

The Prairie Labour Market Report's

Labour Market Hot Sheet

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LAST WEEK OF FREE TRIAL, WEEK 5 OF 5

JobDevelopment.org/PrairieLMR

April 30, 2026



This is the Last Complimentary Newsletter

We've officially reached the end of this free trial of the **Prairie Labour Market Report**.

If you would like to continue to receive this newsletter every week moving forward, AND a **10% discount**, please complete the subscription form by the end of today (Apr. 30th).

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Sincerely, Christian Saint Cyr
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Publisher, *Prairie Labour Market Report*

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Ranking Regina, Saskatoon and Winnipeg on integrating new immigrants into our labour market **Immigration / Research**

A new national report is putting a spotlight on a persistent issue in Canada's labour market: many immigrants are not able to fully use their education and skills after they arrive.



[Canadian Job Development Network](#)

Mastering the art of 'Discovery' in job development

This week for

Recently the Canadian Immigrant website explored this research in detail.

The **'Immigrant Skill Utilization Scorecard'**, developed by **Signal49 Research** (formerly the **Conference Board of Canada**) in partnership with the **Future Skills Centre**, tracks how well municipalities across the country are integrating immigrants into the workforce. It compares outcomes with Canadian-born workers and looks at key issues such as overqualification, unemployment and part-time work. The scorecard, based on **Statistics Canada's Labour Force Survey** data from 2022 to 2024, looked at 28 municipalities across Canada and gives a letter grade between A and D to evaluate a communities success in integrating new immigrants.

In 2024, most cities fell into mid-range performance:

- *36 per cent received a B grade*
- *54 per cent received a C grade*

There is room for improvement in Regina, which went from a C letter grade in 2022 to a D in 2024. Saskatoon, on the other hand, had a C in 2022, rose to a B in 2023, but was back to a C in 2024.

Meanwhile, Winnipeg garnered a B in all three years that were assessed.

Overqualification remains the biggest challenge

The report finds that overeducation, where someone works in a job below their qualifications, is the most common problem.

Immigrants are 1.8 times more likely than Canadian-born workers to be overqualified for their roles.

The second major issue is involuntary part-time work. Immigrants are 1.7 times more likely to be working part time when they would prefer full-time jobs.

Unemployment and temporary work affect both groups at similar rates overall, but the nature of temporary work differs. Immigrants are more likely to be in contract or term roles, while Canadian-born workers are more likely to take seasonal jobs.

The report also notes that among part-time workers, immigrants are more likely to cite caregiving or personal responsibilities as the reason, while Canadian-born workers are more likely to point to schooling.

Economic cost and sector gaps

The underuse of immigrant talent has a broader economic impact. Canada could face up to \$11 billion in losses by 2040 due to skill underutilization, based on earlier labour market trends. The gaps are especially visible in key sectors.

In 2024, immigrants made up:

- *20 per cent of full-time workers in construction*
- *30 per cent in health care*
- *38 per cent in hospitality*

#MotivatingMondays, we looked at the technique of 'Discovery' where we resist the urge to pitch clients and instead ask probative questions to better understand what an employer is looking for. A recent study shows that customers speak during 57% of the conversation in successful discovery sales calls. Their research also has found top-performing reps ask 39% more questions during the discovery call.

IN CASE YOU
MISSED IT

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We make these sessions available EVERY WEEK on **YouTube** and most podcast platforms for people who can't attend in person. Unlike the Michael Jackson biopic, we guarantee there is no moonwalking in this podcast..

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Despite this, they were significantly more likely to be overqualified:

- *2.6 times more likely in construction*
- *2.2 times more likely in health care*
- *1.4 times more likely in hospitality*

They also faced higher rates of involuntary part-time work, including 1.8 times higher in construction and 1.6 times higher in health care.

Most cities are stuck in the middle

Only Vaughan, Ont., earned an A grade. At the lower end, Regina, Sask., and Moncton, N.B., received D grades.

Progress over time has been uneven. Between 2022 and 2024:

- *3 municipalities improved*
- *5 declined*
- *the rest remained stable*

Smaller municipalities tended to perform worse, while medium-sized ones showed the widest range — including the only A grade and one of the D grades.

Regional differences across Canada

There are also clear regional patterns. Ontario was the only province with a top-performing municipality. Saskatchewan and New Brunswick had the lowest-performing cities. British Columbia and Manitoba were mostly in the B range, while Quebec had a mix of B and C grades. Alberta and Atlantic Canada leaned toward C grades overall.

Policy changes, but impact unclear

The report notes that several policy changes took place during the study period.

These include category-based immigration selection targeting sectors like health care, trades and STEM, as well as Ontario legislation that removes Canadian work experience requirements for licensing in more than 30 professions.

While these changes may help improve outcomes, the report says it is still too early to measure their impact.

A system that still needs fixing

The findings point to two key areas for improvement: better recognition of foreign credentials and stronger pathways to full-time employment.

For now, the message is clear. Canada continues to attract skilled immigrants, but many are still working below their potential — a gap that affects not just individuals, but the country's economy as a whole.

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Click here to review: [The Immigrant Skill Utilization Scorecard](#)



Manitoba Government Launches Community Toolkit to Support Health-Care Recruitment and Retention

Health Care / Staff Recruitment

The **Manitoba Government** is helping communities provincewide strengthen health-care recruitment and retention with a new toolkit, **Health, Seniors and Long-Term Care Minister** Uzoma Asagwara announced today. The community toolkit gives municipalities practical tools, guidance and ideas to welcome health-care professionals and support them as they build long-term careers and live in Manitoba, the minister noted.

Developed in partnership with municipalities and community leaders, the toolkit builds on strategies already working across Manitoba to attract and retain physicians, nurses and other health-care professionals, the minister said. The toolkit highlights practical, on-the-ground actions communities can take to support housing and childcare, help families settle in and create opportunities for social connection, they added. Health-care professionals looking to live and work in Manitoba are encouraged to visit www.makeitinmanitoba.ca to see how they can grow their careers.

[CLICK HERE TO LEARN MORE](#)



Could minors be allowed to serve alcohol in Saskatchewan?

Food Service / Workplace Regulations

One of the province's largest tourism associations is lobbying the province to change liquor laws to allow anyone 14-and-up to deliver alcohol to customer tables. Hospitality Saskatchewan registered to lobby the provincial government on Monday, with the intention of highlighting the significant labour shortages the industry is facing, and how a tweak to liquor laws could greatly help businesses.

"The available labour pool across Canada has really seen a shift," **Hospitality Saskatchewan** CEO Jim Bence said. *"And in provinces that are smaller — 1.5 million people or less -- we're really the canaries in the coal mine."* Bence says a number of factors are contributing to labour

challenges. A federal cap on immigration has led to fewer international students seeking employment in the service industry, and hotel restaurant management programs across the country are closing under less demand.

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Major labour market stories from the past week

Breaking Labour Market News for Manitoba and Saskatchewan

- Saskatchewan Polytechnic and Ontario Tech University partner to deliver Nuclear Career Accelerator program in Western Canada ([Click Here](#))
- AI top of mind for Manitoba students considering career options ([Click Here](#))
- New Supported Housing Initiative to Help Youth in Care Successfully Transition to Independence ([Click Here](#))
- \$19.5M in federal spending on Winnipeg-based defence projects expected to add over 150 jobs ([Click Here](#))
- Manitoba housing needs and rental housing data 2025-26 ([Click Here](#))
- Saskatchewan Continuing Care Assistants earn lowest wages in Canada, CUPE 5430 says ([Click Here](#))
- Government of Canada invests in crime prevention in Winnipeg ([Click Here](#))
- Saskatchewan Employer Position Assessment (EPA) Pathway Unlocks New Opportunities ([Click Here](#))
- Manitoba Invites 308 Skilled Candidates for Canada PR ([Click Here](#))
- Government of Canada strengthening our economy and military readiness through new defence investments in Saskatchewan ([Click Here](#))
- Manitoba Government Welcomes Francophone Delegation ([Click Here](#))
- Canada's uranium: CANDU and will do ([Click Here](#))
- 'We all need to work together': Manitoba First Nations call for changes ahead of wildfire season ([Click Here](#))
- Manitoba isn't posting vacant paramedic jobs, union says ([Click Here](#))

This Week on LinkedIn

Please take the time to 'like' or follow:

[Prairie Labour Market Report on LinkedIn](#)
[Christian Saint Cyr on LinkedIn](#)

Check out our new Podcast: [#MotivatingMondays](#) which looks exclusively at the Job Development Sector.

- Government of Canada investing in Winnipeg industry to strengthen Canada's defence capacity ([Click Here](#))
- Saskatchewan Immigration Processing Speeds Up for Applicants ([Click Here](#))
- Indigenous partnership will drive the future of the Port of Churchill ([Click Here](#))
- SaskPower boosts northern grid to support mining growth ([Click Here](#))

On our social media feeds we only post labour market and job search information, research and the occasional ironic observation. You can trust our **LinkedIn** feeds. We carefully evaluate social media posts to see if they would be valuable to you.

We don't want to waste your time. For instance, we're not going to post an article like: '[Chinese humanoid robot beats world record for fastest human half-marathon](#)'. *A robot beat a human in a race? This is shocking! Now, there is no way we can outrun them. Unless, of course, we use a car or maybe a city bus. Perhaps a bicycle.*

Your time is valuable and we wouldn't want to waste it, follow us on [LinkedIn](#) :-)

Community Calendar

Career Development Events

Prairie Strong: 16 ways trade is changing our labour market

The 2026 Prairie Labour Market Conference, LMC26

June 11th and 12th, 2026

*** 30% Discount for Registrations Received by May 14, 2026 ***

Hosted online by the Prairie Labour Market Report

Learn More: [Conference Website](#) | [Information Sheet](#) | [Registration](#)

#MotivatingMondays for Job Developers

Monday May 4th at 9:30am Saskatchewan / 10:30 Manitoba

Topic: Factoring in Canada's entrepreneurial drought

Hosted by the Canadian Job Development Network

Free for All Attendees

Start your free membership to get your weekly link

For more info: www.JobDevelopment.org

Job Postings

Career Development Employment

To post a job here, please email: admin@labourmarketsolutions.ca

(When you write your cover letter, please mention you saw this advertisement in the Prairie Labour Market Report)

[Indigenous Women In Trades & Technology_\(WITT\)_Coordinator](#)

Saskatchewan Polytechnic

Prince Albert, SK

Closes: May 7, 2026

[Employment Specialist](#)

SaskAbilities

Yorkton, SK

Closes: Apr. 30, 2026

[Vocational Supports Supervisor](#)

DASCH INC

Winnipeg, MB

Closes: Unknown

[Student Support Assistant \(Eight-week contract\)](#)

Youth Employment Services Manitoba

Winnipeg, MB

Closes: May 1, 2026

[Direct Support Worker](#)

Transforming Supporting Empowering Networking (TSEN)

Winnipeg, MB

Closes: Unknown

[Employment and Training Counsellor](#)

Manitoba Metis Federation
Brandon, MB
Closes: May 3, 2026

[Pre-Employment Supports \(PES\) Coordinator](#)

Southeast Resource Development Council
Winnipeg, MB
Closes: Apr. 30, 2026

Did you know?

Fascinating Facts

Canadian employers can fill up to 100,000 job openings as the federal government has officially opened the hiring period for the 2026 Canada Summer Jobs (CSJ). During this period, youth can search and apply for CSJ-funded roles through the federal Job Bank website and mobile app, according to ESDC. Roles are available for young people aged 15 to 30 across the country.

- Employment and Social Development Canada

Quote of the Week

Career Inspiration

"I think what it takes to succeed remains the same. You have to have a real love of your sport to carry you through all the bad times, you still want to go ski even when things aren't working. You must have a commitment to work hard and to never give up."

- Nancy Greene

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