BIPT | BURNABY INTERCULTURAL PLANNING TABLE

IMMIGRANTS & THE IT AND DIGITAL MEDIA SECTOR

INFORMATION TECHNOLOGY AND DIGITAL MEDIA INDUSTRIES IN CANADA

Information technology and digital media is the backbone and a key driver of growth in a knowledge-based economy. Between 2016 and 2020, annual growth in Canada's information and communication technology (ICT) sector averaged 4.1%, compared to 0.67% for the economy overall.

The unemployment rate for ICT occupations averaged 2.8% in 2020, slightly up from 2.7% in 2019. By contrast, unemployment in the overall Canadian economy surged from 5.7% to 9.5%, due to the COVID pandemic. In its 2020 Digital Economy Annual Review, the Information and Communications Technology Council points out that the ICT industry's two sub-sectors (manufacturing and services) have experienced different growth trajectories. While ICT manufacturing has declined over the past 10 years, ICT services, representing 96.9% of the total Canadian ICT sector, showed consistent growth, even during the COVID pandemic.

IT AND DIGITAL MEDIA IN BC

British Columbia is home to a dynamic industry pursuing advances in enterprise software, Software-as-a-Service (SaaS), cloud computing, information communications technology systems, Internet of Things (IoT), e-commerce, telecommunications, wireless devices, electronics manufacturing, and semiconductors. B.C. also features a creative cluster of world-class digital media firms and film, television, visual effects, animation, and post-production companies.

In 2021, the American commercial real estate firm CRBE Canada (Commercial Real Estate Services Canada) ranked Metro Vancouver eighth in North America on its tech talent scorecard, up from 28th in 2018. During the period 2016-2021, Vancouver's workforce grew at the fastest rate on the continent, according to the firm. It added the third highest number of overall jobs, behind only Seattle and Toronto and ahead of cities such as San Francisco and Boston.

B.C. contributed $12.1 billion (12.7%) to the total Canadian ICT economic output in 2020, following Ontario ($43.5 billion) and Quebec ($21.4 billion). Collectively these three provinces represent around 81% of Canada's ICT output while accounting for 75% of population.

QUICK FACTS ABOUT ICT IN B.C.

B.C.'s IT/ digital media industry is one of the most vibrant and fastest-growing sectors in the province.

In 2021 B.C.'s Information & Communication Technology (ICT) sector encompassed 70,576 jobs, with the Entertainment & Digital Media classification adding an additional 26,684.	Workers tend to be younger than those in other industries, and temporary employment is common.
Between 2013 and 2018, Employment per capita in B.C.'s technology sector grew by 17%, double that of Ontario and Quebec.	Around 70% of B.C.'s high technology businesses are situated in the Mainland/Southwest region, with most of those located in Metro Vancouver.
BC Technology Report Card reported 11,000 tech companies in B.C. in 2020. Only 10% had more than 50 employees, and only 22 employed at least 500.	All high-tech businesses with more than 1,000 employees are located in the Mainland / Southwest region.
In 2018, B.C.'s tech companies paid 79.4% more than the provincial average wage.	There were 1,300 digital media companies in B.C. in 2021. Within a tech workforce of 16,500, 14,740 were employed as computer programmers and interactive media developers.

MORE DETAILED INFORMATION CAN BE FOUND USING THE FOLLOWING LINKS:

- https://wearebctech.com/2020-bc-technology-report-card/

- https://www.workbc.ca/Labour-Market-Information/Industry-Information/Industry-Profiles/Information-Culture-and-Recreation

- https://www.britishcolumbia.ca/industries/information-communications-technology/

- https://www2.gov.bc.ca/assets/gov/data/statistics/business-industry-trade/industry/tech_profile_report.pdf

- https://drive.google.com/file/d/1x37pLiQe4LeeGGUr9cninHkFC3NBeyIU/view?utm_id=IR2021

- https://bcchamber.org/policy/bc-digital-media-industry-a-continuing-growth-engine-for-bc-and-canada-2021/

IT / DIGITAL MEDIA SECTORS ARE THE PILLARS OF B.C.'S TECH INDUSTRY, ENCOMPASSING BUSINESSES IN THE FOLLOWING AREAS:

IT / Engineering services
- IT services
- Engineering services

Information and communication technology
- Clouding computing
- Semi-conductor
- IT systems
- Ecommerce
- Enterprise software
- Communication
- Wireless devices

Interactive and digital media
- Mobile apps
- Web & social media
- Gaming

THE IT / DIGITAL MEDIA SECTOR IN BURNABY

The City of Burnaby recognizes the IT/Digital sector as one of its signature industries, with a large cluster of firms and jobs. These existing strengths, combined with a well-developed post-secondary education sector, give the city an edge in attracting additional enterprises. British Columbia Institute of Technology and Simon Fraser University not only produce new graduates in the field of Information and communications technology but also act as engines for research and development.

Burnaby is home to established global industry leaders, including IBM, Electronic Arts, Ericsson, Fortinet, Traction on Demand, and Telus. As well, there are hundreds of smaller companies, which together account for a large proportion of industry employment.

Notable ICT Employers in Burnaby	
Organization	**Website**
Creation Technologies Inc.	https://www.creationtech.com/careers/
Electronic Arts	https://www.ea.com/en-ca/careers
Ericsson	https://www.ericsson.com/en/careers
Fortinet	https://www.fortinet.com/corporate/careers
Glentel Inc.	https://glentel.com/careers
IBM Canada Ltd.	http://www-03.ibm.com/employment/ca/en/
LMI Technologies	https://lmi3d.com/company/careers/
Kodak Graphic Communications Group	https://www.kodak.com/en/company/page/careers
PMC Sierra	http://pmcs.com/careers/
Paladin Group of Companies	https://paladinsecurity.com/
Microserve	https://www.microserve.ca/careers/
Rogers Communications	http://www.rogers.com/web/Careers.portal
Snaptech Marketing and Communications	http://www.snaptech.com/careers/index.asp
Squirrel Systems	http://www.squirrelsystems.com/Company/Careers
Spin Digital Media Corp	https://spindigitalmedia.com/
Something Great Marketing	https://www.getsomethinggreat.com/
Telus Corporation	https://www.telus.com/en/about/careers
TeraSpan	www.teraspan.com/
Traction on Demand	http://www.tractionondemand.com/

LABOUR FORCE IN THE IT / DIGITAL MEDIA SECTOR

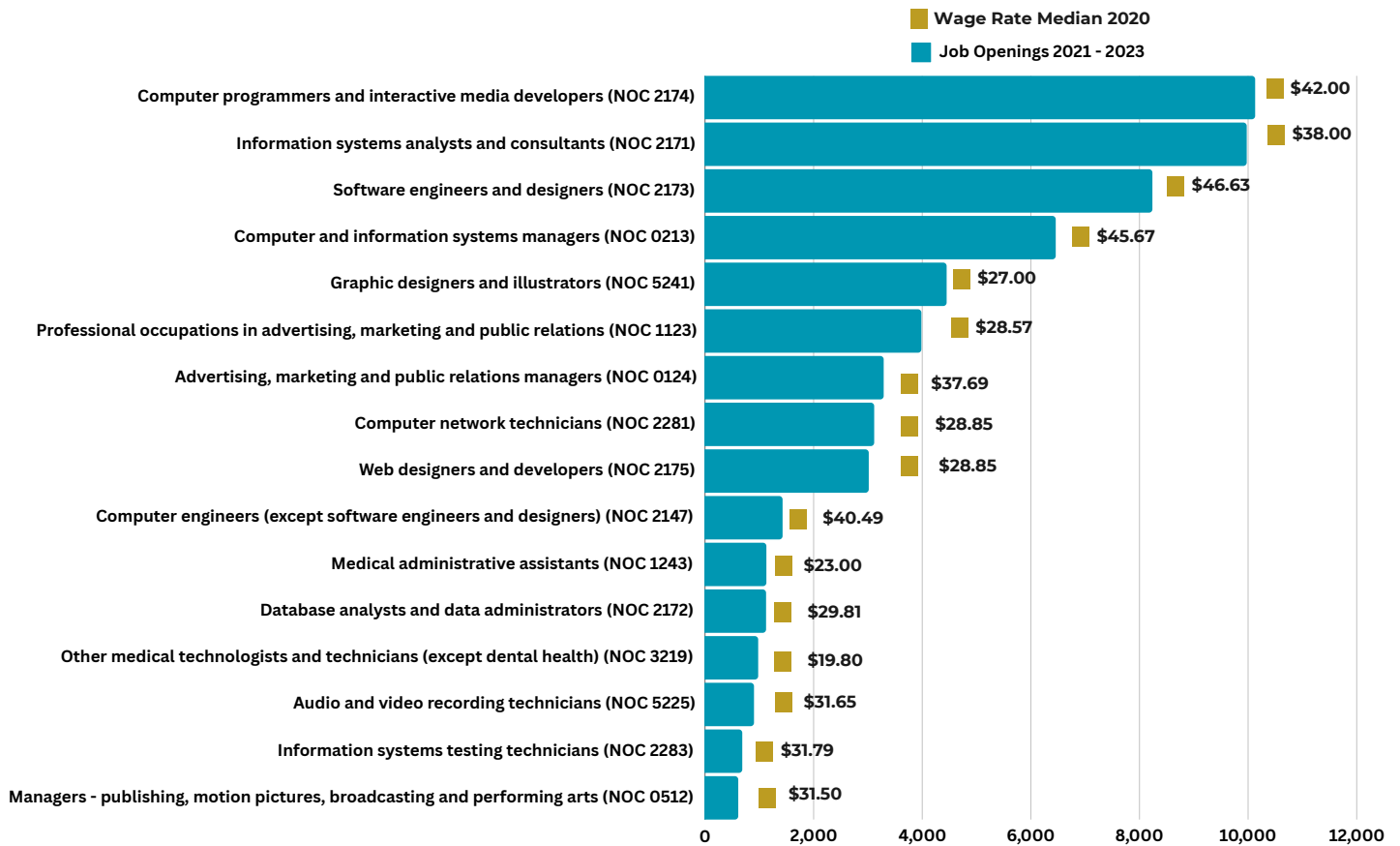## COMMON OCCUPATIONS IN THE IT / DIGITAL MEDIA SECTOR

Tech workers fall within several different occupational categories and classifications. ICTC's 2021 report shows about 39% of IT employees are employed within thein "professional, scientific and technical services industry", and 8% are employed in "Information, cultural and recreation industry". This Profile mainly presents employment and jobs statistics from the North American Industry Classification System's (NAICS) "Professional, Scientific, Technical Services Sector" and also includes data on the "Information, Culture and Recreation Sector".

#	Code	Occupation	#	Code	Occupation
1	0015	Senior managers - trade, broadcasting and other services, n.e.c	15	2175	Web designers and developers
2	211	Engineering managers	16	2241	Electrical and electronics engineering technologists and technicians
3	213	Computer and information system managers	17	2281	Computer Network Technicians
4	601	Corporate sales managers	18	2282	User support technicians
5	1123	Professional occupations in advertising, marketing, and public relations	19	2283	Information system testing technicians
6	1253	Records management technicians	20	4163	Business development officers and marketing
7	2133	Electrical and electronics engineers	21	5223	Graphic arts technicians
8	2147	Computer engineers (except software engineers and designers)	22	5224	Broadcast technicians
9	2148	Other professionals engineers, n.e.c.	23	5241	Graphic designers and ilistrators
10	2161	Mathematicians, statisticians and actuaries	24	7241	Electricians (except industrial and power system)
11	2171	Information systems anlysts and consultants	25	7242	Industrial electricians
12	2172	Database analysts and data administrators	26	7243	Power system electricians
13	2173	Software engineers and designers	27	7244	Electrical power line and cable workers
14	2174	Computer programmers and interactive media developers	28	7245	Telecommunications line and cableworkers

Source: https://www.ictc-ctic.ca/wp-content/uploads/2021/07/ICTC-Annual-Review-2020-EN.pdf

SOME HIGH OPPORTUNITY OCCUPATIONS IN ITC/DIGITAL MEDIA IN THE MAINLAND AND SOUTHWEST REGION (B.C. LABOUR MARKET OUTLOOK (2021-2031)

■ Wage Rate Median 2020
■ Job Openings 2021 - 2023

Occupation	Wage Rate Median 2020
Computer programmers and interactive media developers (NOC 2174)	$42.00
Information systems analysts and consultants (NOC 2171)	$38.00
Software engineers and designers (NOC 2173)	$46.63
Computer and information systems managers (NOC 0213)	$45.67
Graphic designers and illustrators (NOC 5241)	$27.00
Professional occupations in advertising, marketing and public relations (NOC 1123)	$28.57
Advertising, marketing and public relations managers (NOC 0124)	$37.69
Computer network technicians (NOC 2281)	$28.85
Web designers and developers (NOC 2175)	$28.85
Computer engineers (except software engineers and designers) (NOC 2147)	$40.49
Medical administrative assistants (NOC 1243)	$23.00
Database analysts and data administrators (NOC 2172)	$29.81
Other medical technologists and technicians (except dental health) (NOC 3219)	$19.80
Audio and video recording technicians (NOC 5225)	$31.65
Information systems testing technicians (NOC 2283)	$31.79
Managers - publishing, motion pictures, broadcasting and performing arts (NOC 0512)	$31.50

(Chart x-axis: 0, 2,000, 4,000, 6,000, 8,000, 10,000, 12,000)

Click here to explore more career profiles in this sector, from job duties and wages to projected demand in your region.
(https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx)

INTERESTING FACTS ABOUT IT IN BURNABY:

- In 2021, 17,000 Burnaby residents worked in the Professional, Scientific, Technical Services Sector and 6,345 in the Information, Culture and Recreation Sector.

- The two sectors combined represent 11% of Metro Vancouver's labour force in these sectors.

LABOUR FORCE AND JOBS IN SELECTED MUNICIPALITY AND INDUSTRY SECTOR, 2021 CENSUS PROFILES

	Total labour force population aged 15 years and over	A: Info, culture and recreation	B: Professional, scientific and technical services	Subtotal (A & B)	% municipal share of Metro Vancouver's labour force
Metro Vancouver	1,435,305	55,000	160,590	215,590	100%
VancouveR	386,760	22,390	58,070	80,460	37%
Surrey	300,730	5,945	21,005	26,950	13%
Burnaby	133,720	6,345	17,000	23,345	11%
Richmond	105,145	2,885	11,250	14,135	7%
Coquitlam	79,140	3,030	9,155	12,185	6%

SKILLED IMMIGRANTS ARE A KEY POOL OF TALENT FOR THE ICT SECTOR

- In 2020, 38% of Canada's ICT workforce was born outside of Canada, compared to 28% in 2010. The representation of immigrants in ICT roles was up slightly from 37% in 2019, despite the impact on immigration due to the COVID-19 pandemic.
- Between 2010 and 2020, ICT employment of immigrants grew at an average rate of 7% a year, compared to 3% for employment of immigrants in all industries.
- B.C. tech businesses source talent both locally from new graduates of B.C. tech programs, and through inter-provincial and international immigrants. B.C. ranks second only to Ontario in the percentage of new immigrants within the province's employed population.
- Burnaby is one of the most diverse cities in Canada. Census 2021 reported immigrants made up 50% of Burnaby's population, compared to 42% for the Greater Vancouver region. 38% of Burnaby's labour force has a bachelor's degree or higher, higher than 35% for Greater Vancouver's regional level.

EMPLOYMENT PROGRAMS AND SERVICES

WorkBC Employment Service Centres

- Burnaby – Edmonds https://www.workbc.ca/WorkBC-Centres/Mainland-Southwest/Burnaby-7297-Kingsway.aspx
- Burnaby - Metrotown https://www.workbc.ca/WorkBC-Centres/Mainland-Southwest/Burnaby-4211-Kingsway.aspx

Career Path for Immigrants (Construction & Engineering)
https://issbc.org/service-types/career-paths-for-skilled-immigrants

Burnaby has numerous employment programs and services for immigrants and refugees. A complete listing of currently available and free programs and services can be found on this site's Immigrant Programs and Services (https://newtobc.ca/settlement-information-for-newcomers/immigrant-and-refugee-programs-and-services/). To find available programs, select Burnaby under communities and Employment under categories and browse through the various programs to find one that meets your needs.

REGULATORY BODIES AND PROFESSIONAL ASSOCIATIONS

Below is a listing of related professional associations that provide information about credentials and industry conditions.

- Applied Science Technologists & Technicians of BC http://www.asttbc.org/
- Association of Consulting Engineering Companies http://www.acec.ca/
- Animation and Visual Effects Alliance of BC http://animvfxbc.ca/
- BC Tech Association http://www.wearebctech.com/
- Creative Technology Association of BC (DigiBC) https://www.digibc.org/cpages/home
- Creative BC https://www.creativebc.com/sector/
- Canadian Media Production Association CMPA https://cmpa.ca/
- Innovate BC https://www.innovatebc.ca/
- Information and Communications Technology Council http://www.ictc-ctic.ca/
- Professional Engineers and Geoscientists of BC http://www.apeg.bc.ca/
- T-Net British Columbia http://www.bctechnology.com/
- Vancouver Enterprise Forum http://www.vef.org/
- VR/AR Association https://www.thevrara.com/vancouver-chapter

OCCUPATIONAL GUIDES AND PROFILES

The following websites provide a searchable selection of occupational guides.

- WelcomeBC – Work in BC https://www.welcomebc.ca/Work-in-B-C
- WorkBC Explore Careers https://www.workbc.ca/Jobs-Careers/Explore-Careers.aspx
- Skilled Immigrants InfoCentre – Vancouver Public Library http://pwp.vpl.ca/siic/
- National Occupational Classification 2021 - https://noc.esdc.gc.ca/