



Report Card

*New Brunswick Population Growth Strategy
and Francophone Immigration Action Plan (2014-2017)*



Legend:

Complete: ✓ Not Complete: ✘

Promotion and attraction		
Actions	Status	Rational
1. Launch a new recruitment tool for the New Brunswick Provincial Nominee Program (PNP).	✓	
2. Develop an application management system to select the best candidates.	✓	
3. Partner with the NBIRD to conduct a study on immigrant retention outcomes.	✓	
4. Work cooperatively with New Brunswick's colleges and universities to develop a provincial "Post-Secondary Education International Student Recruitment Strategy".	✓	
5. Organize a minimum of three annual employer capacity building workshops develop a "Talent Recruitment Model" (TRM) .	✓	
6. PETL will launch a job matching tool focused on connecting employers with individuals who have indicated an interest in working and living in New Brunswick.	✓	
7. Expand the job matching tool to international markets.	✓	
8. Develop a marketing strategy through hosting targeted international and domestic recruitment events.	✓	
9. Development of the "My New Brunswick App".	✘	Other social media avenues proved effective and were used for promotion.
10. Participate in a minimum of two joint recruitment events with our Atlantic partners.	✓	
11. Lead regional partners in developing a research study examining the economic impact of immigration in Atlantic Canada.	✓	
12. Engage with New Brunswick municipalities to pilot a social media campaign.	✘	Lead organization decided not to participate in the project.

Entrepreneurship

Actions	Status	Rational
13. Work with the federal government to develop and launch a 3-year PV pilot.	✓ (RDP)	
14. Attract 15 PV applicants in years two and three of the pilot.	N/A	An RDP model was pursued based on negotiations with the federal government.
15. Develop an evaluation framework to measure the success of the PV pilot.	N/A	An RDP model was pursued based on negotiations with the federal government.
16. The "Business Incubator" program will be expanded to Fredericton.	✓	
17. Partner with Invest NB and Economic Development to form an interdepartmental working group focused on improving uptake of the Provincial catalogue of New Brunswick businesses for sale.	✓	
18. Transition 10 businesses from the provincial catalogue to newcomer or expatriate entrepreneurs, including First Nations.	N/A	Work continues on the provincial catalogue of New Brunswick businesses for sale, prior to completing these next steps.
19. Formalize a relationship with JEDI to partner on joint projects promoting entrepreneurship opportunities to First Nations communities across New Brunswick.	✗	Lead organization decided not to participate in the project.
20. In collaboration with JEDI, PETL will lead the establishment of a centralized provincial committee aimed at exploring economic development opportunities for regional First Nations communities.	✗	Lead organization decided not to participate in the project.
21. Build a Business Mentorship Program to offer programming aimed at connecting First Nations entrepreneurs with established business leaders across New Brunswick.	✗	Lead organization decided to not participate in the project.

Settlement and retention

Actions	Status	Rational
22. Seek interest and support organizations in developing a pilot community based ambassador program.	✘	Lead organization decided not to participate in the project.
23. Evaluate success and relevancy of the pilot community based ambassador program.	✘	Lead organization decided not to participate in the project.
24. Enhance the New Brunswick immigration portal to feature a referral system connecting immigrants to regional Immigrant Serving Agencies (ISA's).	✓	
25. Improve provincial orientation materials.	✓	
26. Formalize its relationship with the Canadian Immigrant Integration Program (CIIP) to provide on the ground orientation services to newcomers.	✓	
27. Conduct an environmental scan of the settlement services available to newcomers.	✓	
28. Work with ISA's to provide broader access to settlement and language training services.	✓	
29. Develop multi-stakeholder working groups to collaboratively map pathways to credential recognition for newcomers.	✓	
30. Partner with provincial regulatory bodies to pilot a pre-arrival credential assessment tool.	✓	
31. Dedicate resources to developing alternative career transition services.	✘	The project objectives changed upon the influx of Syrian refugees, with programming being developed to integrate these newcomers into trade occupations.

Diverse and inclusive communities

Actions	Status	Rational
32. Conduct an environmental scan of existing public education tools.	✓	
33. Host a minimum of three annual community awareness building sessions.	✓	
34. Engage with the New Brunswick Multicultural Council and JEDI to offer comprehensive delivery of sector-specific cultural diversity training.	✓	
35. Revise the Provincial Multiculturalism Policy (1984) to better reflect contemporary New Brunswick values.	✘	The promotion and encouragement of diversity and multiculturalism continued through other projects.

Program integrity

Actions	Status	Rational
36. Establish a dedicated program integrity team for the Provincial Nominee Program.	✓	
37. Develop a program integrity framework for the administration of the Provincial Nominee Program.	✓	
38. Introduce provincial immigration legislation.	✗	Federal legislation and the Canada-New Brunswick Immigration Agreement remain in place to give authority to the province for its immigration programming.

Francophone Immigration Action Plan

Actions	Status	Rational
1. PETL will lead and participate in a minimum of three annual recruitment events in francophone markets.	✓	
2. Government will work with CIC, supported by a Francophone Annex to the new Federal Immigration Framework, to introduce a francophone stream to the NBNP.	✓	
3. PETL will create partnerships with other government agencies to maximize New Brunswick's international presence.	✓	
4. PETL will use the Acadian culture to promote and attract francophone and francophile immigrants.	✓	
5. PETL will explore efficient and cost effective ways to increase its presence in the francophone international market.	✓	
6. PETL will commission a study to find out why francophone immigrants choose New Brunswick.	✓	
7. PETL will develop a strategy to promote succession planning opportunities for francophone immigrant entrepreneurs.	✓	
8. PETL will leverage promotion and attraction opportunities in francophone markets by developing tools that can be used by other government officials.	✓	
9. The provincial government will negotiate with the federal government to ensure settlement funding reflects the targeted increase for francophone immigration.	✓	
10. The provincial government will negotiate with the federal government to ensure New Brunswick's unique linguistic duality is recognized.	✓	
11. The provincial government will ensure francophone settlement services in the province are available.	✓	
12. PETL, in partnership with the Réseau en Immigration francophone du Nouveau-Brunswick, will develop a provincial awareness campaign promoting the benefits of francophone immigration to New Brunswick employers.	✓	

Francophone Immigration Action Plan

Actions	Status	Rational
13. PETL, in partnership with la Société de l'Acadie du Nouveau-Brunswick, will evaluate the need to expand francophone immigration services.	✓	
14. PETL, with help from la Société de l'Acadie du Nouveau-Brunswick, will offer workshops to all settlement agencies in New Brunswick on the advantages of promoting the two linguistic communities.	✓	
15. PETL will work with the Réseau en immigration francophone du Nouveau-Brunswick to develop a multi purpose tool kit on the advantages of francophone immigration.	In progress	
16. PETL will explore the feasibility of offering the francophone immigrant incubator program to other francophone regions of New Brunswick.	✓	
17. PETL will work with economic development agencies to develop a succession planning strategy for our francophone businesses.	In progress	
18. PETL will engage the Conseil Économique du Nouveau-Brunswick and the Réseau de développement économique et d'employabilité du Nouveau-Brunswick (REDÉNB) to help promote the benefits of immigrant entrepreneurship to rural francophone New Brunswick.	✓	
19. PETL will create an interdepartmental working group on francophone immigration.	✓	
20. PETL will lead a discussion on the advantages of promoting the Atlantic provinces as a region, using the recognized brand of l'Acadie.	✓	
21. PETL will work more closely with Economic Development Agencies to link labour market needs with potential francophone and bilingual newcomers.	✓	
22. PETL will work with l'association des municipalités francophone du Nouveau-Brunswick to promote the benefits of immigration in maintain the culture and language of francophone municipalities.	✓	
23. PETL will build on its existing relationships with Canadian embassies in francophone regions to use their knowledge of Francophone markets.	✓	
24. Continue to work with the Réseau en immigration francophone du Nouveau-Brunswick to promote francophone immigration as a means of maintaining New Brunswick's linguistic balance.	✓	
25. Work with CIC to ensure uniformity of messaging when talking about the advantages of francophone immigration.	✓	
26. PETL will work with the francophone post-secondary education institutions to identify markets that can both meet the needs of the institutions and New Brunswick's labour market.	✓	
27. PETL will work with the CCNB and the Université de Moncton to leverage existing partnerships in francophone markets by ensuring New Brunswick students who work/study abroad have the tools to promote New Brunswick as a destination to study, work and live.	✓	
28. PETL will work with CCNB, Université de Moncton and Place aux compétences to develop materials that will allow international students who return to their country to promote New Brunswick.	✘	This project was deferred due to operational constraints.

Francophone Immigration Action Plan

Actions	Status	Rational
29. PETL will develop an Atlantic partnership to attract and retain francophone working holiday permit holders to the region as a potential source of immigrants.	In progress	
30. PETL, through the Council of Atlantic Premiers, will lead the development of a study aimed at measuring the success of promoting Acadian culture, and the Atlantic region as a destination of choice for francophone and francophile immigrants.	In progress	