

**B.C. IMMIGRANTS  
BY SOURCE:  
WORLD REGION (2011)**

Europe: 4,203	S America: 589
Africa: 1,020	Australasia: 522
Asia: 25,638	Caribbean: 260
North & Central America: 2,358	Oceania & Islands: 188

**TOTAL 34,823**

Source: www.bcstats.gov.bc.ca

**CRD**  
total population 345,164  
immigrant population  
**65,535**  
(19%)

**VANCOUVER ISLAND**  
total population 727,422  
immigrant population  
**118,595**  
(16.3%)

**BRITISH COLUMBIA**  
total population 4,113,487  
immigrant population  
**1,119,215**  
(27.2%)

**IMMIGRANT  
LANDINGS IN B.C.  
BY CLASS (2012)**

Economic: 22,081  
Family: 11,831  
Refugee: 1,429  
Other: 835

**TOTAL 36,176**

Source: BC Stats March 2013

**SIDNEY**  
IMMIGRANT POP.  
**2,435**  
21.5% of total pop.

**NORTH  
SAANICH**  
IMMIGRANT POP.  
**2,315**  
21.4% of total pop.

**CENTRAL  
SAANICH**  
IMMIGRANT POP.  
**2,660**  
16.9% of total pop.

**HIGHLANDS**  
IMMIGRANT POP.  
**250**  
13.1% of total pop.

**SAANICH**  
IMMIGRANT POP.  
**23,795**  
22% of total pop.

**VIEW ROYAL**  
IMMIGRANT POP.  
**1,355**  
15.5% of total pop.

**OAK BAY**  
IMMIGRANT POP.  
**4,140**  
23.1% of total pop.

**ESQUIMALT**  
IMMIGRANT POP.  
**2,190**  
13% of total pop.

**VICTORIA**  
IMMIGRANT POP.  
**15,415**  
19.7% of total pop.

**COLWOOD**  
IMMIGRANT POP.  
**1,625**  
11.1% of total pop.

**IMMIGRANT  
LANDINGS  
BY PROVINCE (2012)**

NFLD: 753	MN: 13,391
PEI: 1,106	SK: 11,182
NS: 2,370	AB: 35,764
NB: 2,225	BC: 36,176
PQ: 55,239	TR: 438
ON: 98,826	

**TOTAL FOR CANADA  
257,515**

Source: BC Stats March 2013

Percentages are based on 2006 stats; 2011 figures have not been calculated but are expected to show an increase.

As recent Census figures indicate, just over one-fifth of Canada's population is foreign born, a figure expected to increase to 40 per cent by 2040. Smart businesses are recognizing the importance of this rapidly growing market and are making efforts to ensure their messages are being heard and understood.

### IMMIGRANT LANDINGS IN CANADA BY CLASS (2011)\*

Protected Persons .....	27,872
Family Class .....	56,446
Economic Class .....	156,121
Temporary Foreign Workers .....	190,842
International Students .....	98,383
<b>TOTAL .....</b>	<b>529,664</b>

### OF THE ECONOMIC CLASS

Federal selected .....	82,251
Federal skilled worker .....	57,296
Federal business .....	7,681
Canadian experience .....	6,027
Live-in caregivers .....	11,247
Quebec selected skilled worker .....	31,490
Quebec selected business .....	3,960
Provincial & territorial nominees .....	38,420
Principal applicants .....	64,356
Spouses and dependents .....	91,765

\*Most recent available.  
Source: Annual Report to Parliament on Immigration for 2012

# MARKETING MEETS THE CULTURAL SHIFT

## VICTORIA'S POPULATION IS CHANGING. IS YOUR BUSINESS KEEPING UP?

BY CAROLYN CAMILLERI

### THE TOPIC OF IMMIGRATION

and its impact on Canada in general and Victoria in particular is enormous, even without considering the issue of questionable hiring practices and temporary foreign workers. Immigration affects everything from how business is conducted to education policies and health services, retail and food services, and cultural events and holidays. For many local businesses, what this means is that their customers are changing, and businesses that take a "business as usual" approach may find they are missing out on golden opportunities.

How golden? As Stanley Furtado, senior manager at Dyversity Communications, a

Toronto marketing agency, pointed out at the Multicultural Marketing Conference in Vancouver in March 2013, the Chinese and South Asian population spends 40 billion dollars every year nationwide. Moreover, says Furtado, they tend to have larger households than the average Canadian: South Asian, 4.4 people per household; Chinese, 3.7; Canadian 2.6.

While 39 per cent of all immigrants to Canada move to Ontario, 13.6 per cent choose B.C. and some of those choose Victoria. An incrementally growing population of younger, larger families with significant spending power — surely that is a market of interest to some local businesses.

### IMMIGRANTS TO B.C. TOP 20 COUNTRIES (2011)

China .....	7,486
Philippines .....	5,468
India .....	4,415
Korea .....	1,789
USA .....	1,498
England .....	1,467
Iran .....	1,166
Taiwan .....	1,156
Japan .....	666
Mexico .....	653
Germany .....	395
Iraq .....	392
Australia .....	348
United Arab Emirates .....	324
Pakistan .....	281
Russia .....	278
Hong Kong .....	274
South Africa .....	246
Vietnam .....	217
Syria .....	201
Other .....	6,065
<b>TOTAL .....</b>	<b>34,785</b>

Source: [www.bcstats.gov.bc.ca](http://www.bcstats.gov.bc.ca)



JOYCELYN DAVID  
director of marketing  
for Western Union  
Company in Canada

## A SIGN OF THE TIMES MULTICULTURAL MARKETING CONFERENCES

The very existence of conferences devoted to addressing multicultural marketing is evidence of the growing interest in reaching the new immigrant population. On March 28 in Vancouver, keynote speaker Joycelyn David, director of marketing for Western Union Company in Canada, says most of the marketers she talks to understand that they need to find ways to reach these newcomers, but don't know how to go about creating a plan. She says that when developing a multicultural marketing plan, marketers tend to approach the subject in one of four ways, each of which has pros and cons.

- 1 THE LINGUIST** It is more than just translation: it is about taking a message and making it meaningful. Watch out because translation is a subjective art. Have confidence in who you are working with and test, refine, and nitpick every word: are people going to get confused with that word, that tone, that context?
- 2 THE STATISTICIAN** We love stats. We love analytics. We look at our numbers. We look at our trends. Watch out for Ivory Tower Syndrome. You can get stuck in those numbers and forget to get out in the field in front of customers.
- 3 THE ANTHROPOLOGIST** This one means that you are getting into the market. You are getting beyond the numbers and beyond the text. You are seeking to understand who your customers are. You are going into the village to see who the locals are for six months at a time. But watch out, because anthropology is long-term and our employers care about *this* fiscal year.
- 4 CULTURAL INSIDER** This is working with agencies who are from within that culture, which can be very successful approach. But don't assume that a person who is from that culture knows how to reach that culture. Be careful of biases from within the culture.

"Which one is the right [marketing approach]?" David asks. "All of them. You have to be able to navigate in all four of those spaces, deciding which one to wear on which day, which campaign requires which focus." She recommends thinking about your customers as global citizens, referencing the need to look at culturally mixed unions, and the appetite for multicultural food, music, entertainment. "Global citizenship," she says. "In past generations, the more stamps you had in your passport, the more of a global citizen you were. Today, you can be a global citizen just by using Google."

"I think you will find that our customers are global citizens and expect multicultural marketing, but even more so, they expect multicultural products."

For David, that sense of internationalism is what makes the work so exciting. "Multicultural markets are borderless and the possibility for business potential is infinite."

## In 2012, B.C.'s population increased by

# 38,943

## mostly due to international immigration

### VICTORIA'S NEWCOMERS

Many of the newcomers to Victoria pass through the doors of the Intercultural Association of Greater Victoria (ICA), a nonprofit organization that provides immigrants with a range of services, including settlement and integration counselling, English classes, and job-search assistance.

ICA's executive director, Jean McRae, says the 260,000 immigrants who come into Canada every year do not represent an increase. "But the immigrant population gets added to every year: it is a growing number and these people are increasingly coming from non-European, non-white countries, so even though we have immigrants from the United States, Australia, Britain, and white European countries, we have a greater proportion of immigrants that come from places that we would call visible minorities."

Of the almost 14 per cent that come to B.C., how many settle in Victoria?

"Our numbers run between 1,000 and 1,500 permanent residents a year and they have been fairly steady. Those are the stats," says McRae, adding that most immigrants to Victoria come in under the Family Class (sponsored by family members already living here), which is typically the pattern outside the major centres.

Many people think of immigrants as refugees but, at 27,872 for 2011 nationally, the Protected Persons Class is the smallest number brought in compared to Family Class immigrants at 56,446 and the Economic (skilled) Class at 156,121.

But McRae points out that the immigration numbers are deceiving because they don't include the biggest numbers of all. In 2011, Canada gave visas to 190,842 temporary foreign workers and 98,383 international students. When you include those categories, McRae says the number of newcomers in Victoria more than doubles.

Provided they meet requirements, students and temporary foreign workers can apply to be permanent residents while they are here, something that has changed in recent years. "In 2009, the government saw the wisdom of actually encouraging those people and making it more feasible for them to stay here," says McRae. "They have Canadian education experience, they have Canadian work experience, and now they can apply to convert into permanent residency."

How often does that happen? “Between 70 and 90 per cent of the students who come to Canada want to stay on,” says Nick Noorani, president and CEO of the Nick Noorani Business Group, and the founder of *Canadian Immigrant Magazine*. “These are young people who are educated in Canada. Great opportunity for marketers.”

### IDENTIFYING NEEDS AND RECOGNIZING OPPORTUNITIES

Imagine being an immigrant in a new country, a country you have been waiting to get into for, say, two to five years. You are excited, but also nervous. Furtado says that new immigrants, no matter where they have come from, are happy when they get here and are keen to explore their new environment. Typically, exchange rates are not in their favour, he says, so they are anxious to maximize value. Because they are unfamiliar with Canadian brands, they are looking for advice from friends and family and information that helps them make hundreds of decisions.

Those decisions often include purchases. Furtado says newcomers spend 2.1 billion dollars annually on first cars in Canada, financial services, telecommunications, homes, furnishings, entertainment, groceries, leisure, education, and clothing. Where do they go? To places they hear about from people they know or to businesses they feel understand them — and that doesn’t necessarily mean people who speak the same language or who are from the same culture. However, it does mean businesses that make the newcomers feel welcome, understood, and respected.

### LOCAL BUSINESSES MAKING CHANGES

Marketingwise, in the past, it may have been possible to ignore the immigrant market, let someone else sell them cars, houses, and groceries. After all, there were bigger fish to fry. But things are changing, and a growing number of the businesses and services in Victoria are finding ways to meet those changes through the Community Partnership Network (CPN).

Formed in 2009, the CPN is a regional network that aims to assist businesses and organizations in becoming more welcoming to immigrants. Membership in the CPN has increased from 18 original members to between 110 and 115. Steven Lorenzo Baileys, community development coordinator at ICA, the hub organization for the CPN, says membership has been changing.

“Until very recently, the bulk of the membership, and the majority of interest, has come from nonprofits, community-based

OYSTER PERPETUAL EXPLORER II



**PAUL MARA**  
FINE JEWELLERY & WATCHES  
657 Fort Street (Corner of Broad St.)  
Victoria, BC (250) 475-1444



# THE WAY WE WORK:

no. **6** SECOND-GUESS OPPORTUNITY AND IT'S GONE.

## BUSINESS BANKING IS ABOUT A SHARED PERSPECTIVE

Being headquartered in the West has its advantages. We know your business environment better, understand local markets and make timely decisions. More importantly, we can work closely with you to find solutions perfectly suited to your business banking needs.

Call Matt Desjardins today at 250.995.3562 or email [Matthew.Desjardins@cwbank.com](mailto:Matthew.Desjardins@cwbank.com) to learn more.

Victoria Branch 1201 Douglas Street [cwbank.com](http://cwbank.com)



## WE REALLY NEED IMMIGRANTS... AND FAST

Canada needs to increase its population. One of the key reasons is to address the impact of an aging population.

Nationally, the number of seniors aged 65 and over increased 14.1 per cent between 2006 and 2011 to nearly five million. This rate of growth was higher than that of children aged 14 and under (0.5 per cent) and people aged 15 to 64 (5.7 per cent).

In 2012, B.C.'s population increased by 38,943. Most of this was due to international immigration (35,985 people), although some of this was offset by a loss of 8,657 people to other parts of Canada.

But it isn't enough. We need people — people who work, spend, and pay taxes — and to meet the demand, we are relying almost solely on immigration.

Nick Noorani, president and CEO of the Nick Noorani Business Group, and founder of *Canadian Immigrant Magazine*, says recent changes to Canadian immigration policies will significantly change the selection of applicants and will, it is hoped, speed up processing time and improve the outcome for those who immigrate.

Last June, the federal government stopped taking immigration applications with the aim of eliminating the backlog and revising both the requirements for applicants and the system for processing applications.

According to Noorani, the biggest change is that language is now the most important requirement, and the minimum language skill level has been increased substantially. Also, the age range has been lowered to 18 to 35 from 21 to 49. Other changes include 100-per-cent online applications, which will improve efficiency and consistency.

"The computer will say, 'Dude, you don't have the skills.' And it's over," says Noorani. "It is going online and it is going transparent."

Pick a venue as *unique* as your event



506 Pandora Ave

Victoria BC

[www.swanshotel.com](http://www.swanshotel.com)



## SWANS PENTHOUSE

Our beautiful 3,000 sq ft penthouse suite is available for your ... wedding, reception, business function, or any private event

Contact us today: (250) 361-3310 | [catering@swanshotel.com](mailto:catering@swanshotel.com)



NICK NOORANI  
founder of *Canadian Immigrant* magazine

Given that 20 per cent of our population was born outside of Canada, and it's predicted to be 40 per cent in the next 20 years, ethnic markets — Caucasian and brown ethnic — are the new mainstream.

According to an international survey done two years ago,

**53%**  
of professionals in  
**24%**

of the world's leading economies wanted to move to Canada.

— Nick Noorani Business Group

organizations, Red Cross, Canadian Cancer Society, Saanich Police, Saanich Parks and Recreation — those kinds of agencies,” says Baileys. “More recently, we are starting to get traction with businesses.”

Newer members include VanCity, Safeway, CHEK TV, Royal Bank Uptown branch, Island Coast Savings, Greater Victoria Chamber of Commerce, and Small Business BC.

Baileys says one of the key motivations for businesses joining the CPN is understanding the change in demographics “... to be able to match it and keep pace with it and to learn how to engage and build relationships with it.”

“Whether you are a nonprofit or a VanCity, you are looking for community members, clients, customers, who are going to open up bank accounts, access your recreation program, put their aging grandmother into your seniors program. Give me any organization that isn't worried about the changing demographics and connecting with the changes, and I guarantee it won't take us long before we come up with some reasons that they might want to rethink that. We need those future growing populations to help us with our programs and services, to buy our products.”

Baileys says there is another important reason they join the CPN. “They want to do the right thing. They want to be better or more effective at the idea that everyone belongs here.”

#### ACROSS THE STRAIT

Kathi Springer is VP of communications and corporate marketing at Pace Group, which has offices in Victoria and Vancouver. On the lower mainland, which has the

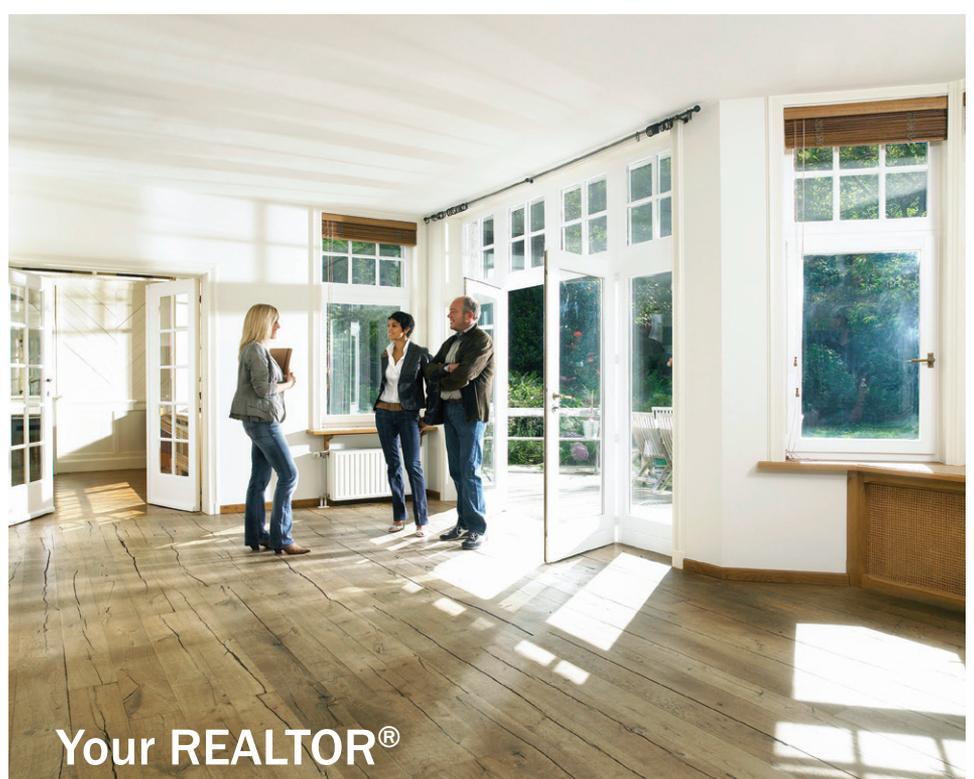
highest concentration of newcomers in B.C., Springer says pressures on services like education and healthcare, access to affordable housing, and transportation is one lens.

“The other is the massive investment that Vancouver is experiencing as a result of its burgeoning population of business immigrants. What we are seeing in response are businesses catering strategically and, in some cases, exclusively to these diverse populations. Media outlets, signage, ethno-cultural business associations, service agencies, food importers, and even seniors

housing and care facilities.”

Springer says Vancouver's growth will impact Victoria. “In addition to becoming a retirement destination for the rest of Canada, I imagine Victoria will become a highly desirable ‘commute’ to Vancouver for Canadians and newcomers who seek housing that is more affordable than Vancouver, and who value good education, safety, green space, clean air, and clean water.”

ICA's McRae is looking forward to the future. “Victoria will become increasingly more diverse and that is good — it makes for a more exciting city.” ■



## On your home team

Buying or selling a home is a major life decision. That's why you want a REALTOR® on your team to guide you through the hundreds of details and decisions involved.

Members of the Victoria Real Estate Board are licensed REALTORS®. They are committed to a Code of Ethics and extensive, ongoing education to ensure they are knowledgeable about every aspect of home buying and selling. Plus, only REALTORS® have access to the Multiple Listing Service®, an important tool in buying or selling a home.

When you're ready to make a move, choose a REALTOR®

VICTORIA REAL ESTATE BOARD

www.vreb.org

 Victoria  
Real Estate  
Board  
AN ASSOCIATION OF REALTORS®