



# Integrating and Retaining Newcomers in Small Centers





# Bringing people & communities together

The PEI Association for Newcomers to Canada (PEIANC) was incorporated in **1993** as a non-profit charitable organization. Our mandate is to provide short-term settlement services and long-term inclusion and community integration programs for new immigrants on PEI.





# WHO ARE WE?



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Province-wide  
immigrant  
support  
agency



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Variety of  
short-term  
settlement  
services



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Long-term  
social inclusion  
& community  
integration  
programs

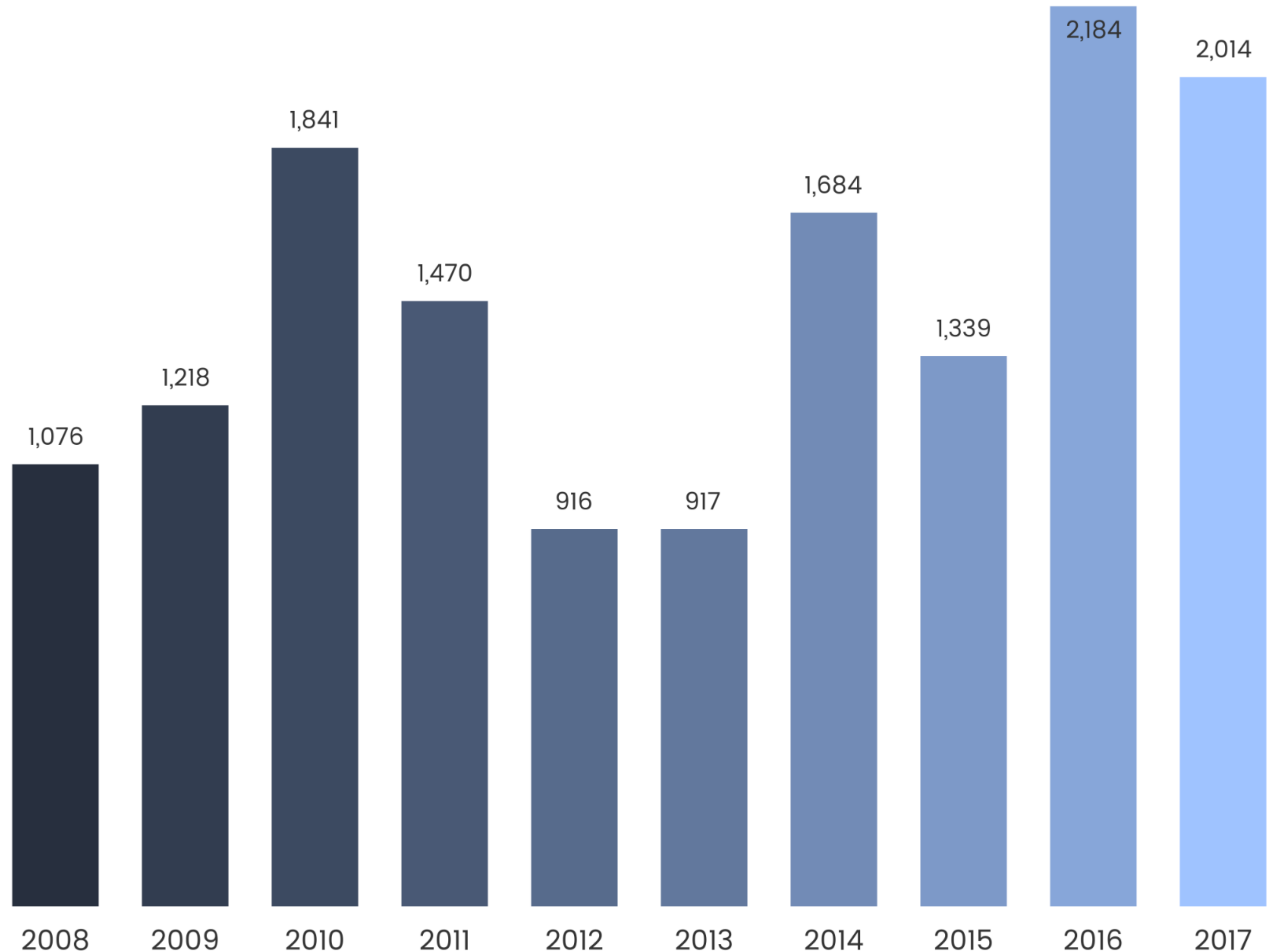


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Cross-cultural  
awareness  
and public  
education  
programs

# NEWCOMERS TO PEI

Over **7,200** clients  
registered to  
receive services  
through the  
PEIANC in the  
last four years







# ALL OVER THE WORLD

Newcomers from **79**  
different countries  
immigrated to PEI in  
2017







# PEIANG PROGRAMS & SERVICES



# PEIANC PROGRAMS & SERVICES



Intake, needs assessment,  
orientation and referral



Language assessment & LINC  
referral



Newcomer settlement services



Resettlement assistance  
program for refugees



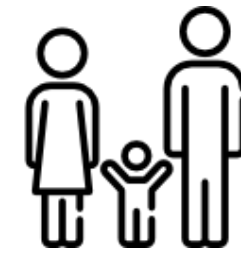
Canadian life skills program



Employment assistance services



Cultural education and  
inclusion training



Youth settlement services



Family counselling



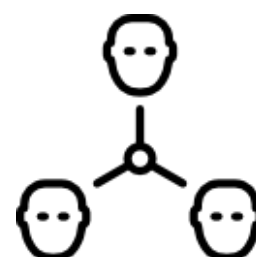
SWIS worker partnership



Community Engagement  
program & events



Volunteer English tutor  
program & conversation circles



**PEI Immigration Partnership**



Online guide for newcomers in  
7 languages







# PEI IMMIGRATION PARTNERSHIP (PIP)

[www.peipip.ca](http://www.peipip.ca)

PEI's Immigration Partnership (PIP) is a province-wide, multi-sectoral partnership funded through IRCC. PIP brings stakeholders together through working groups and events to collaborate in the areas of municipal leadership in new resident support, service provider coordination, welcoming communities and other activities related to creating the conditions for improved settlement and retention. There remains a continued focus on inclusion in communities and workplaces, sense of belonging, and enhanced social, economic, and civic participation.

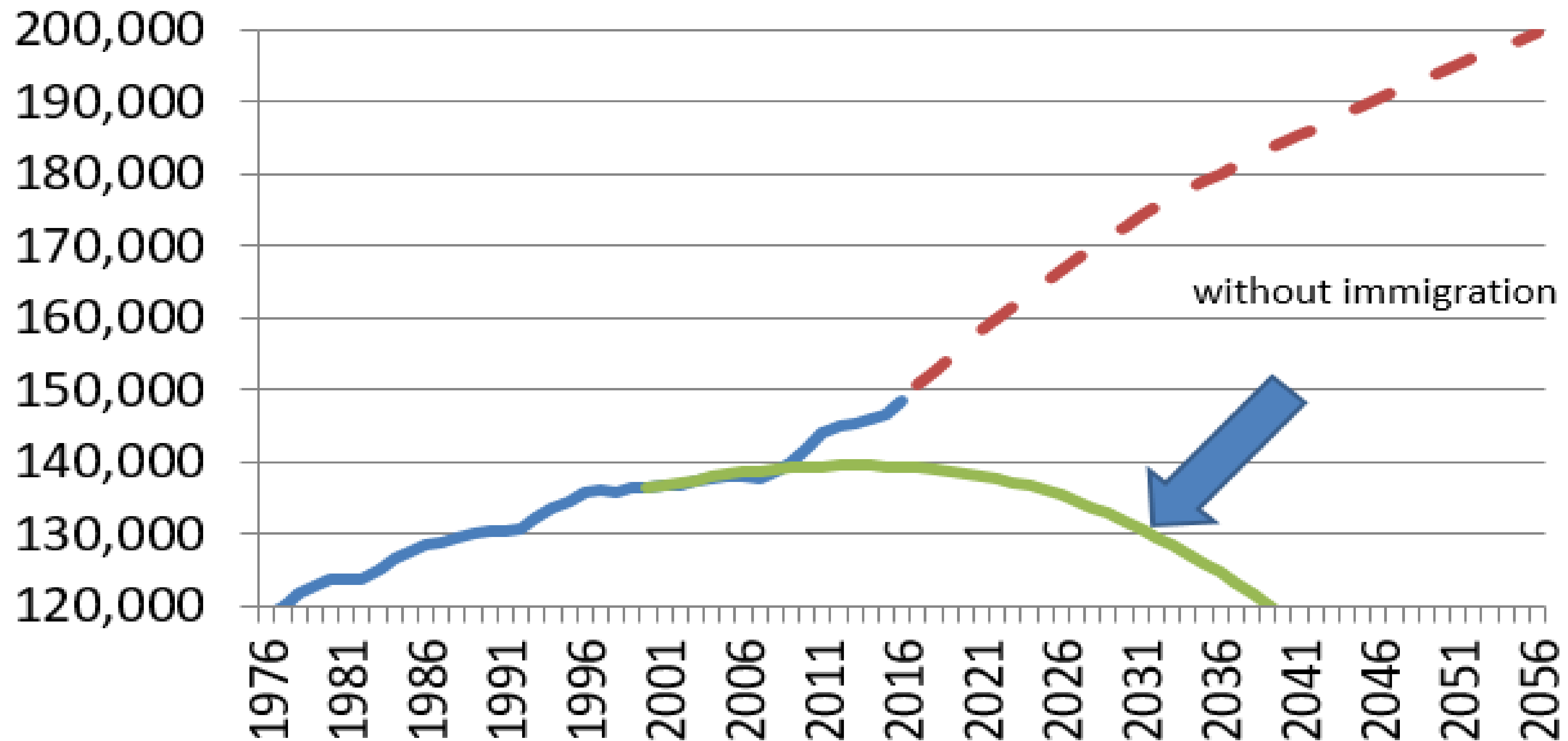
Foundational to this work is the recognition that:

- Immigration is critical for the future of PEI
- Inclusion and integration happens within community
- Retention requires an organized and concerted effort by many
- We can do more together





# PEI's Story: Population Growth and Immigration





# Loss of Amenities in Absence of Population Growth



"Major economic anchor for community goes out of business due to adverse economic conditions"

<http://www.cbc.ca/news/canada/prince-edward-island/rinks-sitting-empty-in-rural-areas-1.2815562>

Over the last ten years rural hospitals, schools, businesses, and amenities have been under risk of closure





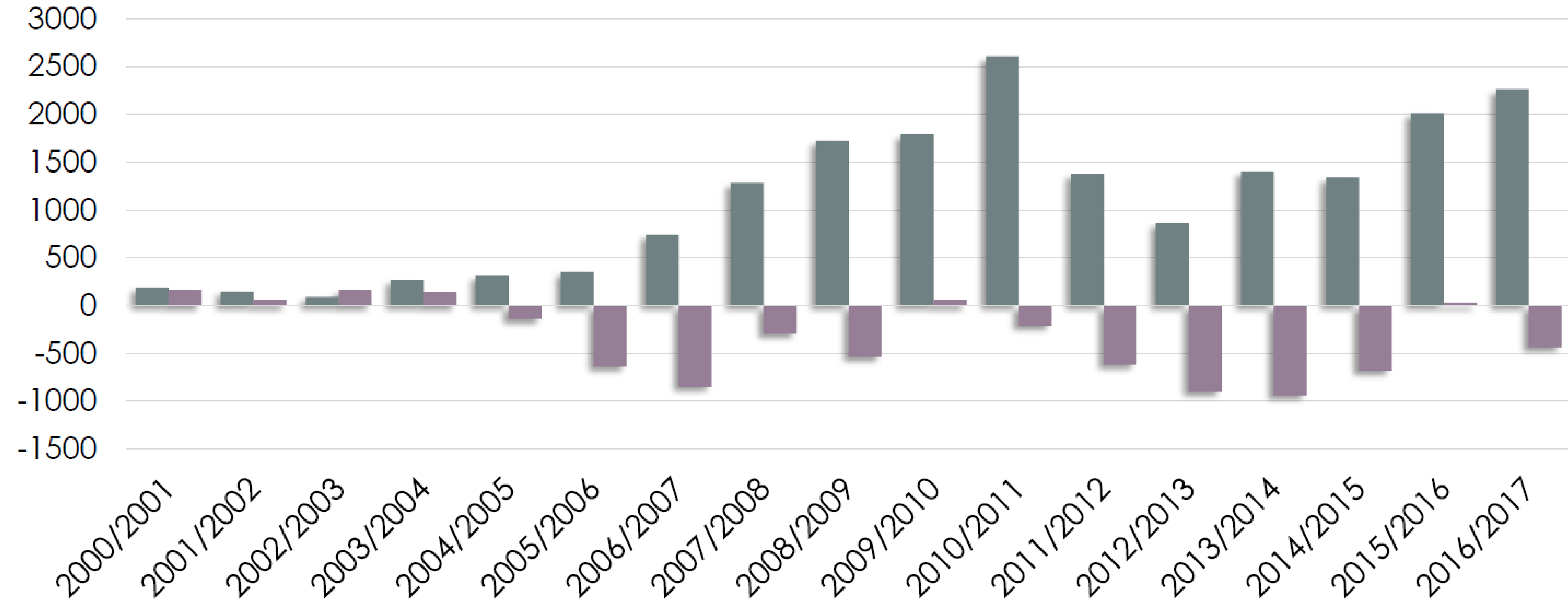
# Population Decline in Absence of Immigration

**TABLE 2: Census Counts for PEI Census Divisions and Sub**

Geographic Name	Population		
	2016	2011	% Change
<b>Prince Edward Island</b>	<b>142,907</b>	<b>140,204</b>	<b>1.9</b>
<b>Kings County</b>	<b>17,160</b>	<b>17,990</b>	<b>-4.6</b>
Cardigan	269	332	-19.0
Georgetown	555	675	-17.8
Kings, Royalty	280	291	-3.8
Montague	1,961	1,895	3.5
Morell	297	313	-5.1
Morell 2	22	24	-8.3
Murray Harbour	258	320	-19.4
Murray River	304	334	-9.0
Souris	1,053	1,173	-10.2
St. Peters Bay	237	253	-6.3

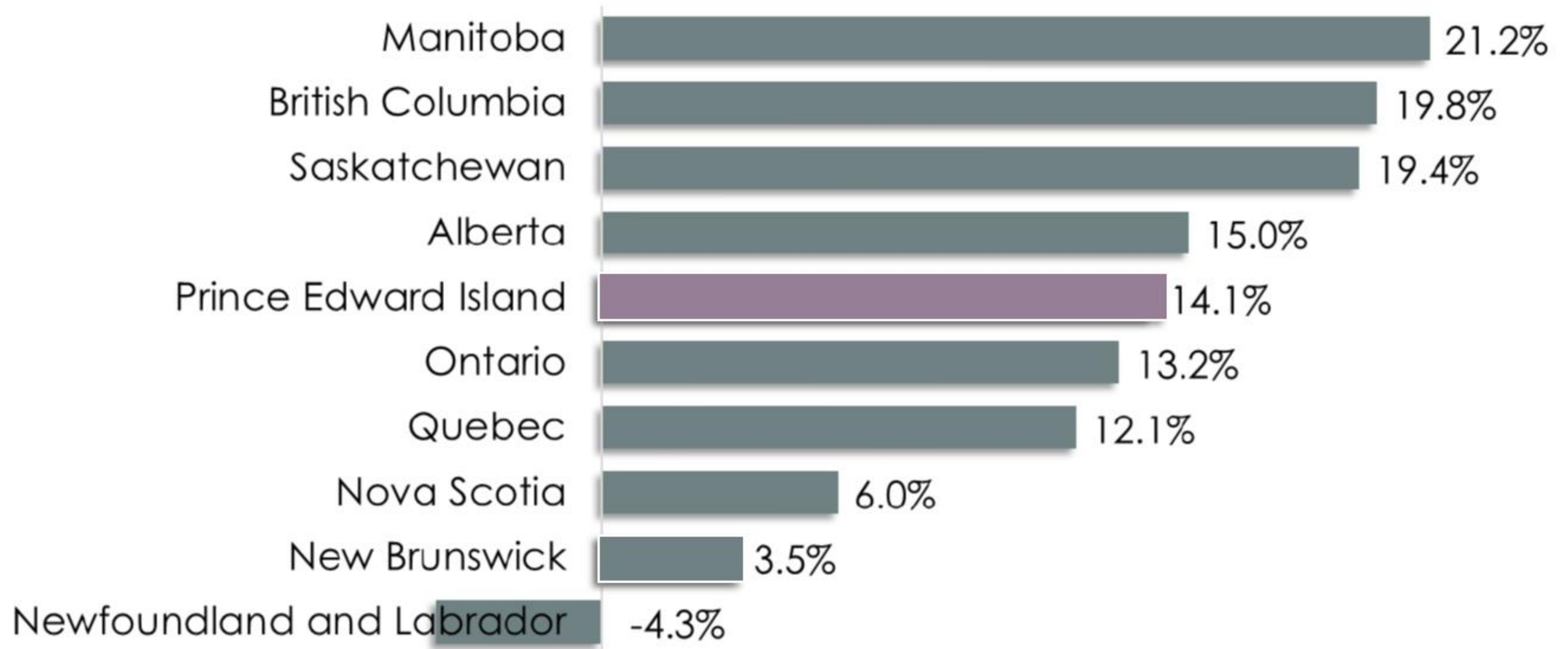


# Immigration and interprovincial migration





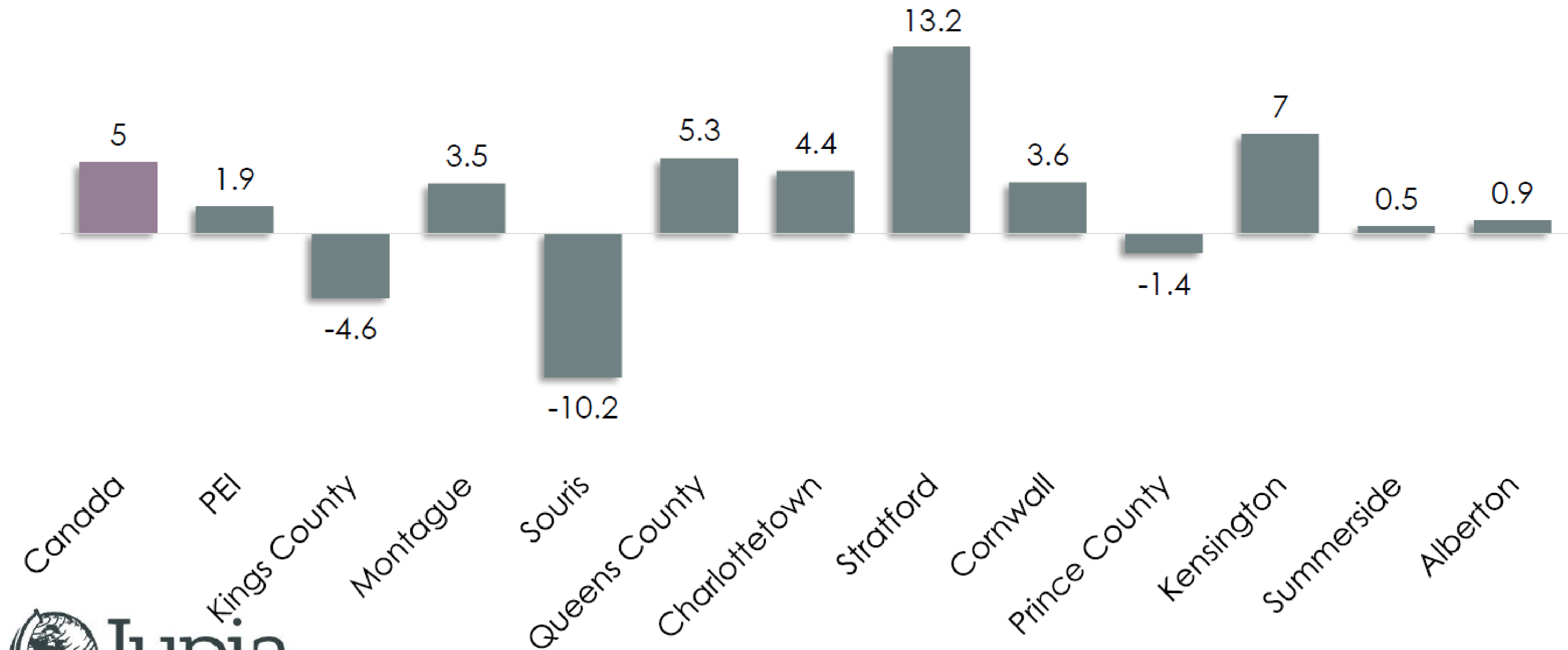
# Cumulative real GDP growth (2007-2016)





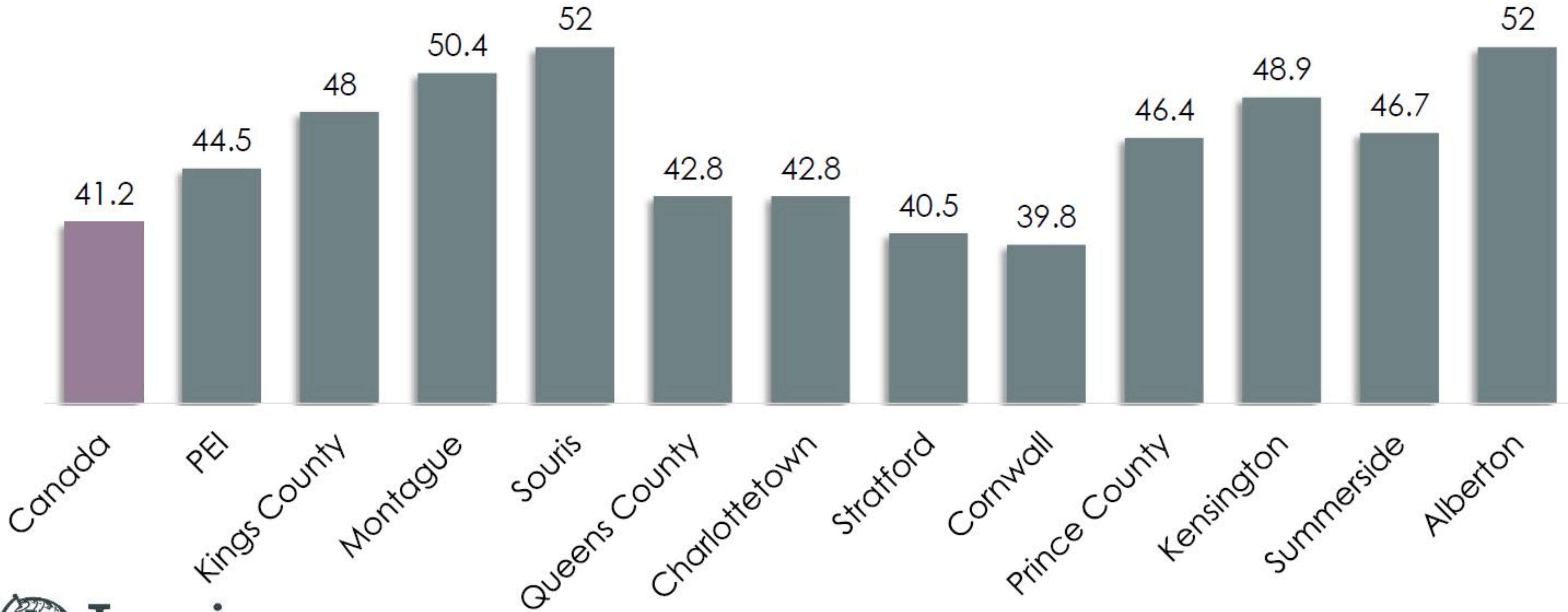
# Where there is Immigration, there is Population Growth

% change over last 5 years, 2011-2016





# Median age of the population





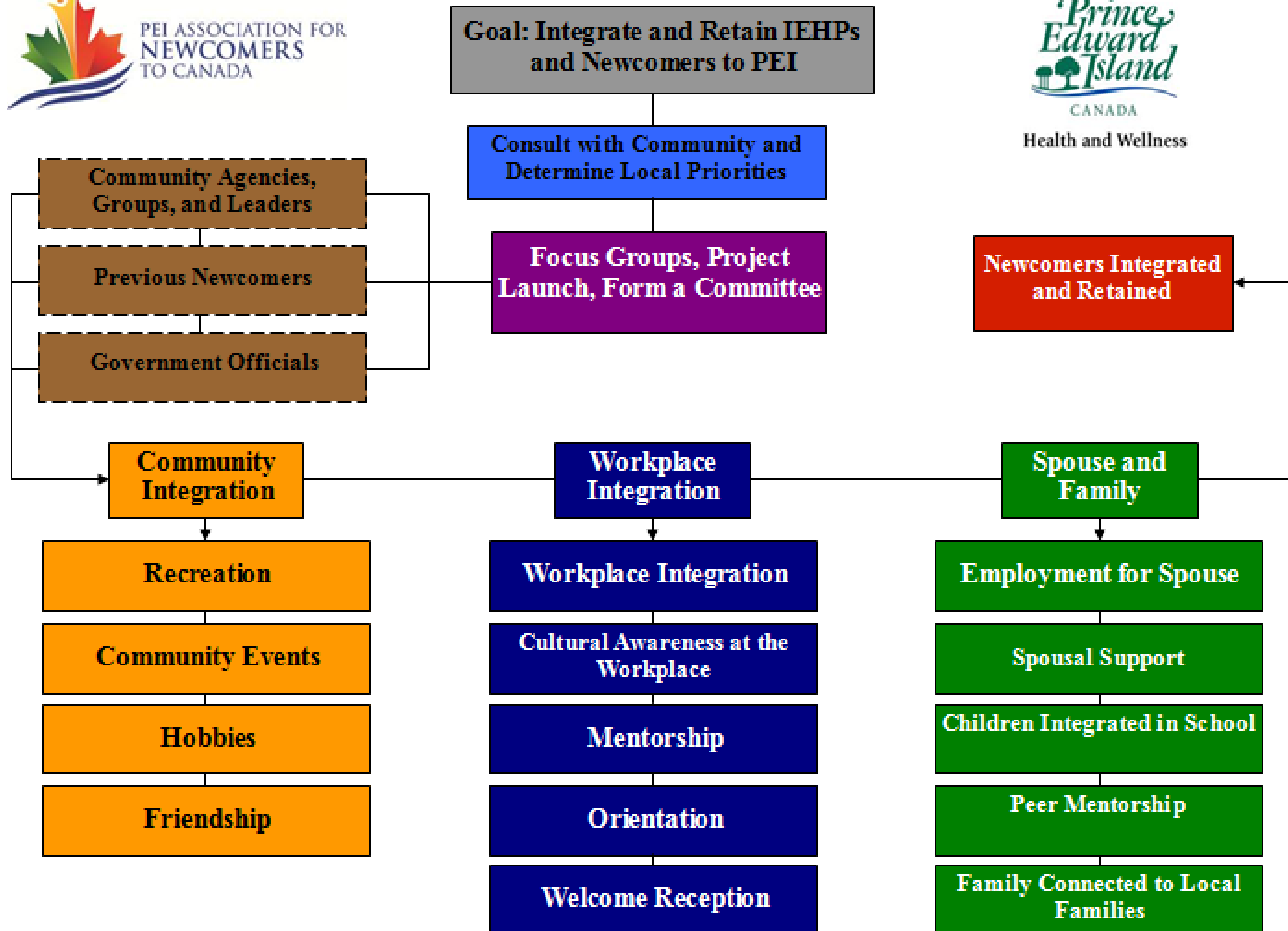
# Population Growth Opportunity: Improved Retention

PEI Retention Rates per Landing Year: All Immigration Categories (Stats Can Tax Filer Data 2 years behind)								
Landing Year	less than 1yr	1 year	2 year	3 year	4 year	5 year	6 year	7 year
2006	76%	53%	37%	32%	27%	27%	24%	20%
2007	76%	50%	40%	33%	29%	29%	27%	25%
2008	55%	30%	22%	18%	16%	14%	14%	
2009	57%	30%	24%	20%	19%	18%		
2010	58%	32%	24%	19%	18%	16%		
2011	62%	36%	24%	21%	18%			
2012	67%	44%	38%	31%				
2013	81%	64%	53%					
2014	76%	57%						
2015	78%							

Statistics Canada's [CANSIM Table 054-0003](#)

With Support From David Chaundy, APEC







# Welcoming Communities Becomes a Priority

## Framework for the Integration and Retention of Newcomers

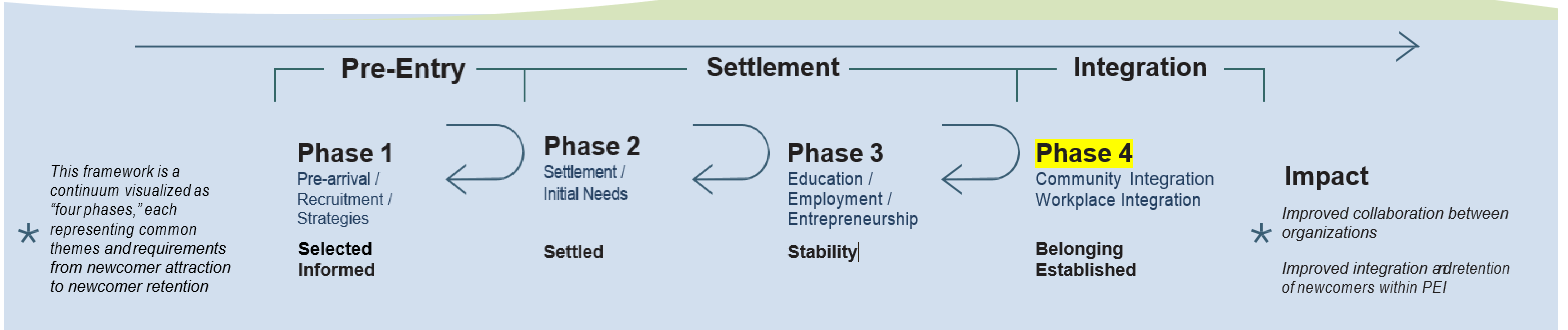
### Core Values of the Framework

1. Define continuum of services for all newcomers
2. Conceptualize interconnectivity of programs
3. Validate the depth of services needed
4. Create clarity for stakeholder collaboration
5. Visualize dependency of programs and services

### Foundational Themes

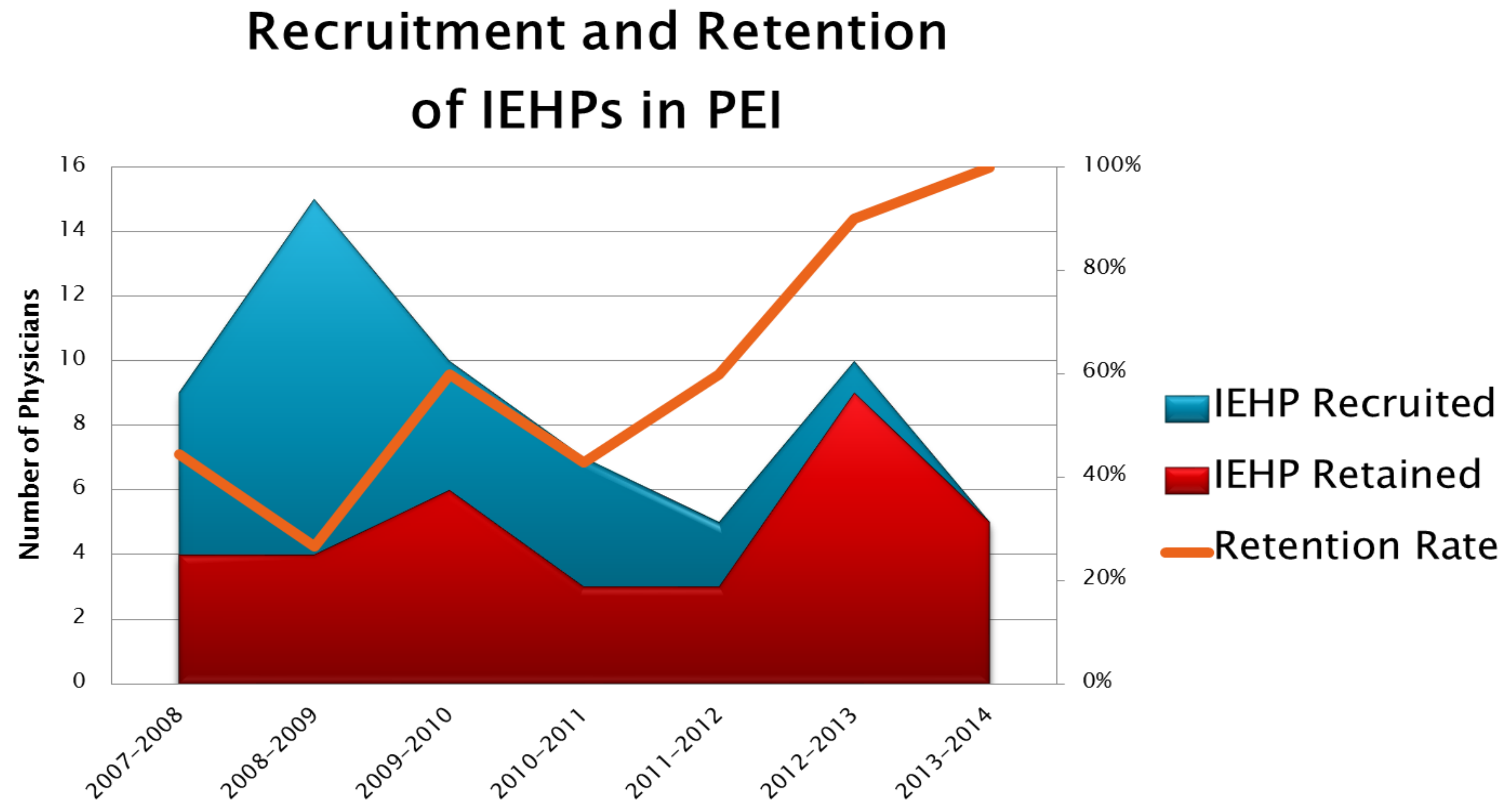
- Demonstrate necessity of partnerships and collaboration within organizations and between organizations across PEI
- Define a newcomer's pathway; demonstrate complexity in retention
- Identify newcomer integration and retention priorities
- Identify any gaps within the pathway
- Identify and respond to a continuum of needs

### CONTINUUM OF SERVICES - PATHWAY FOR NEWCOMER RETENTION





# Improved Retention is Possible: Results from Pilot









You're invited...

**ARE YOU A NEW RESIDENT OF STRATFORD? WOULD YOU LIKE TO LEARN MORE ABOUT YOUR NEW COMMUNITY?**

**Please join us for our Welcome Event for New Residents**







## Physician Welcome Reception

**Mayor Clifford Lee and Members of City Council invite you to join them at City Hall for the 2018 Physician Welcome Reception. You will be joined by colleagues and professionals from across Charlottetown and area with leaders in the community, in business, and in the health field, all who are active in supporting new residents.**

In addition to welcoming Queens County's new physicians and their families, there will be a time for networking and refreshments.



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# Town of Souris

Friendliest Folks Around  
Les Gens Les Plus Aimables

HOME  
ABOUT SOURIS  
TOWN HALL  
EVENTS  
TOURISM  
BUSINESSES  
CONTACT US  
LINKS  
LOCAL WEATHER  
COMMUNITIES IN BLOOM

French



## Souris Area Welcoming Committee!

*To have good neighbors, we need to be a good neighbor.*

**"Are you new to the Souris area?"**

If you are, we would love to welcome you. Retiring, moving here for work, starting a business, buying a summer home...we are just so happy that you decided to move to Souris and Eastern PEI . We are a group of local residents who feel it is extremely important to not just be friendly but also welcoming. If you would allow us, we would like to offer a symbol of our welcoming spirit by delivering a basket of local goodies, other gifts and some local information that will help with your transition. Let us know your name, family information (if you have kids), address, a good time to drop by and we will come and deliver an old-fashioned welcome basket right to your door.

Not every one will want to request a welcome basket so if you happen to know of anyone that is new to the area, please just let us know and we will follow up.





## **Recommendations for Improved Newcomer Retention**

### **1. Employment**

Goal: Increase number of newcomers attached to the workforce; increase employer-driven workplace integration

### **2. Provincial Strategy and Coordinated Services for Newcomers**

Goal: Define Provincial strategy; increase coordination of programs, services, and information between service provider organizations (SPO's)

### **3. Entrepreneurship**

Goal: Increase coordination and knowledge of services for entrepreneurs or investors; Review Business Impact Category

### **4. Language Training and Post-Secondary**

Goal: Increase language acquisition (accessibility; flexibility; language for employment) and improve transition from LINC to post-secondary

### **5. Information and Support for Newcomers (work on concurrently with #2 and #6)**

Goal: Increase the level of information and support received and accessed by newcomers

### **6. Municipal Strategies and Activities for New Residents**

Goal: Increase newcomer's sense of belonging and acceptance in their community

### **7. Recruit to Retain:**

Goal: Recruit to retain- increase the alignment of newcomer's needs and expectations with what PEI has to offer; increase access to pre-arrival information



# Strategic Priorities PIP 2018-2019

- Coordinated Services & Info Sharing
- Social and Economic Integration
- Welcoming Communities
- Municipal Immigration Strategies
- (exploratory) Changing the conversation & normalizing diversity



## **PIP statistics [Jan 01 2016 – Sept. 31, 2018]**

- PIP Network: **357** (individual partners); Stakeholder network: **1200+**
- Newcomer Advisors: **89** (individual advisers)
- Municipal LIP Council & SPO Working Group: **28** sessions
- Provincial or Municipal Strategy Sessions: **46** (total strategy sessions)
- Events (ANC or Community-Led Integration Events): **44** events





# Relationships







# Collaboration & Coordination







# Sense of Belonging



[www.peipip.ca](http://www.peipip.ca)



*"I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do."*

— Leonardo Da Vinci



# Get in Touch With Us

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