



De-metropolization of success stories

Learning from the AIP and RNIP outcomes





Pre-arrival program



Funded by:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada

planningforcanada.ca



We help newcomers prepare for
their move, settlement and
employment in Canada

Free pre-arrival services:

- **In-person** (India and The Philippines)
- **Online** (worldwide)

Preparation starts pre-arrival!



Funded by:

Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada

planningforcanada.ca

What we do



A three-step comprehensive and sequential program from pre- to post-arrival

Atlantic Immigration Program (AIP)

Launched as a pilot in March 2017.
Became a permanent program in January 2022.

Planning for Canada works only with clients who are still overseas!

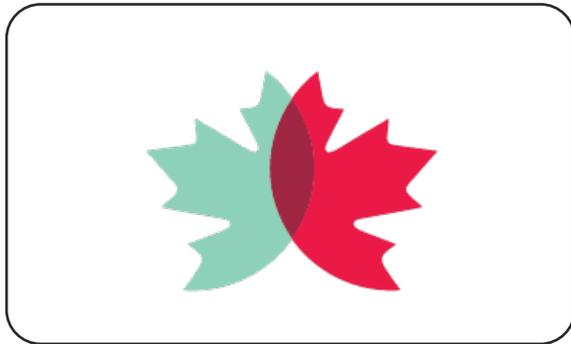


Type of applicants	
Principal Applicant	64 %
Spouses	28 %
Adult dependants	8 %

Countries of origin	
Philippines	54 %
India	14 %
Saudi Arabia	9 %
Thailand	4 %
UAE	4 %

Province of destination	
New Brunswick	45 %
Prince Edward Island	41 %
Newfoundland and Labrador	9 %
Nova Scotia	5 %

Small communities



**Provincial Advisor
Ontario**

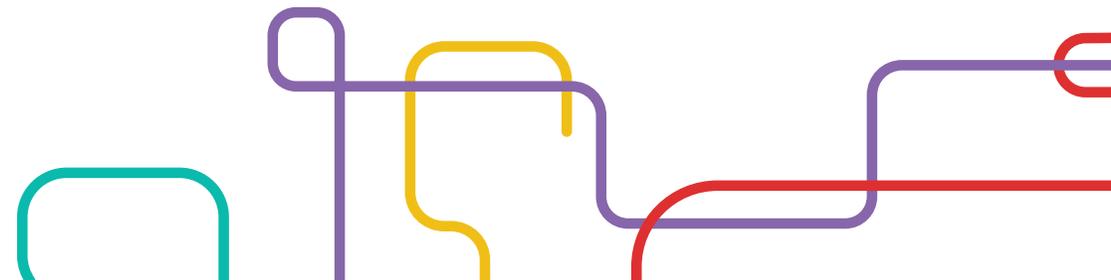


Atlantic Immigration Program (AIP) pathway: Successes and Lessons Learned

Juliana Pelinsom Marques

Interim Manager, Innovation and Strategic Partnerships

jmarques@isans.ca



Immigrant Services Association of Nova Scotia (ISANS)



A community where all can belong and grow



Helping immigrants build a future in Nova Scotia



Atlantic Canada's leading settlement organization

15,000+ clients served last year

218 countries of origin

1184 GARs and 65 PSRs were supported in their first year

400+ Qualified Staff

The Atlantic Immigration Program(AIP) is a pathway to permanent residence for skilled foreign workers and international graduates from a Canadian institution who want to work and live in 1 of Canada's 4 Atlantic provinces—New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland and Labrador.

- **Atlantic immigration Pilot Program (AIPP) started in 2017 / Closed on December 31, 2021**
- **AIP became a federal permanent Immigration program in January 2022**
- **Employer-driven pathway: Addresses the labor gaps of employers in the Atlantic provinces**

AIPP → AIP

- Intercultural competence training for employers
- Access to settlement services

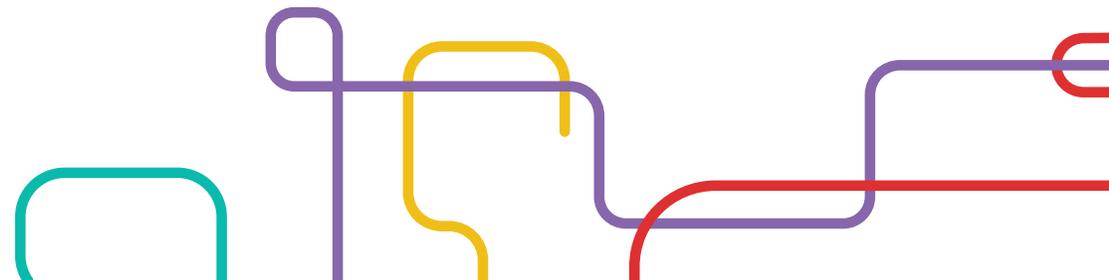




Under AIP, employers have a role in the settlement and retention of employees and their families

Employers commit to:

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



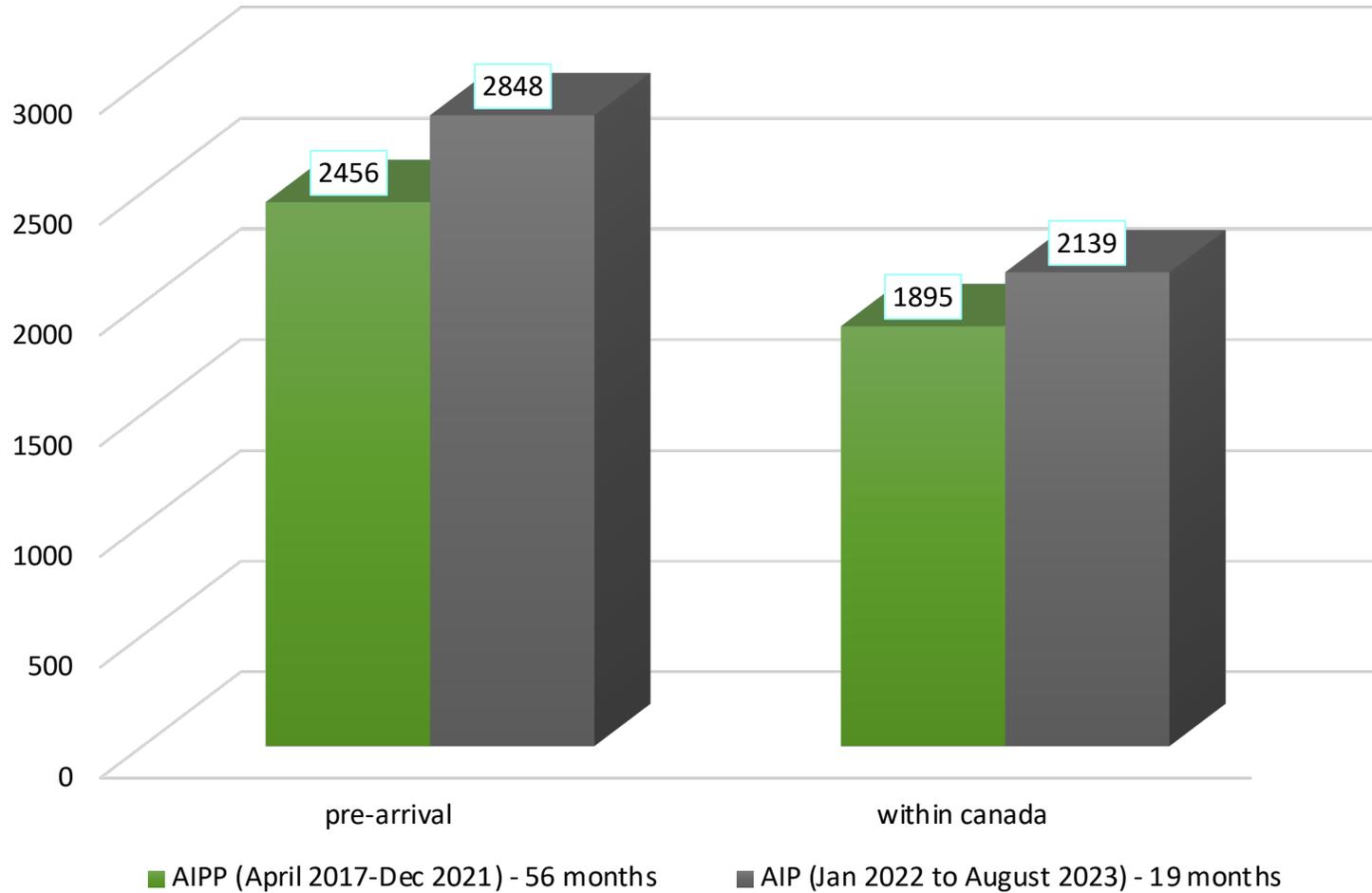
Candidates

- Settlement Plan
- Referral to services

Employers

- Guide AIP process
- Facilitate Intercultural competency training for employer within Halifax Regional Municipality (HRM) (became mandatory in January 2022)
- Referral to other ISANS internal programs/services

Number of settlement plans developed at ISANS



Intercultural Competence Training at ISANS (HRM employers)

January 2022 to October 2023

- 78 AIP ICT Workshops
- 1028 participants
- 688 employers



Current Challenges

Candidates

- Landing dates (urgency)
- High influx

- Need to accommodate deadlines, large groups;

Employers engagement/capacity

- ICT
- Employee's settlement process

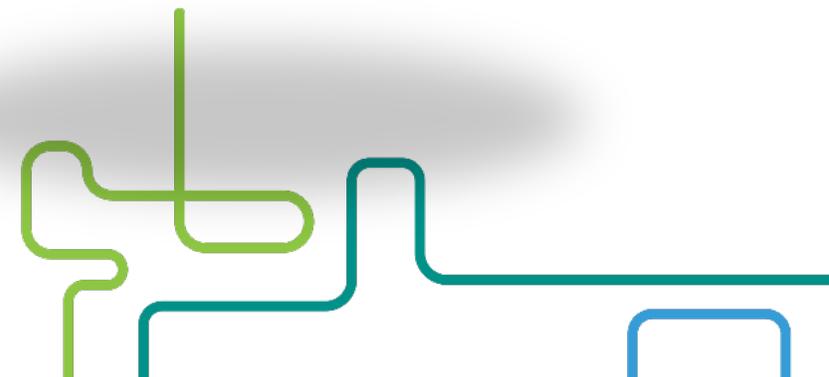
Increase targets vs lack of infra-structure

- Housing crisis
- Health care challenges

Candidate testimonial

“I want to express my sincere gratitude for the prompt processing of my settlement plan. Your support and assistance have been greatly appreciated. I am pleased to confirm that I have received the settlement plan in good order. Thank you once again for your efficient service. Best regards”

AIP Candidate - Binshid Ummer



Employer Testimonials/ICT

"The intercultural training has provided me with a valuable perspective on the influence of culture in our workplace interactions. One key takeaway for me is to be more mindful of my own ethnocentrism and quick reactions. I now understand the importance of taking a step back and considering how culture may be shaping both my initial reaction and the behavior of the workers. By consciously reflecting on these cultural influences, I aim to approach situations with a greater understanding and empathy, promoting better communication and collaboration in the workplace." – **Tara Haugton, HR Coordinator, Sherlock Clothing Limited**

Employer Testimonials/AIP

“I have used AIP since it was introduced as a pilot program. From the beginning it was a program that streamlined the "red tape" for business owners and made it easier to bring in management level employees. It also allowed employees to bring in their families right away which is so important for rural areas. If immigrants are able to bring their families and immediately start, putting down roots in their new community it is a win for every Maritimer. Thanks”

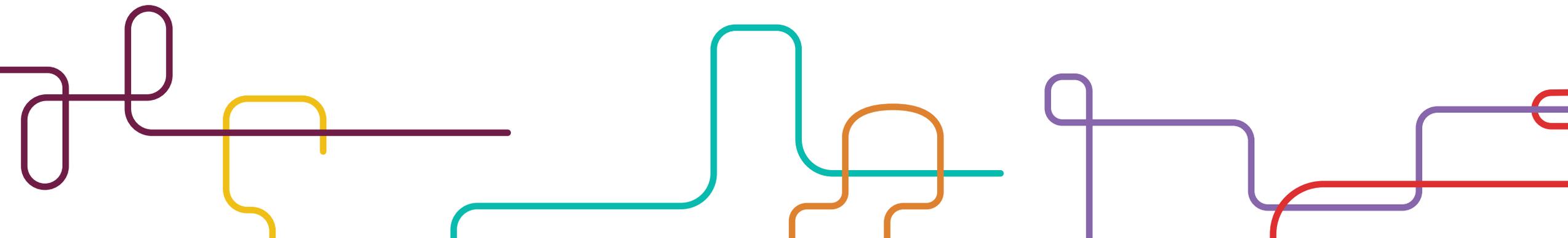
Stephanie. Proud Owner/ Operator (She/ Her) McDonald's Restaurants/ Jones2g Inc./ LSNG Ent.



Thank You

isans | Immigrant Services
Association of Nova Scotia

jmarques@isans.ca





NORTH BAY & AREA

Rural and Northern Immigration Pilot

North Bay & Area Rural Northern Immigration Pilot

November 21, 2023

NORTH BAY



AGENDA

- Introduction
- Program Overview
- Program Barriers & Solutions
- Successes
- Next Steps



Donna Backer President & CEO

North Bay & District Chamber of Commerce

- Our mission is to shape a resilient business community by leading change, forging connections, and strengthening the voice of our members.
- Advancing the interests of our members through bold action in advocacy, raising awareness and connecting businesses with opportunities to thrive in a vibrant economy.
- Proponent for the Rural Northern Immigration Pilot.



Natasha Penn

Economic Development Officer

The Corporation of the City of North Bay

- We assist existing businesses, prospective investors, and community partners with their business and community development projects.
- With workforce development being a focus – immigration attraction & retention has become increasingly important.
- Rural Northern Immigration Pilot partner through in-kind and financial contributions.





BRIEF HISTORY

- Call for proposals from IRCC for RNIP
- Partnership formed between NBDCC & CNB EDD
- Letters of support provided by partners
- Submitted proposal

RNIP PROGRAM EXPLAINED



NORTH BAY & AREA
Rural and Northern Immigration Pilot

New Economic
Immigration Program

Supports the Canadian
economy facing an aging
population and labour
shortages, specifically in
northern and rural
communities.

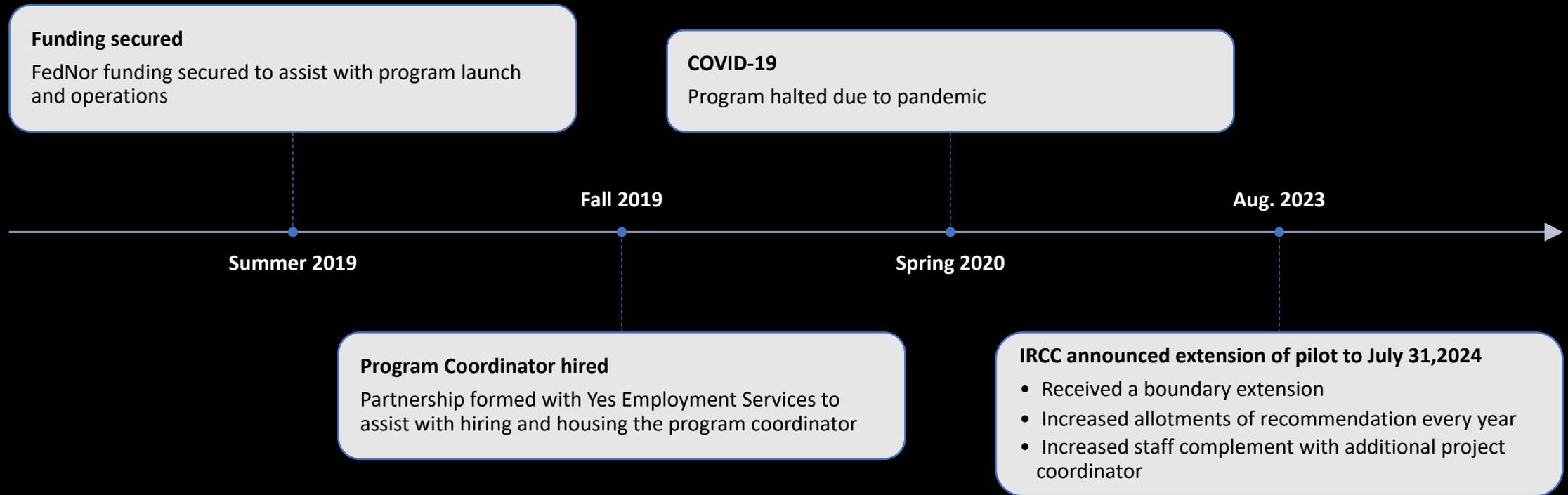
Connects international
talent with employers
having a hard time finding
new employees

Enables newcomers, who
are motivated to stay in
North Bay, get their
Permanent Residency,
while working with you.





PROGRAM EVOLUTION



PROGRAM METRICS



NORTH BAY & AREA
Rural and Northern Immigration Pilot

2023

- Number of Community recommendations : 207
- Number of principal applicant PR approvals: 62
 - Number of dependents who received PR approval: 47
- Number of employers: 130

* As of October 1, 2023

Since Inception

- Number of Community Recommendations: 406
- Number of principal applicants who received PR: 155
 - Number of dependents who received PR: 102





PROGRAM BARRIERS & SOLUTIONS

Barriers		Solutions
Unique program delivery proponent	➔	Partnerships with supporting organizations
Limited internal capacity to hire and house staff	➔	Partnership developed with Yes Employment Services
Staff turnover	➔	Small community (many people/organizations involved since inception to assist with continuity)
Employer willingness to participate	➔	<ul style="list-style-type: none">• New position hired to build relationships with employers• Connection to EDD to promote via BR+E visits
Limited capacity to service newcomers	➔	Increased newcomer offerings



PROGRAM SUCCESSES

Creation of 2 full-time jobs to administer program

Increased immigration competency amongst stakeholders

Collaboration amongst 11 RNIP communities

IRCC is actively aware and engaged with small rural communities

Immigration settlement/pre-settlement agencies witnessing benefit of collaboration with small rural communities

Creation of community recommendation committee

Working with partners to understand industry workforce gaps and trends



NORTH BAY & AREA
Rural and Northern Immigration Pilot

EMPLOYER TESTIMONIALS

“Paramed has been supporting the RNIP program now for a few years. We are happy to support this program, our experiences have been positive ones. The employees who have come to us through this program are respectful, have great work ethic, are compassionate, committed and eager to work.

There is certainly a shortage of human resources in the health care field and having the RNIP program in our area has helped by referring eligible workers to us.

Having the RNIP program is not only beneficial to helping the workforce but also with growing and diversifying our community. “

- Katie Smirle, Office/Nursing Supervisor





NORTH BAY & AREA
Rural and Northern Immigration Pilot

EMPLOYER TESTIMONIALS

“RNIP has been essential to continuing to provide childcare services within the community. With the assistance of the Rural and Northern Immigration Pilot, our establishment has retained almost all candidates being 5 full-time employees and keep them on staff long term.”

– Saquib Haroon, Montessori Childrens Centre

“I want to say a huge thank you to the project coordinators from the RNIP program as well as all the helpful employees with Yes Employment North Bay. The RNIP program helped us fill our 3 driving positions that we were struggling to fill. They provided Erb with an excellent Cultural Diversity training program that we were able to offer to all our North Bay office employees. We really hope the RNIP program gets extended so we have this great program as a resource in the future. “

-Krystal Satchell, Corporate Driver Recruiter



COMMUNITY SUCCESSES

Increased settlement services

Increased programming include LINC

Collaboration amongst community partners

Hosting new welcome events and initiatives

Community diversity

Increased number of employers participating in DAWN

Newcomer investments into community



CANDIDATE TESTIMONIALS

“I think the RNIP was a success! It did help a lot of people specially during the time of pandemic. People came to North Bay and stayed as long as companies provide a stable job.”

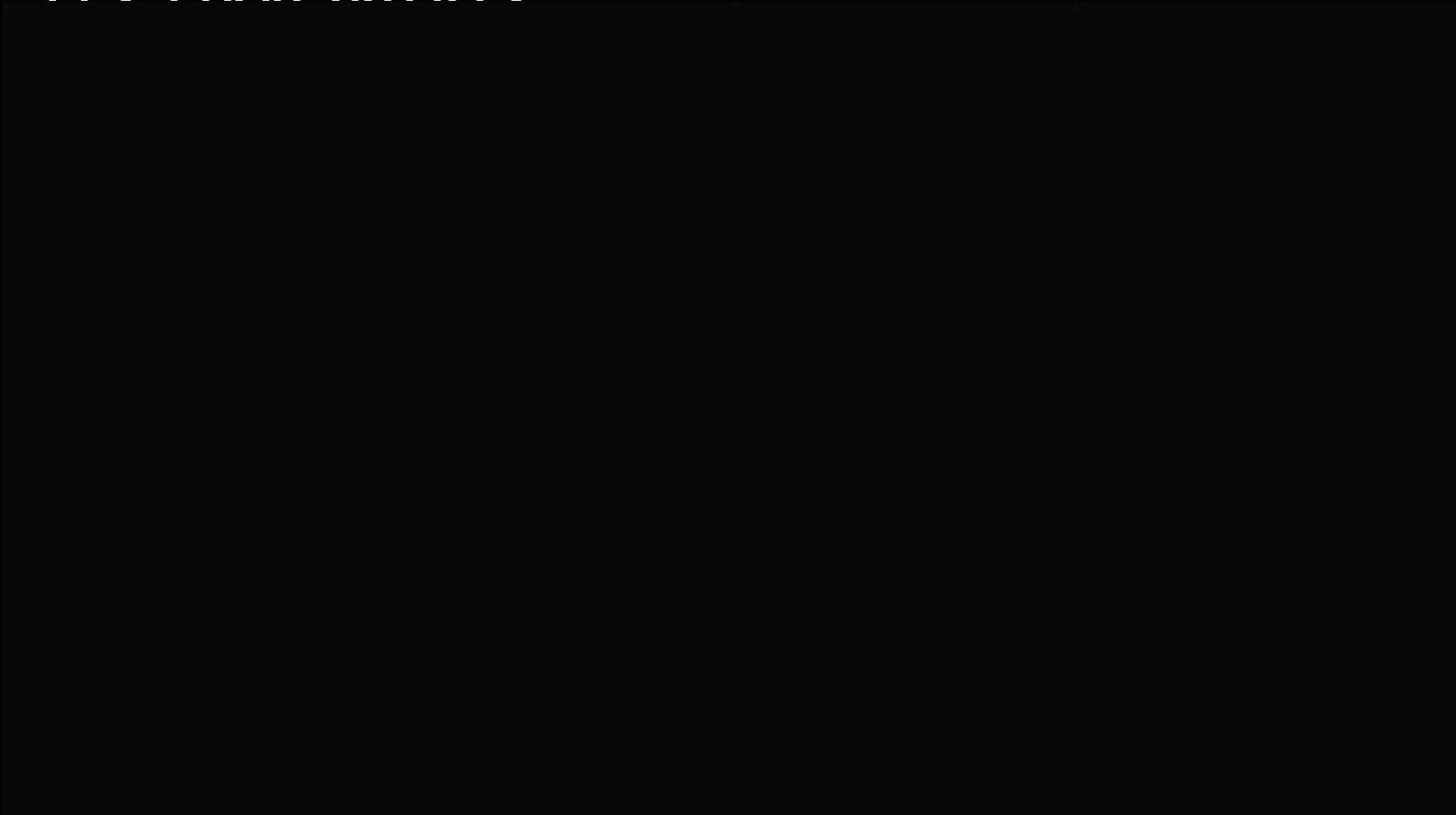
“I am thankful for the opportunity and support that I have from the community. Without this program I would have not been able to fulfill my dream of finding big opportunity in working in my field after studying and meeting a supportive co-workers who became my friends and the community.”

“It’s the great program to encourage immigrants to northern Canada and also it helps to boost the economy of northern communities. I strongly believe that the programs like this should continue to the future to keep the growth consistent.”

NORTH BAY COMMUNITY TESTIMONIALS



NORTH BAY & AREA
Rural and Northern Immigration Pilot





NORTH BAY & AREA

Rural and Northern Immigration Pilot

NEXT STEPS

- Continuation of advocacy for the program
- Processing community recommendations until February 28, 2024
- Pilot ending July 31, 2024





COLLEGE SUPPORTS
FOR INTERNATIONAL
STUDENTS IN RURAL
AND NORTHERN
COMMUNITIES

Examples from

Canadore College



International Students may be the largest source of newcomers to many rural and Northern communities.

Successful completion and retention of international students is connected to supports put in place to ensure their success.

Supports for international student across Canada align closely with the lived reality of the postsecondary institution itself.



At Canadore College, we seek to put in place supports for international students pre-arrival, during their studies and subsequently as they transition into the labour force.

Canadore College graduates are the largest source of applicants to, for example, the RNIP program in North Bay and area.

Prior to arrival, students receive a comprehensive pre-departure session delivered virtually which orients them to the lived realities of the institution and community they are about to join.

During the course of their studies, international students receive support to help them adjust to life in Canada and support them to achieve their personal and academic goals.







**Do you have
any questions?**

