



IMMIGRATION
GREATER | GRAND
MONCTON.ca

2014-2018 Final Report





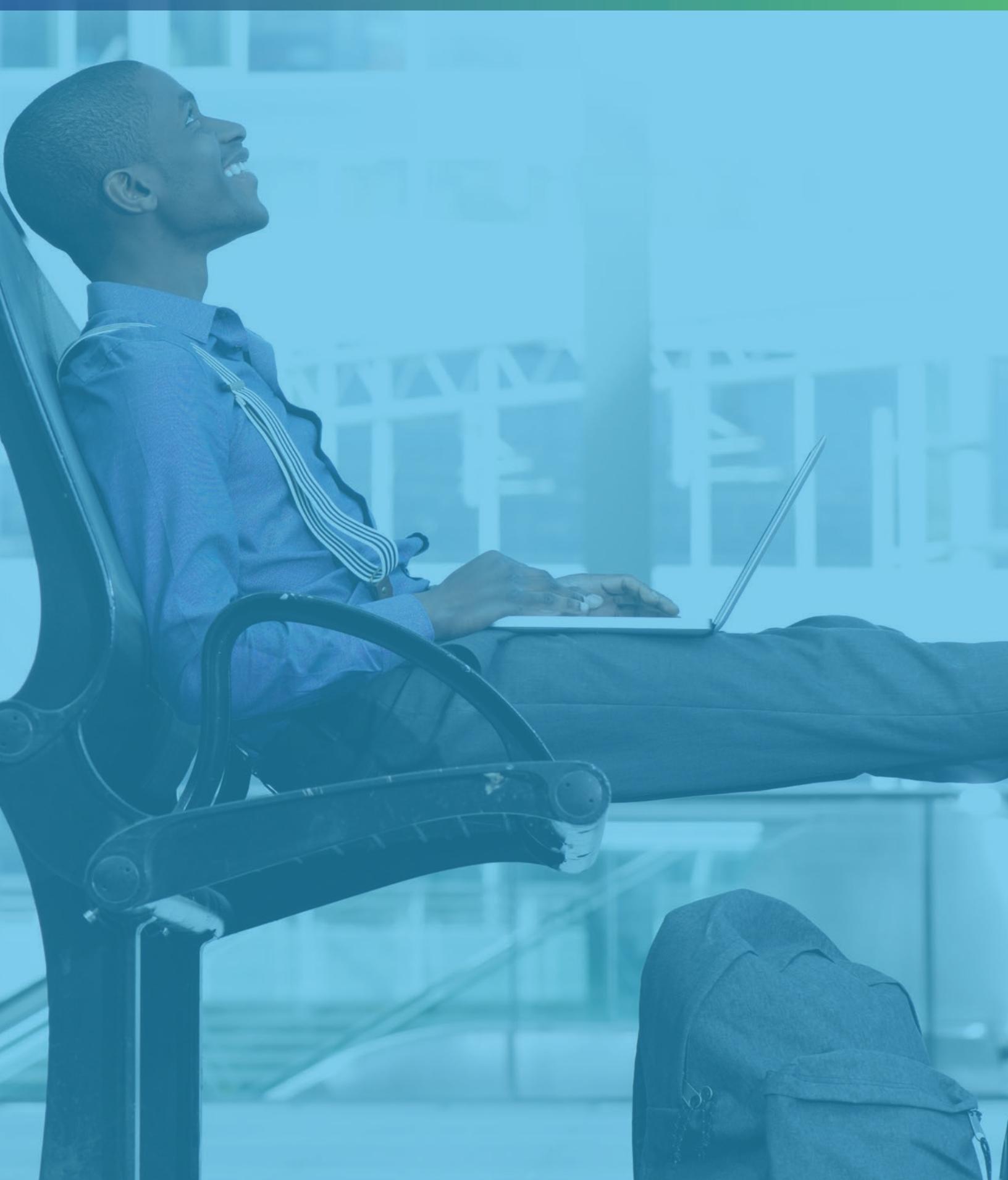
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Executive Summary

The 2014-2018 Greater Moncton Immigration Strategy was a landmark document when it launched as it was the first formal strategy meant to guide immigrant attraction and retention efforts in the region's history and one of the few local immigration strategies across Canada.

The strategy included three broad goals:

- 1) boosting attraction
- 2) fostering stronger retention and integration
- 3) being more strategic about immigrant entrepreneurship

Under these three headings there were 18 different strategic objectives.

This report outlines the progress made related to the three goals and 18 strategic objectives. It was developed through a broad consultation process that including interviews with over 20 organizations, an online survey that reached 40 stakeholders and a full review of all data and statistics related to immigration in the region. Section 1 summarizes the methodology used in the development of this report.

Section 2 provides a review of immigration into Greater Moncton including demographic and labour market trends. The bottom line is the number of immigrants attracted to the region has increased significantly in the past five years. In 2013 there were 44 immigrants added to the population (from all sources) per 10,000 population and by 2017 that number had increased to 88 per 10,000. However, as we move forward the immigration rate will need to rise again. The New Brunswick Multicultural Association is calling for the annual immigration rate to rise to at least one percent of the population which would mean a rate of 150 immigrants per 10,000 population in Greater Moncton.

Section 2 also provides detailed insight into the immigrant population using 2016 Census data. The unemployment rate among the immigrant population in Greater Moncton is slightly below the non-immigrant rate. Immigrant workers are spread across multiple industries with concentrations in accommodation and food services, retail and manufacturing. Health care and education are also sectors attracting immigrant workers. Immigrants are far more likely to be self-employed with nearly 13 percent working for themselves compared to 7.3 percent among the non-immigrant population.

Section 3 provides a summary of progress made on each of the three goals and 18 objectives. It would be virtually impossible to provide a full accounting of everything that has been done over the past five years, but Section 3 provides examples and data where available. Table 1 provides a short summary of the progress made on each objective. A full analysis is found on the following pages.

In general, the feedback from stakeholders consulted for the development of this report points to considerable progress in the past five years both in terms of efforts to attract immigrants and activities meant to foster their retention and integration into the community.

Not even considered in the 2014-2018 immigration strategy, the Syrian refugee influx led to Greater Moncton attracting more than any other urban centre east of Ontario with the exception of Halifax and Montreal. This required the system to pivot in support of the refugee population and considerable resources were allocated to their support.

At the same time, there is broad consensus that more can be done. Evolving from a community that attracted very few immigrants just a decade ago to one of the leading urban centres in eastern Canada for the attraction of immigrants has required a substantial change across all sectors of society. As the community looks forward, it can build on the successes of the 2014-2018 strategy.

TABLE 1

Results summary – Greater Moncton Immigration Strategy 2014-2018

Goal: Attraction of Immigrants	
Strategic Objectives	Results
#1: Align immigration attraction efforts to labour market needs	Significant progress. The AIPP, international student attraction, job fair activity, all point to positive results.
#2: Build a self-contained web portal to promote immigration	Completed.
#3: Work with existing immigrants to become ambassadors	Good progress. More ethnocultural associations are active, and supported by a City of Moncton funding program. More work is needed to leverage immigrant networks for the attraction of friends and family.
#4: Promote Greater Moncton to new Canadians elsewhere in Canada	Good progress. Local stakeholders attend multiple job fairs elsewhere in Canada. Campaigns focus on national audience.
#5: Expand use of post-secondary education system for immigration	Good progress. Community colleges ramping up, private sector colleges still seeking post-graduation work permits for students.
#6: Continue to focus on attracting French-speaking immigrants	Progress. 22% of all permanent residents landing in 2017 speak French. Majority of international students are French-speaking.

Goal: Retention and Integration	
Strategic Objectives	Results
#7: Ensure alignment/coordination of immigrant settlement services	Good progress. The new LIP has played a positive role in coordination but there is still work to be done.
#8: Develop a single Web portal summarizing all immigrant services	Completed.
#9: Expand public awareness of the role of immigration	Good progress. Chamber of Commerce survey suggests awareness of the importance of immigration is improving but more effort is required.
#10: Foster more immigrant friendly public and personal services	Progress. This process requires deep institutional change and will take time. There has been substantial cultural sensitivity training.
#11: Municipal governments lead by example	Good progress. Municipalities have staff dedicated to immigration support, new strategies, focus on inclusion.
#12: Ensure Francophone immigrants access English language training	Good progress. CCNB, UdeM, CAFI, MAGMA, and others have expanded the focus in this area.
#13: Encourage local immigrant networks and cross-pollination	Good progress. There are now more than two dozen ethnocultural associations. Mosaiq festival has grown substantially.
#14: Establish a spousal employment referral network	Progress. AHS has a program in place.

Goal: Immigration, Entrepreneurship and Business Networks	
Strategic Objectives	Results
#15: Attract more “high-growth potential” immigrant entrepreneurs	Progress. Greater Moncton has attracted a significant number of immigrant entrepreneurs and has expanded services to support them, but more focus is needed on higher-growth potential entrepreneurs and the ways they can be attracted here.
#16: Align immigrant investors with local investment needs	Progress. The Chamber of Commerce and other groups are working on this.
#17: Integrate professional immigrants into local business networks	Good progress. Multiple organizations including the Chamber, Rotary and the Young Professionals have programs in this area.
#18: Integrate more immigrants into management roles	Modest progress. This requires a longer-term time horizon as newcomers integrate into the labour market and get promoted through organizations.

1. INTRODUCTION

The last five years have been an important time in the history of the Greater Moncton region. For generations the region has relied on natural population growth (births less deaths) and population movement mostly from other parts of New Brunswick to ensure population growth and to provide the workforce needed to grow the economy. Several years ago, local stakeholders realized the sources of population growth were changing. Immigration was becoming a more important source of population growth and it was likely to be the primary source of new population in the near future.

The 2014-2018 Greater Moncton Immigration Strategy was developed as a framework to guide the transition to a more multicultural future for the community. It had three broad goals: 1) increasing the attraction of immigrants to ensure the economy had the workforce needed to continue its growth; 2) boosting efforts to support retention and integration of newcomers; and 3) ensuring that immigrant entrepreneurship plays an increasingly important role in the region's economic development in the years ahead. Underneath these three broad goals, there were 18 strategic objectives meant to ensure success.

This report provides a review of the actions taken to implement the 2014-2018 Greater Moncton Immigration Strategy and the achievements that have led to the region having a stronger immigration attraction and support ecosystem.

In order to prepare the report, a number of activities were completed. First, there was a full analysis of the economic and statistical data related to immigrant attraction, retention and economic performance in the region. Second, a variety of reports and documents related to immigration and services were reviewed. Third, an online survey of immigration-related stakeholders was completed. Forty different individuals filled out (or substantially completed) the online survey providing valuable insight into the perceptions of those working closest with newcomers, immigrant communities and service providers in the region. Ninety percent of those who filled out the survey are aware of the 2014-2018 Greater Moncton Immigration Strategy and the same amount are aware of the Greater Moncton Local Immigration Partnership and its role in the community.

The vast majority of respondents (90 percent) indicated there have been positive changes in how immigrants are supported in recent years. Top ways the community has strengthened its immigration support includes better coordination of immigration support activities (with the LIP); an expansion of efforts to integrate immigrants into the labour market; more cross-cultural training; more support for ethnocultural associations; and increased resident engagement. Appendix A provides a summary analysis of the survey results.

Finally, there were 20 interviews with stakeholder organizations including MAGMA, CAFI, 3+ Corporation, Rotary International, United Way, Government of New Brunswick, the three municipalities, Greater Moncton Chamber of Commerce, Atlantic Human Services, Opportunities New Brunswick, the CBDC, Moncton Public Library, Collège communautaire du Nouveau-Brunswick and the Université de Moncton.

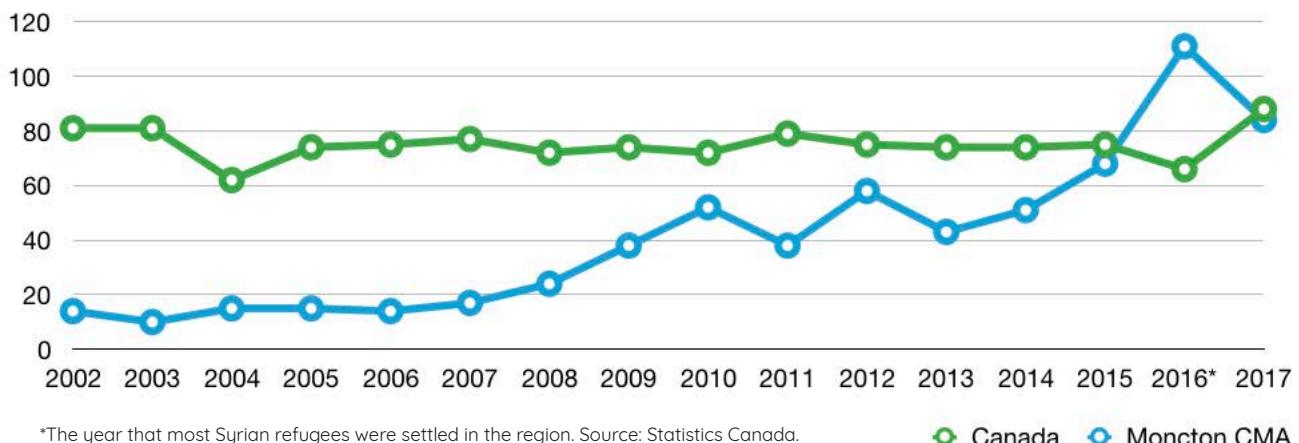
The objective of this report is to provide a summary of the activities that have been undertaken to implement the 2014-2018 Greater Moncton Immigration Strategy and to provide considerations as the community looks to develop a new five-year immigration strategy for the 2019-2023 period.

2. IMMIGRATION TRENDS: GREATER MONCTON

Over the period of the 2014-2018 Greater Moncton Immigration Strategy there has been a significant increase in the number of immigrants settling in the region. According to Statistics Canada, the population of the Moncton CMA increased by 628 immigrants in 2013. By 2017 the annual number had more than doubled to 1,282. In 2013, the immigration rate in the Moncton CMA was 43 immigrants per 10,000 population. This rate was 42 percent below the national immigration rate of 74 per 10,000 population. By 2017, the immigration rate in Greater Moncton had reached the national average. As shown in Figure 1, there was a spike in the number of immigrants in 2016 due to the influx of Syrian refugees but even without the refugees, the rate of economic migrants has risen to the national average over the period of the 2014-2018 immigration strategy.

FIGURE 1

Immigrants added to the population by year: Per 10,000 population



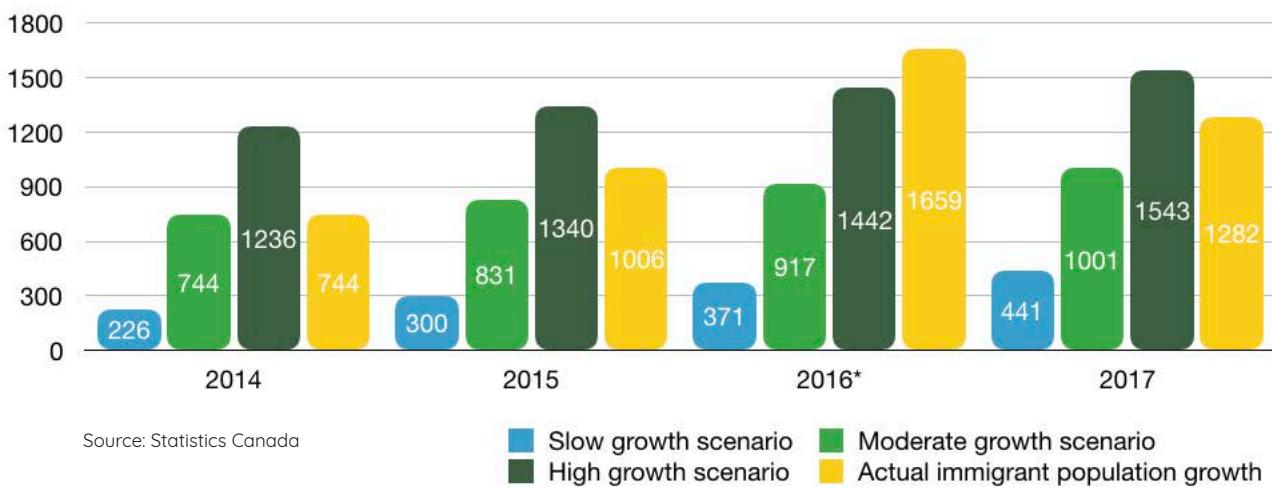
*The year that most Syrian refugees were settled in the region. Source: Statistics Canada.

● Canada ● Moncton CMA

The 2014-2018 Greater Moncton Immigration Strategy included three population growth scenarios: slow, moderate and high. Figure 2 shows how the actual immigrant numbers in 2014-2017 timeframe compared to the three levels in the strategy. The actual number of immigrants considerably outpaced both the slow and moderate growth scenarios and was similar to the high growth scenario in an average year over 2016-2017.

FIGURE 2

Immigrants added to the population by year: Per 10,000 population

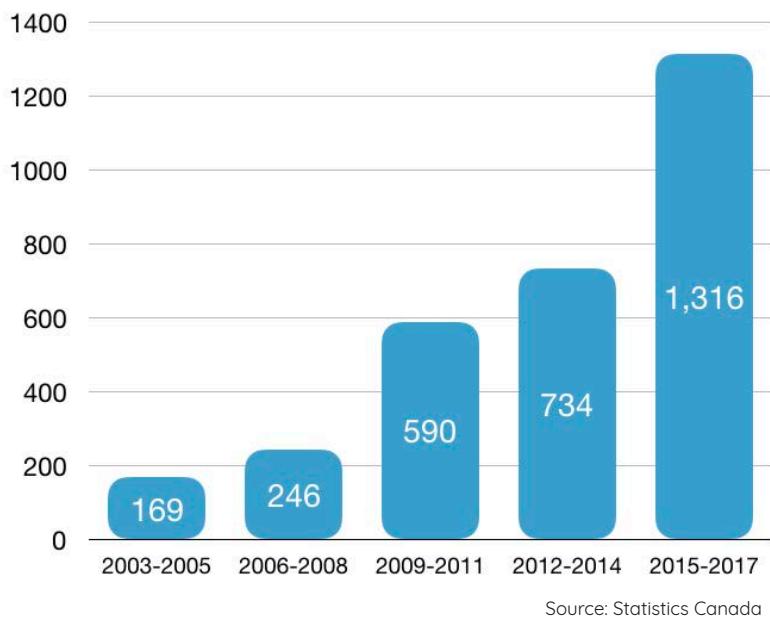


Source: Statistics Canada

■ Slow growth scenario ■ Moderate growth scenario
■ High growth scenario ■ Actual immigrant population growth

FIGURE 3

Average annual immigrants to the Moncton CMA - in three-year increments



To smooth out the effect of the spike in immigration during 2016 as a result of the 500+ Syrian refugees, Figure 3 shows the average number of immigrants into Greater Moncton in three-year immigrants going back to 2003. The numbers show a steady upward trajectory over the past 15 years.

While the immigration rate in the Moncton CMA has now reached the national average and is outpacing many smaller and mid-sized urban centres across Canada, it is still well below the faster growing urban centres. Calgary's immigration rate is 144 per 10,000 and Regina attracts 195 immigrants per 10,000 population compared to the 88 per 10,000 in Greater Moncton.

What about 2018?

The best data to show the immigration level in 2018 is the monthly admissions of permanent residents by urban region of intended destination published by Immigration, Refugees and Citizenship Canada. In the first 11 months of 2018, the number of persons admitted as permanent residents to Greater Moncton (intended destination) was well above the level in 2017 and shows a continued upward trend. The immigration rate (per 10,000 population) in the Moncton CMA is considerably higher than Saint John and St. John's but below the rate in Fredericton, Halifax and Charlottetown. It is important to note these figures do not represent all categories of immigrants/workers from abroad. In addition, they do not include immigrants who move to the Moncton CMA from other parts of New Brunswick and Canada.

TABLE 2

Admissions of permanent residents by urban region of intended destination

PR Admissions	2015	2016	2017	2018 (year-to-date*)
Moncton	845	1,390	970	1,360
Fredericton	645	1,490	1,380	1,360
Saint John	695	1,235	770	790
Halifax	2,735	4,570	3,745	4,735
St. John's	780	810	815	935
Charlottetown	1,100	2,095	2,090	1,625
Rate per 10,000 population	2015	2016	2017	2018 (year-to-date*)
Moncton	57	93	64	89
Fredericton	64	146	134	130
Saint John	55	96	60	61
Halifax	66	108	87	110
St. John's	36	37	37	43
Charlottetown	160	302	298	225

*January–November 2018. Source: IRCC, January 14, 2018. The 2016 figures include the Syrian refugees.



Retention rates

Improving immigrant retention, the share of immigrants who settle and stay longer term, was an important objective in the 2014-2018 Greater Moncton Immigration Strategy. Immigrant retention is calculated using tax filer data from the Canada Revenue Agency. Immigrants who continue to file taxes from the community in which they settled have been ‘retained’ in that community.

The one-year immigrant retention rate for Greater Moncton based on those arriving in 2015 was 84.2 percent. This means among primary and secondary immigrants settling in the community that year over 84 percent were living in the community (and filing taxes) one year later¹. By comparison the one-year retention rate for the 2015 cohort of provincial nominee principal applicants is 77%. This was calculated based on landed applicants, using tax filer data. Of note, this overall retention rate does not account for secondary migration.

Using tax filer data, both one and five-year immigrant retention rates have been improving in recent years. Unfortunately, there is a lag in this data due to publication by Statistics Canada.

A more recent source of data suggests that more recent immigrant retention rates may be significantly improving. Statistics Canada estimates net interprovincial migration on an annual basis (the net difference between people moving in versus moving out). In 2017, outward interprovincial migration from the Moncton CMA dropped to its lowest level in five years. In 2015, the net loss to the population from interprovincial migration was over 600 but by 2017 the figure had dropped to only 229. While this number includes both the immigrant and non-immigrant population, its downward trajectory, even as the immigrant numbers are up significantly, points to a stronger immigrant retention rate.

The provincial governments are working on an initiative to track Medicare cards as a better way to track immigrant movement within Canada. This initiative will allow for a much more up to date analysis of retention.

A profile of immigration in Greater Moncton

The 2016 Census published by Statistics Canada provides good information on the demographic and socio-economic trends among the immigrant population in Greater Moncton. As of the 2016 Census, there were 7,955 immigrants living in the Moncton CMA or about 5.5 percent of the total population. This was well below the national level (74 percent below) but the numbers in recent years have been on the rise as detailed above. Immigrants accounted for over 50 percent of net population growth in the Moncton CMA between 2011 and 2016 (2,840).

Based on the 2016 Census data, economic immigrants (e.g. those coming for work, as entrepreneurs, etc.) account for most immigration into the Moncton CMA (61 percent). Refugees account for 17 percent of total immigrants and 21 percent were sponsored by a family member (family class). Across the country, 15 percent of all immigrants came as refugees.

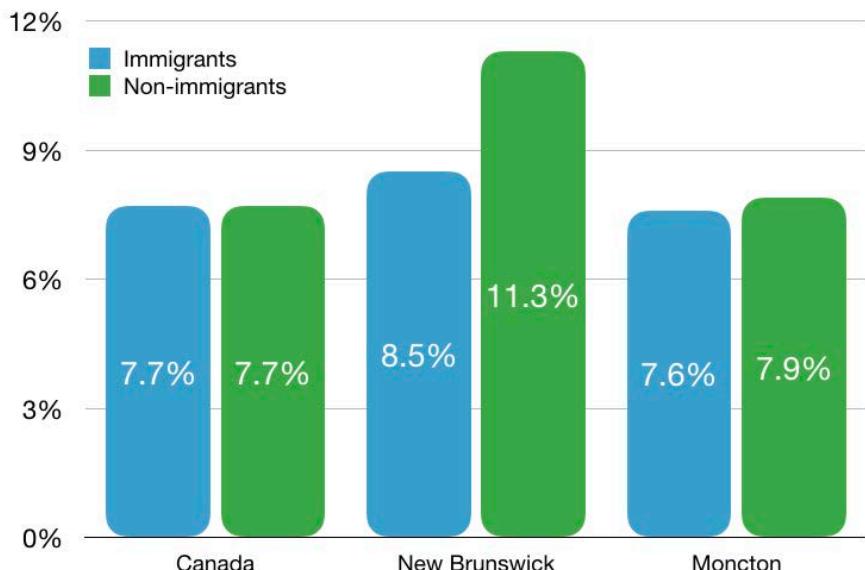
Until recently, the United States and the United Kingdom were the main sources of immigrants into the Moncton CMA but in recent years there have been few from those countries. China, South Korea, the Philippines and Africa overall have been the main sources of immigrants in recent years. Still, as of 2016 U.S. and U.K. immigrants are the top two sources accounting for 16 percent and 10 percent of all immigrants living in Greater Moncton respectively.

¹ Data compiled by Dr. Michael Haan at Western University. The figures include both direct immigrants and individuals that moved from another city in Canada, including other parts of New Brunswick.

A close-up photograph of a young boy with dark hair, smiling broadly and giving a thumbs up with his right hand. He is wearing a light-colored shirt.

FIGURE 4

Unemployment rate (2016)



Source: Statistics Canada

Immigrants and the labour market

Immigrants in the Moncton CMA have similar labour market outcomes compared to non-immigrants. The labour market participation rate (the share of the adult population either working or looking for work) is 67 percent for both immigrants and non-immigrants and the unemployment rate for immigrants in the Moncton CMA is 7.6 percent versus 7.9 percent for non-immigrants. Recent immigrants (arriving in Canada between 2011 and 2016) in the Moncton CMA have a higher unemployment rate of 11.8 percent but this figure is heavily influenced by the recent refugee population.

Immigrants now make up 5.8 percent of the Moncton CMA workforce (not including temporary foreign workers or working international students) compared to 25 percent across the country. There were 4,595 participating in the labour market in 2015 with the top employment sectors being accommodation and food services (685), health care (570), retail trade (515), education (385) and manufacturing (360).

Relative to non-immigrants, immigrants have a much higher share of workers in accommodation and food services and slightly more in education, arts and entertainment, and goods-producing sectors. The newest immigrant workers (from 2011 to 2016) are concentrated in accommodation and food services (accounting for 21 percent of the 1,450 new immigrant workers since 2011), retail trade and manufacturing.

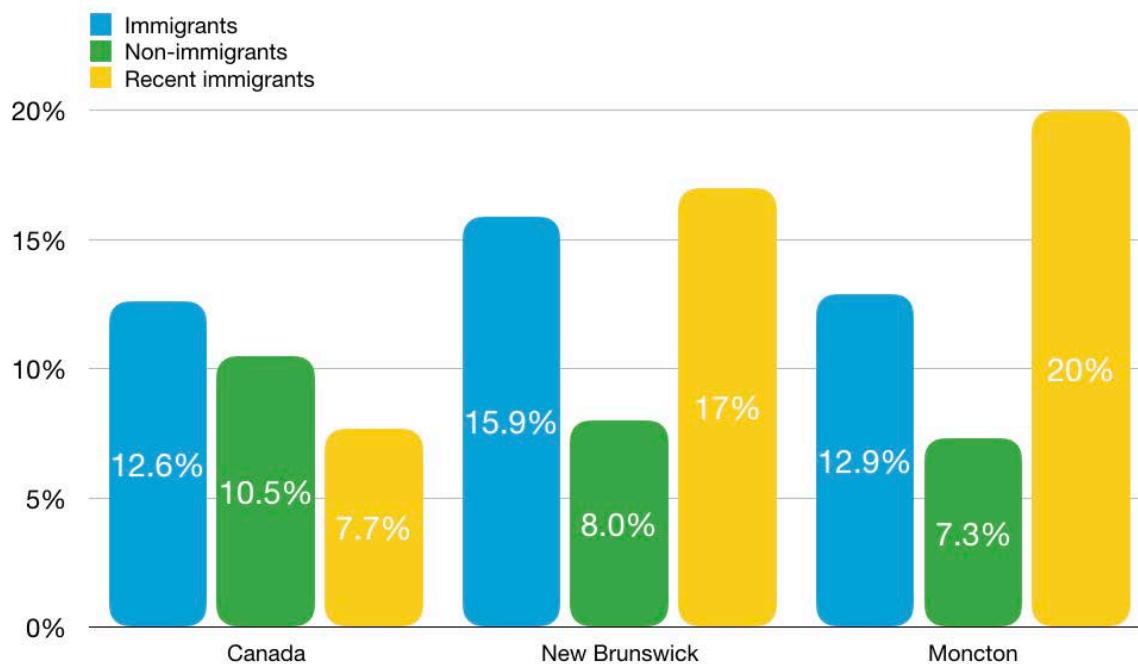
Immigrants and entrepreneurship

Statistics Canada classifies workers as either employees or self-employed. Immigrants in Greater Moncton have a higher rate of self-employment as 12.9 percent of all full-time workers in 2015 were in this category compared to only 7.3 percent among the non-immigrants. Among recent immigrants, the self-employment rate in the Moncton CMA was 20 percent.

Self-employed immigrants in the Moncton CMA earn slightly less median employment income compared to their non-immigrant counterparts but the gap is smaller than for the country as a whole. Self-employed immigrants report a median employment income eight percent less than their non-immigrant counterparts in the Moncton CMA while across the country they earn 18 percent less. It's important to point out that business owners also earn different types of income (e.g. dividends) and this data relates to employment income only. Figure 4 shows the self-employment rates for non-immigrants, immigrants and recent immigrants in the Moncton CMA, New Brunswick and across Canada.

FIGURE 5

Percentage of workers who were self-employed in 2015*



Source: Statistics Canada

*Full time/full year workers

Immigrants and income levels

The median income for immigrants in Greater Moncton (all sources of income and all age groups) was 16 percent below the non-immigrant level (from the 2016 Census).

Non-immigrants in the Moncton CMA reported a median income six percent less than non-immigrants in the rest of Canada while immigrants in the Moncton CMA have a median income only four percent less than immigrants across Canada.

For median employment income (full year, full time), immigrants in the Moncton CMA earn slightly less than non-immigrants.

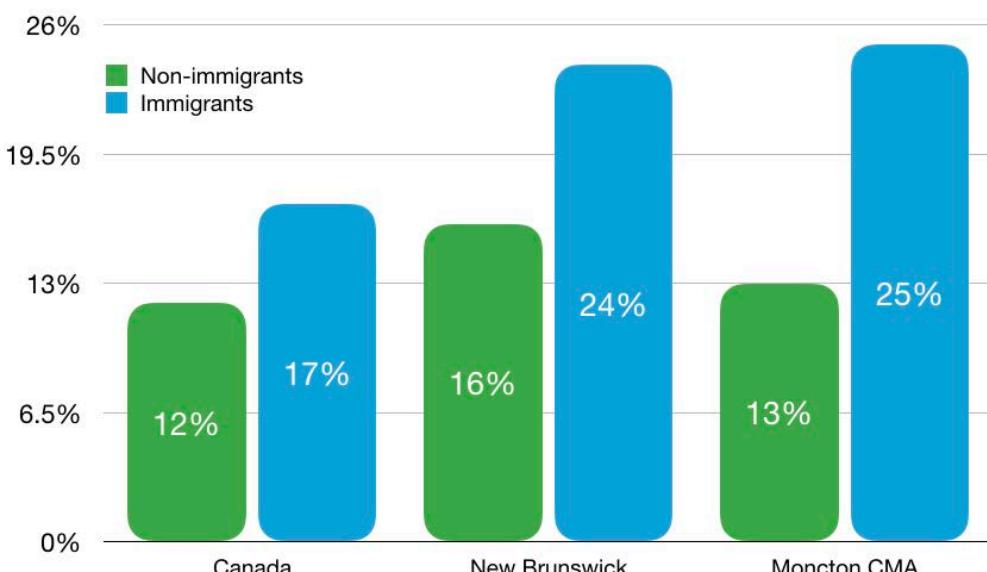
The immigrant population in the Moncton CMA has a higher share below the poverty line (low income cutoff). Among the population 15+, 25 percent of immigrants in Greater Moncton are below compared to 13 percent of non-immigrants. This is similar to the level across New Brunswick and above the national level. Again, this number is likely heavily influenced by the recent influx of refugees.

Syrian refugees: Greater Moncton's response

Greater Moncton was the destination of 630 Syrian refugees between November 2015 and August 2018 (based on urban centre of intended destination). More Syrian refugees were settled in Greater Moncton than any other urban centre east of Ontario with the exception of Halifax and Montreal. This influx of refugees was not anticipated in the 2014-2018 immigration strategy and local institutions and stakeholders stepped up and provided substantial support for this new refugee population.

FIGURE 6

Prevalence of low income % of population 15+



Source: Statistics Canada

3. MAKING PROGRESS: RESULTS OF THE 2014-2018 STRATEGY

The 2014-2018 Greater Moncton Immigration Strategy had three broad goals:

1

Boost the number of immigrants attracted to the region

2

Increase retention by strengthening the immigrant support ecosystem

3

Increase the role of immigrant entrepreneurship in Greater Moncton

The strategy was developed with input and support from the municipalities of Moncton, Dieppe and Riverview, government agencies, educational institutions and community groups. Within each of these three goals, there were a series of strategic objectives. To implement the strategic objectives, there were action items developed. The following provides a summary of the outcomes associated with the 2014-2018 Greater Moncton Immigration Strategy.



3.1 Goal: Attraction of New Immigrants

1

Strategic Objective

Align immigration and foreign worker attraction efforts to labour market needs (including use of the temporary foreign worker TFW program)

The immigration strategy put a primary focus on the alignment of attraction efforts to workforce needs in the region. One of the challenges has been a misalignment between workforce needs and the skills, interests and aptitude of those immigrants coming to Canada and initially settling in New Brunswick. This is a primary reason why there has been a relatively low retention rate.

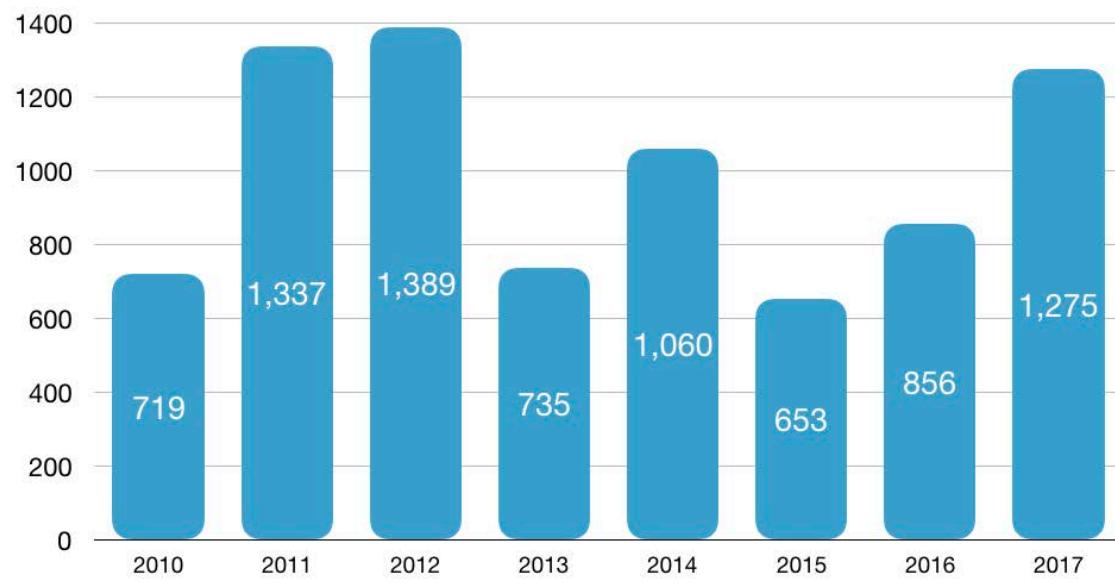
The strategy focused on expanding the use of the temporary foreign worker (TFW) program as a way to find workers for industries where firms

were struggling to find workers but that the existing immigration pathways were not able to fill the needs. Not long after the rollout of the strategy, the federal government made it more difficult to bring in workers under the TFW program.

Despite a short-term dip in the number of workers brought in under the TFW program after the changes were made, the number has rebounded in the Moncton-Richibucto region. The largest share of these workers are employed in the fish processing sector in the coastal region of southeastern New Brunswick.

FIGURE 7

Temporary Foreign Worker (TFW) positions on positive LMAs Moncton-Richibucto Region



Source: ESDC Foreign Worker System. TFW positions only.

The Atlantic Immigration Pilot Project

After the rollout of the 2014-2018 strategy, the number of industries struggling to find workers increased. In the Greater Moncton region, transportation, manufacturing, accommodation, food services, business services and information technology were among the sectors where firms were unable to fill needed positions. A number of firms indicated they would have to move jobs to facilities located outside New Brunswick if a solution was not found.

The New Brunswick government realized the extent of the challenge and made a strong case to the federal government that a new program was needed that would give provincial governments more flexibility regarding who they could attract to the province to fill workforce needs. In 2015 the Atlantic Immigration Pilot Project (AIPP) was announced that would provide this flexibility and allow New Brunswick to attract workers into industries of need. The jobs needed to be full time, full year and the workers needed to have at

least a high school education and needed to meet a language requirement.

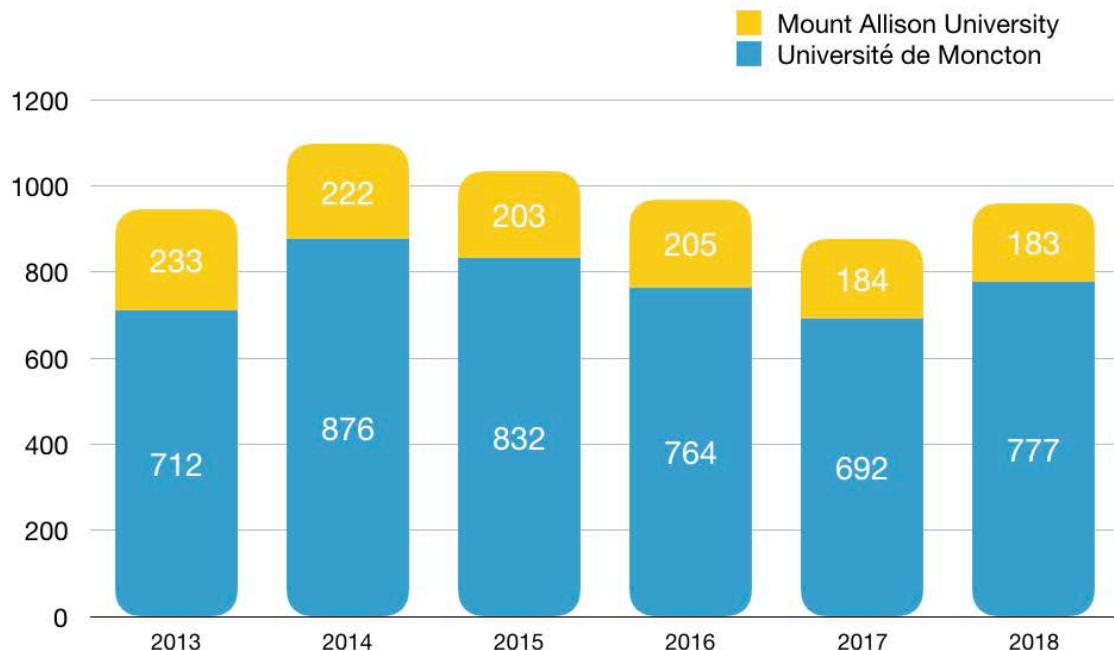
The important role of international students

International post-secondary students were identified as a priority in the 2014-2018 strategy. Post-secondary education institutions are an important conduit for new immigrants because the students are receiving a Canadian education, able to strengthen their language skills and start to build networks in the local community.

As shown in Figure 8, the number of international students at the two main universities in the region has declined slightly in the last couple of years. There is increased competition across Canada for international students. New Brunswick-wide the number of international university students declined by 12 percent between 2013 and 2018.

Still, international student enrolment at the Université

FIGURE 8
Full-time Visa Students (University)



Source: Association of Atlantic Universities. For the Université de Moncton the figures shown are for all campuses.

² Source: The Geographical Mobility Patterns of International Students in Atlantic Canada. Prepared by Western University's Dr. Michael Haan and colleagues. November 2017.

de Moncton and Mount Allison University combined in 2018 accounts for 44 percent of all international university students across New Brunswick up from 38 percent in 2013.

The data on international student retention is limited and somewhat dated¹. It shows that between 2004 and 2013 only 12.1 percent of international university students ended up staying in New Brunswick.² Another way to look at this, among international students who

stayed in Canada, 29 percent ended up starting their careers in the province. Despite this low percentage share, this was the highest rate of international student retention among the four Atlantic Provinces.

The low international student retention rate was the reason why a focus on international student attraction and retention was an important part of the 2014-2018 strategy.

ACTIONS	ACHIEVEMENTS
Atlantic Immigration Pilot Project (AIPP) created and implemented	Greater Moncton firms have started to use the AIPP. Since the launch in 2017, 118 employers in the region have made more than 440 job offers to immigrant workers. This represents nearly 30 percent of all employers using the AIPP and 25 percent of all the jobs offered in the program. There has been less use of the AIPP among several of the region's strategically important export industries such as the business services centre (BSC) industry. Moving forward additional focus will need to be put on expanding the use of the AIPP.
Expansion of international job fairs	PETL, ONB, the City of Moncton, 3+ Corporation and local organizations such as CAFI have been involved in multiple international missions meant to recruit immigrants to jobs on offer in Greater Moncton. Some examples include Toronto Newcomer Canada Job Fair, the National Job Fair in Montreal, Destination Canada in Paris and Brussels, and Destination Acadie in Morocco. In addition, there are Virtual Job Fairs for newcomers from across Canada looking to relocate or newcomers destined for Canada and have not yet chosen their location.
Creation and implementation of International Students' and Newcomers' Sector-Specific Employment Fairs	Led by Moncton City Hall, multiple initiatives were put in place to ensure international students and newcomers in general are exposed to local job opportunities.  <ul style="list-style-type: none"> ● Industry-specific Employment Fairs created: trucking, logistics and manufacturing, business service centres, finance, insurance, hospitality, information technology, customer service and health and wellness. ● International student only job fair to encourage immigration by international students – 84 positions were filled. ● Francophone job fair (co-hosted Dieppe and CAFI) and a Francophone/bilingual job fair hosted by the City of Moncton. ● More than 250 jobs filled through fairs contributing an estimated \$8 million in payroll to the economy. ● More than 170 employers now engaged in regular job fairs. ● Recognized as a promising proactive initiative for immigrant labour market integration.

PETL expanded its immigration support efforts	<p>The local office of PETL has expanded the number of employees and budget allocated to help support the employment and training of immigrants.</p> <p>PETL has a services contract with Atlantic Human Services to help and prepare immigrants for employment. AHS have served (employment counseling) more than 1,400 immigrants.</p>
Chamber of Commerce bi-annual survey of local employers to understand workforce needs, awareness of immigration support programs and employment initiatives.	<p>The Chamber of Commerce has expanded its role in support of aligning immigrant workers to labour market needs in the Greater Moncton region.</p> <p>Achievements:</p> <ul style="list-style-type: none"> ● Two surveys launched, 145 responses ● Five employer information sessions with over 200 attendees ● Targeted information and support to local employers <p>Provided targeted information and support to local employers</p> <p>More than half of business owners (55 per cent) also said they've hired a newcomer in the past year.</p>
Engage strategic industries in the attraction of immigrant workers.	<p>An increasing amount of effort has been focused on ensuring the region's strategic, export-focused industries are focused more on immigrants as a key part of their workforce recruitment efforts.</p> <ul style="list-style-type: none"> ● Seven industry-specific employment fairs created: trucking, manufacturing, logistics and manufacturing, business service centres, information technology, customer service and health and wellness. ● The new BSC sector workforce development strategy includes the attraction of more immigrants into the sector as a main objective. ● ONB is working with employers to use the AIPP and become champions.

STRATEGIC OBJECTIVE 1: ASSESSING RESULTS

As a result of the AIPP and job fairs and other efforts to match immigrants, refugees, international students to the jobs on offer; the region has made good progress on Strategic Objective #1. Most of the feedback from stakeholders gathered for this report suggests this focus on alignment between jobs-on-offer and immigrant workers should continue to be a main priority in the next strategy. If newcomers cannot find a job or are working in a job that is misaligned with their skill, interests and/or income expectations they are much more likely to be a candidate for outward migration.

While the number of international students studying at the two main universities in Greater Moncton (the Université de Moncton and Mount Allison University) has levelled off in the past few years, adding in NBCC, CCNB and private colleges the total number of international students has increased. However, this will need even more focus in the upcoming strategy. See Strategic Objective #5 below for more discussion on this point.

There has been an expansion of organizations competing for government funding to support immigration. Through the LIP, these activities could be better coordinated in the coming years.

Strategic Objective

Build a self-contained web portal to promote immigrating to Greater Moncton

In the survey and interviews conducted for the development of this report, people were asked where they would send prospective immigrants looking for information on moving to Greater Moncton. There were over 40 different sources provided. While all these sources do provide relevant information on immigrating to Greater Moncton, it can be confusing to people looking at the region. The development of a single website that contains relevant information and links to relevant sources was a key objective of the 2014-2018 strategy.

ACTIONS	ACHIEVEMENTS
Development of a bilingual immigration website for the region	<p>Moncton, Dieppe and Riverview partnered on the development of the new website. A project team was established, and a web design company engaged to develop the site. The team consulted with more than 30 ethnocultural associations, post-secondary institutions, settlement agencies and other immigration stakeholders on key website components. The new website has a wide range of information on immigration, living and working in Greater Moncton.</p> <ul style="list-style-type: none"> ● The Moncton, Dieppe and Riverview municipal websites now point people to the new website found at www.immigrationgreatermoncton.ca. ● Efforts are underway to ensure that all relevant stakeholder groups are referring prospective immigrants to this website. ● Support materials were developed and distributed to over 20 partner agencies to encourage newcomers to use the website as well as being used at attraction events. These materials include: bookmarks for libraries, handouts, business cards, kit folders, posters, and tri folds. A new brand for Immigration Greater Moncton has been developed and is now being used by all three cities.

FIGURE 9

Screenshot of new Greater Moncton Immigration website



STRATEGIC OBJECTIVE 2: ASSESSING RESULTS

The process of immigrating to the region (exploration, application/pathway, decision, move, settlement) can be daunting at all steps along the way. The new integrated immigration website provides good information and links to dozens of sources of interest from health care to housing and childcare. Moving forward all stakeholders, businesses and organizations in the region should be encouraged to point prospective immigrants and newcomers to the website.

3

Strategic Objective

Work with existing immigrants to become ambassadors who promote Greater Moncton as a place to live and work

The 2014-2018 immigration strategy put a focus on current immigrants as ambassadors to promote Greater Moncton. Friends and family are important targets for immigration as they build family and strengthen networks with similar ethnocultural backgrounds.

ACTIONS	ACHIEVEMENTS
Creation of Greater Moncton Local Immigration Partnership Immigrant Success Stories to promote contributions of immigrants and newcomers in the community.	<ul style="list-style-type: none"> ● Template created, success stories launched after 10,000 Facebook views videos and written testimonials. ● Creation of the Immigrant Entrepreneurship Awards at Annual Greater Moncton Chamber of Commerce Business Excellence Awards. ● As well, the establishment of an Inclusive Employer Hiring Award sponsored by the City of Moncton, the City of Dieppe and the Town of Riverview.
Support for ethnocultural associations help attract and settle new immigrants.	<p>There are now more than 20 different ethnocultural associations active in the Greater Moncton region. Many ethnocultural associations help settle and provide information to newcomers before and after they arrive, and they engage in activities to encourage community building and stronger integration into region. Examples:</p> <ul style="list-style-type: none"> ● Greater Moncton Russian Association new show, website and Facebook page ● Ukrainian Club information sessions and website ● Chinese cultural association ● Brazilian Association Facebook page and the hosting of multiple formal and informal events during the year such as Brazilian Story time for children. ● Indo Canadian Association and Vietnamese Association both have new websites. ● There is a City of Moncton fund to support ethnocultural association, settlement agencies, and post secondary institution activities that help implement the immigration strategy. This grant has now doubled from its inception from \$20,000 per year to \$40,000 per year in 2019.
Video testimonials developed.	<p>There have been a number of video testimonials developed in which recent immigrants discuss their move to Greater Moncton and provide a positive story of the experience. The LIP has led these in order to increase public awareness.</p>
Expansion of the Multicultural Festival.	<p>The annual festival meant to showcase immigrant communities in Greater Moncton has been expanding in recent years as more and more ethnocultural groups get involved.</p> 

STRATEGIC OBJECTIVE 3: ASSESSING RESULTS

The survey and interviews conducted for this report point to much more engagement of ethnocultural groups. They are engaged in social media and connecting with those in their countries of birth to answer questions about moving to New Brunswick. Many get involved in other ways promoting the community to prospective immigrants. There is potential to significantly increase this effort, however. The experience across Canada shows that immigrant retention is much stronger where there is the presence of family, friends and colleagues from the home country. A more formal way of engaging Greater Moncton's immigrant community could be a valuable activity in the upcoming strategic plan.



Strategic Objective

Promote Greater Moncton to new Canadians elsewhere across the country

There is considerable immigrant mobility within Canada as newcomers settle in one area and end up finding the right career or business opportunity elsewhere. In 2017, the unemployment rate among landed immigrants in New Brunswick was only 4.6 percent while it was 8.8 in Montreal and 6.3 percent in Toronto.³ Finding ways to attract immigrants within Canada that have the skills, interest and aptitude for jobs on offer in Greater Moncton reduces unemployment elsewhere and addresses workforce gaps here.

ACTIONS	ACHIEVEMENTS
Annual attendance Toronto and Montreal job fairs to target skilled immigrants.	Province-led targeted employment fairs across Canada to recruit highly skilled immigrants in key markets such as Toronto and Montreal.
ONB promotional campaigns in other urban markets in Canada.	ONB has developed several campaigns targeting professional workers in other parts of Canada and exposing them to career opportunities here.

STRATEGIC OBJECTIVE 4: ASSESSING RESULTS

The City of Moncton has attended multiple national immigration missions in Montreal and Toronto led by the Province of NB, the City of Moncton and local employers. These events attract thousands of candidates and to date 20 candidates have been provided job offers and have relocated to Greater Moncton. Sectors include: finance, insurance, information technology, health, culinary and hospitality.

³ Source: Statistics Canada Table 14-10-0083-01.

5

Strategic Objective

Expand use of post-secondary education system as conduit for immigration

The 2014-2018 immigration strategy made the attraction of international students a key objective. International post-secondary students can be excellent targets for immigration after graduation because they have already received post-secondary qualifications from a Canadian university, they have presumably advanced their language skills (English or French) and they have become acclimatized to the local community and population. Many have already been involved in the labour market through employment or experiential learning opportunities.

The Statistics Canada data on international student enrolment is a couple of years old but, in 2016, New Brunswick universities ranked second last among the 10 provinces for international student enrolment per 100,000 population. Ontario, Manitoba, Alberta and British Columbia have been leading the way on the attraction of international students into the college system. Manitoba has increased enrolment by 2.5 times in between 2012 and 2016. Adjusted for population size Ontario has nearly four times as many international students attending college and British Columbia has six times as many compared to New Brunswick.

Both the New Brunswick Community College and the Collège communautaire du Nouveau-Brunswick have put a new focus on dramatically increasing the number of international students and the provinces universities, despite the challenges discussed above, are also focused on expanding the student population. The Atlantic Immigration Pilot Project (AIPP) has a new graduate stream and there is an increasing interest from the provincial and federal governments to see international students as a potential workforce for the future.

Local stakeholders in Greater Moncton undertook a number of initiatives in the 2014-2018 period to increase tighten the link between post-secondary education and immigration.

ACTIONS	ACHIEVEMENTS
An international student stream under the AIPP.	Students attending a qualified post-secondary institution can be eligible to work under the AIPP.
Creation of the annual “Get Connected” International Student Event.	City of Moncton leads this initiative in partnership with all regional post-secondary education institutions, ONB, the provincial government, etc. Over 300 international students attend this event annually.
Creation of the annual “Get Connected” International Student Employment Fairs.	84 students have received employment through VIP International Student Job Fairs.

ACTIONS	ACHIEVEMENTS
Provide support to employers who want to hire international students.	<p>Employers were assisted in paper work for hiring international students.</p> <p>Three Employer Information Sessions held for hiring international students.</p> <p>More than 30 employers from Greater Moncton attended.</p>
Creation of the International Student Retention Pilot for Francophone international students.	<p>The objective was to focus on English language studies, social integration and matching post-graduate students with business service centre positions.</p> <p>Funding secured for Francophone International Student Pilot, staff hired, and marketing material developed. This initiative is led by CAFI.</p> <p>Program launched and monitored for results.</p> <p>5 cohorts with 31 students completing the program.</p>
Université de Moncton and international student activity.	<p>The Université de Moncton has ramped up a number of services for international students in recent years including:</p> <ul style="list-style-type: none"> ● Job searching and support services ● Experiential learning opportunities for international students ● Support for the Get Connected” International Student Employment Fairs ● Activities to get international students off campus and into the community
NBCC/CCNB and international student activity.	<p>Both campuses expanded their focus on international students. NBCC increased international students from 92 in 2016-17 to 241 in 2017-18. These are province-wide figures, but the Moncton campus has attracted most of these students.</p> <p>CCNB – expanded language training services for international students including language related to specific trades and occupations.</p> <p>CCNB – expanded its international recruitment activities.</p>
Private post-secondary schools and international student activity.	<ul style="list-style-type: none"> ● International students at Crandall University are now eligible for the post graduation work permit. The university is attracting students from multiple countries including: Germany, the United Kingdom, China and Rwanda. ● McKenzie College and Oulton College have both ramped up their focus on international students in the past few years. ● The Moncton Flight College has an annual capacity for 360 Chinese students (at its two campuses).

STRATEGIC OBJECTIVE 5: ASSESSING RESULTS

The results related to this strategic objective are mixed. There has been an expansion of international students into the public and private college system while there has been a slight decline in the overall numbers at UdeM and Mount Allison. There has been expansion of the efforts to expose local employers to the international student workforce including experiential learning opportunities (co-op education, student work terms, etc.), international student job fairs and other efforts.

However, several of the region's important private colleges do not have the ability to offer international students the post-graduate work permit. Many UdeM international students do not get the English language training they need to integrate into the local labour market. This should be a consideration for the upcoming immigration strategy. How do we significantly increase the number of international post-secondary education students? How do we ensure more of them attach to the local labour market and begin their careers here? How do we ensure the international student population is graduating with the skills and aptitudes needed by the industry's that are in expansion mode?

Attracting French-speaking immigrants was an important focus on the 2014-2018 immigration strategy. The number of French-speaking immigrants has steadily increased over the period of the strategy from 99 in 2014 to 212 in 2017 (more than doubling over that timeframe). In 2017, 22 percent of all permanent residents into the Greater Moncton area were French speaking. Also in 2017, Greater Moncton attracted 58 percent of all French-speaking immigrants to New Brunswick.

According to the 2016 Census conducted by Statistics Canada, one in every three immigrants to Greater Moncton speaks French.⁴ According to PETL, about half of the ~3,000 international students in New Brunswick are Francophone providing a pipeline for workers and French-speaking residents in the region. Atlantic Human Services has seen an increase in the number of Francophone immigrants accessing their services from countries in North Africa and Eastern Europe.

TABLE 3

Attraction of French-speaking immigrants to Greater Moncton*

	2014	2015	2016	2017
Total immigrants Landing in Moncton	817	845	1,392	970
French-speaking Immigrants Landing in Moncton	99	127	147	212

*Source: IRCC. Based on Admissions of Permanent Residents by Area of Intended Destination.

The following table shows some examples of local stakeholders focused on the attraction of French-speaking immigrants in the 2014-2018 period.

⁴ The percentage with a self-identified ability to speak both official languages.

ACTIONS	ACHIEVEMENTS
Focus on hiring international Francophone students.	Three Employer Information Sessions held by University of Moncton, Opportunities New Brunswick and City of Moncton to promote Francophone student hiring. Over 30 employers in attendance.
Celebrate Francophone Immigration Week 2016.	City of Moncton partnered with CAFI to host an employment fair for newcomers, focused on French and bilingual positions- 14 positions filled. CAFI hosted Immigrant women's roundtable to focus on the successes and challenges that Francophone immigrant women face - more than 60 people attended, 4 success stories featured.
Province targets Francophone countries for immigrant attraction in support of the Francophone Immigration Plan.	Annual target of 3% growth of Francophone immigrants, 33% of total by 2020. Promote Greater Moncton Area bilingual workforce through websites, social media and media advertising. University of Moncton targets French-speaking countries for francophone speaking international students. The Government of New Brunswick currently leads a variety of missions such as Destination Canada with the Canadian Embassy and Destination Acadie. Approximately 58% of francophone immigrants destined for New Brunswick move to Greater Moncton.
CAFi and international Francophone student support	CAFi has developed an International Student Retention Program (for international students from a Francophone post-secondary institution in Atlantic Canada (Université de Moncton, CCNB) who wish to improve their professional integration in Greater Moncton.

STRATEGIC OBJECTIVE 6: ASSESSING RESULTS

The feedback from stakeholder interviews and the survey suggest that there has been good progress in this area but that more work is needed. Specific examples include: 1) better accessibility to English language training for international students; more activities to get international students off campus and into the community – networks, jobs, etc.; and 3) better promotion to prospective immigrants of the kinds of jobs that require French language skills.

3.2 Goal: Retention and Integration

The number of immigrants coming to Greater Moncton is increasing year-over-year. The ability to retain them for the long term will be crucial to the region's population and economic growth in the years ahead.

7

Strategic Objective

Ensure alignment/coordination of immigrant settlement and retention services

One of the key actions in the 2014-2018 Greater Moncton Immigration Strategy was the establishment of the Greater Moncton Local Immigration Partnership. At the time it was set up in 2015, the Greater Moncton LIP was one of the first among small to medium sized urban centres in Canada. Now there are more than 77 municipalities across the country involved in LIPs.⁵ The role of a LIP is to engage various stakeholders in a formal way to ensure immigrant services and efforts to integrate new immigrants into the community are done in a coordinated way. Stakeholders include including employers, school boards, health centres and networks, chambers of commerce, levels of government, professional associations, economic development agencies, ethnocultural and faith-based organizations, and the community and social services sectors.

⁵ Source: Immigration, Refugees and Citizenship Canada.

ACTIONS	ACHIEVEMENTS
<p>Implementation of the Greater Moncton Local Immigration Partnership (LIP) made up of representatives from many different organizations involved in the attraction, settlement and retention of immigrants in the region. The LIP Council has 20 member organizations including:</p> <ul style="list-style-type: none"> ● 3+ ● Atlantic Human Services ● ACOA ● Anglophone school district ● CAFI ● Canada Correctional Services ● CCNB ● City of Dieppe ● City of Moncton ● District scolaire francophone sud ● Expansion Dieppe ● Greater Moncton Chamber of Commerce ● Horizon Health NB ● IRCC ● MAGMA ● New Brunswick Refugee Clinic ● NBCC ● ONB ● PETL / Population Growth ● RDEE ● Town of Riverview ● United Way ● Université de Moncton ● Venn Innovation 	<p>Greater Moncton Local Immigration partnership implemented with 20 Council members representing multi-stakeholder partnerships. The Council meets every two months.</p> <p>Terms of reference clearly developed.</p> <p>Four working groups have been developed: Francophone Immigration, Welcoming Communities, Entrepreneurship and Labour Market.</p> <p>Integrated services brochure has been developed and distributed to over 22 not-for-profit agencies, government offices, post-secondary institutions and service providers. It is also available online.</p> <p>The LIP Council played an important role in the Greater Moncton Syrian refugee response effort by creating greater engagement in settlement efforts.</p> <p>All LIP Meetings have simultaneous translation. All meeting minutes available in both official languages.</p> <p>The LIP has recently created videos to raise public awareness on the benefits of immigration and the contribution that newcomers make.</p> <p>The LIP has engaged in a series of research projects such as: immigrant entrepreneurship, asset mapping and needs analysis of primary and secondary immigrant support services, mapping of support services for immigrants and international students based on welcoming communities.</p>
<p>Implement LIP Working Groups.</p>	<p>The Greater Moncton Local Immigration Partnership established four working groups to engage specific stakeholders in those areas. The groups are:</p> <ul style="list-style-type: none"> ● Entrepreneurship ● Labour market ● Francophone immigration ● Welcoming communities <p>Second year of action plans developed and implemented.</p>

ACTIONS	ACHIEVEMENTS
Creation of the Southeast Employment and Training Newcomer Working Group.	<p>The Southeast Employment and Training Newcomer Working Group was established to better coordinate employment support and training services for newcomers and international students. The working group identifies gaps, proposes new activities and engages in cross-promotion of employment support and training services available in the region.</p> <p>Better alignment of employment and training services for newcomers and yearly action plan developed.</p>



STRATEGIC OBJECTIVE 7: ASSESSING RESULTS

Most of the feedback on the implemented of the LIP has highlighted the positive role it has played in coordinating immigrant support activities in the region. There is some concern among both public sector and not-for-profit stakeholders that the LIP could play an even more active role helping to identify gaps and challenges across the community and working with service delivery organizations to ensure these gaps and challenges are addressed. But the LIP has limited staff resources and the upcoming strategy should consider if there is truly a need to expand the role of the LIP and its resources.

The federal government through IRCC, ACOA and other entities also seem to be increasing their funding for various activities related to immigration – from research to service delivery. It is important for federal and provincial government services delivered in the Greater Moncton region to be known to the LIP to ensure effective coordination.

8

Strategic Objective

Develop a single Web portal summarizing all the services available to immigrants

This strategic objective is cross-referenced with #2 as the new Greater Moncton immigration website includes a wide range of information for both prospective immigrants and newcomers already in the community.

ACTIONS	ACHIEVEMENTS
Development of a one-stop-shop website for immigrant services.	See Strategic Objective #2
Creation of LIP integrated services brochure.	The LIP integrated services brochure was developed as another way to make it easier for prospective immigrants, newcomers and international students to find out where to go in Greater Moncton for a full range of services from employment opportunities to getting a driver's license. The brochures were distributed to more than 24 community groups, government organizations, etc.

STRATEGIC OBJECTIVE 8: ASSESSING RESULTS

See Strategic Objective #2

Strategic Objective

Expand public awareness of the role of immigration and the need to be a welcoming community

The 2014-2018 immigration strategy recognized that more work was needed to educate New Brunswickers about the role of immigration to support the region's future population and economic growth and ensure there is enough tax revenue to pay for public services and infrastructure. Beyond the need for immigrants, residents of Greater Moncton also need to realize that newcomers have a choice of where they live, work and raise their families in Canada. We need to work together to ensure the community is welcoming and supportive of new immigrants.

Until recently there hasn't been much immigration into the Greater Moncton region and most of the immigrants that settled in the region were from the United States and the United Kingdom, two countries with considerably similarities with Canada. The 2014-2018 immigration strategy focused on the need to educate people across government and business services how to engage in a cross-cultural environment.

Local stakeholders in Greater Moncton undertook a number of initiatives in the 2014-2018 period focused on public awareness of the role of immigration and the need to be a welcoming community. The following table shows a few of these actions.

ACTIONS	ACHIEVEMENTS
Targeted newcomer success stories created and promoted.	Multiple newcomer success stories have been launched through social media.
Diversity Champion initiative has been set up by United Way to help engage the community in welcoming and integrating newcomers and international students.	Diversity champion initiative rolled out in 2017. Person hired and working on initiative in initial priority neighbourhoods.
Cultural competency training provided to local government and business community.	<p>More than 5,000 business people, newcomers, post-secondary education staff, all levels of government, private businesses, etc., have received cultural competency training in the past two years.</p> <p>Examples:</p> <p>Cultural sensitivity training for school principals and 200 school bus drivers.</p> <p>Refugee/PTSD course for school teachers.</p> <p>Cultural sensitivity training for more than 300 City of Moncton and 50 City of Dieppe employees as well as Codiac Transpo.</p> <p>CAFi and MAGMA provided cross-cultural training for over two dozen private sector firms in 2018.</p>

ACTIONS	ACHIEVEMENTS
Creation of multicultural fairs in French and English school districts to promote diversity and inclusion.	Multicultural fairs created in both school districts.
Creation of LIP Facebook page - one-stop shop for information.	<p>The Greater Moncton LIP Facebook page is an active social media platform meant to engage newcomers and long-time residents. It provides several updates a week on a variety of themes including job fairs, entrepreneurship, new services for immigrants, activities and events.</p> <p>Nearly 1,000 “likes”, content shared is from the various settlements, not-for-profit, government and ethnocultural associations, including information for newcomers and success stories.</p> <p>Newcomer video testimonials have been launched with a series of eight short stories.</p>
Participation/support for the NBMC New Conversations tour.	Local stakeholders including MAGMA, CAFi and the municipalities were important supporters of the New Brunswick Multicultural Council’s New Conversations Tour stop in Greater Moncton. This event was meant to raise awareness of the importance of immigration to the region’s future prosperity.
Expand the role of the Mosaiq Multicultural Festival.	The Mosaiq Multicultural Festival has expanded considerably over the past five years adding more ethnocultural booths, activities, music, food and cultural activities.
Public library celebrating diversity.	Putting on cultural diversity events such as the ‘Living Library’ during which new immigrants tell stories of their home countries and other themes focused on supporting newcomers and educating long time residents (See Figure 10 below).
City of Moncton 2016-2026 Cultural Plan	<p>Focused on “developing and supporting multicultural opportunities” which “fosters cultural acceptance within the mainstream community, strengthens community acceptance of cultural diversity, and reinforces the community as a multi-cultural society.”</p> <p>The number of cultural grants to multicultural groups has increased from three in 2014 to eight in 2018.</p>

STRATEGIC OBJECTIVE 9: ASSESSING RESULTS

Provincial public opinion polls still suggest that a majority of New Brunswickers still are unaware of the positive role of immigrants play in the workforce and economy. In Greater Moncton, there has been progress in recent years to help raise awareness and the Chamber of Commerce Community Report Card shows rising support for immigration in the region.

Expanding public awareness of the role of immigration and the need to be a welcoming community should be a main focus of the upcoming immigration strategy.

FIGURE 10

Example - Moncton Public Library Celebrating Diversity Event



Abié Serge Zably
Côte d'Ivoire
B 966.6 ZAB
Titre/titre: Engagement d'un étudiant international à Moncton



Matsui Takehiro
Japan/Japon
B 952 TAK
Title/titre: "美" (beauty) of Japan: Origami - "美" (beauté) du Japon: Origami



Pamela Samame Escobar
Peru
B 985 SAM
Title: The Library: For You, For Me, For Everybody



Leyla Sall
Senegal/Sénégal
B 966.3 SAL
Title/titre: The Job Market and Individual Strategy - Accès à l'emploi et stratégie individuelle



Evelyn Chapman
Mexico/Mexique
B 972 CHA
Title/titre: Viva Chihuahua!



Maria Goretti
Tuyisenge
Rwanda
B 967.571 TUY
Title/titre: The Long, Dark Tunnel of Death - Le long tunnel sombre de la mort



Moncef Lakouas
Morocco/Maroc
B 964 LAK
Title/titre: A mother's sacrifice - Le sacrifice d'une mère



Rim Fayad
Lebanon
B 956.92 FAY
Title: Current! From Kuwait, to Lebanon, to Dubai, to Canada



Phylomène Zangio
D.R./R.D. Congo
B 967.51 ZAN
Title/titre: Being Black and Being a Woman - Être noire et être une femme



Felipe De Lucio
Peru
B 985 DEL
Title: Keeping an Open Mind: Adapting to a New Culture



Firas Salti
Tunisia/Tunisie
B 961.1 SAL
Title/titre: Titre à venir!/Title to come!



Xavier Infantas
Peru
B 985 INF
Title/titre: From Lima to Moncton - De Lima à Moncton

Living Library

Bibliothèque vivante



Celebrate diversity
Célébrez la diversité

Sat. Oct. 1st, 2-4PM
Le sam. 1er oct., 14h à 16h

Présentée par
Presented by


&


LOCAL IMMIGRATION PARTNERSHIP
PARTENARIAT LOCAL EN MATIÈRE D'IMMIGRATION

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869-6000
www.facebook.com/monctonpubliclibrary
www.facebook.com/bibliothequepubliquedemoncton

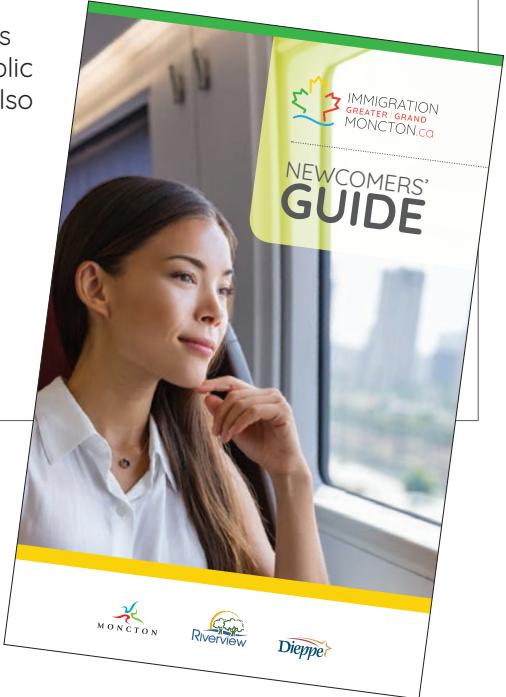
IMMIGRATION
GREATER GRAND
MONCTON.ca
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Strategic Objective

Foster more immigrant friendly public and personal services

Having immigrant friendly public and personal services is important to the vision of Greater Moncton as an attractive and welcoming place for newcomers.

The 2014-2018 period saw the expansion of efforts in this area across the public and private sectors of the economy. The following provides a number of examples.

ACTIONS	ACHIEVEMENTS
Cultural competency training for municipal employees.	<p>More than 300 City of Moncton employees trained, including hiring managers and individuals who work directly with the public: Codiac Transpo, Parks and Recreation, commissionaires, Economic Development & Events, Urban Planning, Building Inspection, general managers and directors, the Library, City Council, etc.</p> <p>The City of Dieppe has 50 of its key staff through this training.</p>
Annual “Welcome to Moncton” newcomer event created and implemented.	More than 1,000 newcomers attended and welcomed since 2015.
Newcomer Guide Book developed and updated.	<p>Second version of the Newcomer Guide book updated and launched. 10,000 copies printed and distributed to all partners, public libraries, municipalities, etc. The Guide is also included in welcome kits and orientation packages for international students, distributed by settlement agencies and provided to those on exploratory visits in the region. It is also, available online on municipal websites, partner website and on the new Immigration Greater Moncton Website: www.immigrationgraetermoncton.ca.</p> 

ACTIONS	ACHIEVEMENTS
Anglophone East School District examples.	<p>Cultural competency training for staff.</p> <p>Tailored welcome and registration process for immigrant families; created info packages that include info on community and age-appropriate activities for kids.</p> <p>Standard literacy and numeracy assessment of each child, including skills review in native language.</p> <p>Tutored support for immigrant students.</p> <p>Summer camp for Syrian families to teach about the school system.</p> <p>English language camp for immigrant kids, 60-90 students, with PETL funded through MAGMA.</p> <p>After-school tutoring for immigrant students by Crandall University teaching students (in exchange for additional training).</p> <p>Collaborating with Oulton College, McKenzie College and Eastern College on newcomer assistance programs.</p> <p>Collaborating with YMCA to provide English to students - 6-week program.</p> <p>2015/2016 year- 546 newcomer students registered, including visiting international students, 400+ immigrant and refugee students.</p>
Moncton Public Library examples.	<p>The Library has made a number of efforts to become immigrant friendly in recent years including:</p> <ul style="list-style-type: none"> - Encouraging immigrant activities to be hosted at the library. - Specifically supporting the Syrian refugee population including translating Arabic documents; developing pictograms to communicate library services to Syrians; and loaning the premises outside of regular business hours to provide Syrian training.
Francophone South District examples.	<p>10-week French camp for new immigrant kids (with CAFI); 60 kids attended.</p> <p>Created 5 positions at school board for refugee integration support.</p> <p>Hired numerous translators to assist with refugee influx.</p> <p>Conducted presentations to promote French education for Syrian community.</p> <p>Set up welcoming class outside of school hours (4 to 8 weeks) for Syrian children to help them learn basic French - "Classe D'Accueil". In Moncton, started with 5 kids and then 35 in three different schools by end of 2016.</p> <p>Total: 650 immigrants, 125 Syrian refugees in Francophone south system include table.</p>

ACTIONS	ACHIEVEMENTS
Settlement sector examples	
CAFI	Created home information kits in six languages to help newcomers, active participation with other community groups and organizations that welcome newcomers.
MAGMA	Created a community hub at MAGMA offices where immigrants have access to all support information and services. Provide English language classes, daycare to newcomers taking classes. Added a medical coordinator position to help refugees navigate the health care system. The coordinator books appointments, arranges for transportation, translation, etc.

STRATEGIC OBJECTIVE 10: ASSESSING RESULTS

The 2014-2018 immigration plan recognized that having public sector and private services accommodating immigrant populations will be helpful to long term immigrant retention. There has been considerable progress on this objective in the past five years across a wide variety of sectors. The health care sector has become more attuned to immigrant and newcomer needs. The primary and secondary education system has responded to a significant rise in the number of immigrant students by rolling out new support services. Hundreds of public servants in the Greater Moncton region have received cultural competency training.

But there are opportunities for improvement. The stakeholder interviews and survey indicated some gaps in the system. A significant number of new immigrants do not have a family doctor and rely on after hour clinics to support health care needs. For the refugee population, there are particular needs not required among economic immigrants such as language support. Mental health is also a concern particularly among the refugee population. In the school system, more focus is needed to effectively settle and integrate newcomers. There is a move towards adding SWIS (settlement workers in schools) positions in the Anglophone and Francophone districts. The upcoming immigrant strategy should consider how to extend cultural competency training widely across the private sector – particularly those interacting with the public.

Strategic Objective

Municipal governments lead by example – integrating immigrants and immigrant-friendly public services

Using data from the 2016 Census, only four percent of the immigrant workforce is employed in the public administration sector compared to eight percent among the non-immigrant workforce. There are relatively few immigrants in middle and senior management roles in government services. The 2014-2018 immigration strategy put a focus on the need to bring more immigrant workers into public services.

The following table shows some examples of how municipal governments led by example over the 2014-2018 period.

ACTIONS	ACHIEVEMENTS
City and Town Halls dedicated a resource person to be in charge of ensuring immigrant friendly service delivery.	<p>Moncton, Riverview and Dieppe have all assigned an employee to be the point person on all immigration related activities and initiatives within the municipalities.</p> <p>City of Moncton has a full time Immigration Strategy Officer Position assigned to implementing the regional immigration strategy for Moncton, working with local employers by providing employment solutions, working with immigrant entrepreneurs and supporting local partners to help the region become a more welcoming and diverse community.</p> <p>City of Dieppe has developed an immigration strategy that includes hiring a full-time staff person and expanding the services offered to immigrants.</p> <p>The Town of Riverview's strategic plan has an objective to promote the Town as an inclusive community. As an example, the Town seconded two staff to support the Syrian refugees.</p>

ACTIONS	ACHIEVEMENTS
City and Town Halls become more inclusive in staffing and service delivery.	<p>Moncton is implementing Diversity and Inclusion Policy.</p> <p>The cities of Moncton and Dieppe are members of the Canadian Coalition of Municipalities Against Racism and Discrimination.</p> <p>Moncton focused on hiring international students for summer student positions.</p> <p>Staff have received cultural competency training.</p> <p>Municipal reception areas share integrated services brochures for no wrong-door approach to immigration. The municipalities partnered in the development of the newcomer guide and the new immigration website. City of Moncton created new the immigration grant program to help implement Greater Moncton Immigration Strategy. Some examples of projects that have been funded include: MAGMA Mentorship for High-Skilled Immigrants, United Way Diversity Champions, University of Moncton Soirée International, New Brunswick Refugee Clinic, Université de Moncton Jumelage program, Russian Association integration and attraction videos, CAFI networking and integration videos for francophone immigrants. Funding has increased from \$20,000 to \$40,000 to help better serve the growing population.</p>

STRATEGIC OBJECTIVE 11: ASSESSING RESULTS

There has been significant progress on this objective in the past five years. This should be a continued focus in the upcoming strategy particularly ensuring that municipalities integrate more immigrants into their workforce.

Strategic Objective

Ensure Francophone immigrants have broad access to English language training

The 2014-2018 immigration strategy placed a significant focus on the attraction of Francophone immigrants. As the community becomes more multicultural it is important to recognize and support the region's bilingual (English and French) character as that has been a main economic, social and cultural differentiator for the region. At the same time, it is important to ensure that Francophone immigrants (and others) have access to English language training as this is important for integration into the labour force in the region. Across New Brunswick, according to Census data, those immigrants who have not learned English are participating less in the labour market and earn considerably lower income each year.

The table below shows a few example actions that were taken in the past few years to address this strategic objective.

ACTIONS	ACHIEVEMENTS
Efforts to ensure Francophone newcomers have access to English language training.	<p>MAGMA offers free language training for newcomers.</p> <p>McKenzie College and Alliance Française offers language training as well as reduced rates for international students.</p> <p>Various other organizations provide language training and conversation for newcomers and international students: CAFI, MAGMA, YMCA, YWCA.</p> <p>The CCNB Language Learning Centre provides training for French-speaking international students to help them increase their English language skills.</p>
English language training for Francophone students.	<p>Provincial government has continued to attract French speaking immigrants from targeted countries and has succeeded with a 3% growth rate each year.</p> <p>Provincial government has funded Francophone international student pilot initiative to help retain international students by providing free English language training (PREI-CAFI).</p>
Work with local business to encourage them to recruit immigrants who have working knowledge of English and French.	<p>Held first-ever Francophone and bilingual positions targeted job fair as a part of Francophone Immigration Week. Twelve positions filled as a direct result.</p> <p>Held 3 information sessions for employers wishing to hire bilingual positions.</p> 

STRATEGIC OBJECTIVE 12: ASSESSING RESULTS

This issue was mentioned by a number of stakeholders as an ongoing challenge. There are a number of bureaucratic constraints such as immigrants being able to access free language training in one or the other of the province's official languages but not both. There were examples of spouses not being able to access training and significant gaps in access to free English language training for international students. The upcoming immigration strategy should develop a broader understanding of the gaps and challenges and propose solutions such as expanding training to evenings and weekends as well as providing an online version. Attracting Francophones is strategically important to the region's future prosperity but it is essential they have a working knowledge of English to effectively integrate into the labour market.

Strategic Objective

Encourage local immigrant networks and cross-pollination among the networks

The 2014-2018 immigration strategy pointed to the importance of local immigrant networks to support long term immigrant retention and integration into the community. The goal is not to have isolated immigrant communities but to have vibrant ones that are connected to the broader community.

The following table shows some examples of activities undertaken in the 2014-2018 period to support local immigrant network development.

ACTIONS	ACHIEVEMENTS
Engage Greater Moncton's ethnocultural associations and support activities.	<p>Ethnocultural associations are encouraged to share content on LIP Facebook.</p> <p>Several ethnocultural associations are part of the Local Immigration Partnership.</p> <p>Ethnocultural associations were consulted on the new Greater Moncton immigration website.</p> <p>Various ethnocultural associations provided funding through City of Moncton arts and culture grants for special events and activities and Immigration Grants to implement elements of the Greater Moncton Immigration Strategy.</p> <p>Newcomers from various ethnic enclaves introduced to ethnocultural associations upon their arrival to help with settlement process some examples include: Greater Moncton Russian Association, Ukrainian Club of Moncton, Brazilian Association, Vietnamese Association, etc.</p> <p>Ethnocultural associations featured in Newcomer Guide Book and on the new immigration website.</p> <p>Ethnocultural associations encouraged to raise country flags to honour their national birthdays or Independence Days at Moncton City Hall.</p> <p>CAFi has specifically worked with several ethnocultural associations by letting them use its facilities for events and activities.</p>

TABLE 4**Ethnocultural associations in Greater Moncton**

Albanian Association Greater Moncton Area	Immigrant Women Centre New Brunswick
Association Congolaise Du NB	Indo-Canadian Association
Association Haïtienne des Maritimes (ASHAMA)	Irish-Canadian Cultural Association of NB
Association of Brazilians in New Brunswick	Korean Association
Association of the Netherlands - Greater Moncton	Kosovars Association
Belgo-Canadian Association	Lebanese Association
Cameroon Association	Moncton Italian Association
(Amical Camerounais De L'Atalntique)	Multicultural Russian Speaking Association
Congregation Tiferes Israel	New Brunswick African Association (NBAA)
Filipino Association of NB	New Brunswick Romanian Association
Greater Moncton Chinese Association	The Association of Congolese of Congo Kinshasa in NB
Greater Moncton Scottish Association Inc.	Vietnamese Association
Hungarian Association	Viva Moncton (Latino Association in Greater Moncton)

STRATEGIC OBJECTIVE 13: ASSESSING RESULTS

There has been a significant expansion of the number and activities of the region's ethnocultural associations including efforts to showcase culture to the rest of Greater Moncton society (food, music, art, etc.). The upcoming immigration strategy should look for ways to encourage stronger ethnocultural associations and clarify their role both in the attraction of newcomers and in the building of community once they arrive.

14

Strategic Objective

Establish a spousal employment referral network

The following table shows an example of an activity undertaken in the 2014-2018 period to support spousal employment activity in Greater Moncton.

ACTIONS	ACHIEVEMENTS
Establish a service that provides support to spouses in their search for employment in the Greater Moncton Region.	Atlantic Human Services provides this service and has a 70% success rate for job placement, training and entrepreneurship. They have placed 700 people since 2013. AHS has created publicity material to share with partners, employers hiring immigrants and post-secondary institutions. They have also added a section on their website for spousal support for spouses coming through the Atlantic Immigration Pilot.

STRATEGIC OBJECTIVE 14: ASSESSING RESULTS

This continues to be an important challenge for the region to address. Many people are coming to the region to work or study with spouses/partners that need to also need to integrate into the local community. There is limited access to services for family members. This issue is a main cause of the outward migration of immigrants.

3.3 Goal: Immigration, Entrepreneurship and Business Networks

As discussed above, immigrant entrepreneurship is growing in importance across the Greater Moncton region. At the time the Census in 2016 there were 275 self-employed immigrants or more than eight percent of all self-employed persons in the region. In 2017, the Greater Moncton Local Immigration Partnership developed a survey to shine a light on how immigrant entrepreneurs are faring in the region. There were 48 responses to the survey of which 25 responses were from existing business owners and 23 from prospective entrepreneurs. Among the immigrant entrepreneurs, a few highlights included:

- The survey was filled out by entrepreneurs from 14 different countries of origin.
- The majority of respondents were female (the opposite of the prospective entrepreneurs).
- Unlike the prospective entrepreneurs, the vast majority came under the PNP – Business Stream.
- 86% have been in business less than three years.
- Retail/wholesale, personal services, business services and food services are the main sectors.
- Most businesses are very small – 16 have less than five employees and only one has more than 20.
- Six of the firms serve international markets, four Canadian markets and four New Brunswick-wide. 10 serve only Greater Moncton.
- 10 firms are planning to expand in the near future.
- 12 are active with their local ethnocultural association.
- Networking and mentoring are the two top services that would help immigrant entrepreneurs be successful in the region. Financial knowledge and marketing are also top concerns.
- The top challenge faced by these entrepreneurs is generating sales (by a wide margin). Other challenges include the business environment, government regulation/tax system and recruiting/retaining staff.
- Most of the entrepreneurs are not aggressively promoting themselves through traditional media and other marketing channels. They are involved in social media.
- When asked what is different here compared to other places the main answers are: small size, things move much slower here, and cultural differences.

In addition to immigrant entrepreneurs, the 2014-2018 immigration strategy also put a focus on supporting professional immigrants and helping them integrate into local business and professional networks. The strategy included four strategic objectives meant to support immigrant entrepreneurs and professionals. The following includes the four objectives and a list of actions that were taken to support them.

The 2014-2018 immigration strategy put more focus on efforts to attract high-growth potential immigrants as differentiated from small business owners just serving local markets. The following table shows some examples of how local stakeholders have supported immigrant entrepreneurship over the past five years.

The following table shows some examples of how local stakeholders supported immigrant entrepreneurs in the past few years.

ACTIONS	ACHIEVEMENTS
A more formal approach to attracting immigrant entrepreneurs has been developed by GNB.	The Province of New Brunswick has created a new immigrant entrepreneur stream to help improve immigration outcomes and retention rates.
Better collaboration locally among entrepreneur serving organizations.	Multiple organizations support entrepreneurs. 3+ is focused on immigrant entrepreneurship and aligning these entrepreneurs where it makes sense with other related organizations.
Immigrant entrepreneurs have access to a variety of training and support programs.	3+ hosts business immigrant essentials course – intensive training for startups 2 weeks around all of the basics of doing business. There have been 21 graduates of this course. The course includes 20 facilitators presenting on everything from standards to funding, culture and etiquette. There are also monthly workshops on specific topics – lunch and learn – import/export, sector-specific, online business, etc. Another group, Access Employment, has been funded by IRCC to provide entrepreneurship training for immigrants and has worked in partnership with MAGMA and 3+ Corporation as the local service delivery partner in the region.
The LIP conducted an immigrant entrepreneur survey in 2017 to assess needs.	The survey results will be used by the LIP and its partner organizations to strengthen immigrant entrepreneur services in the years ahead.

STRATEGIC OBJECTIVE 15: ASSESSING RESULTS

The stakeholder survey and interviews point to several important considerations related to this objective. First, while the support for immigrant entrepreneurs has expanded, there has been limited effort to attract and nurture high-growth-potential immigrant entrepreneurs. ONB has attracted several to the province – entrepreneurs with active, export-focused businesses – but there is more work to be done. According to feedback, even with the recent changes to the Provincial Nominee Program (PNP) program needs more flexibility. An example was provided where an export agent wanted to set up in New Brunswick but didn't require a physical store and therefore they were ineligible under PNP. With the PNP entrepreneurship stream, currently the system works is “very bricks and mortar based” and “eliminates a huge swath of potential businesses that don’t have the investment”.

Second, there are still many organizations offering immigrant entrepreneur services and support. In addition to 3+ and IRCC-funded organizations, there is Learnsphere, CBDC and NBCC Oasis that all offer training. There is still potential for better integration between service providers. Ideally a central system that tracks clients, referrals, etc.

Third, there is a need for more training and support for Francophone entrepreneurs. Most English-speaking entrepreneurs come through PNP program. On the French side it is mostly students and skilled workers.

3+ and local partners would like to put on an immigrant entrepreneur expo in the near future to provide more visibility to the many immigrant-owned businesses in the region.

16

Strategic Objective

Align immigrant investors with local investment needs/more strategic use of immigration as a source of foreign direct investment

Similar to #15 above, this objective was meant to look at immigrant investors/entrepreneurs as a more strategic source of economic activity. There are many firms in the region that need expansion capital or that are looking to find a buyer and many immigrants looking to invest in Canada.

ACTIONS	ACHIEVEMENTS
Greater Moncton Local Immigration Partnership established an Entrepreneurship Working Group.	<p>The group has created and implemented two years of action plans to date. Achievements included:</p> <ul style="list-style-type: none"> ● 3plus Business Immigrant Mentorship program established working group to assist newcomer entrepreneurs set up businesses Working group: Druckman Law, Grant Thornton and National Bank. ● Immigrant entrepreneurship study examined immigrant businesses in Greater Moncton outlining location of business and sectors.
Chamber of Commerce looking to match business owners and immigrant investors.	<p>The Chamber is currently developing a Succession Connect program that will match business owners about to retire/sell their business with newcomers who have the capital to buy an existing operation.</p>

STRATEGIC OBJECTIVE 16: ASSESSING RESULTS

This is one of the objectives from the 2014-2018 immigration strategy for which there was relatively limited effort. Part of the challenge is that federal and provincial government rules put restraints on how immigrants can invest in local businesses. Moving forward, the upcoming immigration strategy should consider how immigrant investment can be used more strategically to support economic growth. The Chamber of Commerce's Succession Connect program is an important step forward. More consideration should be given to how the region can attract immigrant investment and entrepreneurs to foster economic growth. Many of Canada's fastest growing technology-based companies are founded or co-founded by a new immigrant. This is not the case in Greater Moncton.

Strategic Objective

Integrate professional immigrants into local business networks

It is vitally important for new immigrants to integrate into business, professional, social, religious and recreational networks. This objective focused on professional immigrants and finding ways to bring them into local business networks.

ACTIONS	ACHIEVEMENTS
Greater Moncton Chamber of Commerce example.	Greater Moncton Chamber of Commerce networking after 5 events, encourage immigrant participation through partnerships with MAGMA, CAFI and U de M.
Rotary Clubs of Greater Moncton ramped up their focus on new immigrants.	<p>Rotary Clubs of Greater Moncton created the Rotary Inter-Club Diversity Committee. Activities include a Rotary pairing initiative where newcomers connect with Rotarian and participate in Rotary social events. Their guides help them to navigate the professional & social culture and introduce them to the Rotary community.</p> <p>A number of newcomers have joined the Rotary. Each of the five Rotary clubs has one or more immigrant members.</p> <p>There are more projects in the works – Young Rotary club – Rotaract – under 30 – is focused on the UdeM student body and international students. There is an active drive to include them.</p>
Hub City Young Professionals example.	The Hub City Young Professionals group is focused on expanding newcomer membership and has developed an immigration themed event to showcase the various skills and expertise those newcomers bring.
Other organization examples.	<p>Networking is a core component to integration and has been highlighted in the integrated services brochure showcases to newcomers such networking opportunities as: Cyber Social, Chamber of Commerce, Business Professional Women's Club, Hub City Young Professionals, Rotary Club etc.</p> <p>International Student Get Connected Event. Major networking event for all international students to learn about available services and supports in: entrepreneurship, employment, volunteering, networking, and language classes.</p> <p>All newcomer and international student job fairs also have networking organizations, language training and employment services organization in attendance.</p>

ONB Connects Program	The ONB Connects Program began in 2018. It helps job ready newcomers and recent graduates (international and local) build their professional networks, thus increasing their likelihood of finding employment.
Southeast Region (Moncton, Shédiac, Dieppe, Riverview, etc.)	As of December 2018
Connectors	84
Connectees	42
Matches	23
Jobs Found	4

STRATEGIC OBJECTIVE 17: ASSESSING RESULTS

The stakeholder interviews and survey results suggest that while progress has been made in this area, there is more work to be done. While it is not an issue that can be directly addressed by local stakeholders, the issue of professional credential recognition remains a challenge – both formally and informally. The upcoming immigration strategy should look for ways to strengthen the integration of professionals into local networks and to support efforts that lead to professional credential recognition.

Strategic Objective

Integrate more immigrants into management roles in the public and private sectors

In general, the share of immigrants in management roles is slightly higher than overall labour market participation as shown in the table. Six percent of all workers in Greater Moncton are immigrants while seven percent of those in management occupations and nine percent of those in senior management occupations are newcomers. This is an important trend as it points to the ability of immigrant professionals to rise to management and senior management roles in the public and private sectors. Because the overall number of immigrants in the workforce is relatively low, the absolute number of immigrants in management roles is relatively low. From the 2016 Census, there were 540 immigrants in management roles and only 75 in senior management roles.

TABLE 5

Share of the immigrant workforce in management occupations

Share of immigrants in the overall Moncton CMA workforce	6%
Working in management occupations	7%
Working in senior management occupations	9%
Working in specialized middle management occupations	5%
Working in middle management occupations in trade and customer services	8%

Source: Statistics Canada 2016 Census.

ACTIONS	ACHIEVEMENTS
Provide mentorship opportunity to new immigrants to help them understand the labour market and integrate into their field of expertise.	MAGMA secured funding in 2017 from IRCC and the City of Moncton to launch a professional Immigrant Mentorship Initiative. The City of Moncton agreed to be an early adopter employer of this initiative. MAGMA has now secured full funding from IRCC to have this position full time. 2 Cohorts to date: 13 mentors and mentees that have been matched.
Local network integration.	The Greater Moncton Chamber of Commerce, the region's five Rotaries and other business organizations have put a greater focus on integrating immigrant professionals into their networks.



STRATEGIC OBJECTIVE 18: ASSESSING RESULTS

The data shows relatively good integration of immigrants into management roles across Greater Moncton. This should remain an important focus in the upcoming immigration strategy as the number of overall immigrants continues to rise. Across the country, immigrants make up over 23 percent of the national workforce and 23 percent of workers in management occupations.

4. NEXT STEPS: CONSIDERATIONS FOR THE UPCOMING IMMIGRATION STRATEGY

The 2014-2018 Greater Moncton Immigration Strategy was among the first of its kind in Canada as local stakeholders came together and agreed on a set of objectives that, if met, would significant bolster the region's ability to attract, retain and integrate immigrants and as a result strengthen the local economy. It is clear that progress has been made on a wide variety of fronts. However, there remains much work to do. The following provides a few additional considerations as local stakeholders look to develop a new five-year immigration strategy over the next few months.

1

Immigration attraction

- Lobby for positive changes to government immigration policy. Policy decisions are made in Ottawa but the best source of insight into what works and doesn't work is on the ground in communities such as Greater Moncton.
- Expand the attraction of international students as a feeder for the labour market.
- Continued focus on alignment of immigrant attraction to labour market needs as well as efforts to improve the foreign credential recognition process.
- Target international attraction efforts on leveraging the growing local immigrant networks in Greater Moncton.
- Promote job and business opportunities here to newcomers living elsewhere in Canada.
- Develop stronger provincial and regional Pre-Arrival Services programs.
- Develop a marketing and communication strategy to help attract economic immigrants to Greater Moncton.

2

Immigrant retention and support

- Work to convince IRCC to re-establish a local office in Greater Moncton.
- Practical issues such as affordable housing, public transit, etc. need to be considered in the context of immigration.
- Develop better and more inclusive language training policies.
- Boost support for, and the role of, ethnocultural associations in Greater Moncton.
- Focus public and employer awareness on the strategic importance of immigration (e.g. we don't have enough workers to meet the demand now and into the future) and on the differentiation of refugees from economic migrants (both important but different).
- Also focus on the human side of immigration. Newcomers are not just here to fill a role in the labour market, they are here to better their lives.
- Expand efforts to support spouses – employment, language training, networks – this will be key to longer term integration.
- Develop more sector specific or transferable skills bridging programs using experiential learning.

3

Immigration entrepreneurship and investment

- Focus on attracting export-focused entrepreneurs including tech startup companies.
- Leverage immigrant investors to support business succession needs.
- Put more focus on integrating immigrants into local business networks.

APPENDIX A: SURVEY RESULTS

There were 40 individuals who filled out or substantially filled out the survey. Not all filled out responses to all questions. The number answering is provided for each question. Twenty-nine surveys were completed in English and 11 in French.

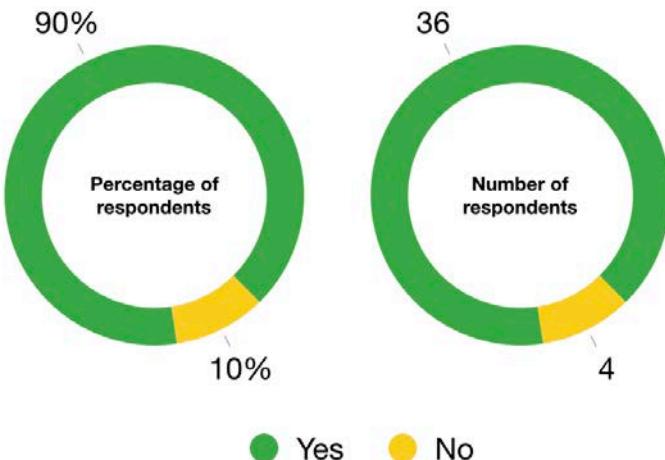
Q1

Are you aware of the Greater Moncton Immigration Strategy that was launched in 2014?

Answered: 40

Skipped: 0

90% of the respondents indicated they were aware of the 2014-2018 Greater Moncton Immigration Strategy.



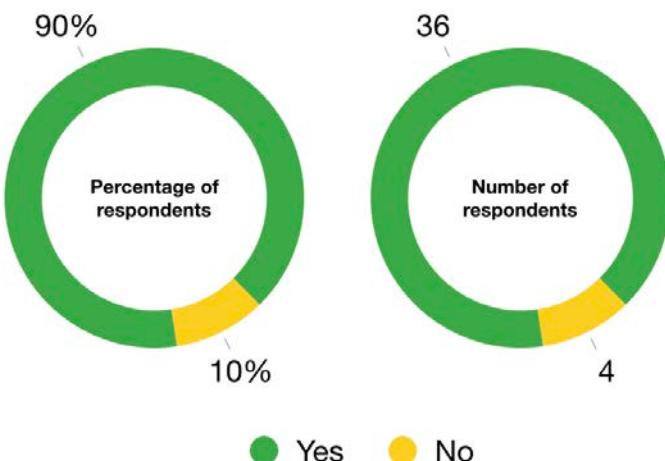
Q2

Are you aware of the Greater Moncton Local Immigration Partnership and its role?

Answered: 40

Skipped: 0

90% of the respondents indicated they were aware of the Greater Moncton Local Immigration Partnership and its role in the community.



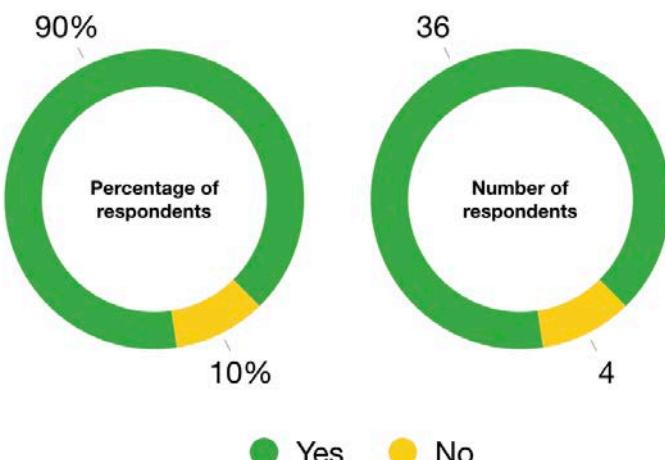
Q3

Over the past few years, have you seen a change in how immigrants are supported?

Answered: 40

Skipped: 0

90% of the respondents indicated they have seen a change in how immigrants are supported in the past few years.

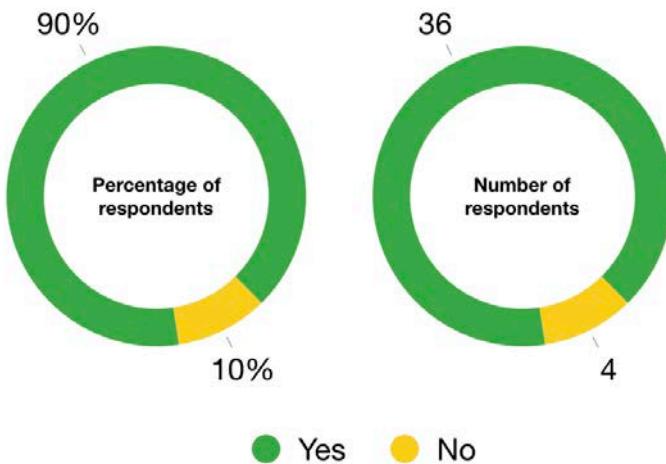


Q4

If yes, could you please explain:

30 respondents provided an explanation. The responses can be grouped into a number of themes:

- Increase in assistance for new immigrants in the process of settlement.
- Increase in assistance for new immigrants looking for work including job fairs, support with preparing for work.
- More residents are getting engaged in supporting immigrants.
- The substantial growth in the Mosaïq Multicultural Festival as well as other immigration and multicultural awareness activities.
- More municipal grants to support ethnocultural associations and immigration support.
- More cross-cultural training and resident awareness activities.
- Better coordination of activities now (with the LIP, etc.) but there were multiple responses here to suggest more work is needed in this area.



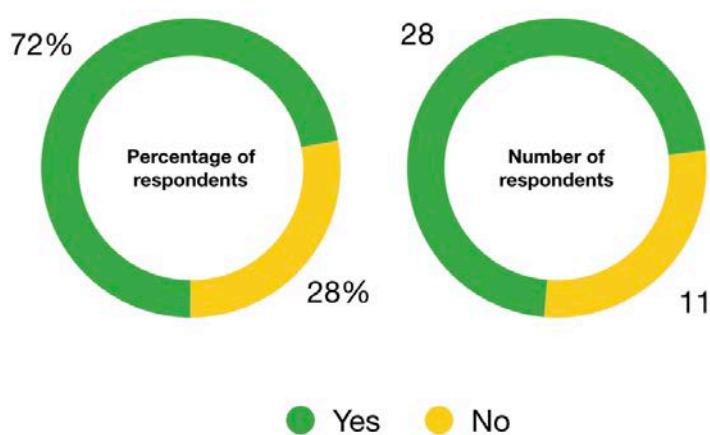
Q5

Does your organization play a role in the attraction and/or retention of immigrants?

Answered: 39

Skipped: 1

72% of the respondents indicated their organizations play a role in the attraction and/or retention of immigrants.



Q6

If yes, please list any services and activities

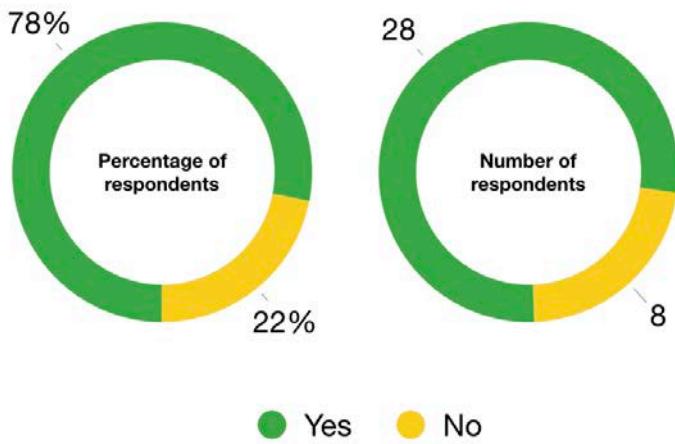
17 organizations provided information on the services they provide. These include: General settlement support, linking newcomers to government services, developing multicultural activities, providing transit support, immigration and economic development, immigrant employment, immigrant entrepreneurship support, immigrant/community education and events.

Q7

In the past five years, has your organization changed its immigrant support activities?

Answered: 36

Skipped: 4



Q8

If yes, please list any support activities

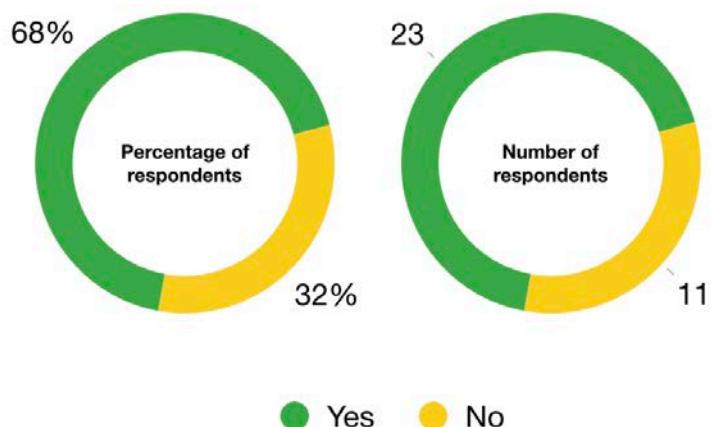
18 organizations provided information on how they have changed their service offerings in the past five years.

Q9

In the coming 12-18 months, is your organization planning anything new to support immigrant attraction and/or retention?

Answered: 34

Skipped: 6



Q10

If yes, please list any support activities.

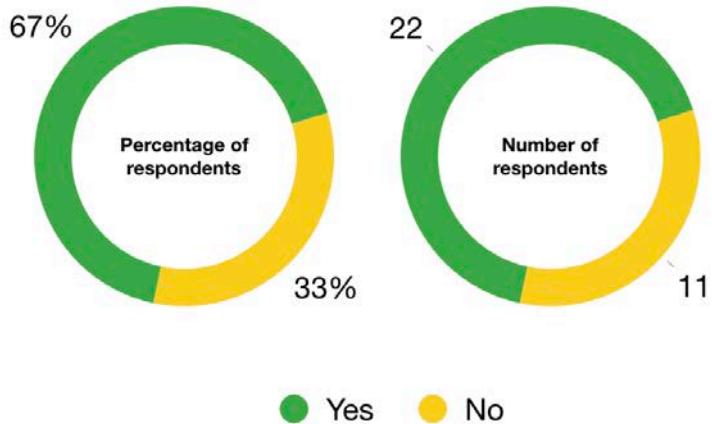
Q11

Have you known any immigrants that moved out of our community?

Answered: 33

Skipped: 7

Twenty-two of the survey respondents indicated they did know of immigrants who moved out of our community.



Q12

If yes, please share with us any thoughts as to why they are moving out:

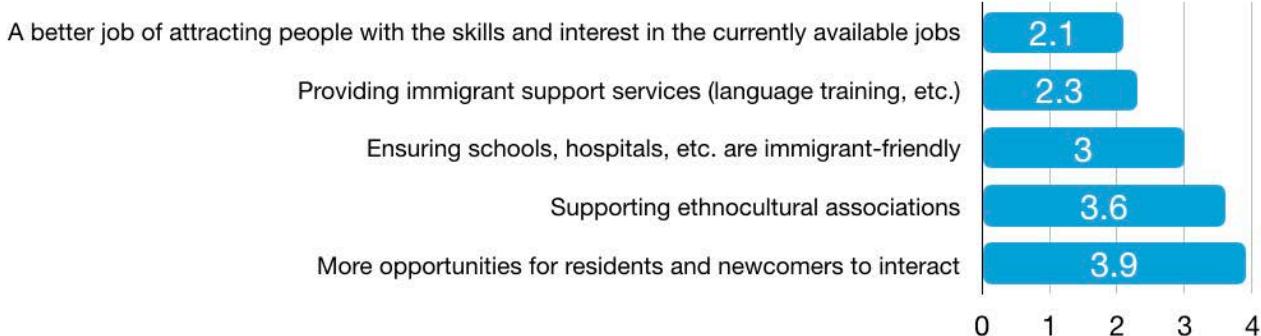
Nineteen of the respondents provided specific thoughts as to why they felt the immigrants had moved out of the community. The main reasons were (in no particular order):

- Couldn't find a job requiring their skills (top mentioned response by a wide margin).
- Professional qualifications not recognized (multiple responses).
- The weaknesses of the education system.
- Not enough business opportunities/restricted nature of the PNP program for entrepreneurs.
- Lack of spousal support (language training, jobs, etc.).
- Wanted to move closer to friends/family elsewhere in Canada.
- Lack of French language skills.
- Wanted to live in a bigger city.
- Followed their children to a bigger city.
- Specifically used New Brunswick as a way to get into Canada and live elsewhere.

Q13

What do you think we can do better to ensure that new immigrants thrive in our community (rank in order of priority)?

Respondents were provided a list of five categories and asked to rank them in order of priority (1 being the most important). The highest ranked category was "A better job of attracting people with the skills and interest in the currently available jobs". This was considered the top way we can ensure that new immigrants thrive in our community. This was followed by "Providing immigrant support services (language training, etc.)", then "Ensuring schools, hospitals, etc. are immigrant friendly", "Supporting ethnocultural associations" and "More opportunities for residents and newcomers to interact".



Q14

Other please specify:

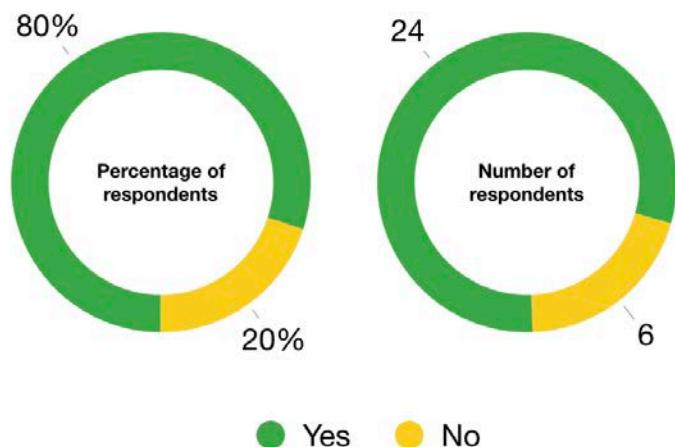
Respondents were asked to indicate other issues that were not covered by these five broad categories. Eleven provided a response. The themes were: improve education; cross-cultural competency improvement; encouraging SMEs to hire immigrants; redesign PNP to reflect 'strategic' sectors; ensure institutions (hospitals, etc.) are more immigrant friendly; better interaction with the non-immigrant population; workforce demand; quality of life; French speaking immigrants; raising awareness of the importance of immigration.

Q15

Are you familiar with (or been exposed to) the immigration process?

Answered: 30
Skipped: 10

Twenty-four of the 30 respondents answering this question indicated they are familiar with or have been exposed to the immigration process.



Q16

If yes, do you have any thoughts on what needs to be improved?

Eighteen respondents provided specific thoughts on how to improve the immigration process.

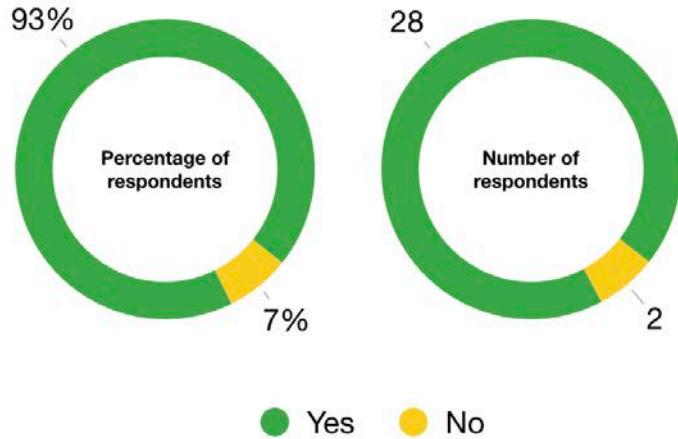
Q17

Do you know where to send new or potential immigrants looking for information online?

Answered: 30

Skipped: 10

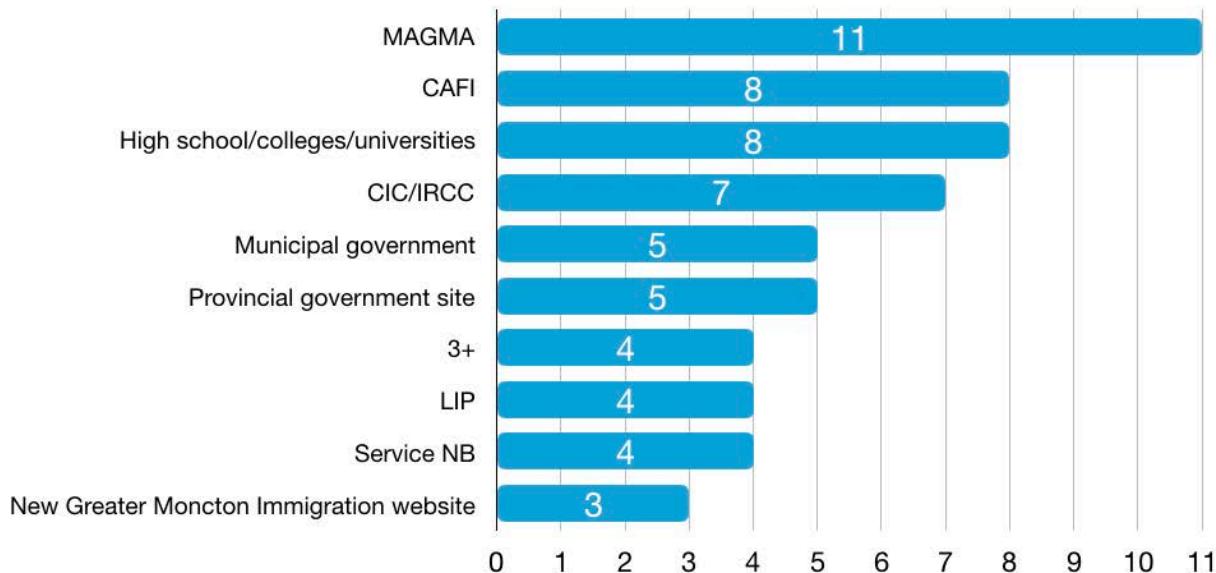
Of the 30 respondents who answered this question, all but two indicated they knew where to send people looking online for information related to immigration.



Q18

If yes, where would you send them?

Twenty-five of the respondents provided the name or website of the organization(s) where they would send someone looking for information on immigration in Greater Moncton or New Brunswick. There was a wide variety of responses. MAGMA and CAFI were the top cited online sources but there were no fewer than 40 different sources mentioned ranging from IRCC to the YMCA.



Survey went out prior to the new Immigration Greater Moncton site was officially launched.

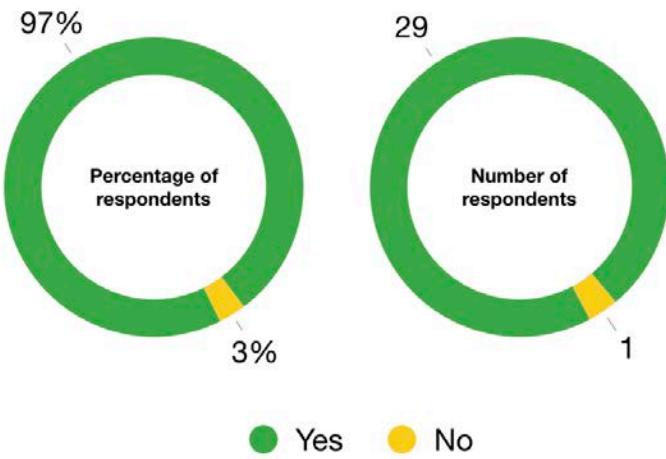
Q19

Do you know where to direct newcomers looking for services and support?

Answered: 30

Skipped: 10

Respondents were also asked to indicate where they would send newcomers (already in Canada) if they were looking for services and support. Thirty people responded to this question and all but one of those indicated they knew where to send newcomers.



Q20

If yes, where would you direct them?

Similar to the previous question, there was a wide range of different organizations mentioned as places to send newcomers.

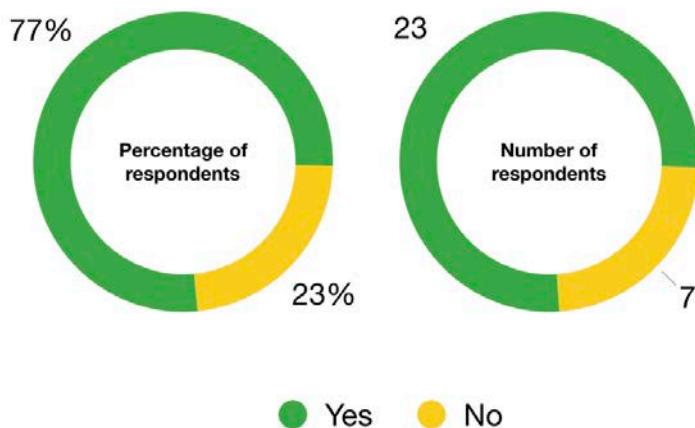
Q21

In the past few years, has your organization hired immigrants?

Answered: 30

Skipped: 10

Twenty-three of the organizations completing the survey have hired immigrants in the past few years.



Q22

If yes, what has been your experience?

Fifteen of the organizations provided some commentary on their experience hiring immigrants. All of the comments were positive. There were a few indicating language or cultural barriers that need to be addressed.

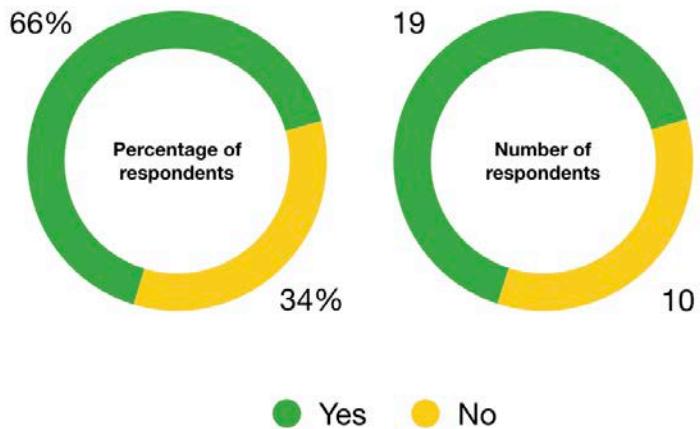
Q23

Do you support or have any interaction with immigrant entrepreneurs?

Answered: 29

Skipped: 11

Only 19 of the organizations completing the survey have interacted with immigrant entrepreneurs.



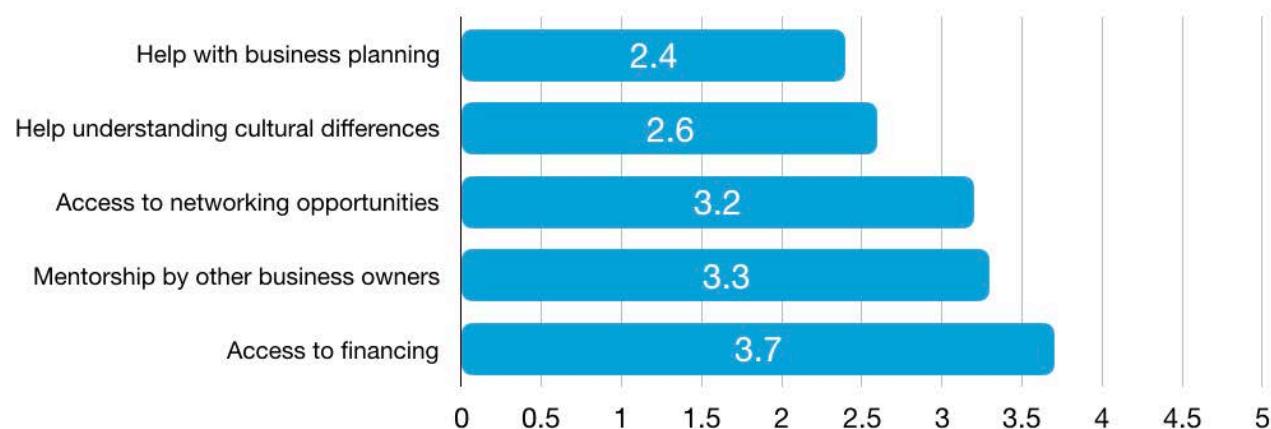
Q24

If yes, what can we do to ensure they have the opportunity to thrive in our community?

Those that had interacted with immigrant entrepreneurs were asked to choose among a list of five issues that could help immigrant entrepreneurs thrive in our community. These were:

- Access to networking opportunities
- Mentorship by other business owners
- Help with business planning
- Help understanding cultural differences
- Access to financing

The respondents were asked to rank the five from 1 to 5 in order of importance (1 being the most important). The lower the average score, the higher the issue was ranked. As shown in the chart, help with business planning was the top way to support entrepreneurs followed by understanding of cultural differences and networking opportunities.



Q25

Other please specify:

Only four respondents added additional comments. One suggested better information about local laws and tax system will help. Another discussed the importance of market intelligence and the need for local stakeholders to track immigrant business clients and their activities. A third mentioned better understanding of the local environment and business opportunities and a fourth indicated there needs to be better support for Francophone immigrant entrepreneurs.

Q26

In the past four years, what do you think has been the most important improvement to our efforts to attract immigrants?

There was a fairly broad response to this question. Twenty-two respondents provided insight. The commentary can be grouped into several categories:

- The increase in support for immigration ranging from the efforts of City Hall to the settlement agencies.
 - Efforts to raise awareness of the importance of immigrants among the local population. Activities mentioned included the New Brunswick Multicultural Council's awareness tour, the Immigration Summit, etc.
 - The greater focus on attracting immigrants who have the skills and interests to work the jobs on offer in Greater Moncton (note this was also considered the biggest outstanding challenge). The AIPP was mentioned by several respondents.
 - More job fairs and efforts to connect newcomers to jobs in the community.
 - Better coordination between the various agencies (note this is also considered to be an ongoing challenge).
 - The focus on attracting more Francophone immigrants.
-

Q27

What are the most pressing issues still to be dealt with?

Twenty-one respondents answered this question and most of the answers reflect commentary elsewhere in the survey. In particular:

- Issues of retention particularly the interactions between immigrants and non-immigrant populations.
- Better targeting of immigrants that will thrive in the region (i.e. they have the skills for the jobs and the interest to live in a smaller urban centre).
- Language training – spousal, other restrictions – mentioned multiple times.
- The need for businesses to hire immigrants.
- Reforming the PNP program to ensure newcomers coming through the program are not just looking for an easy way into Canada.
- More focus on international students and finding ways to integrate them into the labour market.
- Continuing to ensure the region is attracting a significant number of Francophone immigrants.

Q28

Anything else you would like to share or add:

Only a few respondents answered this final question. The answers were mostly of a strategic nature including the need to focus on retention, strengthen services, keep building on past successes and the need to ensure immigrants are viewed as a key pillar of our future economic growth.

Q29

Contact information

24 of the 40 respondents left their contact information.

- 3+ Corporation (two respondents)
- ASD-E
- Atlantic Human Services Inc.
- Bibliothèque publique de Moncton
- Brazilian Association of NB
- CAFi (three respondents)
- City of Moncton (two respondents)
- Correctional Service Canada
- Department of Public Transit
- Greater Moncton Chinese Cultural Association
- MAGMA-AMGM
- Parks and Leisure - City of Moncton
- SBC
- Startup Moncton
- Université de Moncton
- Venn Innovation
- Ville de Dieppe
- WBI
- Impertinent.ca
- YMCA of Greater Moncton

