

MONCTON
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Plenary: Settlement Challenges in Traditional and Non-Traditional Receiving Communities

**The stakes are high: Immigration and the future
economic vibrancy of medium sized urban centres-
Immigration Greater Moncton**

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Recognizing the need for a substantial boost in immigration to support economic growth

- Since the late 1980s, Greater Moncton has been an economic success story.
 - Between 1988 and 2011, the economy **doubled in size** (real GDP)*.
 - The number of people in the **labour force increased** by nearly 60%**.
 - Most population growth was **local** or from **intraprovincial migration**.
 - But in recent years the labour market has been tightening.
 - Immigration has become **the primary source** of population growth.

*Source: Conference Board of Canada.

**Source: Statistics Canada.



In 2013, the community realized it needed an immigration strategy

The 2014-2018 Greater Moncton Immigration Strategy was developed

The strategy had three broad goals:

1. Increase the attraction of immigrants
2. Boost efforts to support retention and integration of newcomers; and
3. Ensure that immigrant entrepreneurship plays an increasingly important role in the region's economic development

18 strategic objectives meant to ensure success.

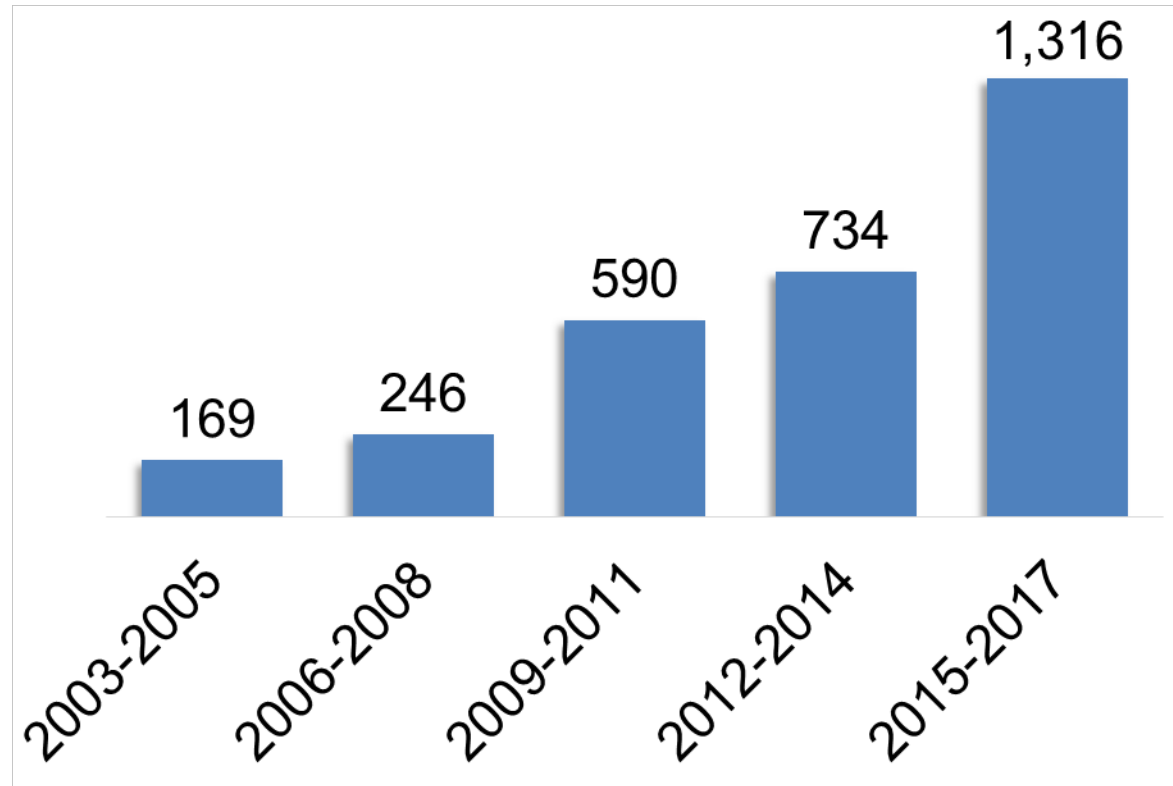
Immigration trends since the development of the Greater Moncton immigration strategy

- Annual **immigration levels have doubled** from 628 in 2013 to 1,282*.
- Immigration rate per 10,000 population has risen from 42% below the national rate -2013 to on par with the Canadian level in 2017 (88 per 10,000 population).
- Immigration accounts for **51 percent of population growth**.
- Between January and July 2018, permanent resident admissions to Greater Moncton higher than the entire 2017 year**.
- 500% increase since the early 2000's

*Source: Statistics Canada components of population growth data.

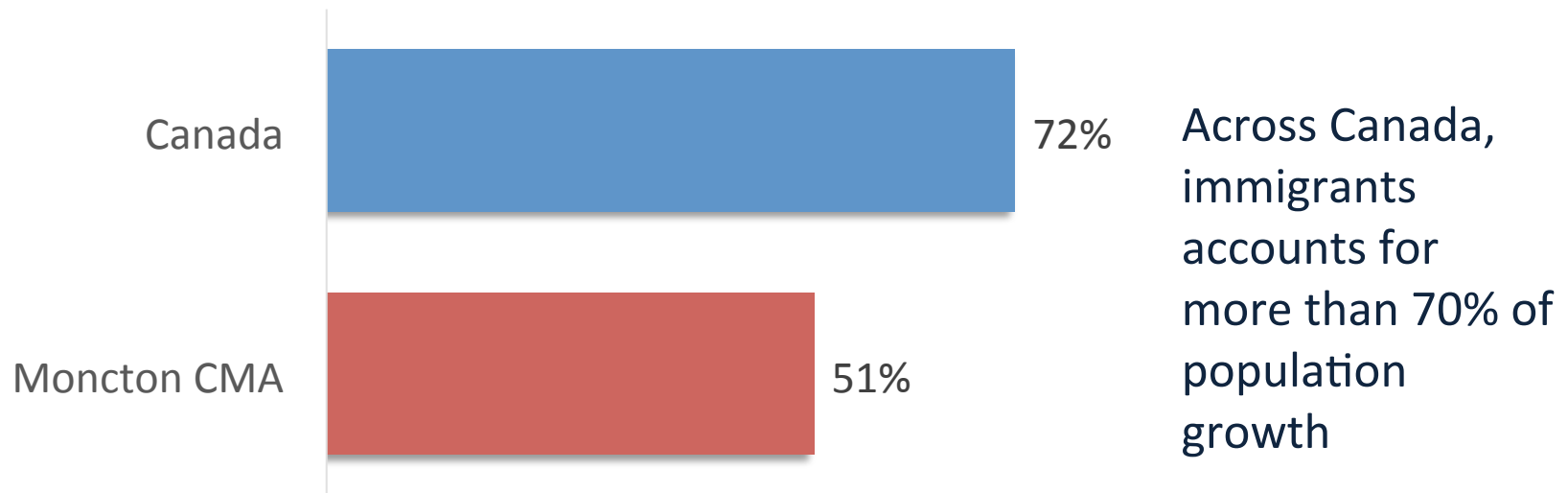
**IRCC data on the admission of permanent residents by intended destination.

Average annual immigrants to the Moncton CMA (three-year increments)



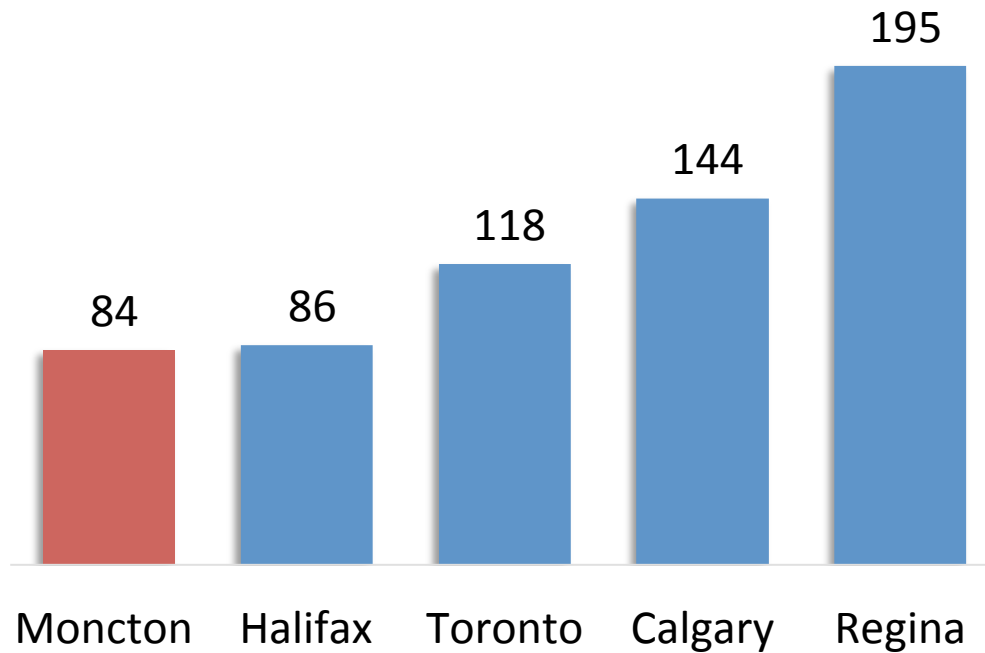
*Source: Statistics Canada.

Recent immigrants as a share of overall population growth (2011 to 2016)



Source: Statistics Canada 2016 Census

Immigration rate per 10,000 population: 2017



In the short term, we will need to double our immigration rate or more with a greater focus on proper targeting and integration efforts.

Source: Statistics Canada.

How was the Greater Moncton Immigration Strategy Achieved?

- **Implementation: Greater Moncton Local Immigration Partnership**
 - 4 working groups: labour market, entrepreneurship, francophone immigration and welcoming communities
 - Over 70 partners- all three levels of government, settlement, newcomers/ immigrants, post secondary institutions, etc
 - Collaboration and communication

Five years later: What have we learned?

- Report on the results of the 2014-2018 Greater Moncton Immigration Strategy highlights important achievements and areas for improvement.
- Final Report: Over two dozen key stakeholders interviewed/surveyed for their insights.



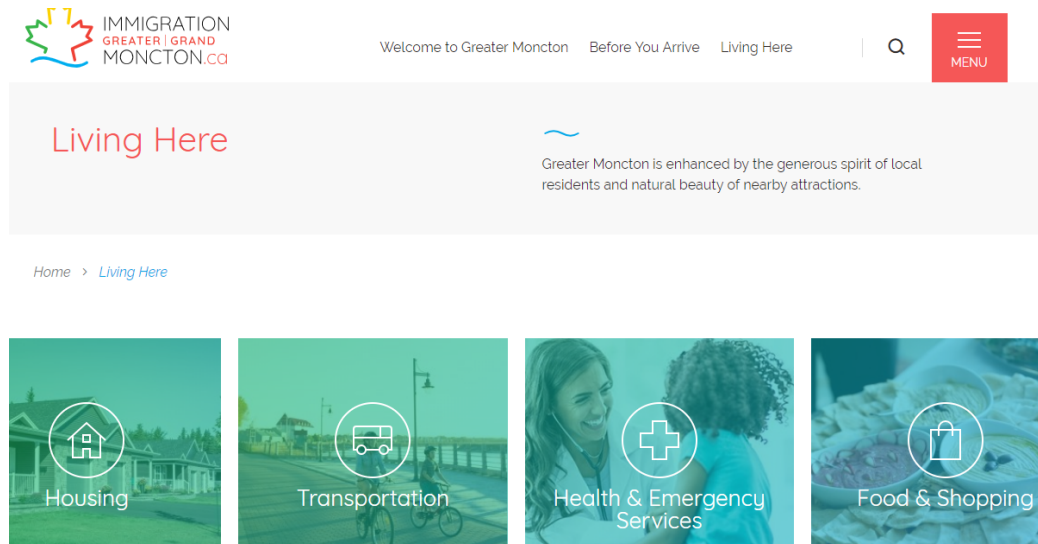
Five years later: Making progress

- **Strategic Objective #1: Align immigration and foreign worker attraction efforts to labour market needs**
 - Atlantic Immigration Pilot Project (AIPP) has allowed for much better targeting of immigrants
 - *Since the launch in 2017, 118 employers in the region have made more than 440 job offers*
- **Other Actions included:**
 - Greater Moncton Newcomer and International Student Employment Fairs
 - 250 jobs filled to date
 - 170 companies participating,
 - Chamber of Commerce annual survey to understand workforce needs



Five years later: Making progress

- **Strategic Objective #2: Develop a single, comprehensive website for immigration**
 - In the past prospective immigrants and those living here are sent to over 40 different sources for information
 - However, just recently the new www.immigrationgreatermoncton.ca was launched.



Five years later: Making progress

- **Strategic Objective #3: Work with existing immigrants to become ambassadors who promote Greater Moncton as a place to live and work**
 - There are now more than 20 ethnocultural associations in Greater Moncton.

Actions included:

- Funding support for ethnocultural associations was expanded,
- success stories/video testimonials development,
- the main multicultural festival expanded (Mosaïq)



Five years later: Making progress

- **Strategic Objective #5: Expand use of post-secondary education system as conduit for immigration.**

Selected actions included:

- International student stream under the AIPP.
- Annual “Get Connected” International Student Welcome Event & International Student Employment Fairs.
- International Student Retention Pilot for Francophone international students (CAFI).



Five years later: Making progress

- **Strategic Objective #7: Ensure alignment/coordination of immigrant settlement and retention services.**

Actions included:

- Implementation of the Greater Moncton Local Immigration Partnership (LIP) and its 4 working groups
- Development of a one-stop-shop website for immigrant services.
- Creation of the Southeast Employment and Training Newcomer Working Group.

Five years later: Making progress

- **Strategic Objective #10: Foster more immigrant friendly public and personal services.**

Actions:

- Annual “Welcome to Moncton” newcomer event created and implemented.
- Newcomer Guide Book developed and updated.
- Multiple activities in the Anglophone and Francophone school systems including welcome centre.
- Public library expands its services to support immigrants.



Five years later: Making progress

Strategic Objective #11: Municipal governments lead by example – integrating immigrants and immigrant-friendly public services.

- Dedicated resource person at City/Town Hall to be in charge of ensuring immigrant friendly service delivery.
- City of Moncton Diversity and Inclusion Policy.
- Hiring international students for summer student positions.
- No wrong-door approach to immigrant support.
- Cultural competency training for municipal employees.

The 2019-2023 Greater Moncton Immigration Strategy: Considerations

Immigrant attraction

- Lobbying for positive changes to government policy.
- Significant attraction and retention of international students as a feeder for the labour market.
- Continued focus on alignment of immigrant attraction to labour market needs: national and international.

Immigration, entrepreneurship and investment

- More efforts to attract export-focused entrepreneurs including tech startup companies.
- Immigrant investors to support business succession needs.

The 2019-2023 Greater Moncton Immigration Strategy: Considerations

Immigrant retention and support

- Better and more inclusive language training
- Boost support for, and role of, ethnocultural associations.
- Focus public awareness on the strategic importance of immigration
- Expand efforts to support spouses :employment, language training, networks – this will be key to longer term integration.
- Expand efforts to support International students

Recommendations for Success

- Municipalities need to be consulted on immigration matters and the needs of their community with a direct formal dialogue with federal government
- Greater support for Francophone immigration in francophone minority communities
- Pre arrival English/ French language training
- Increased access to settlement services, languages classes, employment services for temporary residents including International students
- IRCC needs a presence on the ground in mid sized Canadian cities
- Greater immigration quotas to the Atlantic Provinces with the extension from the AIP to permanent stream
- Access to retention statistics

THANK YOU

www.immigrationgreatermoncton.ca

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