

Atlantic Immigration Pilot Project – How is it Working?

Thursday, November 22, 2018

Pathways to Prosperity

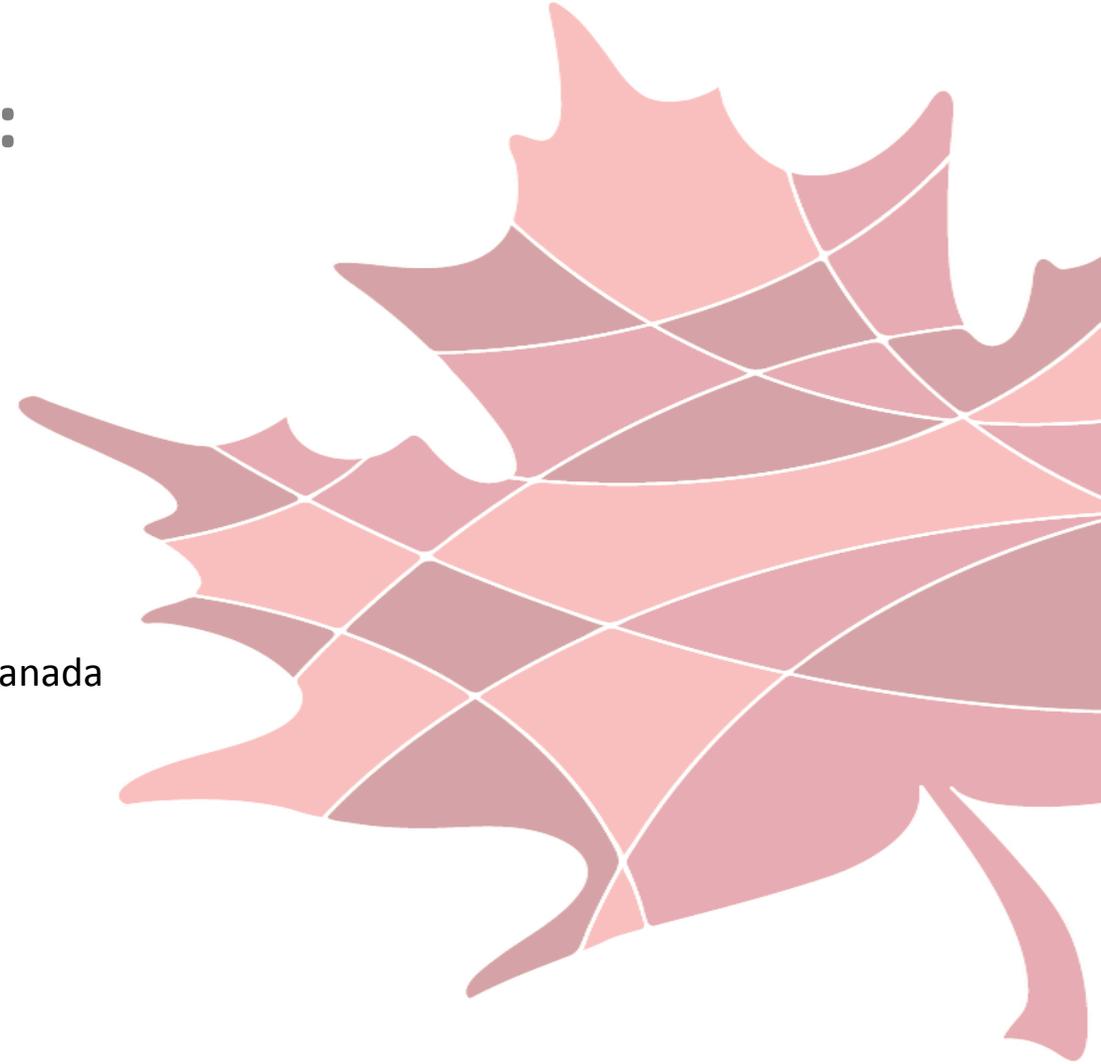
The Atlantic Immigration Pilot: An Overview

P2P National Conference 2018

Montreal

November 22-23, 2018

Elizabeth Kaminsky – Immigration, Refugees and Citizenship Canada



Context: Atlantic Growth Strategy

A pan-Atlantic, whole-of-government approach launched July 2016 to enhance regional capacity and help grow the economy.

Governance



Skilled Workforce/immigration



Innovation



Trade and Investment



Clean Growth & Climate Change

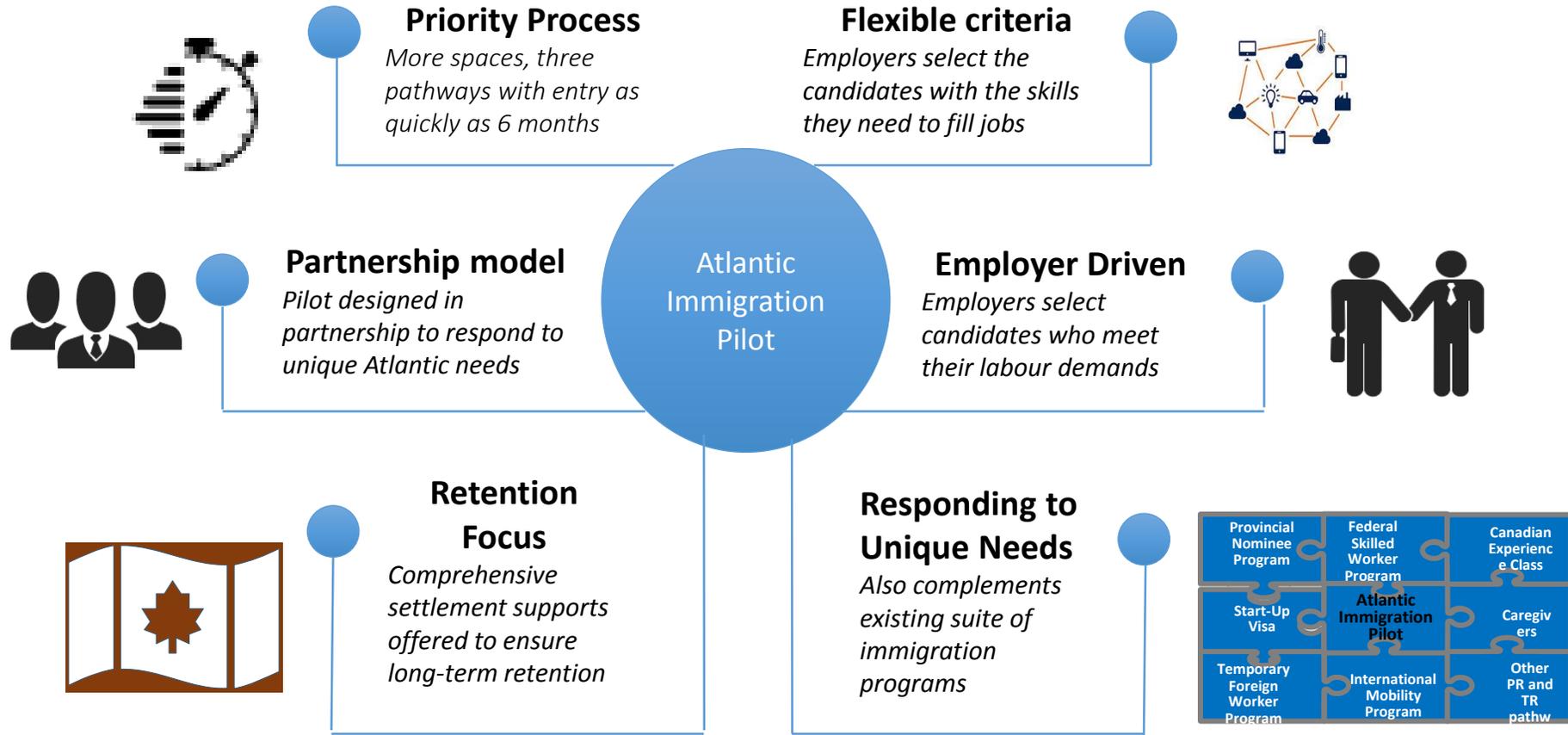


Infrastructure



Key Features of the Atlantic Immigration Pilot

The Pilot is the first immigration program of its kind to help address unique needs and test new immigration approaches in Atlantic Canada



Innovative Approach to Supporting the Integration of Immigrants

New partners support immigrant settlement needs

- Employers are more aware of employee settlement needs and what services are available in their communities

Increase uptake of settlement services

- Mandatory needs assessment will increase awareness and (ideally) uptake of existing settlement services

Testing new models

- This approach will increase our knowledge of the relationship between settlement services and long-term retention on newcomers



Early Results

Growing Awareness

Over 700 awareness sessions have taken place



Settlement Plan

3,300+ needs assessments & referrals for principal applicants & accompanying family members

Employer Participation

Over 1,400 Atlantic employers designated to recruit newcomers

500 new spaces in 2018
(from 2,000 spaces to 2,500)

Support for Employers

Over 360 employers are being supported by the Dedicated Service Channel



Provincial Endorsement

Over 2,700 job offers & applications approved with provincial endorsement



Processing Times

100% of Permanent Resident Applications received by IRCC have been processed in 6 months or less





room
TO LIVE
NOVA SCOTIA • CANADA 🍁

Jennifer L'Esperance

Director of Strategic Policy and External Relations

Nova Scotia Office of Immigration

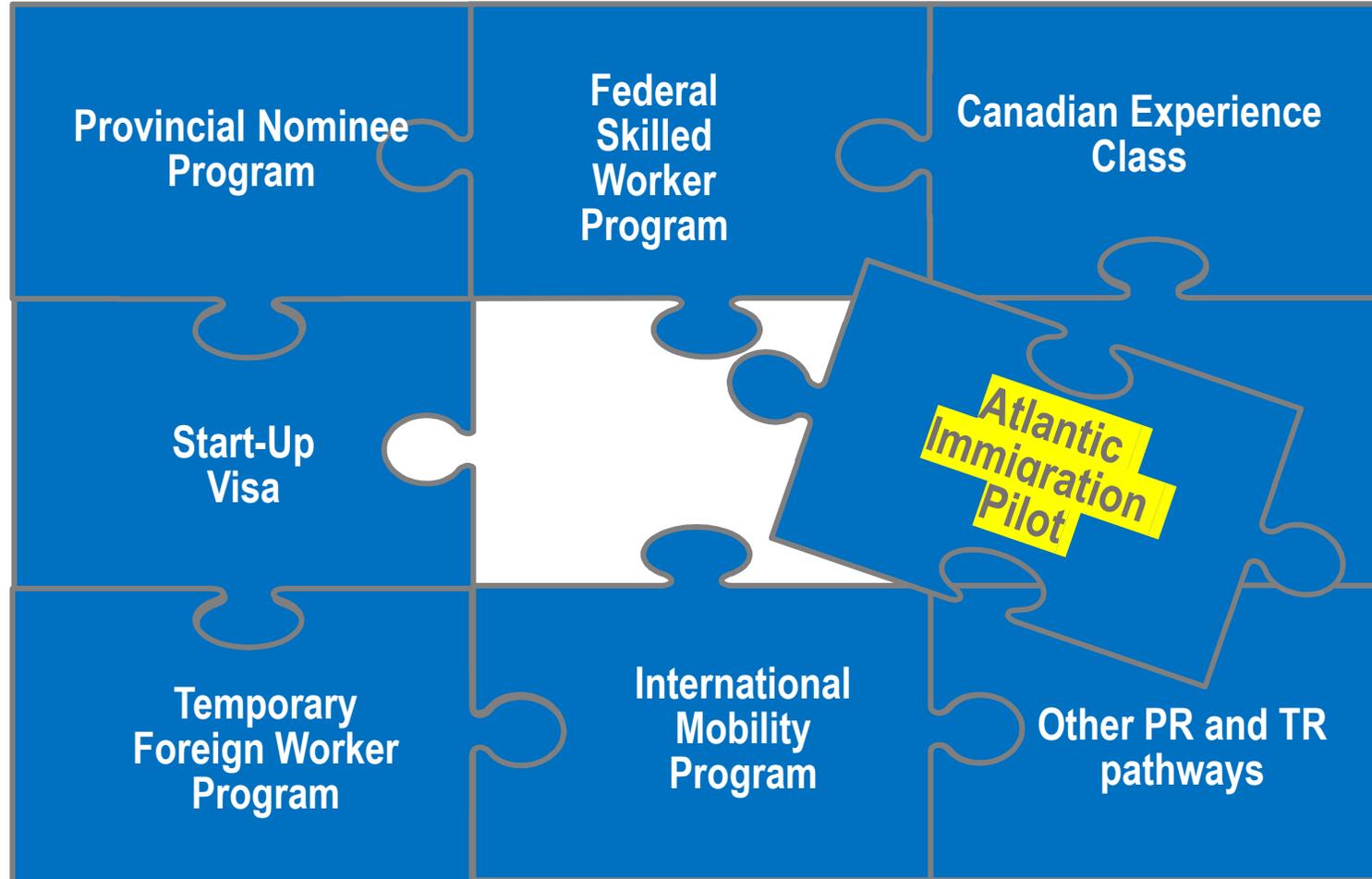
November 2018

Key areas of focus:

- Selection programs that are strong and responsive
- Leadership at the local and national levels
- Integrating newcomers into communities and the workplace
- Promoting Nova Scotia as an attractive place to live



Atlantic Immigration Pilot



Support for employers is key

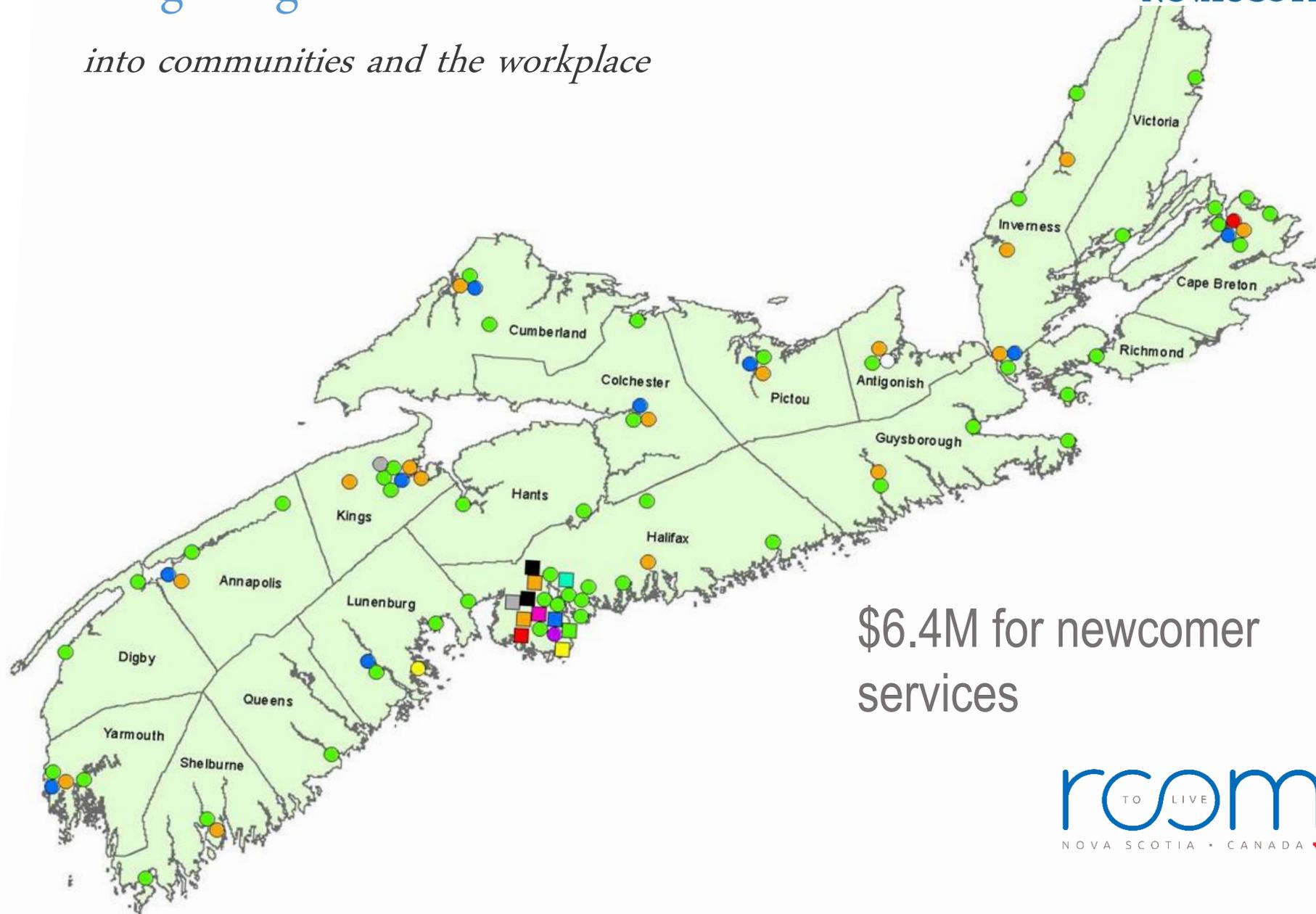
We can help:

- Navigate the “system” – explain criteria and help point you in the right direction
- Make connections with settlement services
- Support employers in international recruitment



Integrating newcomers

into communities and the workplace



\$6.4M for newcomer services



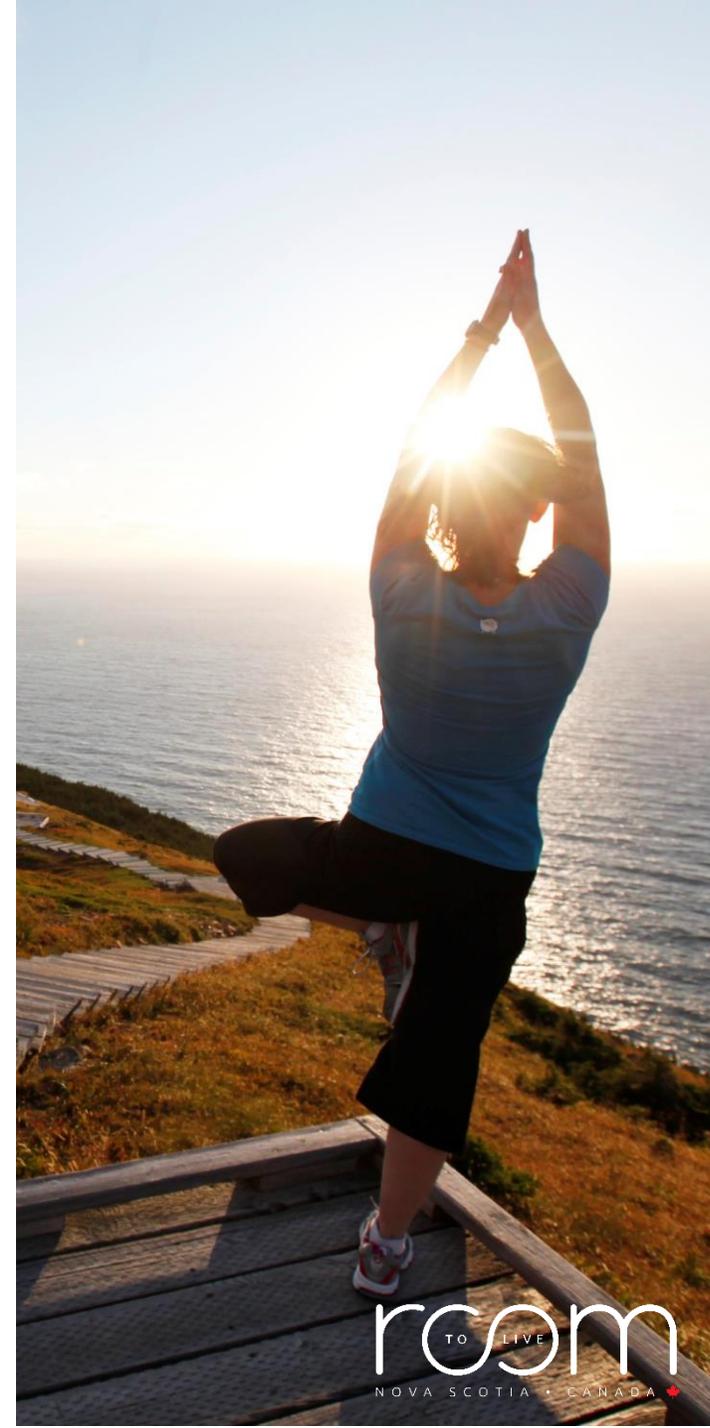
Promoting Nova Scotia

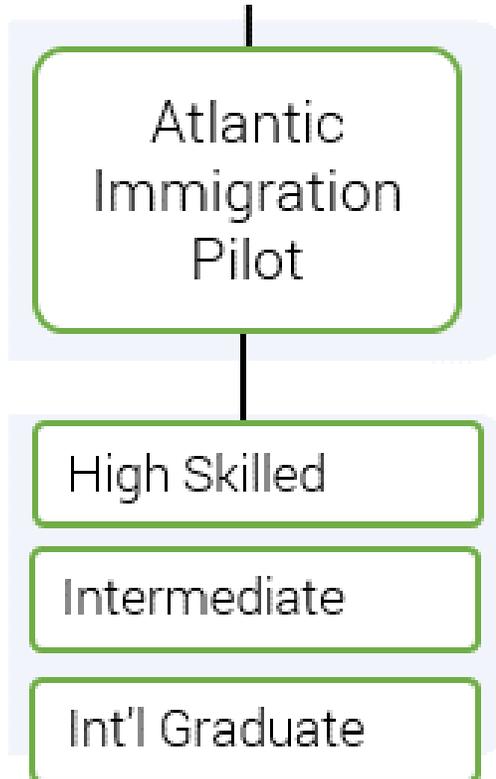
as an attractive place to live

Impact in key markets, driven by labour
market demand

Targeted to ensure match with lifestyle NS has
to offer

Brand awareness & understanding



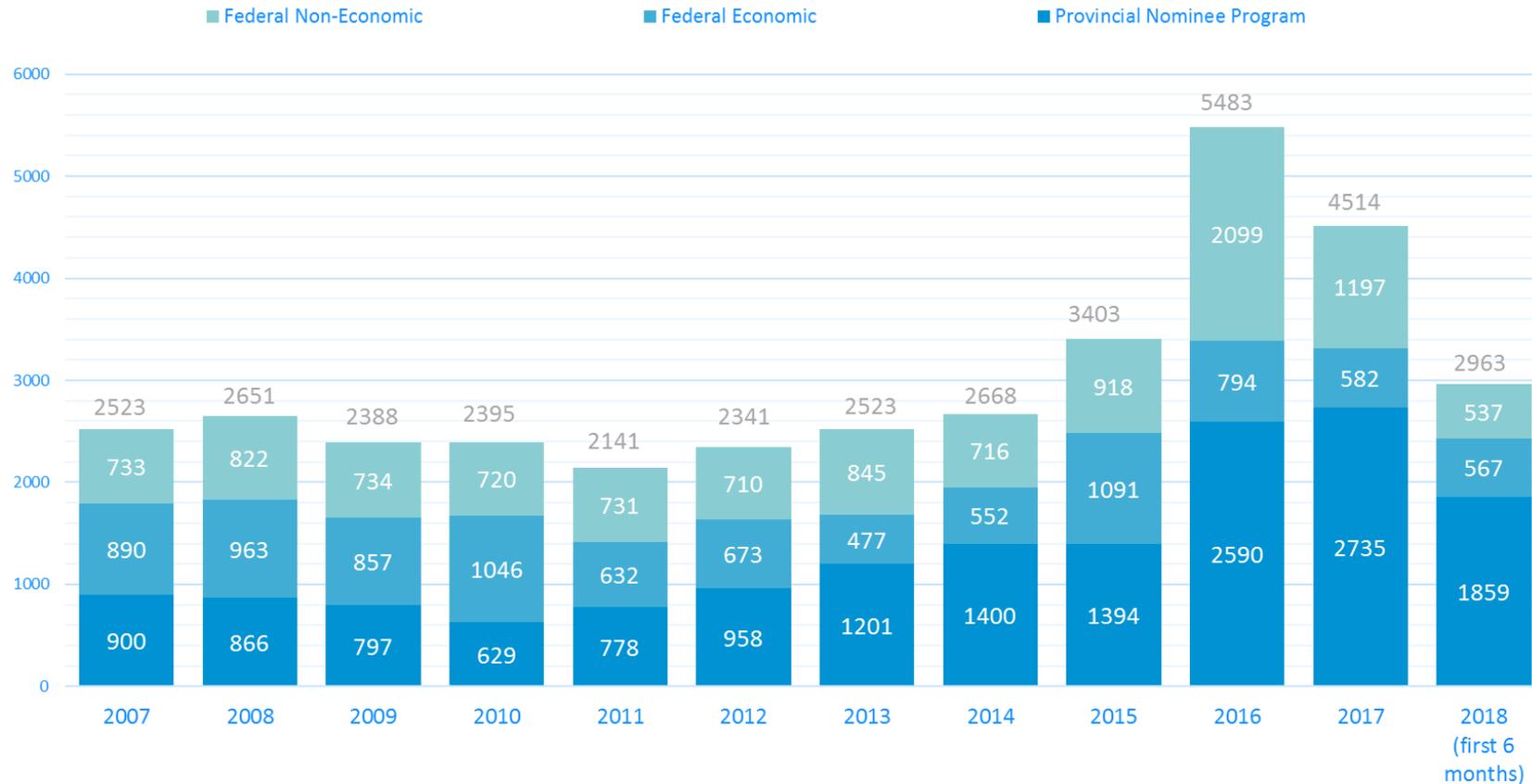


250 AIP information sessions are yielding positive results

Employer-led

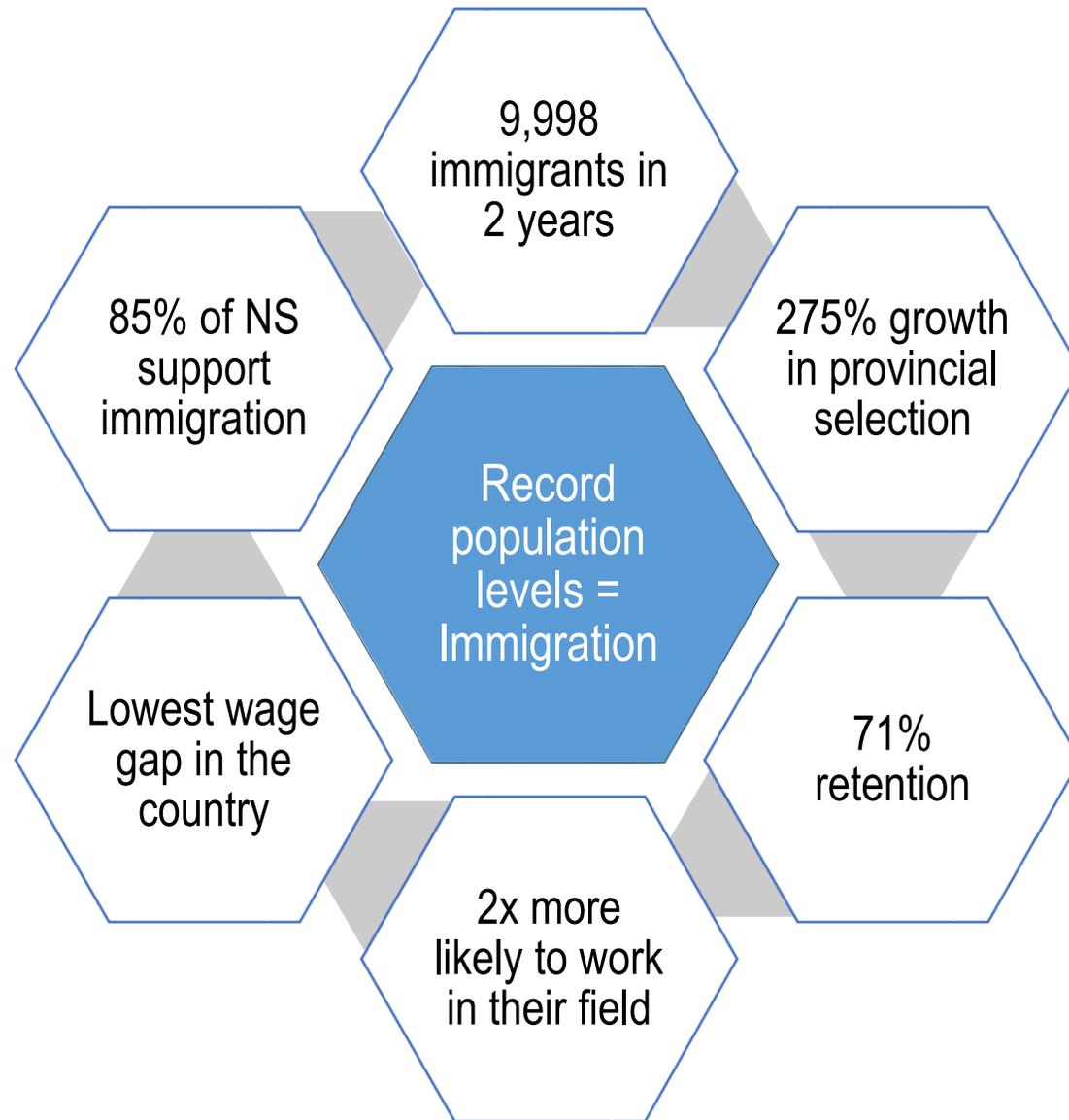
Rural/Urban balance

Immigrants to Nova Scotia



Source: IRCC Permanent Residents Q22018 (Note: AIP landings are included in Federal Economic)

Demonstrating Impact



A person in a blue life vest is paddling a canoe on a calm lake at sunset. The sun is low on the horizon, creating a golden glow and reflecting on the water. Another person in a blue life vest is visible in the background, also in a canoe. The overall mood is peaceful and serene.

room

TO LIVE

NOVA SCOTIA • CANADA 

As you're busy making
a living, don't forget to
make room
for life.



~~~~~ New Beginnings ~~~~~  
**Atlantic Immigration Pilot Project**

v. October 2018



New Brunswick  
Nouveau Brunswick

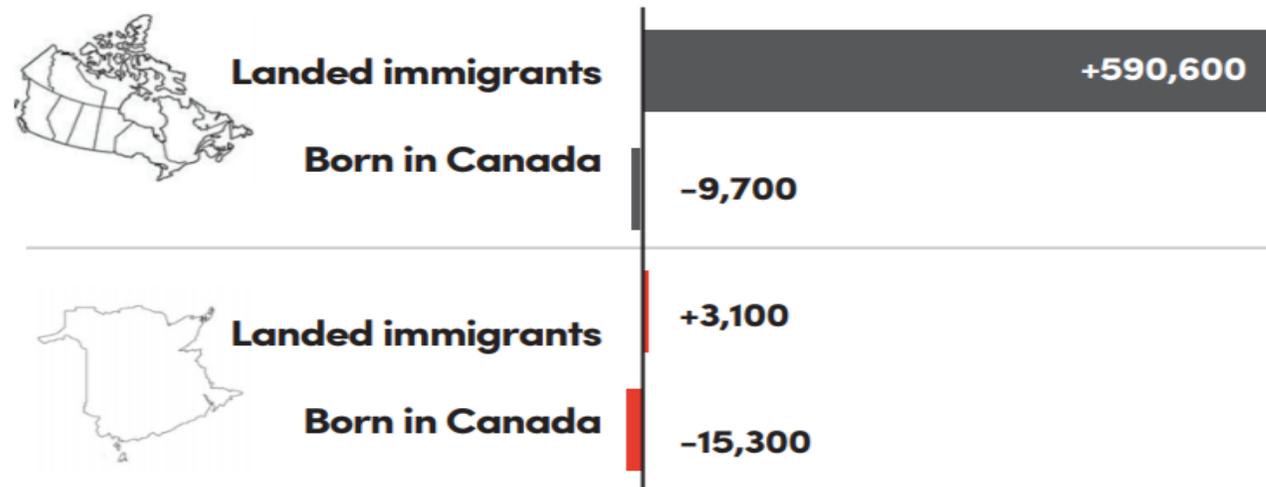
Canada

# THE CHALLENGE

## Shrinking Labour Force

Demographics play a significant role in determining labour force needs in the province. In 2016, there were approximately **372,000** typical working-age individuals in New Brunswick (15-64). Almost **3,000** less than in 2015 and **7,000** less than in 2005.

**FIGURE 5: GROWTH IN THE CANADIAN AND NEW BRUNSWICK LABOUR FORCE BY SOURCE (2013 TO 2017)**



Source: Statistics Canada CANSIM Table 282-0102.

# Responding to the Challenge

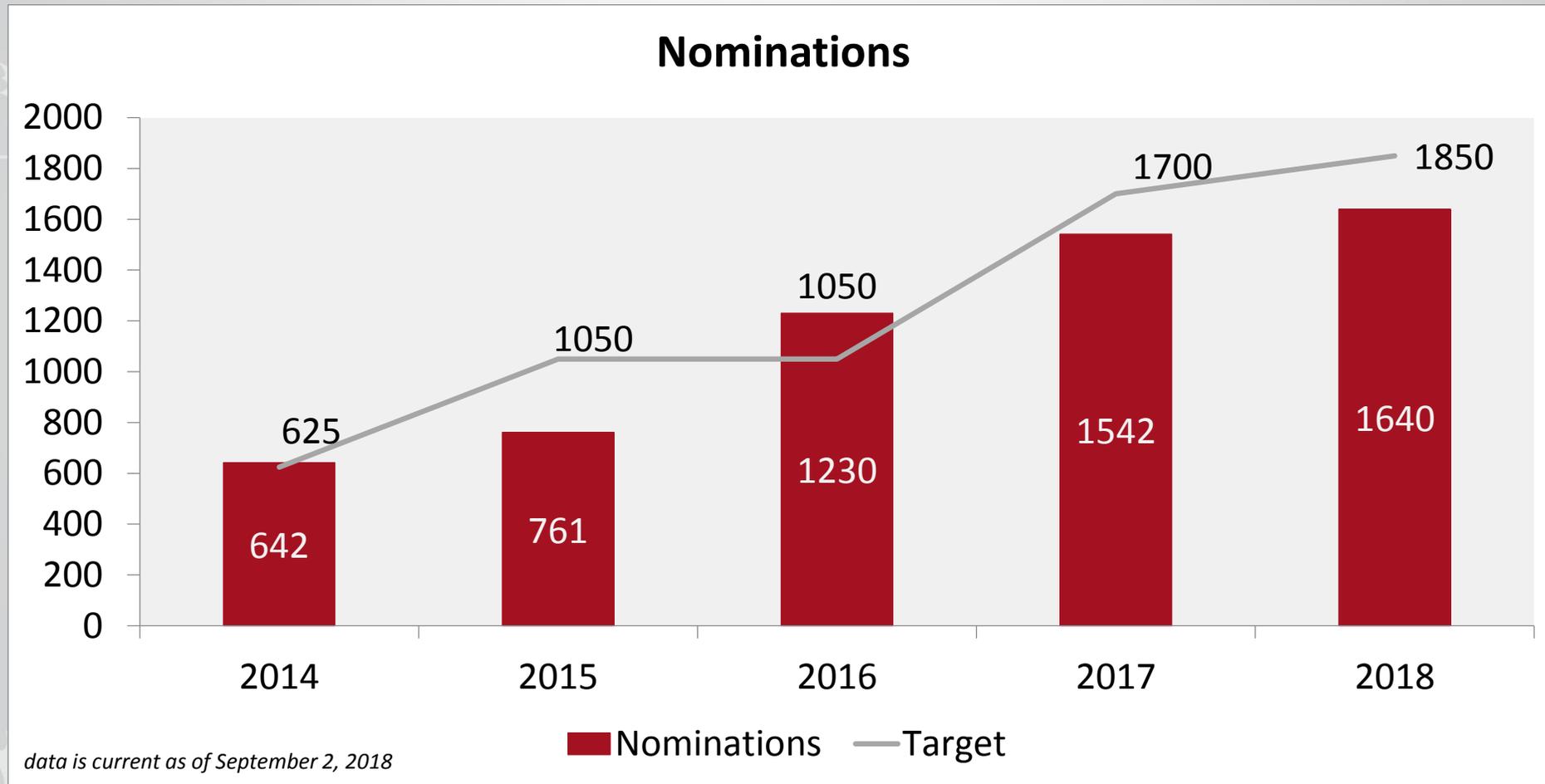
- 1. Keeping New Brunswickers here**
  - Employment development programs and services
  - Labour market information
- 2. Repatriation**
  - National promotion
- 3. Attracting new Canadians to New Brunswick**
  - Atlantic Immigration Pilot Project
  - Economic Immigration Priority

# NEW BRUNSWICK IMMIGRATION OBJECTIVES

- 1 Increase the allocation of economic immigrants, per year;
- 2 Address key labour market needs; and
- 3 Increase retention.



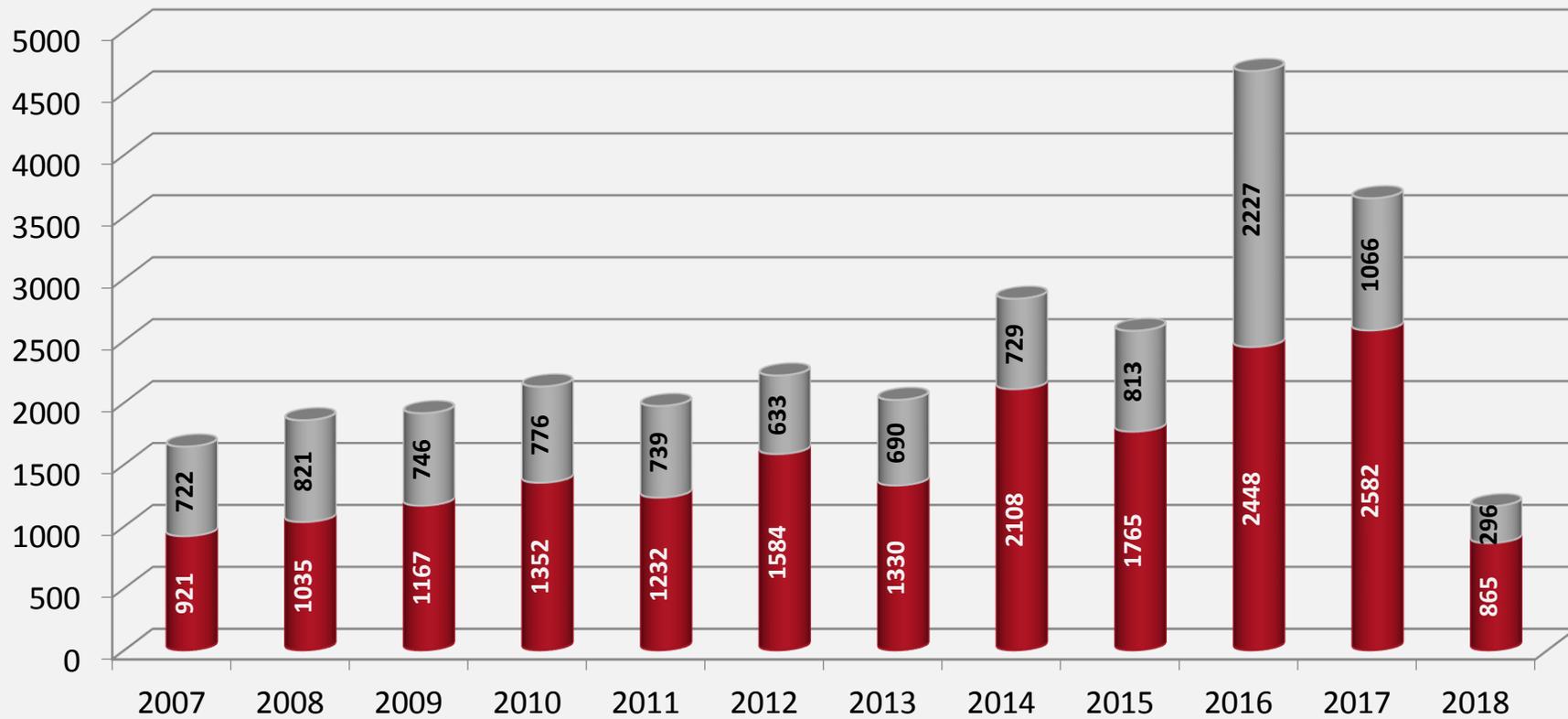
# Recruitment and Attraction of Skilled Workers



# LANDINGS

New Brunswick Landings from 2007-2017  
All Categories and Streams

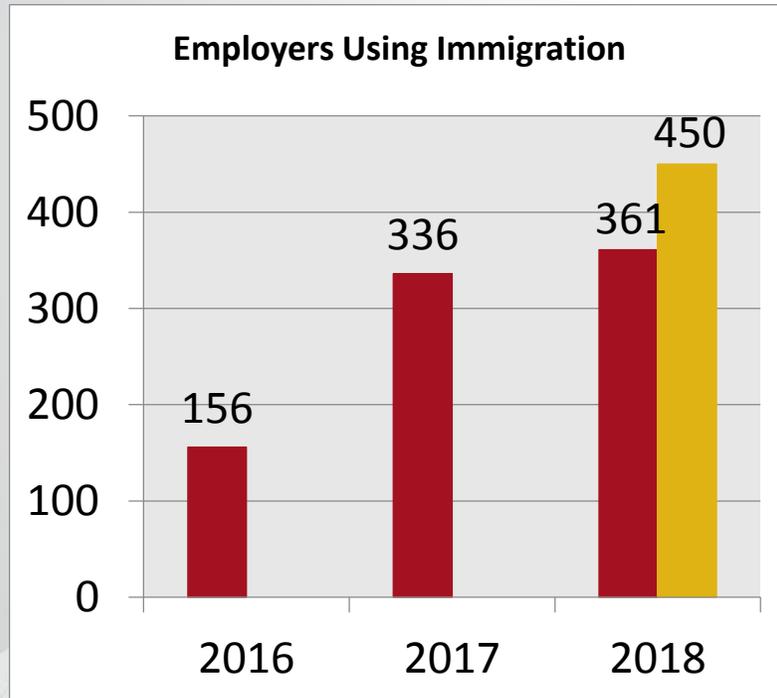
■ Provincial ■ Federal



Source : IRCC Permanent Residents Q12018 data

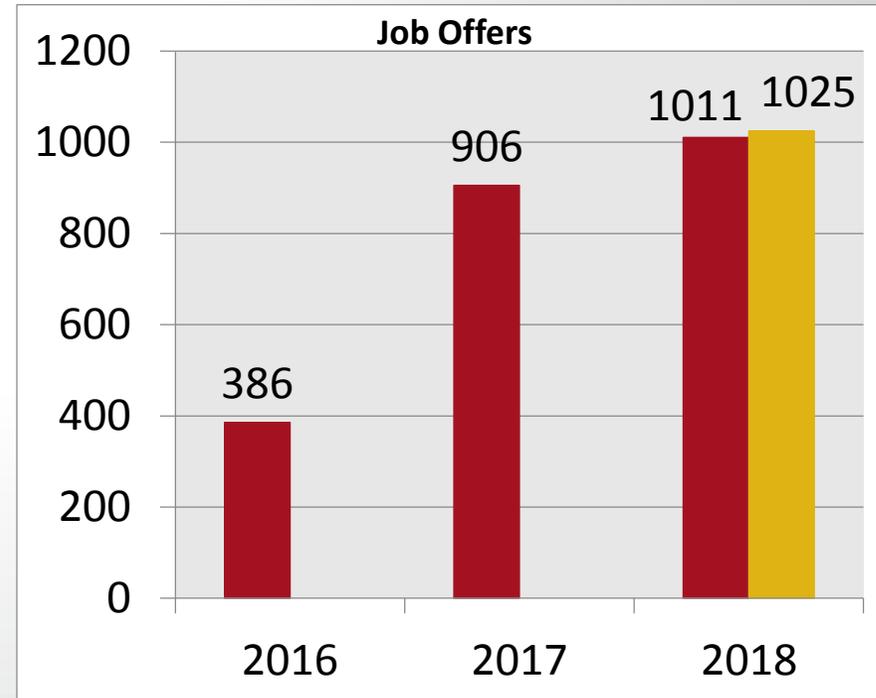
# EMPLOYER ENGAGEMENT

Increase the number of employers using immigration.



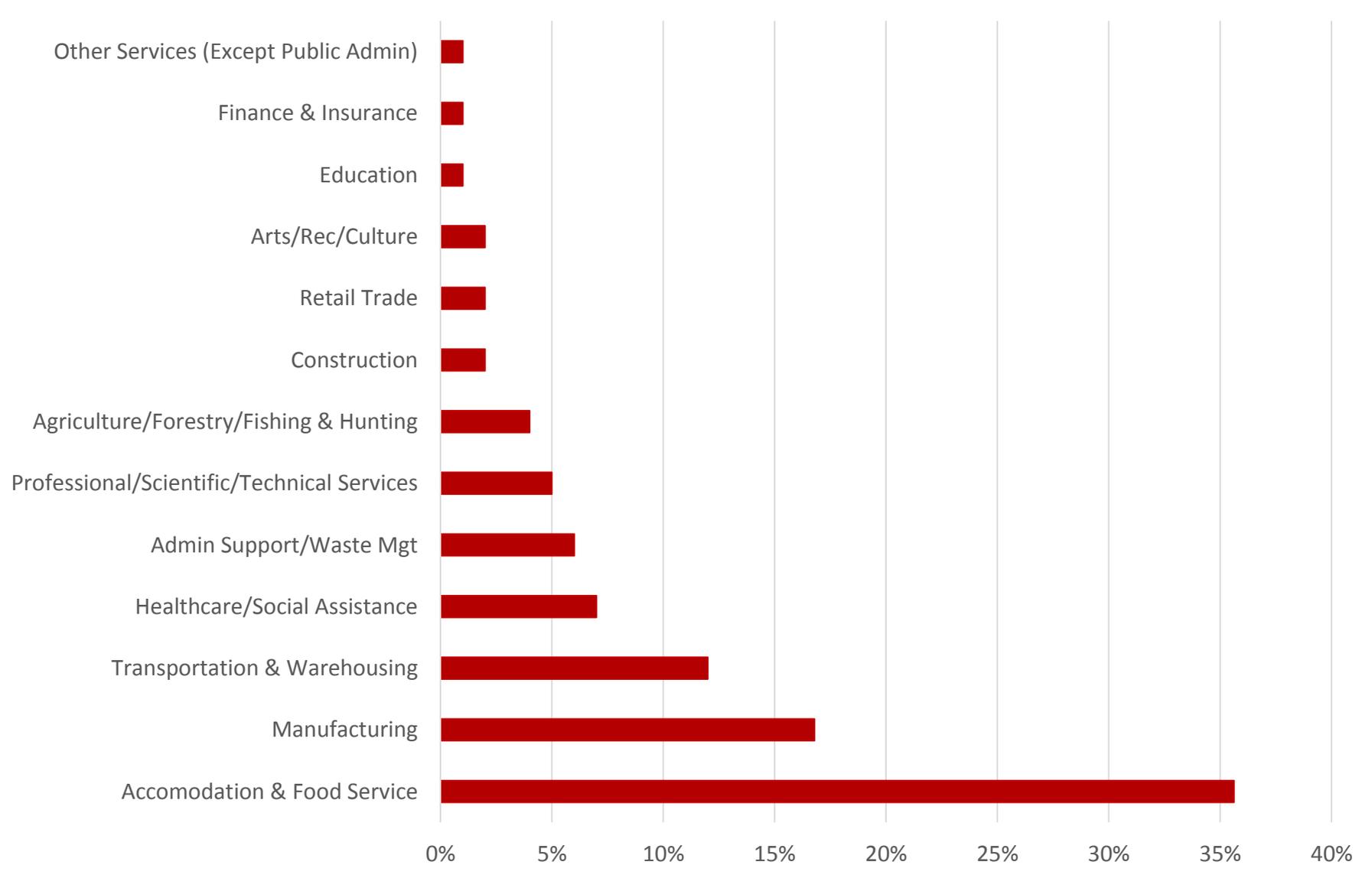
*data is current as of August 31, 2018*

Increase the number of job offers made to immigrants.



*data is current as of September 2, 2018*

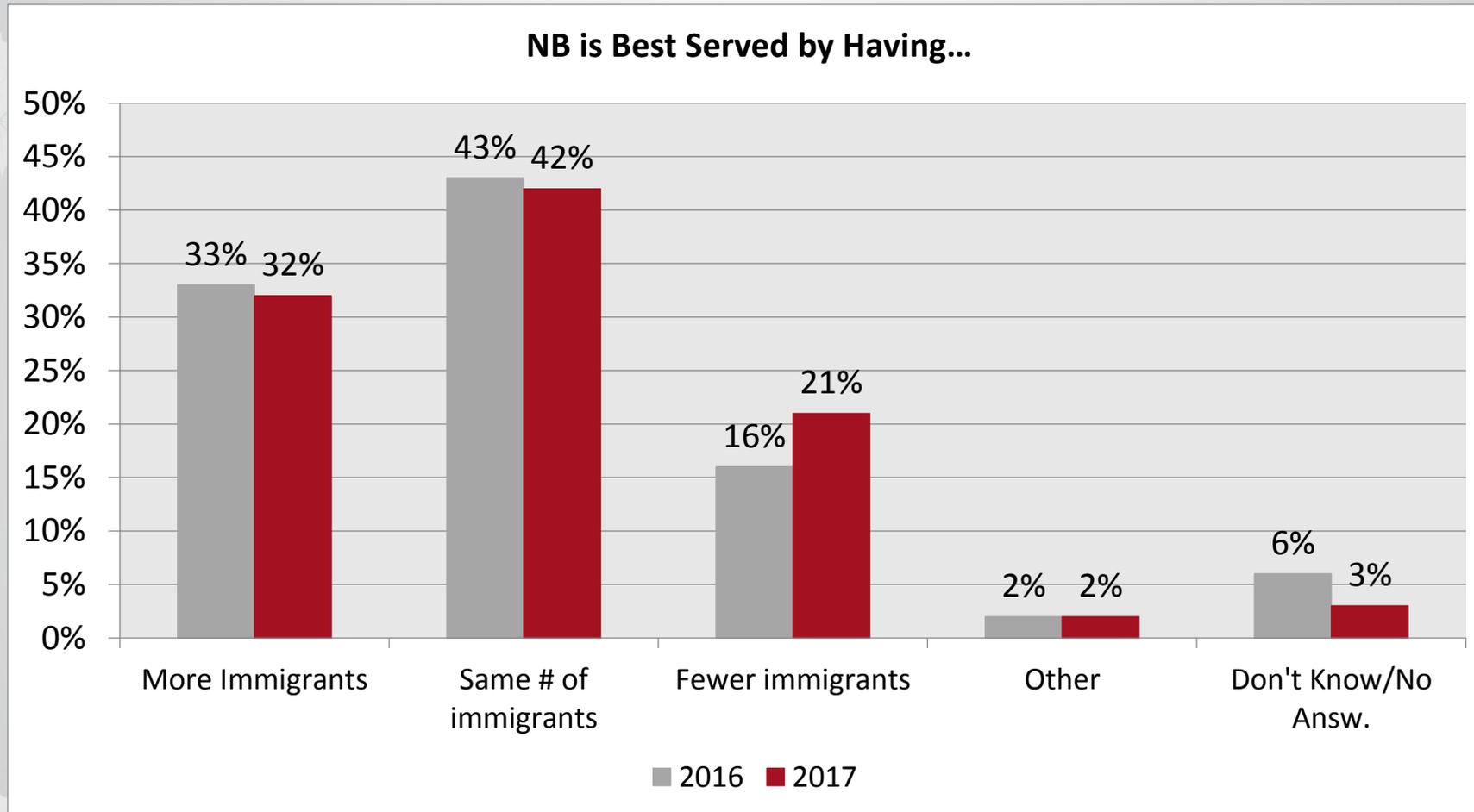
# SECTORS



*data is current as of September 7, 2018*



# DIVERSITY & WELCOMING COMMUNITIES



Cliff MacDonald

**SERVICE PROVIDER ROLE IN THE ATLANTIC  
IMMIGRATION PILOT PROJECT AND  
LESSONS LEARNED**

# Vision

A community where all can belong and grow

# Mission

Helping immigrants build a future in Nova Scotia



# Who We Are

- **7,563 clients served last year**
- **100+ NS communities served**
- **728** active volunteers
- **259** qualified staff
- **100+** countries of client origin
- **64** countries of staff origin
- **73** languages spoken by staff
- **Serving immigrants for over 38 years**
- Staff who are dedicated, diverse, highly professional, qualified and experienced in their field
- Connecting immigrants with employers
- Connecting immigrants with the community

# Perspective of a Service Provider

The service provider's role is to:

- Provide support to employers through needs assessment and settlement plan for the employee and family
- Refer/offer services to the employee and family
- Offer supports to the employer

For this new project, ISANS has developed:

- new intake system, pre- and post-arrival for AIPP employees
- introductory webinar for employers

# Employer Commitment to Settlement Support

- Contact immigrant settlement service provider to learn about settlement services
- Support newcomers' access to settlement services
- Foster a welcoming workplace

# Potential Challenges for Employers & Employees

## Employees

- Language and communication barriers
- Social isolation and lack of personal networks
- Family stress from separation

## Employers

- Communication barriers
- Other employees who have little experience working with immigrant employees
- A lack of knowledge about support services available

# ISANS Services for Employees

- Pre-arrival programs: communication and workplace culture
- Post-arrival re-assessment of needs
- Orientation to Nova Scotia program
- Referral for English assessment
- Language courses for employee and family members
- Pre-employment services for family members (pre- and post-arrival)
- Community connections



# ISANS Services for Employers

- Workplace Culture workshops
- English in the Workplace
- Diversify your Workforce  
([www.isans.ca/employer-support](http://www.isans.ca/employer-support))
- Support in hiring immigrants beyond the AIP



# ISANS Workplace Culture Program

Training and support for employers to increase their ability to hire, retain and promote immigrants.

## **Workshop topics include:**

- Building an intercultural workplace culture
- Integrating immigrants into workplace culture
- Resolving intercultural conflict
- Creating intercultural leadership excellence

## **Services include:**

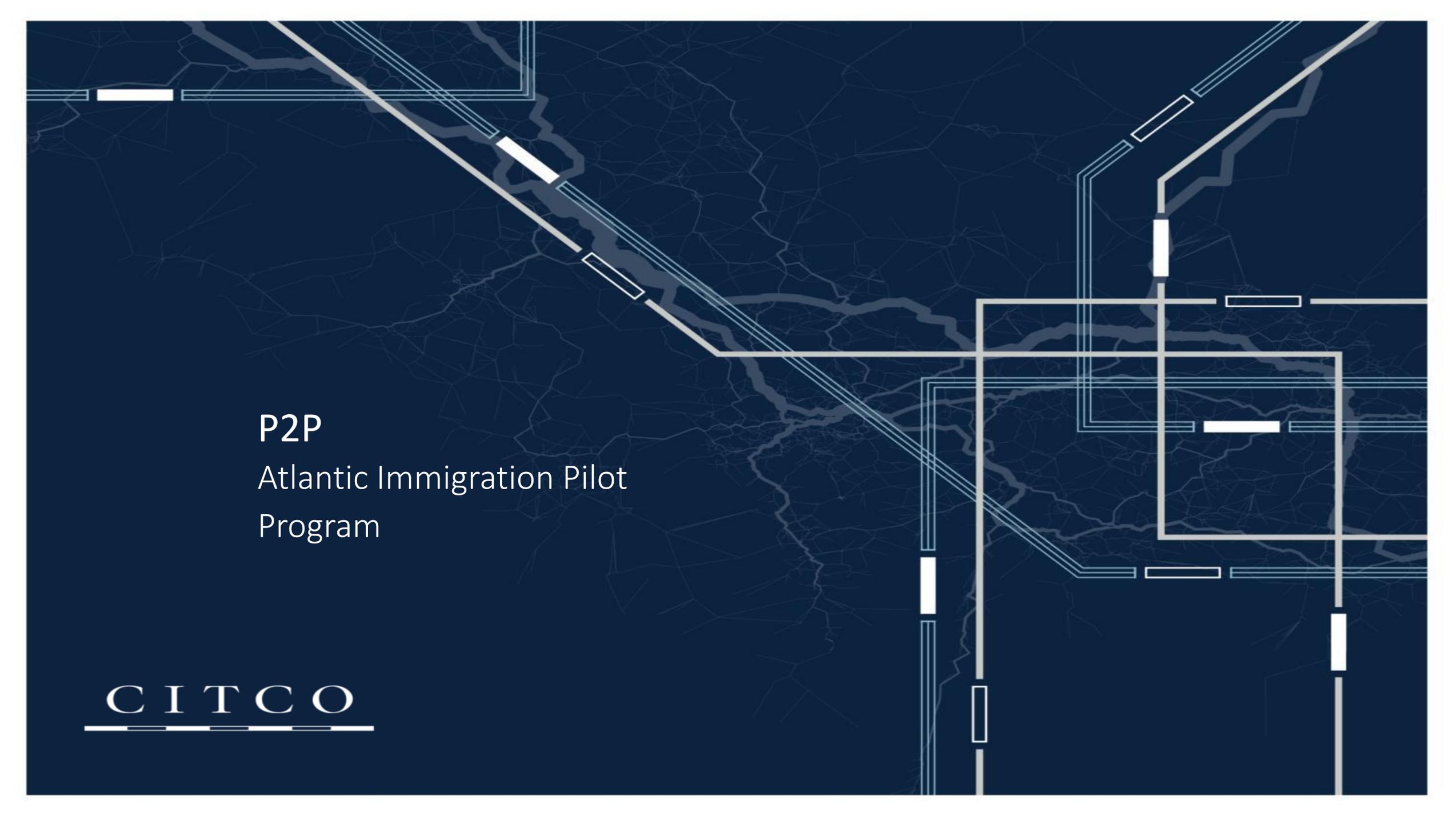
- Webinars
- Employer Assessment Tool
- Workshops at employer sites
- Consultations
- Presentations

# Lessons Learned So Far

- Nova Scotia Office of Immigration events around the province have helped to mobilize communities, bring employers together
- Monthly webinars for employers have helped with questions about settlement support and have provided an opportunity for follow-up
- Relationship-building activities have been instrumental in keeping employers engaged and have helped to strengthen family integration

# Some Opportunities

- Many smaller employers have no Human Resources to address the application process and follow-up - *onboarding services*
- Some employers have not been able to locate potential candidates through the program - *ISANS can assist with referrals*
- There are limited services in some parts of the province, as Nova Scotia has a significant but dispersed rural population – *ISANS offers distance services and links to partner agencies around the province*



P2P  
Atlantic Immigration Pilot  
Program

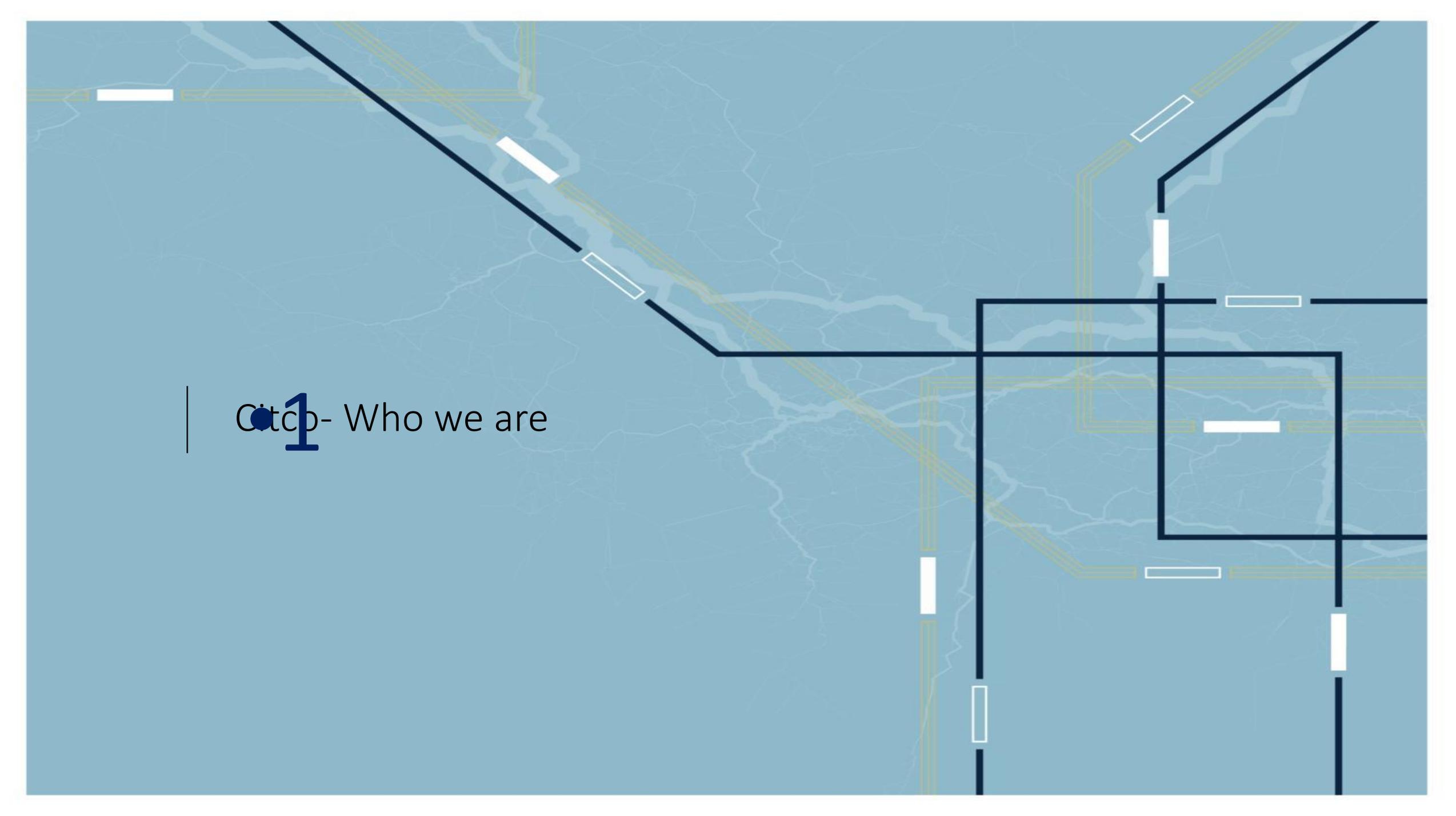
CITCO



# Agenda

1. Citco overview
2. Personal Success Story
3. Employer Advantages
4. Lessons Learned

CITCO



City 1- Who we are

# Citco- Halifax

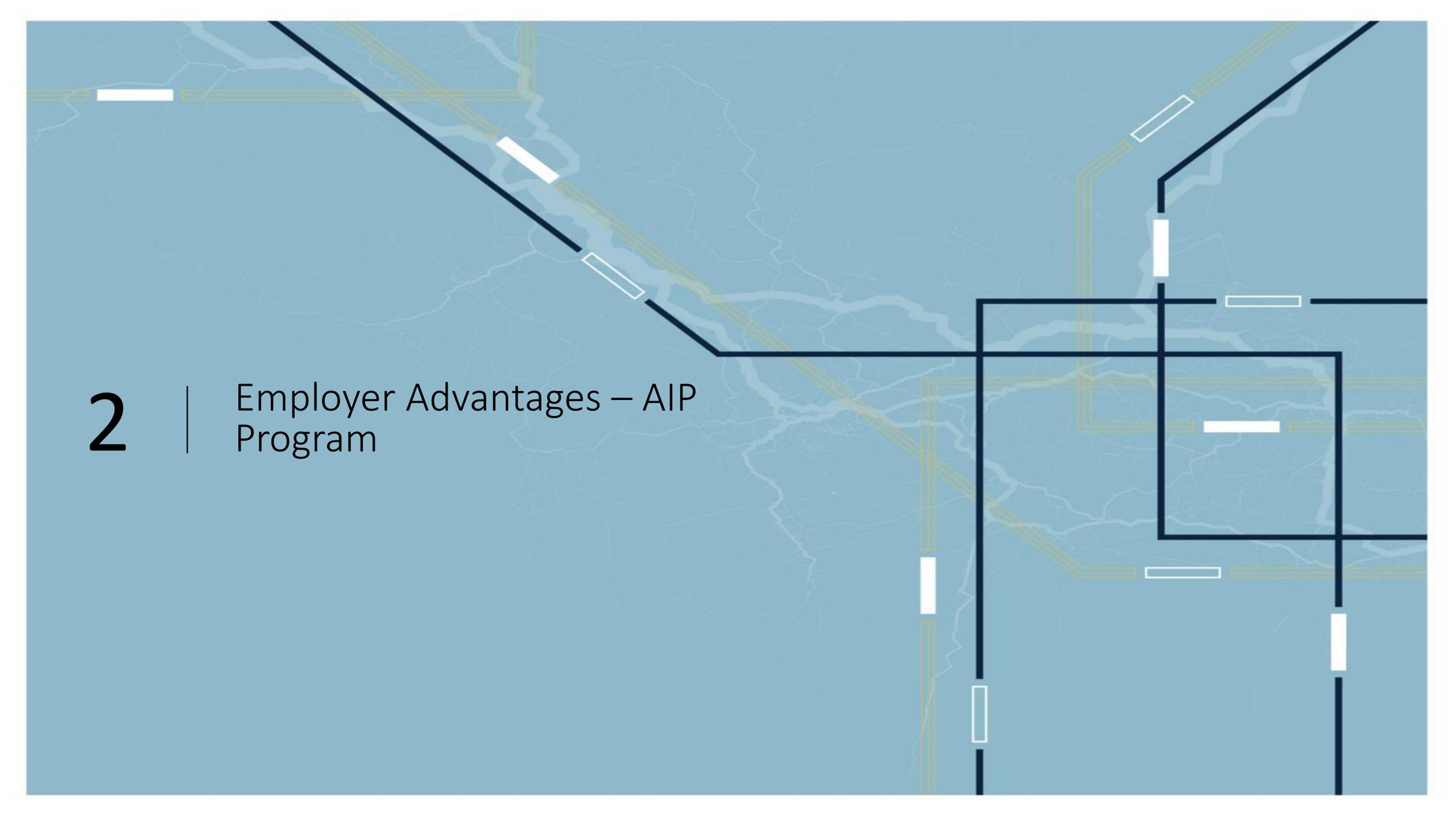
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- Financial services organization that provides administrative services to Hedge Funds
- Global company with a local presence since 2007
- ~ 450 employees in Halifax
  - Entry level positions
  - Management and Senior Management positions.
- Immigration is a key factor in our recruitment and business operation
  - + 100 Temporary Foreign Workers at a given time
- AIP at Citco
  - Quickly becoming the stream of choice for employees to obtain their PR
  - To date:
    - 50 candidates put through for endorsement
    - 42 successfully received endorsement
    - 11 now hold their PR status

# AIP Success Story

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Employer Advantages – AIP Program

# Employer Perspective

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- **How is the AIP different from other Immigration streams available?**
  - ❖ Dedicated Service Channel
  - ❖ Mandatory Needs Assessment
  - ❖ Recruitment Tool
  - ❖ Expedited timing of the PR Process- in particular the International Graduate Stream

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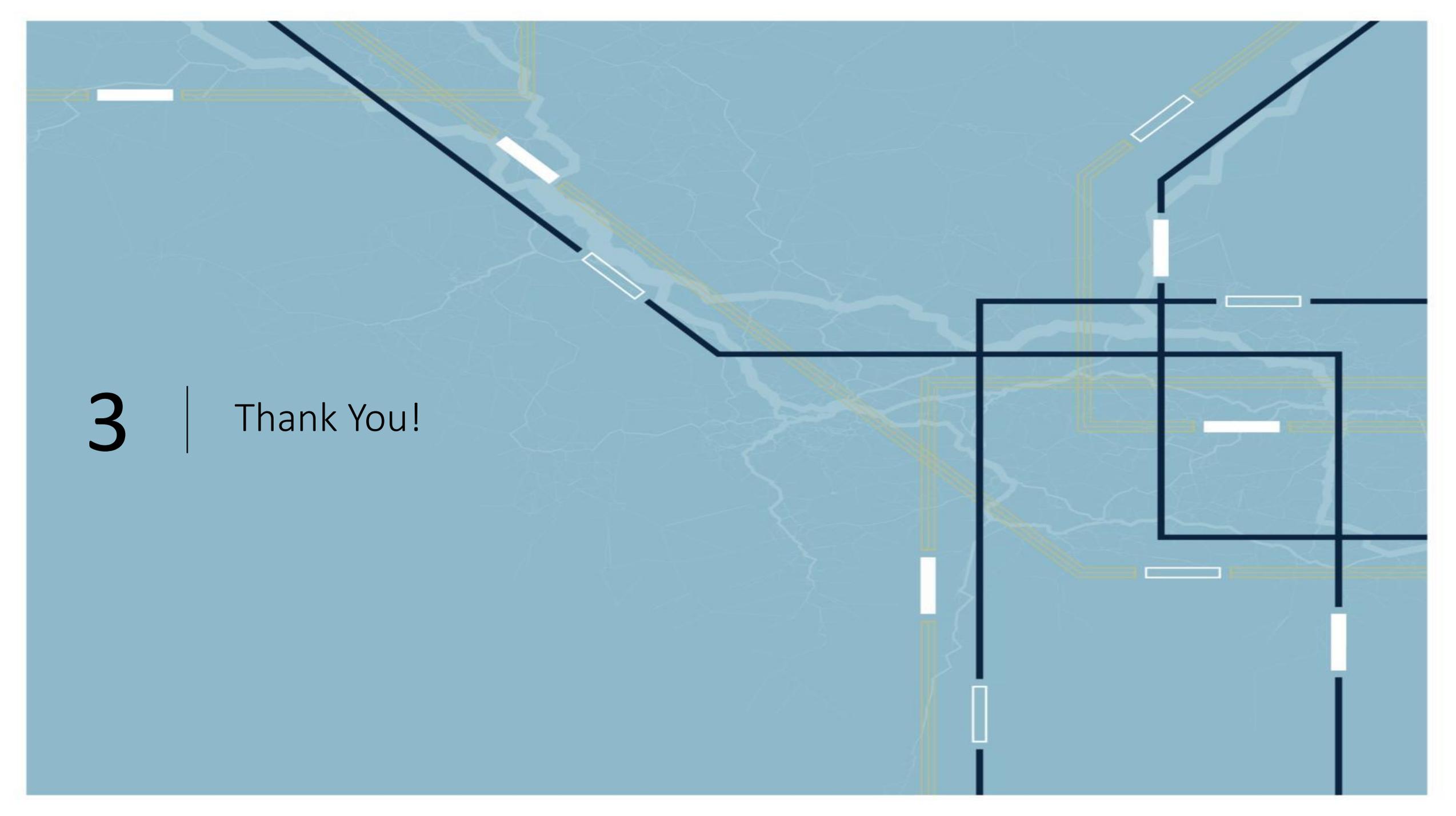
Challenges



# Ongoing Employer Challenges

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- A positive onboarding experience makes all the difference
- The allure of the larger cities (ie. Toronto, Vancouver)
- Social involvement- encouragement may be needed!
- Available support
  - Extends beyond the workplace
  - Pursuit of PR
- Integration into the community
- Family Matters!



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Thank You!