

# Population Growth Efforts in New Brunswick

Presentation to Maine Quality of Place Council

November 1, 2011



# Population Growth Secretariat

Created in April 2007 to facilitate population growth

Focus on four areas:

- **Immigration**
  - International recruitment
- **Settlement & Multiculturalism**
  - Retain immigrants and promote multiculturalism/diversity
- **Repatriation & Attraction**
  - Recruit within Canada and Canadian ex-pats abroad
- **Retention**
  - Retain youth

# Population Growth Targets

**By the end of 2009, increase New Brunswick's population by 6,000**

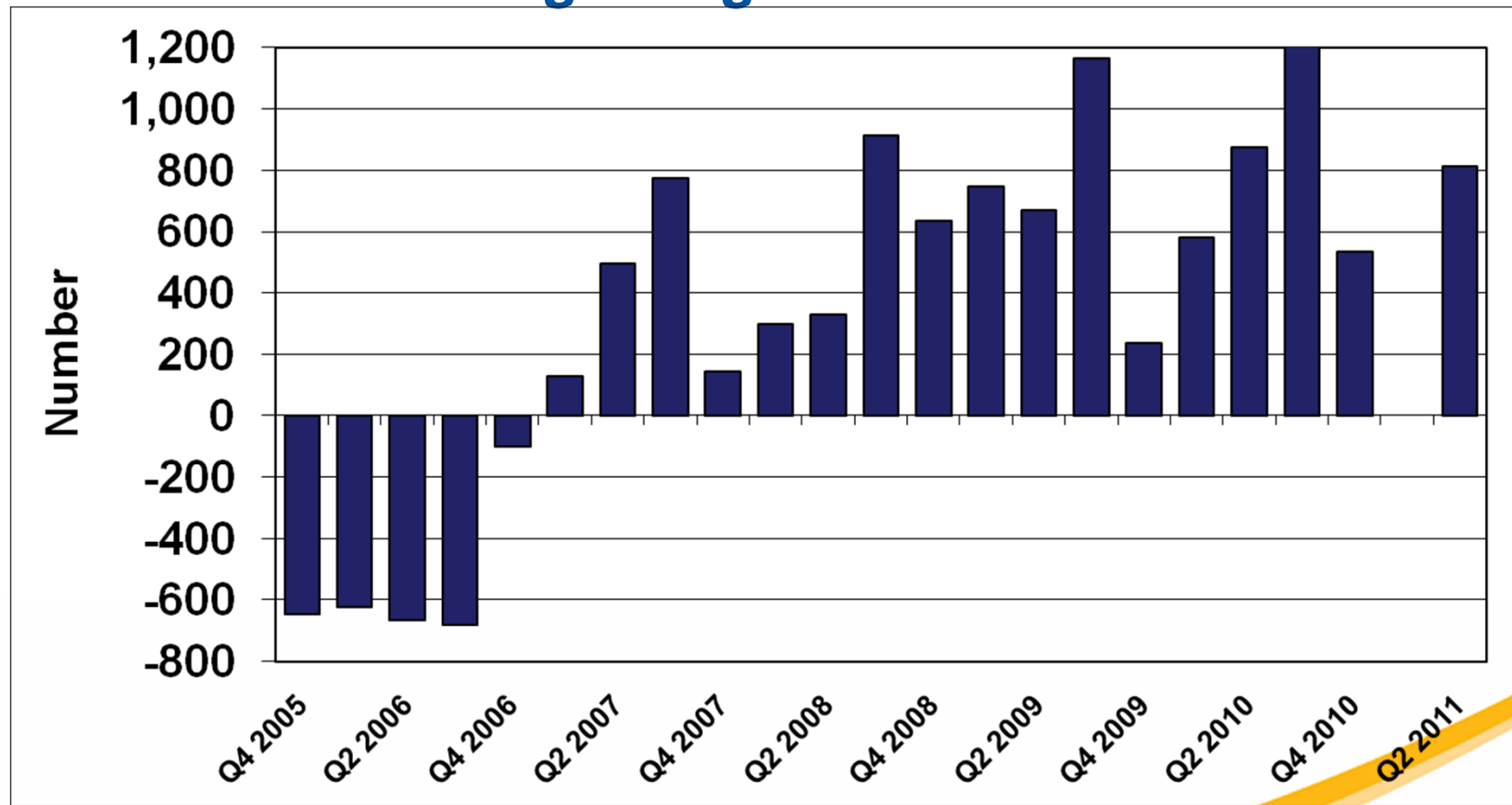
**Attract at least 5,000 immigrants per year to New Brunswick by 2015**

**Increase retention of newcomers from 60% to 80%**

# New Brunswickers Told Us.....

- Recruitment and Retention of Immigrants is Critical to Growth
- Engaging Youth is a Key to Retention
- The Importance of New Brunswick's Linguistic Profile
- The Importance of Family-Friendly Measures
- Jobs are Fundamental to Population Growth
- It's Time to Act

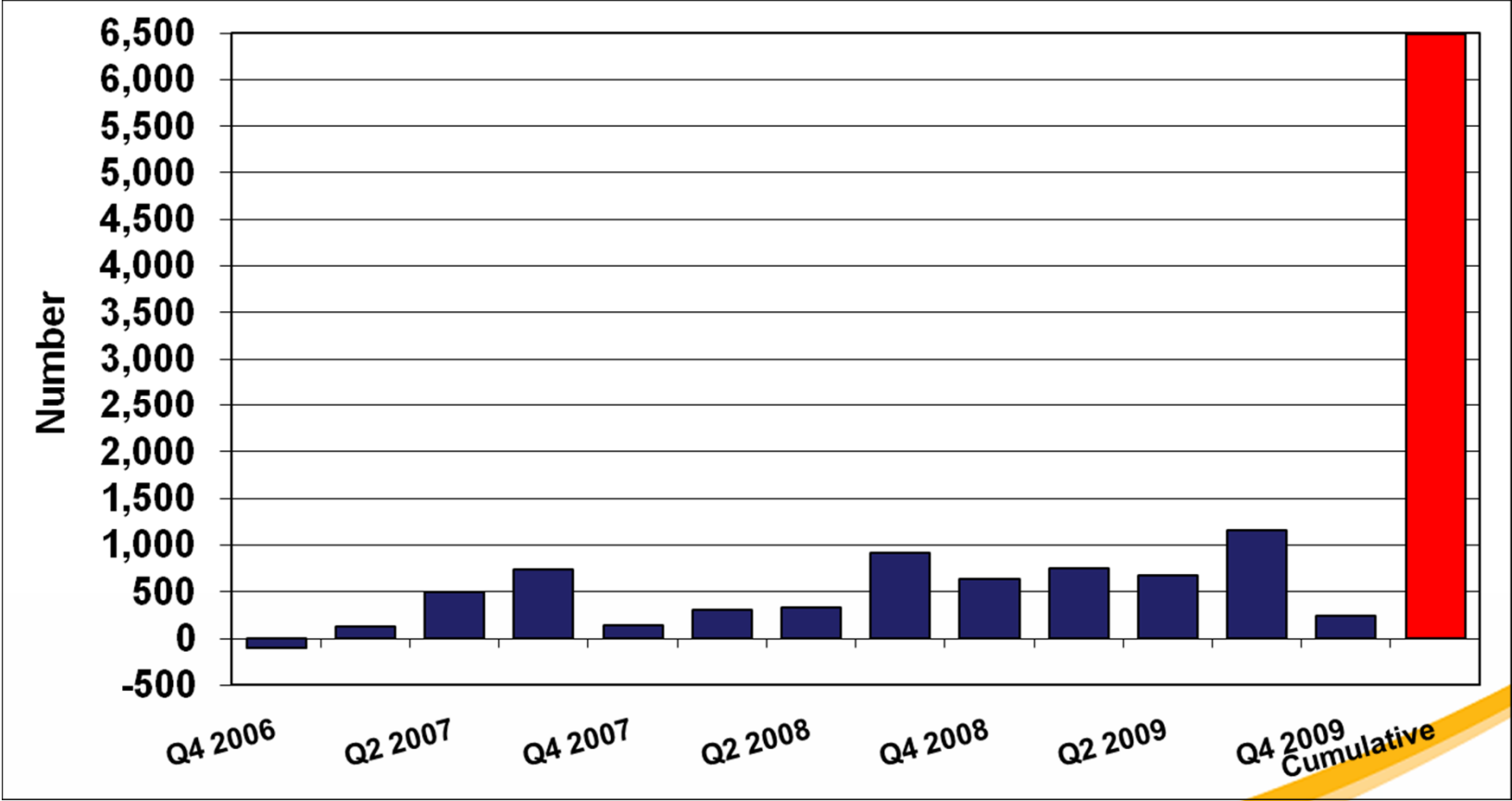
## Population Growth in 17 of 18 Quarters Beginning in Q1 2007



Source: Statistics Canada.

# Population Growth Target

*By the end of 2009, increase population by 6,000*

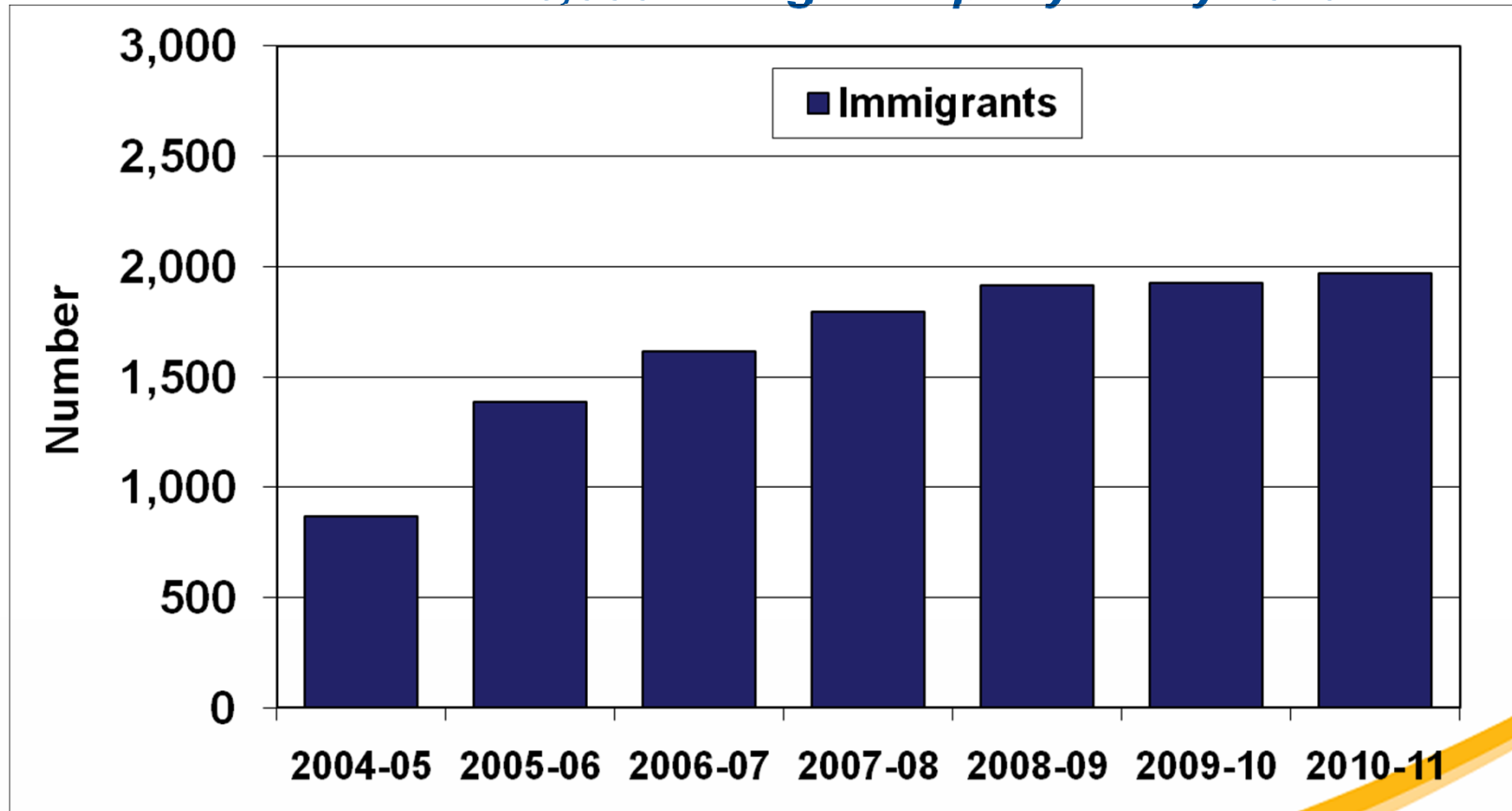


Source: Statistics Canada.



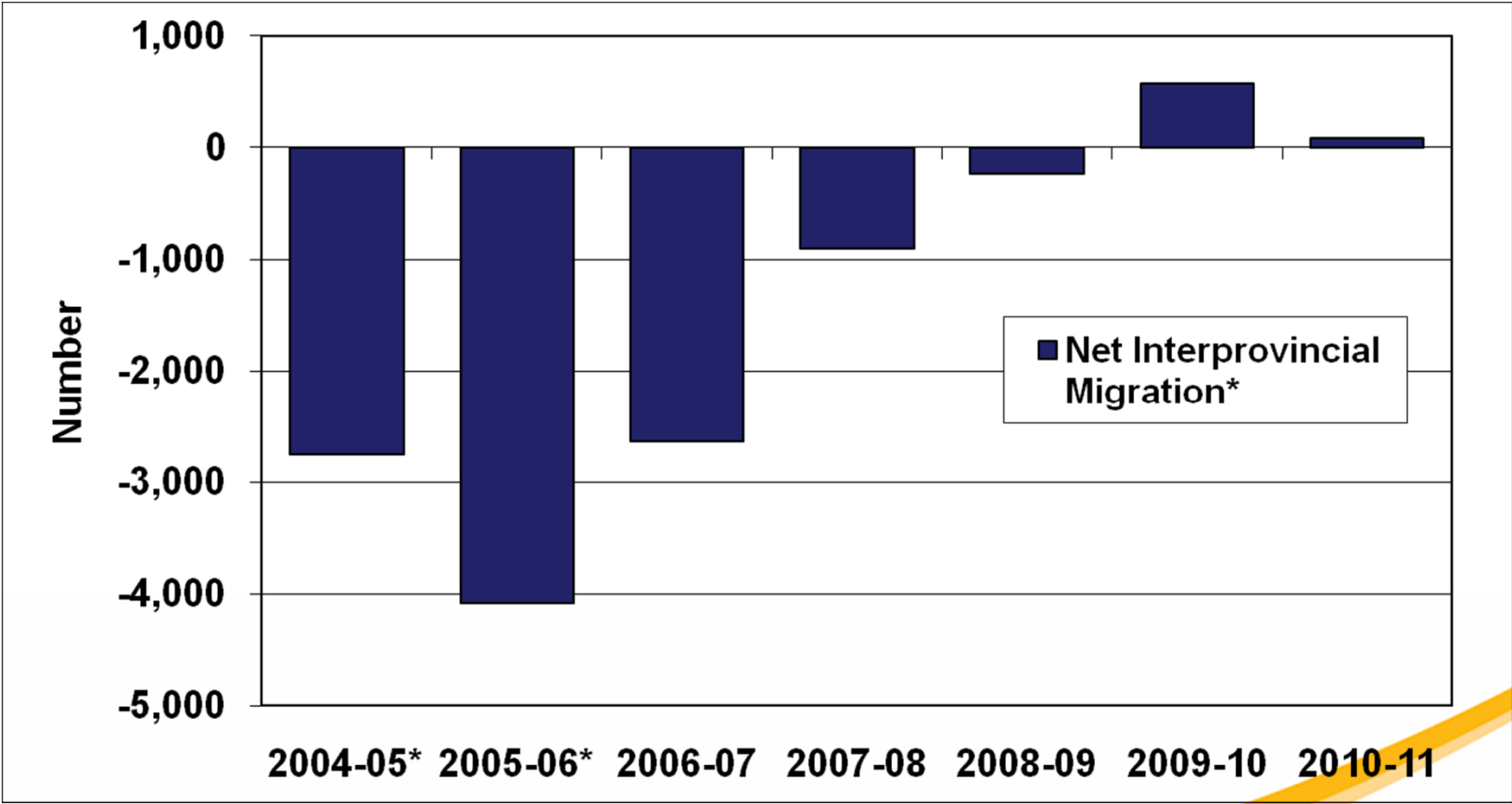
# Population Growth Target

*Attract at least 5,000 immigrants per year by 2015*



Source: Statistics Canada.

# Population Growth Target *Retain / Repatriate*



\*Includes adjustment to correct for past error in population estimates methodology.

Source: Statistics Canada.



# **Population Growth Strategy**

## **Broad Approach to Population Growth**

**Increasing and Targeting Immigration**  
**Increasing Supports for Settlement Services**  
**Promoting Diversity and Multiculturalism**  
**Retaining Youth through Engagement and  
Developing Linkages**  
**Repatriating Former New Brunswickers**  
**Family-friendly Policies**  
**Marketing New Brunswick to the World**

# Population Growth Objectives

**Main objective of Population Growth is to:**

**Increase the population of the province in response to several serious demographic challenges**

- **Rapidly ageing population**
- **Historical out-migration...particularly of youth**
- **Declining birth rates**

**All of which are putting pressure on expenditures, shrinking the tax base and contributing to skills shortages now .... and into the future**

# Population Growth in New Brunswick

**Three main ways to meet objective:**

- **Attract and settle immigrants**
- **Attract and settle former New Brunswickers and other Canadians**
- **Retain young people in the province**

# Platform Commitments

- Working with the federal government to explore options for the province to take on responsibility for approving new immigration to New Brunswick
- Expanding immigration attraction activities to focus on skilled labour in addition to entrepreneurs
- Establishing a new skills accreditation process to ensure those who choose to settle in New Brunswick have their formal education and training recognized
- Developing and implementing a new strategy aimed at attracting immigrants who have already settled in Canada

# Immigration

## Provincial Nominee Program

- PNP administered through the *Canada-New Brunswick Agreement on Provincial Nominees*
- Agreement affords the province authority to nominate individuals as permanent residents
- The PNP is intended to address labour market and economic development needs

# Provincial Nominee Program

- 80% of New Brunswick's economic immigration is through its Provincial Nominee Program (PNP)
- New Brunswick has historically low under representation of federal immigration programs
- The PNP's were implemented to help regionalize the benefits of immigration

# Provincial Nominee Program

- **Top source countries for skilled workers: United Kingdom, Romania, Germany, France, and Philippines**
- **Top source countries for business applicants: China, Korea, Iran, Vietnam, United Kingdom.**
- **Primary francophone markets: France, Belgium, Switzerland, and Romania**

# Settlement and Multiculturalism

Programs to support community-based settlement and integration and pro-diversity programs:

- Immigrant Settlement Support Funding Program
- Multicultural Grants Program
- Francophone Immigrant Settlement Support Fund (ACOA)
- Foreign Qualification Recognition (HRSDC)

# Settlement and Multiculturalism

- Support attraction, settlement and retention of Francophone newcomers
- Promote diversity and multiculturalism through initiatives such as:
  - Programs for multicultural youth
  - Multicultural festivals

# Settlement and Multiculturalism

- Mentorship programming for business immigrants (Fredericton; Moncton; Saint John; Bathurst)
- Business training – *Doing Business in New Brunswick*
- Business Guides
- English as a second language training for Temporary Foreign Workers
- Information and referral services for newcomers
- English training for business

# Repatriation and Attraction

## Strategies:

- **Facilitate the connection of former New Brunswickers and individuals looking to relocate to New Brunswick with employment opportunities**
- **Develop Strategic Partnerships**
- **Use Technology to Enhance Communications**
- **Recruitment Missions**

# Dedicated Web Portal

<http://www.welcomenb.ca>

Questions?