


Brandon's Changing Cultural Landscape

Rural Matters Conference, July 6th, 2008



Context - Population

Year	Population	Change in Population	% Change in Population
1986	38,708	2,365	6.50%
1992	38,567	-141	- 0.40%
1996	39,175	608	1.60%
2001	39,716	541	1.40%
2006	41,511	1,795	4.50%



During the last census, Brandon's population increased 3 times more than the previous census.

Context - Population Demographics

2001 Census - 2.5% of the population identified as a visible minority.

2006 Census - 4% of population identified as a visible minority.



If projections are realized, visible minorities could increase to approximately 10+% by 2011 census.

Brandon School Division

English as Additional Language Students

DATE	Number of EAL Students Enrolled
30 Sept. 2006	115
30 Sept. 2007	229
3 March 2008	276
Projected 2008-2010 (onsite pre-registration)	465
Projected Total 2010	741

Settlement Challenges

- Service provider's ability to keep pace with growth (staffing, space, hours of operation, funding processes, etc.)
- Limited language capacity in the community
- Tight housing market
- Language barriers
- Cultural differences
- Racism - historical prejudices from home countries and local residents

Settlement Challenges

- Living in Canada while supporting families in their home country (emotional, financial, etc.)
- Reunification process
- Living in Canada once families arrive
- Youth integration
- Employment for family members
- Resentment from current residents re: resources allocated to immigrant population

Opportunities

Critical mass of immigrants has meant:

- ✓ Access to adequate settlement funding
- ✓ Community response to changes
- ✓ Increased language capacity developing
- ✓ Enhanced cultural opportunities / learning
- ✓ Declining school enrollment has been reversed
- ✓ Growing population
- ✓ National attention

Municipal Government Role

- Communication
- Statistics / projections
- Trends – identify & educate
- Bridge between business & service providers
- Maintain a **Neutral & broad picture perspective**
- **Champion an integrated community philosophy**

Municipal Government Role

- Facilitate partnerships
- Labour market opinions (content for application / community validation)

Fill the gaps when possible

- Socio-economic impact studies
- Housing supply & demand report annually
- Stakeholder newsletter quarterly
- Chair of the Immigrant Services Network Coordinating committee
- Website section dedicated to Maple Leaf Foods

Lessons learned (Municipal perspective)

- Adopt an integrated neighbourhood philosophy
- Involve broad stakeholders from day one
- Make communication a priority, and as public as possible
- Consider impact on every aspect of community life
- Don't get bogged down in challenges
- Don't be afraid to make mistakes
- Coordination of programming is critical

Take advantage of existing resources!

www.gov.mb.ca/labour/immigrate/partners/index.html

Questions



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