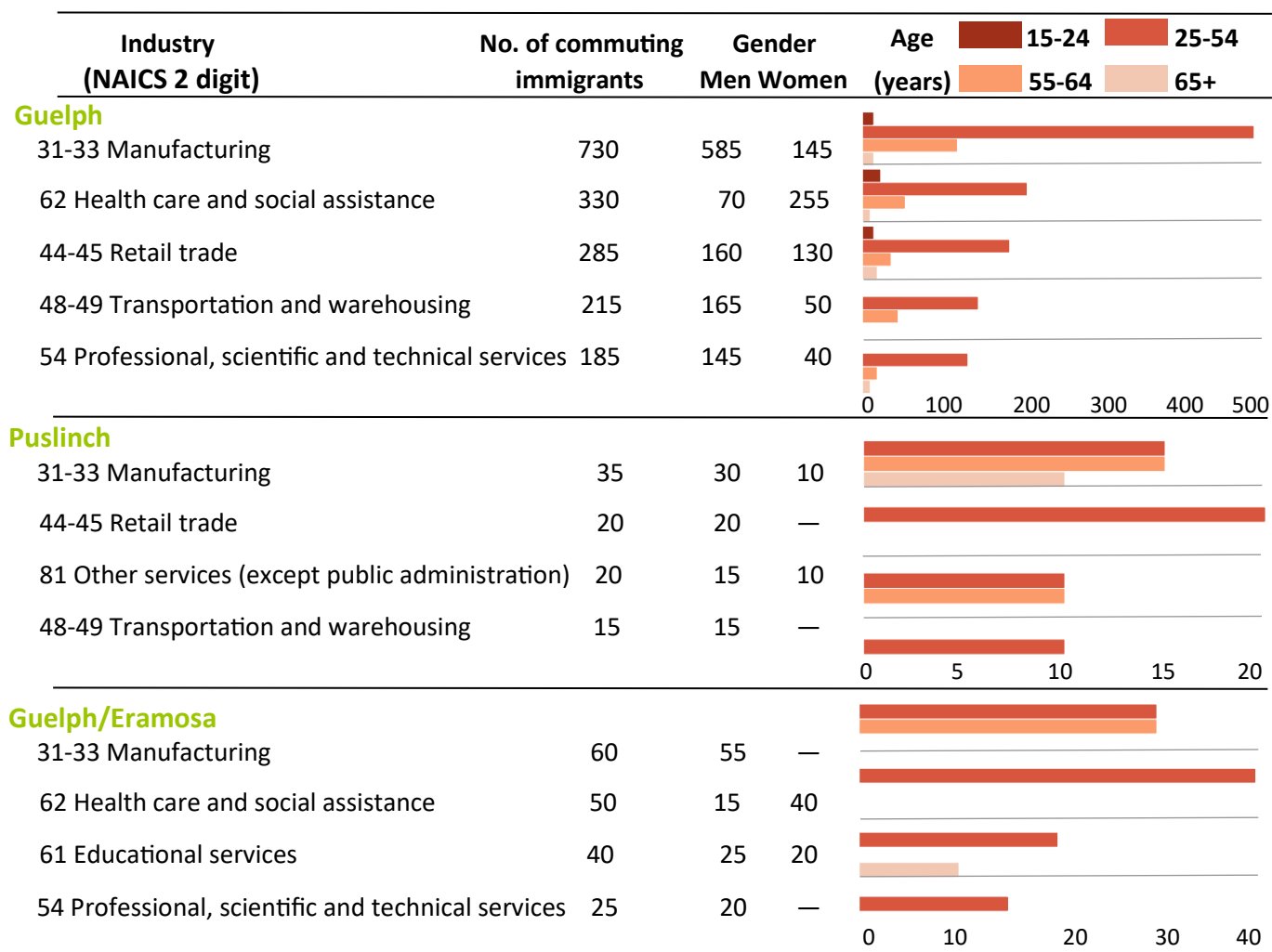


Figure 17. Distribution of commuting immigrants across different industries in Guelph CMA.

Guelph CMA (which includes the City of Guelph, Puslinch and Guelph/Eramosa) had 73% of Wellington’s immigrant commuters, with the City of Guelph accounting for 64%.

- **City of Guelph**- 730 immigrants commuting for manufacturing jobs are predominantly male (585), with 150 commuters in the 55– 64 age range. Most of them will be retiring in a few years. The Health care and Social assistance sector had a notable number of women commuters (255), distributed across all age groups. Retail trade has younger commuters, with almost an equal number of women as men.
- **Puslinch**- The Town of Puslinch had fewer female commuters. Manufacturing has attracted 35 commuters, predominantly male (30). The Other services sector had 10 workers in the 25-54 age range and 10 in the 55-64 age range, with almost equal numbers of male and female commuters.
- **Guelph/Eramosa**- Manufacturing attracted 60 commuters, predominantly male (55), with almost half between the ages of 55 and 64. Most of them will be retiring or have already retired in the next few years.

Top Industries among Commuting Immigrants in Towns and Townships

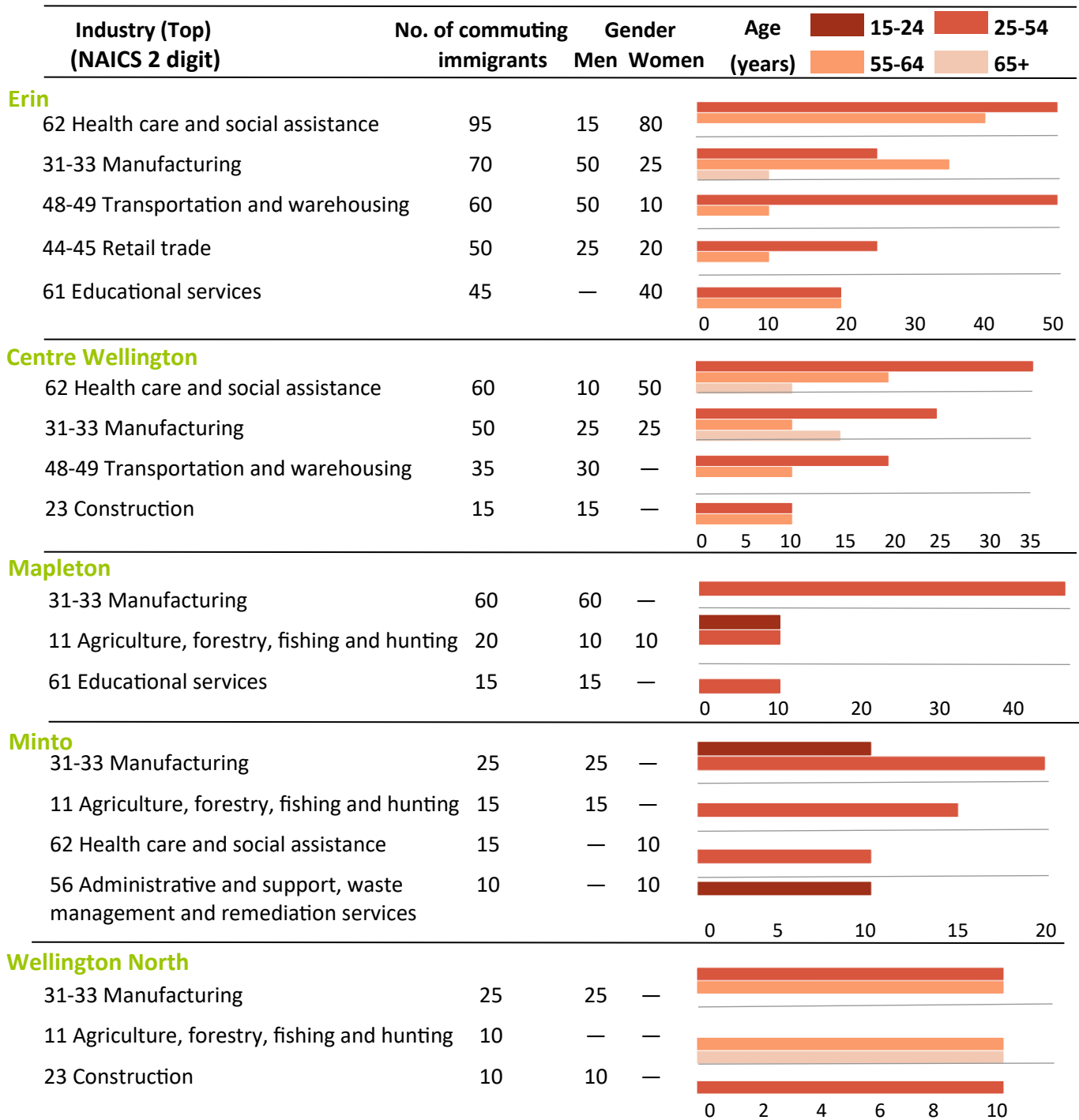


Figure 18. Distribution of commuting immigrants across industries in the towns and townships of Wellington County.

- Sector with dominant male commuters in almost all the towns: **Manufacturing**
- Sectors with dominant female commuters in almost all the towns: **Health care and social assistance**
- The town of Erin has a significant number of commuters in the 55-64 age group across various sectors, indicating that many commuting immigrants are nearing retirement.
- Minto and Mapleton had exclusively young commuters in the 25-54 age range, with almost no representation in the 55 and older category. Younger immigrants are leaving to work outside the census division.

What Occupations are Immigrants Commuting for in Wellington CD?

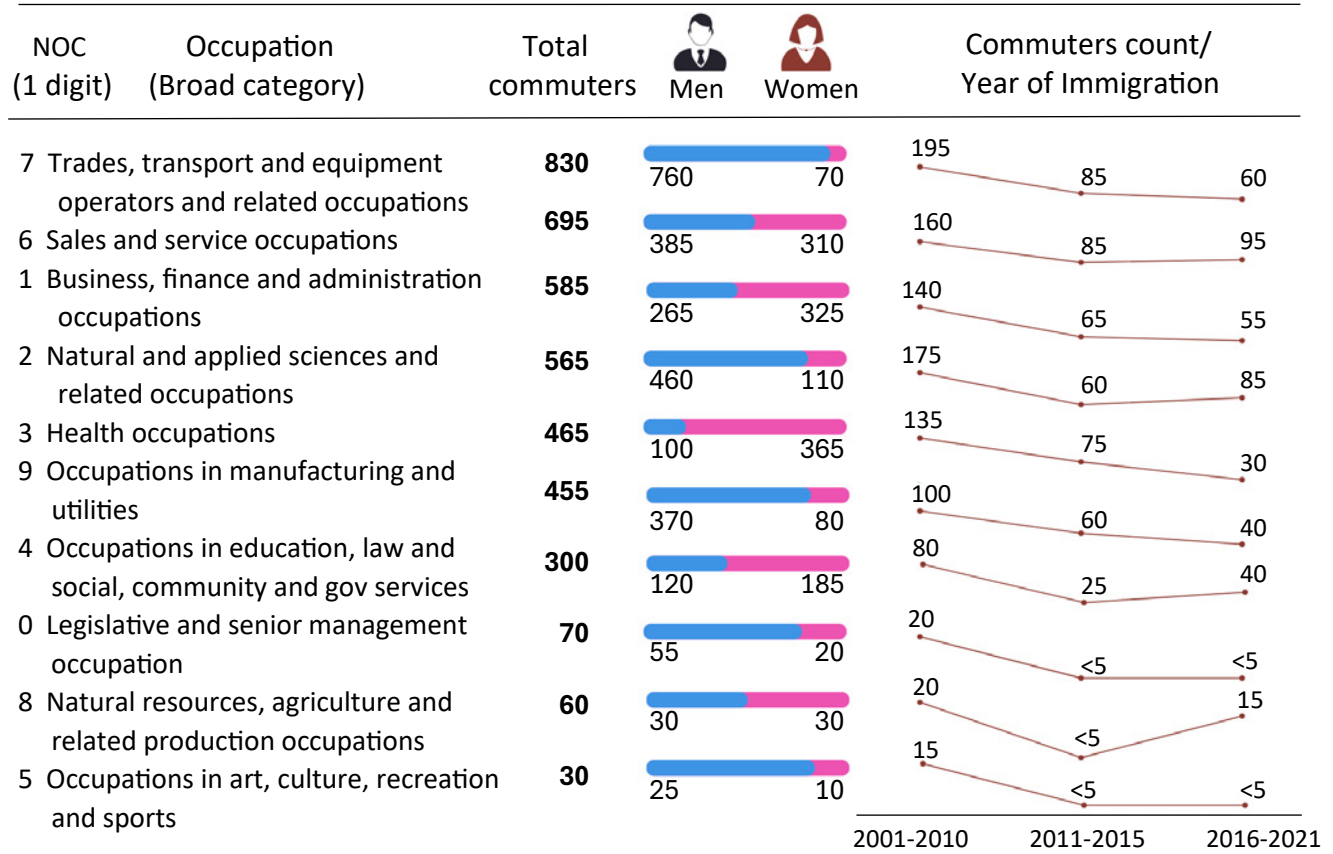


Figure 19. Occupation (by Broad category) of commuting immigrants in Wellington CD.

- **Trades, transport, and equipment operators:** The largest number of commuters accounting for 23% of employed immigrants in these jobs. Dominated by male commuters (760 men versus 70 women).
- **Sales and service occupations** A total of 695 (17%) out of 4,000 immigrants employed in these roles commute to other census divisions for work.
- **Manufacturing and utilities:** 4,325 immigrants work in these roles. 11% (455) of them commute to other census divisions for work.
- **Health occupations:** 25% (465) of employed immigrants are commuting out. The majority (365 or 78%) are women.
- **Legislative and senior management occupations:** Nearly one-third (29%) of those employed in these roles work outside of the census division. There may be limited local opportunities or higher compensation elsewhere.

“Based on the 2021 Census, 31.2% of core working age immigrants (25-54 years) who landed in 2016-2021 in Ontario held professional occupations, higher than the 25.5% of immigrants who landed in 2011-2015 and the 23.5% of non-immigrants. In contrast, since integration into the labour market can take time, the share of recent immigrants in management occupations (10.8%) was lower than that of established immigrants 15.5% and non-immigrants 14.1%.” Labour Market Outcomes of Immigrants in Ontario and its Major Cities: Financial Accountability Office (FAO), 2023.

What are the Top Occupations among Commuters in Guelph CMA?

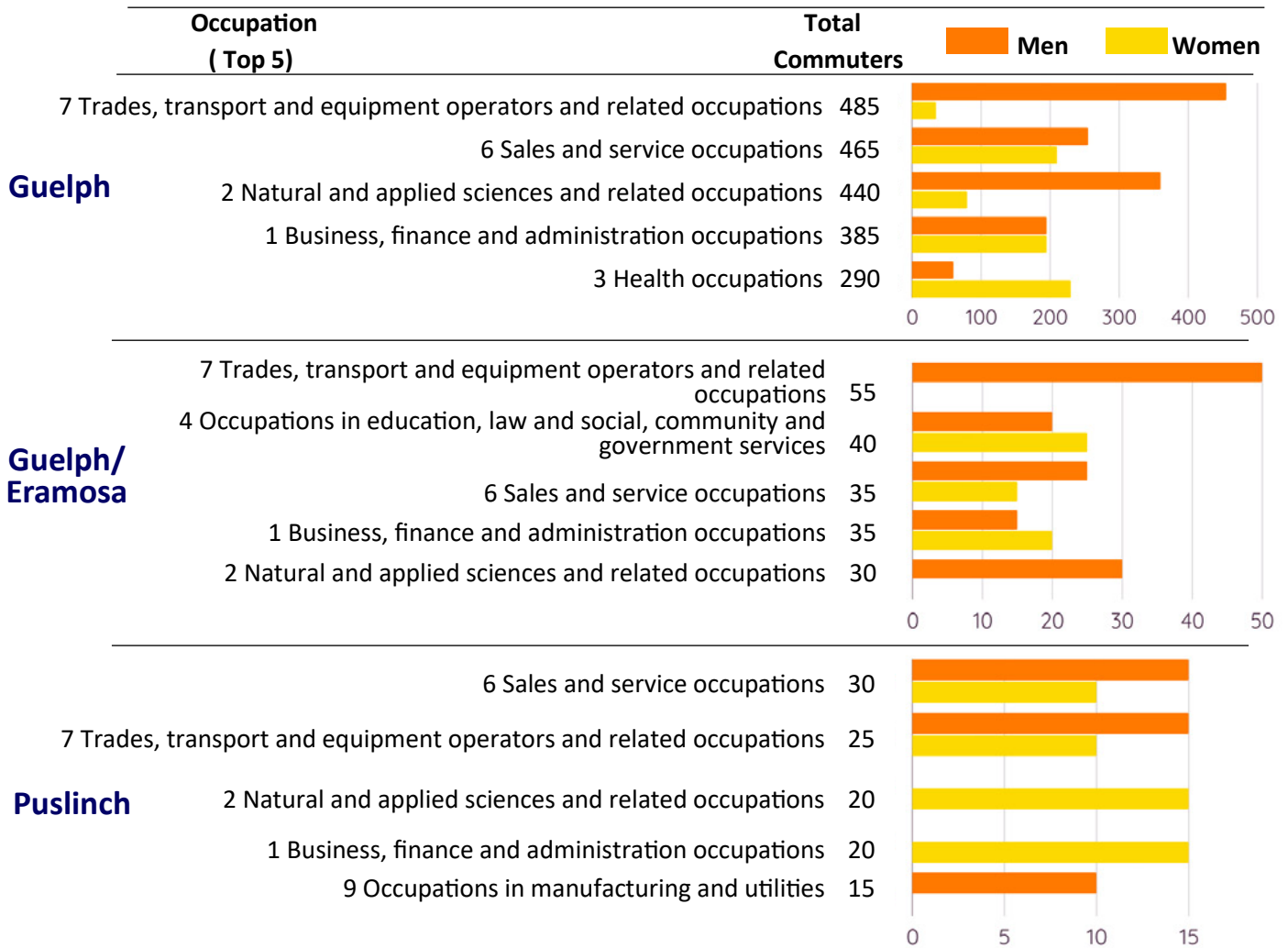


Figure 20. Occupation (by broad category) of commuting immigrants in Guelph CMA.

- **Trades, transport and equipment operators:** There is a high male representation (94%) in the **City of Guelph**, which often encompasses a wide range of jobs, including construction, transportation, and logistics.
- **Sales and Service Occupations:** A female-dominant occupation among immigrants in the City of Guelph (1,690 men; 2,570 women). More male commuters suggest that women tend to work in roles or industries within the region that require less commuting.

Guelph/Eramosa shows aligned commuter trends with the City of Guelph.

Puslinch had a more balanced gender representation among immigrant commuters with fewer than 5 male commuters in Natural and applied sciences and business, finance, and administration and fewer than 5 female commuters in Manufacturing and utilities.

“One in every five immigrants who land in Canada will decide to leave within 25 years. And over a third (34%) of onward migrants will leave in the first five years. Ontario sees the largest share: 51% of onward migration.” The Leaky Bucket 2024, The Conference Board of Canada.

What are the Top Occupations among Commuters in Towns and Townships?

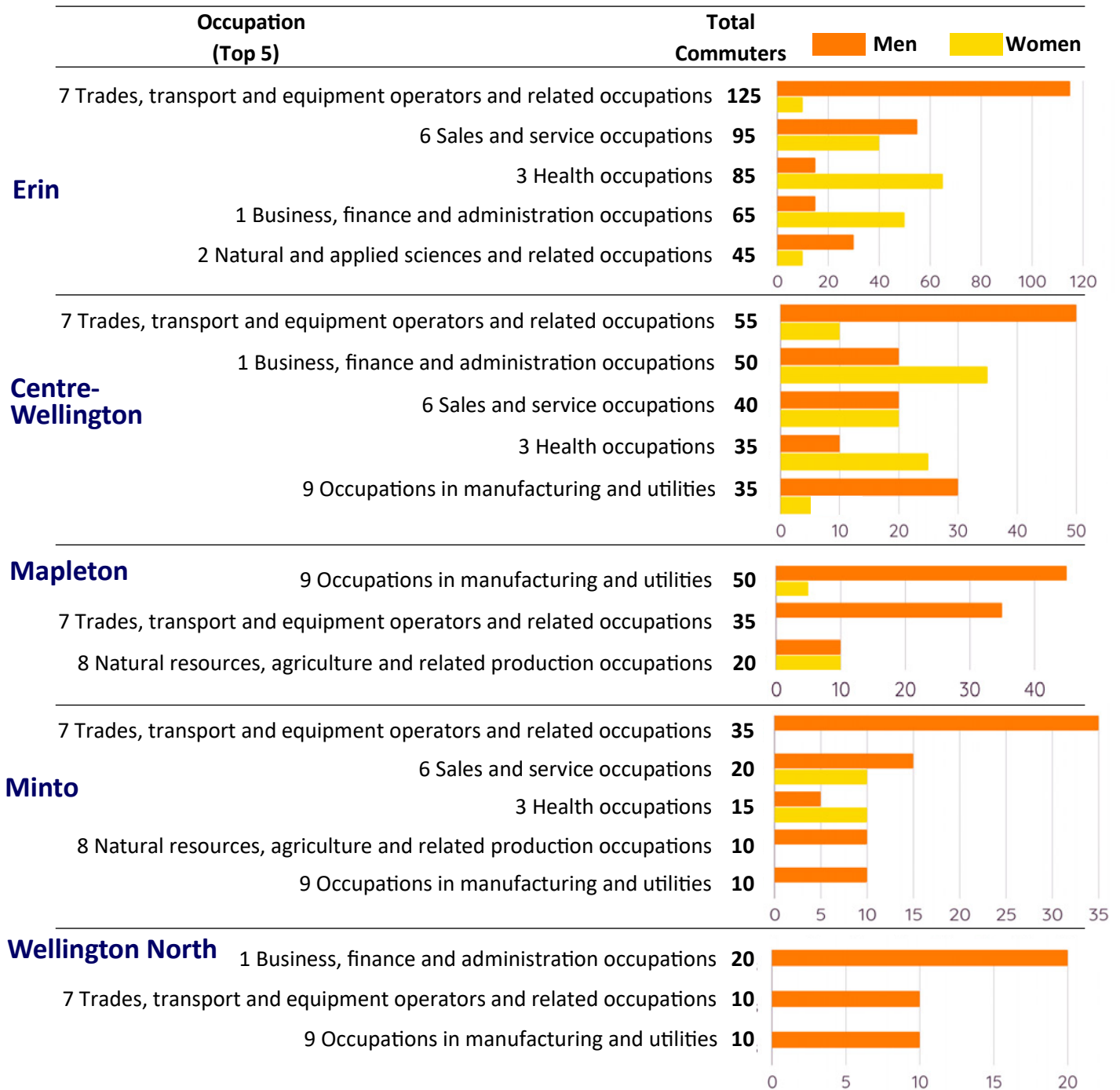


Figure 21. Occupation (by broad category) of commuting immigrants in the towns of Wellington County.

- **Trades, transport, and equipment operators:** 92% of commuters in Wellington County are male.
- **Business, finance and administration occupations and Health occupations:** Women make up 59% of immigrant commuters.
- **Sales and service occupations:** Despite a higher number of female immigrants working in these jobs, the majority of immigrant commuters are men. However, women tend to work more locally.

Wellington North had fewer than 5 female commuters across all the occupations even though there are more female immigrants than male immigrants overall.

What is the TEER Category of the Jobs Immigrants Commute for in Guelph-Wellington?

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 candidate’s 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	Employed immigrants	Commuters	
			Men	Women
0	Management occupations	2785	665	
			480	190
1	Occupations that usually require a university degree	5035	860	
			495	360
2	Senior and middle-level management skills, occupations that usually require a college diploma apprenticeship training of 2 or more years, or supervisory occupations	4310	970	
			690	280
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	3250	550	
			240	310
4	Occupations that usually require a high school diploma, or several weeks of on-the-job training	4885	585	
			355	235
5	Occupations that usually need short-term work demonstration and no formal education	3235	405	
			275	125

Figure 22. TEER Category of employed immigrants and commuting immigrants in Wellington CD.

- **The Highest percentage** of commuters in Wellington overall was in **TEER 0**, where 24% of employed immigrants commute out for work.
- **TEER 2** had the **highest number** of total commuters (970) with a high commuting rate of 23%, followed by **TEER 1** with 860 commuters. High commuting rates in these higher-skilled occupations suggest that these sectors might have better job opportunities or compensation outside the area.

The high commuting percentages in **TEERs 0, 1 and 2** suggest a potential talent drain from the local area, highlighting the need for local organizations to enhance their attractiveness in order to retain skilled workers.

- A significant majority of male commuters in **TEER 0** (72%) and **TEER 2** (73%), indicate a strong male presence in higher management roles and higher-level occupations.
- **TEER 3**: More women commute in occupations that are semi-skilled and require less formal education.
- The low number of commuters in **TEER 5** could indicate that many workers in these positions are likely to have stable local employment opportunities.

Section 3: Job Demand Data Vs Commuting Trends

Source for this section: Job demand report from Findyourjob.ca dated Nov, 26th 2024 and Statistics Canada, Census 2021 customized table.

Job Demand by Key Sectors in Wellington Census Division

An analysis of job-in-demand data from 2021 to 2024 in Wellington CD, 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 2026 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.

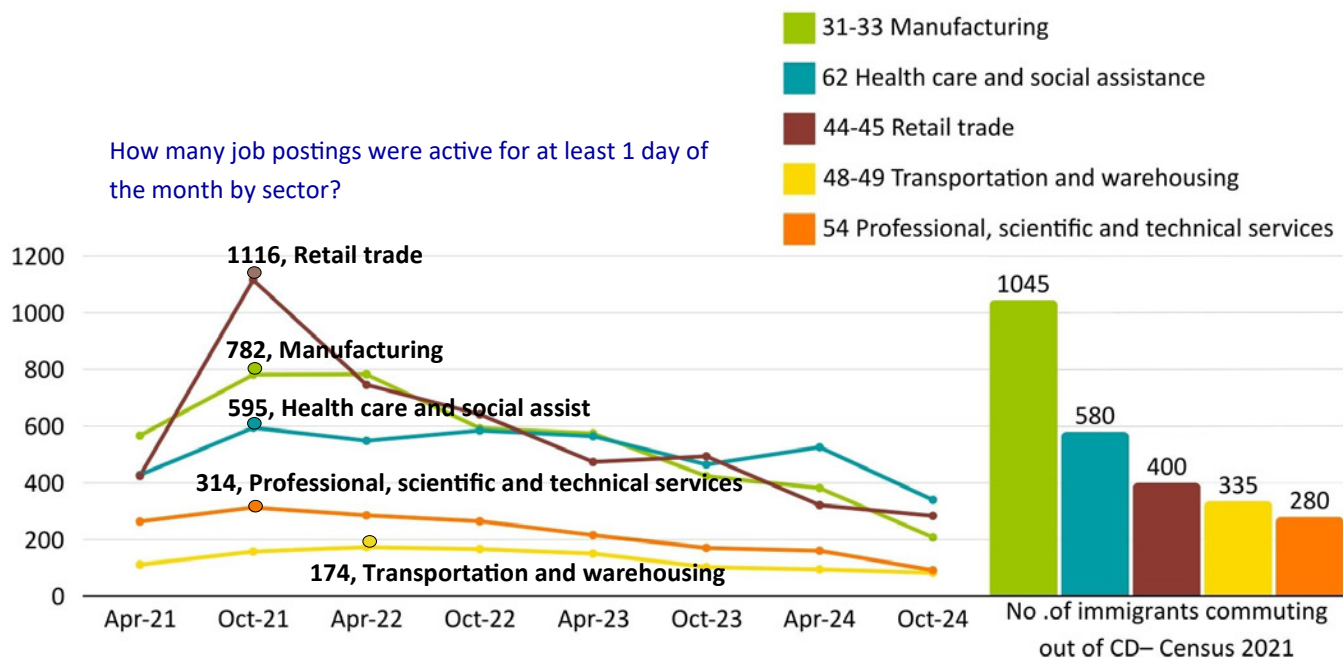


Figure 24. Job postings count compared to the no. of commuting immigrants in key sectors in Wellington CD.

- A review of the Job Demand Report from FindYourJob.ca indicates a decline in job postings over the last 4 years for key sectors in the region. However, when combined with commuter trends, the data shows that there were still significantly more commuters than available job postings in these sectors. This indicates a large talent pool available relative to available positions locally.

These sectors may need to increase local recruitment efforts or invest in talent retention programs.

- The “Accommodation and food services” and “Administrative and support, waste management and remediation services” sectors had more job postings over the period than commuters suggesting sufficient local job opportunities. The fact there are still commuters indicates mobility to areas with likely more job opportunities or possibly better compensation and wages.

These sectors have a high scope and may want to focus on improving compensation, career growth and job security.

Hard to Fill Occupations in Wellington CD

To find which occupations have immigrants commuting outside of the area despite being good opportunities locally, we did a comparative analysis of job posting counts from April 2021 to October 2024, alongside commuting data of immigrants from Wellington CD 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.

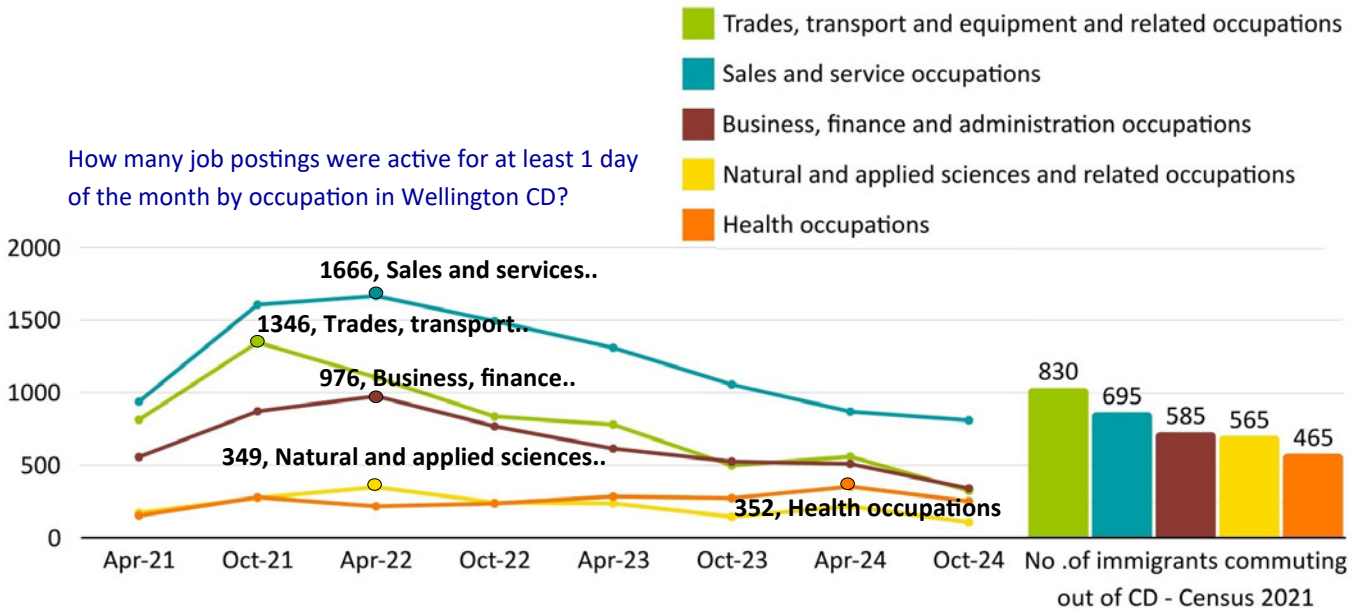


Figure 25. Job postings count and the no. of commuting immigrants by occupation in Wellington CD.

- Based on the data from FindYourJob.ca, “Sales and service occupations” remained the most in-demand, followed by “Trades, transportation and equipment operator” and “Business, finance and administration” occupations.

A shift occurred in these occupations in the latter part of 2021 with a steady decline in the demand for these skills. This led to talent outflow surpassing the availability of local job opportunities.

- In contrast, “Health” and “Natural and applied sciences” occupations have seen more stable demand trends, although there is still a relatively higher talent drain since 2021.

To reduce this talent drain, it's crucial to attract employers to set up and expand operations locally to create more jobs.

- Sales and service occupations have had a stronger local job market since 2021. The talent drain has not been as noticeable, suggesting sufficient local job opportunities to attract and retain them. The fact that there are still commuters indicates mobility to areas with likely more job opportunities or perhaps better compensation and wages.

Employers may want to focus on attracting local workers, perhaps through competitive salary bands to match regional competitors, investing in training programs, organising local job fairs, and finding upskilling initiatives to fill positions and promoting career growth locally.

Looking at the Job Postings by Skills in Wellington CD

When comparing skill levels and educational requirements for job postings, we again find a significant shift in the education and skills 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.

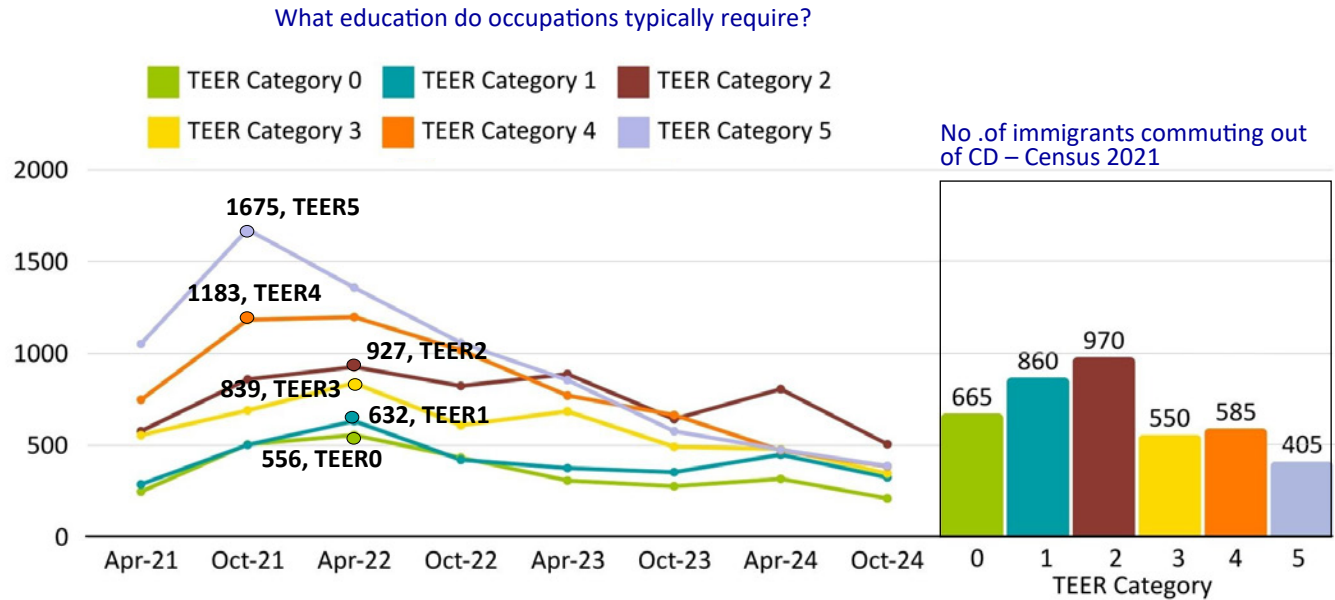


Figure 26. Job posting count and no. of commuting immigrants in Wellington CD by skills (TEER Category).

- **TEER 0, TEER 1 and TEER 2:** There are more commutes than local job postings throughout the period. This may suggest a lack of local opportunities for high-level managerial positions, prompting individuals to seek employment elsewhere. The stronger demand for skilled trades, technical workers, and university-educated professionals outside the area may be a possible reason behind the higher commute rates.
- **TEER 3** occupations had more job postings than commutes until mid-2023 when the job postings began to decline, and the number of commutes surpassed the number of local jobs available. This indicates a decline in semi-skilled roles that require less formal education and training.

Manufacturing, retail, and logistics industries- traditionally employing semi-skilled workers- are adopting automation tools, robots and self-checkout machines which could be contributing to this shift.

- **TEER 4 and TEER 5** occupations show a significant decline in job postings over the period, indicating a decrease in the demand for short-term experience roles and low-skilled labour locally. This may also reflect a broader decline in the need for such workers overall.

It's essential to develop strategies that help retain talent in the local workforce, particularly in the sectors experiencing high levels of commuting (TEER categories 0, 1, and 2).

Even in lower-skill categories, offering clear career advancement opportunities can help retain employees.

Looking into the Job Demand Trends at the CSD Level alongside the Commuter Count

We are conducting a quick analysis at the City of Guelph, towns and townships level to better understand job demand and commuting patterns at the Census Subdivision (CSD) level. Our goal is to identify any gaps between local labor demand and the available immigrant workforce in specific areas, pinpoint where mismatches may exist, study the reason behind those gaps and determine how these gaps can be addressed at census subdivision level.

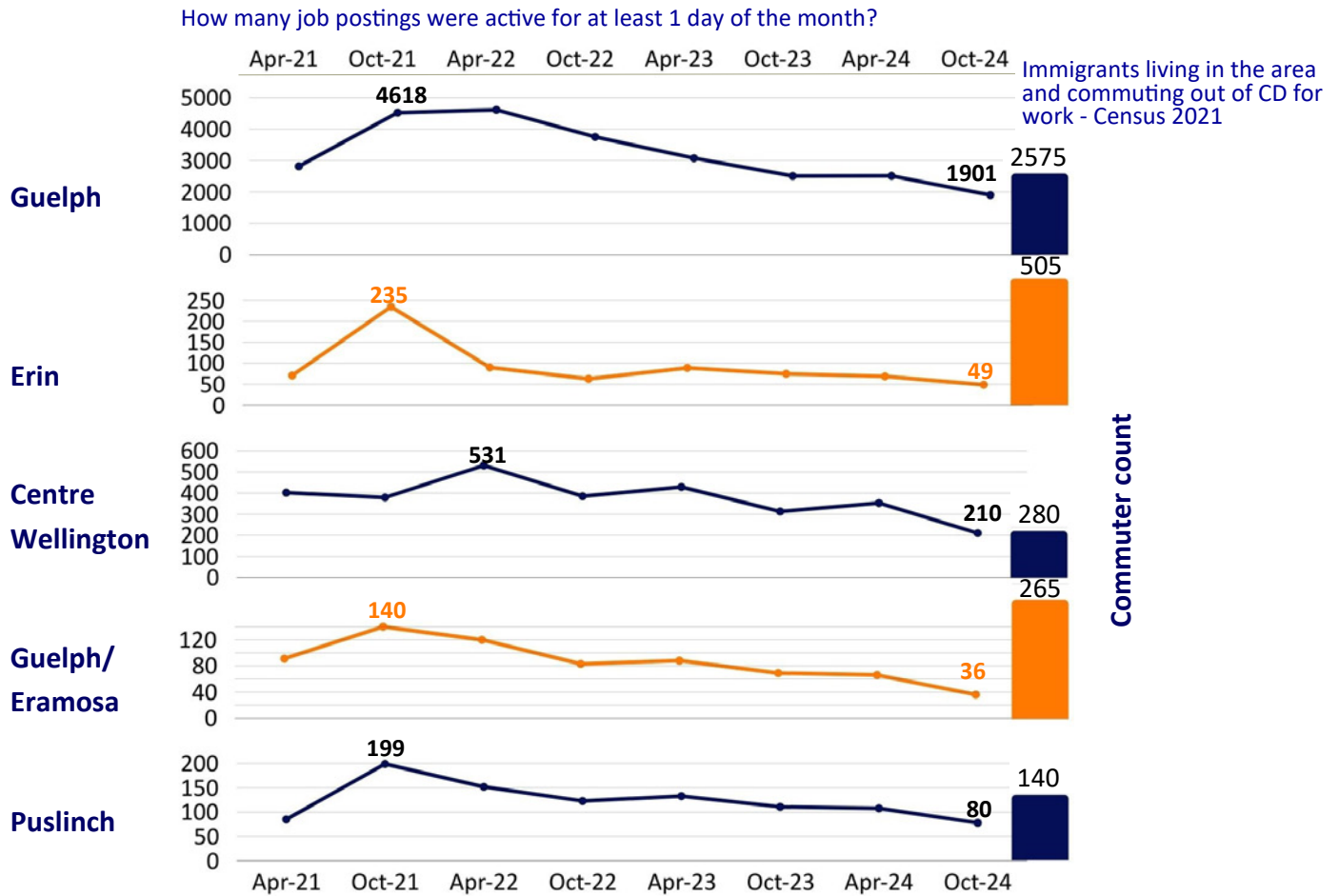


Figure 27. Job postings count from 2021 to 2024 compared with the commuter count at the CSD level.

The City of Guelph being a hub plays a dominant role in the region, with approximately 90% of the total immigrants residing in the city. Job demand data from 2021 to 2024 for the City Guelph closely aligns with the regional trends.

- The towns of Puslinch and Centre Wellington show a lower number of commuters relative to the volume of job postings in these towns. This indicates a potential opportunity to address the talent gap and attract local workforce talent that may have been lost to other areas.
- In contrast, the towns of Erin and Guelph/Eramosa consistently show higher commuter traffic than job postings since 2021, suggesting a talent drain due to limited local job opportunities and the proximity to the Peel Region. With over 70% of immigrants commuting out from Erin, there is a need to attract them back with more local job opportunities.

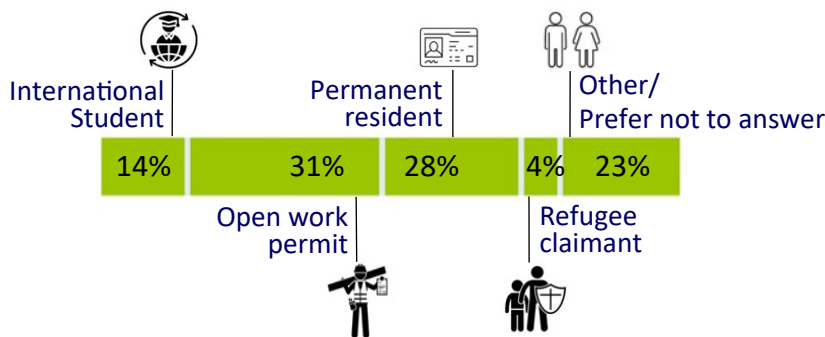
Section 4: Immigrant Workforce Survey- 2024: Summary

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 the immigrants aged 15 years 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.

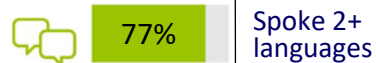
Additionally, 15 in-depth interviews were conducted to delve deeper into the experiences and challenges immigrants face in seeking and securing employment within or outside the region. Below are the highlights from the report. *The data presented here reflects the experiences of the survey participants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

Survey Participants (All)

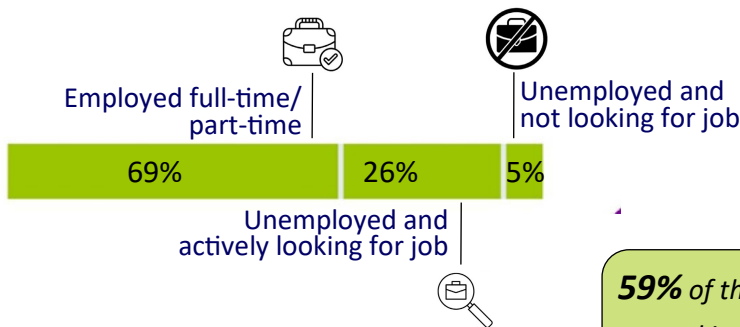
Immigration Status:



Participants Characteristics:

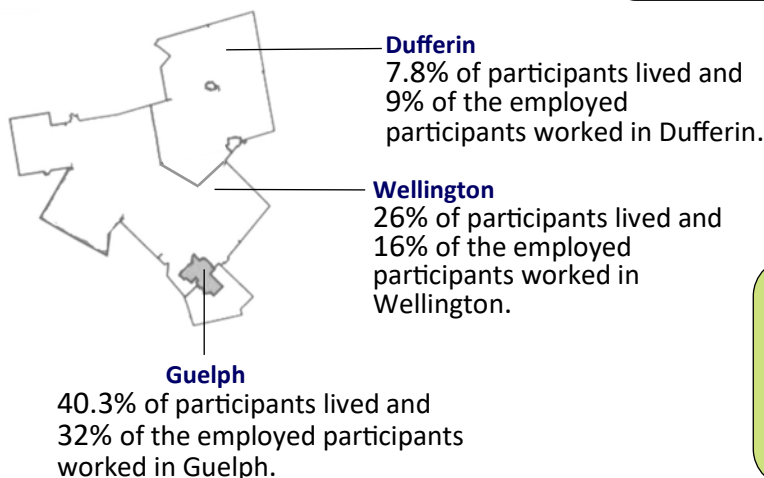


Employment Status :



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.

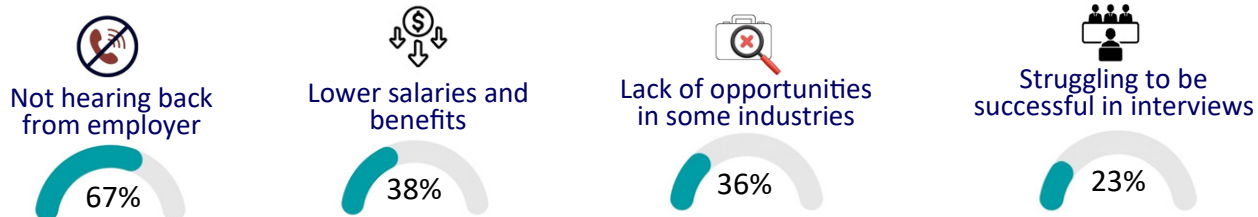
Survey questions: This section includes the responses of 61 participants those living or working in Guelph, Wellington or Dufferin.

Place of Residence and Work

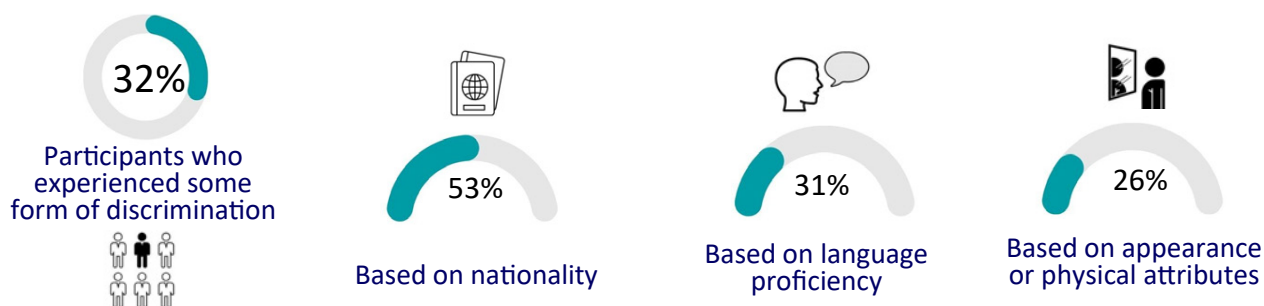
- ★ **61** participants either lived and /or worked in Guelph, Wellington or Dufferin.
- ★ Out of 61, **45** were employed, including 10 employed outside the CD.
- ★ Out of **53** who lived in the region 37 were employed, 27 working within the region and 10(27%) commuting out of the CD for work.



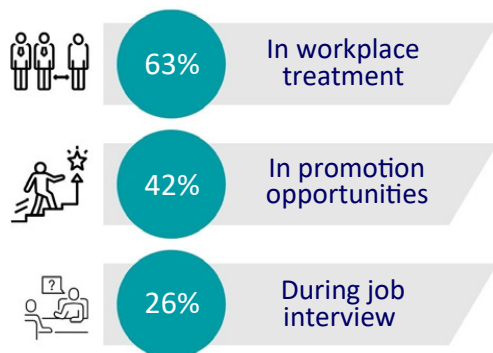
Key Challenges Faced in Finding a Work



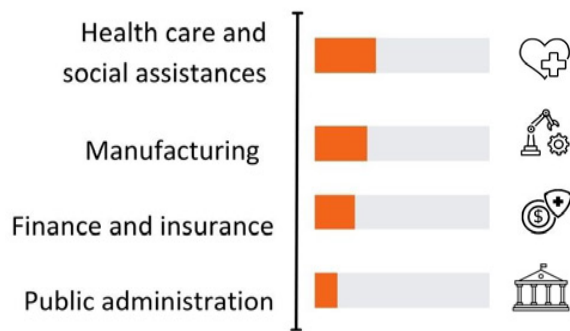
Discrimination felt at Work, during Job Applications/Interviews, or in Promotions



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 industry.
- ★ **40%** of those willing to switch prefer to work in Public administration.

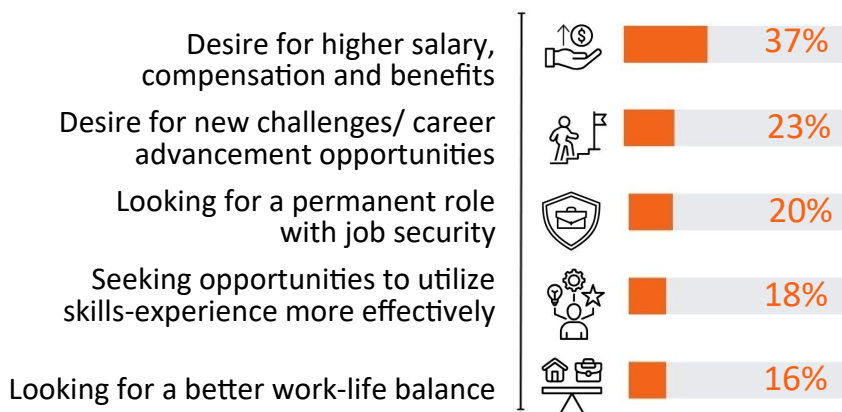
Current Job/Job Title of Participants

- ★ 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.

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



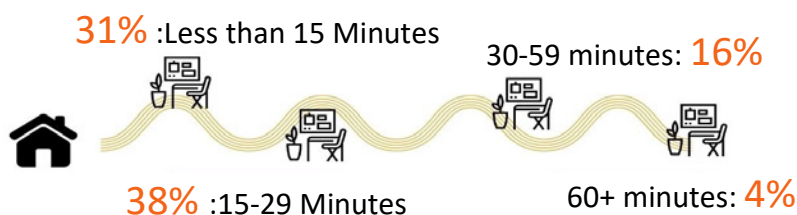
Reasons for Considering a Job Change



- ★ **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.”



“Commute is a serious issue especially during rough weather with long waits and limited busing 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 on different cultural groups/ new commers group on social media, make connections it helps in 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 labour 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 postings 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 **Canadian Information Centre for International Credentials (CICIC)** can support employers with this recognition. The County and City can work with these organizations to develop local employer connections.

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 Wellington and Guelph 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 employees 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 local immigration partnership to broaden newcomer programs, such as September's Welcoming Week, 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 perhaps reduce how many commute 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 and city workplaces. This may include coaching, resume refreshers and labour market reports tailored to skills and occupational profiles. Easy access to these services, with varied availability time slots, will ensure that commuters get the support to help them secure skills-aligned work in the county and the city.

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 city and county. Models similar to [WR Connectors](#) and **TRIEC Mentoring Partnership programs** may be replicable in the county and city and could be facilitated by the local immigration partnership. 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-skill 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 promote such strategies that will help improve job satisfaction, workforce loyalty and retention, reducing the need for workers to commute outside the region.

Data Notes

Data Sources

Statistics Canada, EO3937 – 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: Wellington CD and Guelph, Minto, Mapleton, Wellington North, Centre Wellington, Erin, Puslinch, Guelph/Eramosa (Accessed on November 4th, 2024)

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 the Immigrant population 15+ years of age commuting to a different census subdivision (CSD) and census division (CD) within the 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 the immigrant population 15 years and over in private households– 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, Wellington total encompasses Wellington County and the City of Guelph but is also referred to as Wellington overall.
- To fit the data in, we have used the following short forms

WC Wellington County, **CW** Centre Wellington, **GE** Guelph/Eramosa, **WN** Wellington North

To access in-depth information about Immigration trends in Wellington County, the City of Guelph and its towns:

<https://www.guelphwellingtonlip.ca/wp-content/uploads/2024/04/Immigration-report-for-LIPGW-November-1.pdf>

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 regions: https://www.findyourjob.ca/labour-market-insights-report/?e8_page=snapshot&date=2024-09®ion-type=regions&noc-version=2021



Acknowledgements and Thanks

The report is done in collaboration with Local Immigration Partnership Guelph-Wellington (GW-LIP) and is funded by Immigration, Refugees and Citizenship Canada (IRCC).

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Local Immigration Partnership
Creating a caring, equitable community where everyone thrives.



Workforce Planning Board
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