



Opportunities for Success

The role of municipalities, immigration strategies, and intersectoral collaboration to improve newcomer employment

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By the Numbers



In the first 8 months of 2022, the Moncton CMA has already surpassed the previous permanent residency admission record set in 2021.

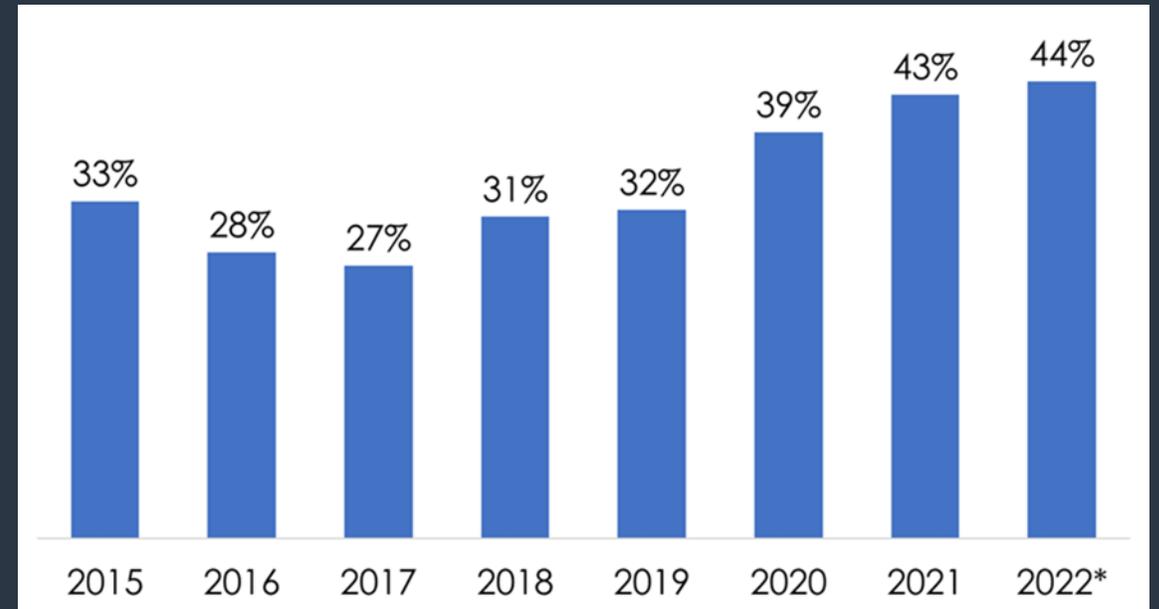
More than 3,600 PRs will be admitted in 2022.



By the Numbers



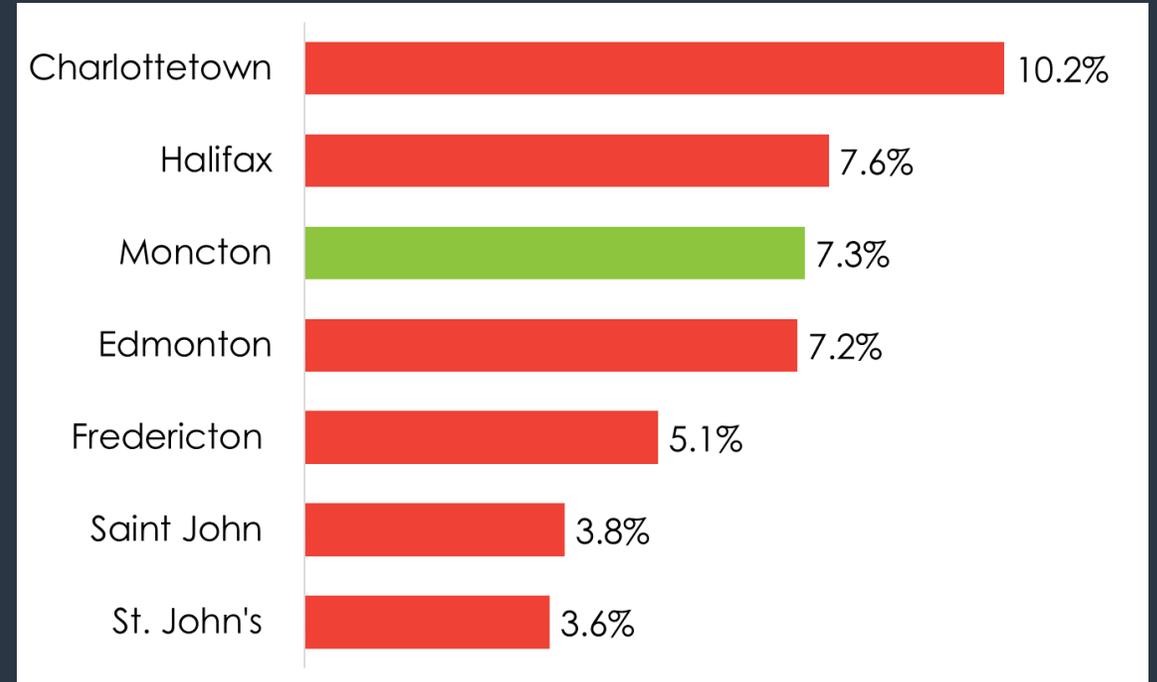
Permanent resident admissions to the Moncton CMA as a % of the New Brunswick total so far in 2022.



By the Numbers



The Moncton CMA ranks 15 out of 160 urban centres for recent immigrants and NPRs as a share of total population.



The Data Continued



Moncton is an Attraction Centre!

- There were 6,460 new immigrants and 4,775 non-permanent residents living in the Moncton CMA in 2021.
- This represented 7.3% of the total population and ranked the CMA 15 out of 150 urban centres in Canada for recent immigrant/NPR attraction.
- 48% of all immigrants living in the Moncton CMA arrived between 2016-2021.
- Nearly 50% of all immigrants living in the Moncton CMA were under 25 when arriving in Canada.

Immigration Strategy 2014-2018



Key achievements:

- Launch of the Greater Moncton Local Immigration Partnership
- City of Moncton agreement holder
 - 23 various partner organization working towards collective goals
- Launch of Immigration Greater Moncton website, regional immigration brand and newcomer guide
- Launch of Newcomer Job fairs
- Welcome events
- Attraction mission





Greater Moncton
Immigration
Strategy
2020-2024
Stratégie
d'immigration
du Grand Moncton



www.immigrationgreatermoncton.ca

In November 2019, the three municipalities along with Local Immigration Partnership (over twenty organizations)officially launched the Greater Moncton immigration Strategy 2020-2024



Greater Moncton Immigration Strategy 2020-2024



Vision: To make Greater Moncton among the most attractive and inclusive places for newcomers in Canada.

Three Pillars: attracting talent to our community, ensuring newcomers put down roots; and broadening community collaboration and mobilization.



Seven Key Objectives



- 1. Broaden public awareness and engagement.**
- 2. Expand and enhance settlement services to meet the needs of immigrants and foster better workforce outcomes.**
- 3. Invest in and strengthen the immigration support ecosystem.**
- 4. Strengthen Greater Moncton's leadership and advocacy role.**
- 5. Promote Greater Moncton internationally as a destination to study, advance careers, do business, and live.**
- 6. Strengthen alignment of immigrant attraction efforts to labour market demand and economic opportunities.**
- 7. Expand and improve the pathways for immigrants.**

50+ Actions



Mis en œuvre par le Partenariat local d'immigration du Grand Moncton :

Four working groups and a committee implementing strategy:

- Labour Market and Attraction,
- International Student Attraction and Integration, Entrepreneurship,
- Settlement and Inclusion,
- Comité de Ville-Immigration Francophone



Advocacy led by Chamber of Commerce and municipalities.



The Role of the City



Neutral, closest to the residents. Convener in approach with direct actions. Agreement holder for the Local Immigration Partnership.

Moved to a virtual model for events in partnership with Province of NB and settlement stakeholders:

- Newcomer and International Student Job Fairs
- Orientation sessions upon arrival
- Settlement fairs





Covid 19- vulnerable newcomers in Greater Moncton.
Addressed issues such as social isolation, food access, housing, immunizations, employment barriers, IRCC processing concerns and Medicare issues.



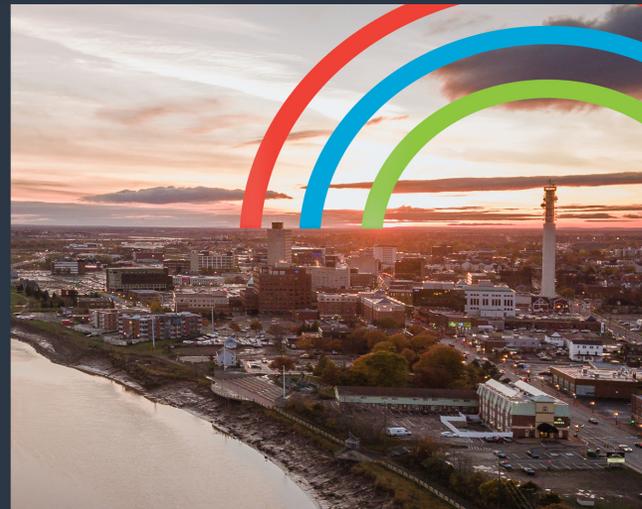
Newcomer and International Student Employment Fairs

- Moved to a virtual format
- Filled over 510 positions contributing to over 19 million in pay roll
- Working now with over 100 employers
- Providing translation services for low language learners
- Partnership with Working NB (Province of NB)



GREATER MONCTON
Employment Fair
Salon de l'emploi
DU GRAND MONCTON

INTERNATIONAL STUDENTS
AND NEWCOMERS
POUR LES ÉTUDIANTS
INTERNATIONAUX ET
NOUVEAUX ARRIVANTS



Settlement Fair

- Now in person with over 45 kiosks at each event
- Partnerships: ONB Immigration, Working NB, settlement agencies, sports organizations, language classes, ethnocultural associations
- Over 700 newcomers and international students



September 11, 2022



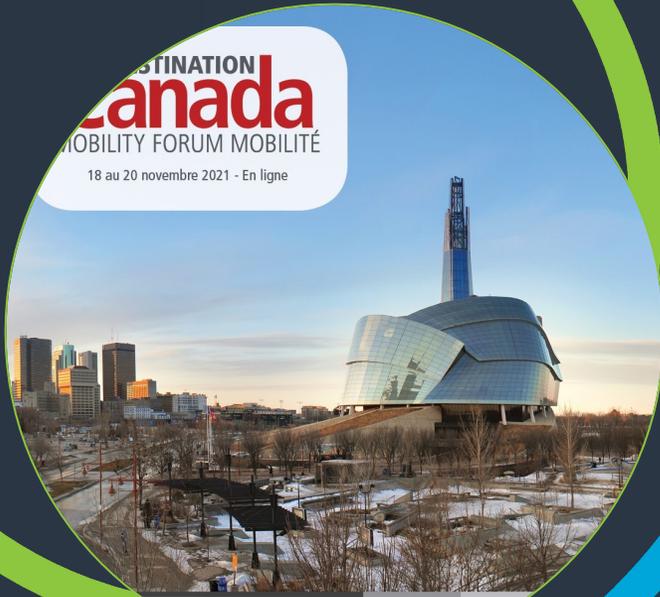
**#ImmigrantsWork
In Greater Moncton**

**#ImmigrantsAuTravail
dans le Grand Moncton**



**Launched Employer Playbook in September 2022
Over 90 employers participated in employer launched
Available at www.immigrationgreatermoncton.ca**

Pre-Arrival Employment



DESTINATION
Canada
MOBILITY FORUM MOBILITÉ

18 au 20 novembre 2021 - En ligne

Immigration, Refugees
and Citizenship Canada

- **ACCES Employment**
- **ICTC Virtual Career Fairs**
- **Destination Canada**



What's next: looking internal

Municipalities leading by example:

City of Moncton recently passes Diversity, Equity and Inclusion internal policy and action plan

Internal steering committee: over 20 departments

- Awareness
- Communications
- Training

Employment and Recruitment

- On-boarding
- Survey employees on diversity (our benchmark)
- Newcomer job fairs
- Diverse hiring panels and training



What's next: Internal

Systemic and Structural:

- **Review of City documents for inclusive language**
- **50/30 Challenge**
- **Pilot initiative with the NB Commissioner on Systemic Racism- recommendations for municipal services**



What's needed?

- **Housing: need for housing and focus on skilled trades (housing strategy aligned with immigration strategy)**
- **Access to Medicare in a speedy manner- major challenge**
- **IRCC processing time still a significant issue**
- **Focus on francophone immigration with rising levels of newcomers we need to ensure that linguistic balance is maintained**
- **Settlement support for those not PR- international students and those of open work permits**
- **Municipalities engaged through localized planning- cities are the final destination after immigration process. Engage cities/ towns = better planning/ retention**



MONCTON

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Thank you

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