

Be our future:
New Brunswick's
Population Growth Strategy



Table of Contents

Message from Premier Graham	1
Message from Minister Byrne	3
Executive Summary	5
Introduction	7
What we Heard from New Brunswickers	8
The Population Growth Secretariat	9
The Population Growth Secretariat's Vision	10
Measuring Progress	11
Be our future: New Brunswick's Population Growth Strategy	
Increasing and Targeting Immigration	12
Increasing Supports for Settlement Services	14
Promoting Diversity and Multiculturalism	16
Retaining Youth through Engagement and Developing Linkages	17
Repatriating Former New Brunswickers	18
Adopting Family-Friendly Policies	19
Marketing New Brunswick to the World	20
Appendix A	
List of Submissions Received	21

Message from Premier Shawn Graham



On behalf of the Government of New Brunswick, along with Greg Byrne, Minister Responsible for the Population Growth Secretariat, I am happy to present you with our province's first-ever Population Growth Strategy.

The Population Growth Strategy outlined in the following document delivers our vision for addressing the demographic challenges currently facing our province, more specifically a declining and aging population. As a cornerstone of *Our Action Plan to Be Self-Sufficient in New Brunswick*, the strategy will serve as a road map to reversing that trend, and, in conjunction with other government initiatives and programs, help us reach our objective to be self-sufficient by 2026.

While immigration has been and will continue to be a key element of our province's future, the Population Growth Strategy is a comprehensive plan that encompasses equally relevant areas such as settlement and multiculturalism, retention, and repatriation as well.

Our government's vision for this province is one of economic growth, diversity and self-sufficiency, complemented by the lifestyle, natural beauty, safety and security that our province has always been known for.

This vision will be further enhanced by the continued contributions of immigrants from all over the world who will seek and find opportunity here, and whose diverse cultural and ethnic backgrounds will further enrich our strong heritage.

And finally, as a self-sufficient province with a diversified and stable economy, our youth will be encouraged to remain here and raise their families, while those who left to pursue opportunities elsewhere will feel compelled to come home.

While government has committed to confronting our province's demographic challenges head on, to be successful, we will require the input and commitment of our many partners. We realize the task, though difficult, is not insurmountable.

We look forward to working with New Brunswick communities, businesses, schools, post-secondary institutions and others to ensure that our population can and will grow as we work together to make our province the place to be and to achieve a bright and self-sufficient future for all New Brunswickers.

A handwritten signature in black ink that reads "Shawn Graham". The signature is written in a cursive, flowing style.

Message from Minister Greg Byrne



As Minister Responsible for the Population Growth Secretariat, I am pleased to introduce New Brunswick's Population Growth Strategy. The strategy incorporates broad public consultation, thorough research and government's recognition of the need to address, sooner rather than later, the significant demographic challenges we collectively face as we strive to achieve self-sufficiency.

In June 2007, our discussion paper, *It's Time to Act*, was released to encourage debate on the issue of population growth. Following that, the Population Growth Secretariat conducted public consultations in nine different communities across the province. While the ideas put forward during the consultation process were wide-ranging, some common themes did emerge and there was overwhelming support for the need to adopt a provincial population growth strategy.

This strategy incorporates input and advice of those who participated in the consultation process. It provides an overview of what we heard from New Brunswickers on the issue of population growth, as well as a set of guidelines, broad recommendations, and specific targets for reaching our objective.

While other Canadian provinces have adopted immigration strategies, we are the first to implement a comprehensive population growth strategy, of which immigration is one component. We are confident that the measures contained in the strategy will guide us as we seek to be welcoming to newcomers, retain our young people and welcome people home.

Taken together, these measures will help our province address potential skills shortages, create economic growth and ensure that our communities can be vibrant, diverse and healthy places to raise our families.

I would like to thank those who participated in the development of this strategy, and look forward to working with our partners as we begin to undertake this challenging and exciting initiative.

A handwritten signature in black ink, appearing to read 'G. Byrne', with a long horizontal flourish extending to the right.



Executive Summary

The Population Growth Secretariat conducted an extensive public consultation across the province during the summer of 2007. Following the consultation process, it became clear that a piecemeal approach to population growth is simply no longer a possibility. In order to properly respond to the current demographic and economic challenges facing New Brunswick, the Province is committing to a transformational policy shift.

Recommendations received during the consultation process have formed the basis of New Brunswick's population growth strategy. The Population Growth Secretariat has identified numerous policy options from a variety of key sectors, including immigration, multiculturalism and settlement; citizen and youth engagement; repatriation of former New Brunswickers; and finally, family-friendly programs. All measures seek to fulfill one of the following: engage New Brunswickers about the need for population growth; attract former New Brunswickers and their families back to the province; attract immigrants to settle in New Brunswick; retain our youth; and improve the family-friendly nature of the province.

Increasing and Targeting Immigration

One of the central elements of the Population Growth Strategy is to increase immigration in New Brunswick. Immigrant families have played an important role in New Brunswick's evolution, and they will play an even greater role in the future if the province is to be self-sufficient. New Brunswick will work with the Government of Canada, employers and settlement and multicultural associations to expedite and streamline the immigration process.

There will be increased attention paid to the skill requirements of New Brunswick employers. Linkages will be made with the Provincial Nominee Program and its potential in helping address this issue and innovative improvements will be made to the program. New Brunswick will seek increased co-operation with the federal government and an expanded role in the temporary foreign worker selection process. Work will be undertaken to expand the current pilot project on community sponsorship.

Investments will be made to increase francophone immigration through partnerships with communities, businesses and the federal government. To that end, the Province will seek federal commitment to help attract and retain more francophone immigrants.

Improving Supports for Settlement Services

New Brunswick will take steps to improve services provided to recent immigrants and their families once they have arrived in the province by making investments in settlement services and in the organizations that provide these essential services. Communities can play a crucial role in helping integrate newcomers into the economic and social fabric of New Brunswick. Work will begin with the federal government to ensure infrastructure and funding are available for settlement services for rural New Brunswick.

The provincial government will make additional investments to supplement federal contributions in language training to recognize the unique nature of New Brunswick as an officially bilingual province. New orientation material will be developed to make newcomers feel they truly belong in New Brunswick and help them better adapt to their new surroundings.

Promoting Diversity and Multiculturalism

New Brunswick is an increasingly diverse province made up of many cultures. The Population Growth Secretariat will conduct a review of the Multiculturalism Policy and will focus on the promotion of diversity and multiculturalism in the province. Further emphasis will be placed on the importance of living in an inclusive society by ensuring educational material is available in schools across the province. Additional investments will be made in the Multicultural Grants Program in an effort to further support these activities and allow newcomers and current residents to celebrate the diversity of our province.

Retaining Youth through Engagement and Developing Linkages

One of the most significant challenges facing New Brunswick's population decline is that a growing number of the province's bright, skilled young residents are leaving the province through inter-provincial migration. The Province has recognized this challenge and will convene a Provincial Youth Summit in partnership with the New Brunswick Advisory Council on Youth, together with all levels of government, community leaders and youth. A youth-driven action plan will be developed to help guide the Province in its quest to retain our most precious resource.

The Province will introduce new mentorship and co-op opportunities and promote a culture of apprenticeship to more effectively integrate young New Brunswick students into the workforce. Work will begin with communities to help build capacity through investments in programs and partnerships aimed at retaining the province's youth.

Repatriating Former New Brunswickers

Repatriation represents a key component of the government's strategy to help reverse recent demographic trends and ensure a dynamic, prosperous future for New Brunswick. The Province will continue to build strong linkages with employers and will endeavour to match job opportunities with prospective employees currently living elsewhere in Canada.

Through recruitment missions, the Province will reach out to expatriates with the help of employers and communities to bring career opportunities based in the province to those currently living in other parts of Canada. By building strong partnerships with various stakeholders, a concerted effort will be made to bring New Brunswickers back home.

The Family-Friendly Province

New Brunswick will market itself as a family-friendly province, and will continue to make meaningful improvements to child care services in keeping with recommendations made in the Self-Sufficiency Task Force's report, *The Road to Self-Sufficiency: A Common Cause*.



Introduction

There is no simple solution to the phenomenon of population decline in New Brunswick. It will require a concerted effort by many stakeholders, current and future governments to achieve positive results. It will require the right mix of policies and programs which will build on the province's unique strengths and attributes.

Reversing population decline is not a simple task, nor can government accomplish it alone. Challenges in urban areas are not simply about the number of jobs and total population. Urban centres are faced with issues of infrastructure, workforce attraction and retention, among others. Most rural communities continue to experience population loss, especially among youth. Businesses across the province, both large and small, face productivity challenges due to labour force shortages.

In keeping with this, the Self-Sufficiency Task Force identified the need to increase New Brunswick's population and labour force and reverse shrinking population trends as the number one reality for New Brunswick to achieve self-sufficiency. The task force said the province should increase its population by 100,000 people over the next two decades.

To help partially counter the impact of aging in the workforce, it will be important to take steps to facilitate the full integration of new immigrants, youth, persons with disabilities, and Aboriginal people into the labour market. Increasing the labour force attachment of older workers, immigrants and Aboriginal people will help New Brunswick achieve its full economic and social potential.

The problem of declining populations is not unique to our province. It is something being examined throughout Canada and the world as governments recognize its significant social and economic implications on society. As baby boomers retire with fewer young people to replace them, human resources will be the main factor for many businesses deciding where to locate their operations. New Brunswick is in competition with many places in North America and in other countries when it comes to addressing the challenges associated with declining birth rates, an aging population, youth out-migration, rapid urbanization and an increasingly mobile population.

The global competition for people will become fierce and New Brunswick must be prepared to take strategic action. New Brunswick must differentiate itself from other jurisdictions as the place to be, a place in which our residents can be happy and successful.

This document represents New Brunswick's road map for population growth over the next five years. Growing the population will require an integrated approach involving public services, economic opportunity and social development. People are the key to growth in New Brunswick. Bringing people back to New Brunswick, increasing immigration, enticing youth to stay through a host of meaningful opportunities, and making communities and workplaces welcoming are a few of the measures outlined in this strategy to encourage families to grow, be happy and stay in New Brunswick.

Over the summer of 2007, the Population Growth Secretariat conducted a public consultation process, seeking commentary from a wide range of current, future, and former residents of New Brunswick. The consultation engaged individuals and organizations on the challenges and opportunities that arise from the Government of New Brunswick's strategies on self-sufficiency and population growth.

The secretariat conducted a series of nine town hall meetings in large and small communities across the province. In the end, the secretariat also received about 100 personal e-mail submissions and over 30 written briefs from individual residents and organizations. The information received through the consultations has helped to guide the Province's efforts and to ensure the direction of future initiatives. We wish to acknowledge and thank those who shared their viewpoints from across the province, the country and the world.

Although many themes were identified within the consultation process, the most resounding theme is the desire for immediate action on population growth. New Brunswickers repeatedly indicated a sense of urgency for the province to come together to tackle the issues surrounding population growth. Participants in the public consultation provided the following as potential solutions to the issue of population growth:

Jobs are Fundamental to Population Growth

This reality was echoed by a large majority of citizens and interested stakeholders. Simply put, there was a clear consensus that our population growth targets would not be met without a strong economy that creates significant job opportunities for New Brunswickers. A strong economy will encourage a new spirit of entrepreneurship and offers more chances for residents to be successful. This is what will convince our youth to stay here and what will attract expatriates, other Canadians and immigrants to the province. Many experts are predicting a shift from a "buyer's market" to a "seller's market" as labour shortages increase. Despite this emphasis on the labour shortage, the secretariat heard that New Brunswick employers must continue to create employment opportunities with competitive wages and benefits.

The Importance of New Brunswick's Linguistic Profile

One of the things that makes New Brunswick a unique place to be is our two official languages and the cultural richness it brings to our communities, our history, our art and music and to every aspect of our lives. Many citizens and stakeholders felt that special efforts are necessary to ensure the linguistic balance is maintained as the population grows.

Recruitment and Integration of Immigrants

It became clear during the consultation process that any future population growth requires the successful recruitment and retention of more immigrants. Participants also stressed the importance of francophone immigration to New Brunswick as the only officially bilingual province in Canada. In addition to increasing the number of immigrants, the secretariat also heard the need for more investments in language training and community support and integration of recent newcomers to the province.

Youth Engagement

The consultations also identified a need to create stronger linkages between youth, their communities and employers as a means of retention and to instil a greater sense of belonging. Many felt there also needed to be a greater sense of civic engagement within the citizenry of the province, especially among its youth. We need to engage youth in the history, culture, art and public life of New Brunswick.

The increasing cost of post-secondary education in New Brunswick has led to a growing student debt load for young, educated New Brunswickers. During the summer consultation process it was identified that many are migrating to other jurisdictions in order to address their student loan debt.

Creation of the Family-Friendly Province

It was recommended that New Brunswick implement new programs and improve current initiatives to make New Brunswick a more family-friendly province. Significant investments must continue to be made to improve child care affordability and accessibility. The province's ability to market itself as the ideal place to raise a family and belong to a welcoming community should complement these initiatives.

Advisory Board on Population Growth

Early in 2008, the Population Growth Secretariat convened a special meeting of the Advisory Board on Population Growth to consult members on what they felt should be included in the population strategy. There were a number of issues raised during this session, including the need to maintain New Brunswick's linguistic balance as the population increases and the importance of establishing population growth targets to help measure progress. The need to market New Brunswick's strengths was emphasized and it was suggested that family-friendly policies that encourage families to settle in the province continue to be developed.

The Population Growth Secretariat

Bringing Focus to New Brunswick's Demographic Challenges

In February 2007, Premier Shawn Graham announced the establishment of the Population Growth Secretariat. The mandate of this new organization is to grow the province's population through increased immigration, together with activities supporting settlement services and multiculturalism, attracting former residents through repatriation and retention activities, particularly as they relate to youth.



The Population Growth Secretariat will continue to strengthen and foster partnerships with the federal government, other provinces, the business community, labour groups, non-governmental organizations such as multicultural associations and immigrant serving agencies, community groups and municipalities in an effort to address the province's significant population challenges. A Population Growth Advisory Board has been established to provide advice to the minister on ways to increase New Brunswick's population to meet the province's demographic challenges. The members come from organizations representing a range of interests including business, immigration, youth, post-secondary education and labour.

The Advisory Board on Population Growth's membership is made up of the following individuals representing various organizations:

Dr. Constantine Passaris – Chair

John Barrett – Citizenship and Immigration Canada

Betty-Ann Mercier – New Brunswick Enterprise Network

Richard Dunn – Canadian Federation of Independent Business

Eric Savoie – New Brunswick Advisory Council on Youth

Robyn Tingley – New Brunswick Business Council

Lise Lévesque – New Brunswick Federation of Labour

Lynne Castonguay – New Brunswick Representative from Association of Atlantic Universities

George Maicher – New Brunswick Multicultural Council Inc.

Sandra Mark – Representative from the Municipal Sector

Marie-Pierre Simard – Société des Acadiens et Acadiennes du Nouveau-Brunswick

Anne Hébert – Conseil économique du Nouveau-Brunswick

Sonja Perley – Union of New Brunswick Indians

Allen M. Ruben – Member at large

The Population Growth Secretariat's Vision

A growing and thriving population that sustains a dynamic and diverse society.

A Vision of New Brunswick in 2026

Imagine a child born today who will be 19 in 2026. What is going to influence that person to stay in New Brunswick? Imagine this:

The child goes to accessible and affordable daycare which allows the child's parents to have another child or two because they can afford to do so. The population is growing and vibrant.

The child lives in a diverse and multicultural community that welcomes newcomers. The child goes to school (K-12) and learns about New Brunswick history, its ethnic and cultural diversity (English, French, First Nations and immigrants from around the globe).

The child is exposed to the opportunities that exist in New Brunswick and gains a strong sense of place and community. During high school, which is filled with experiential learning and co-op opportunities and strong guidance programs which nurture a spirit of adventure and entrepreneurship, the child develops a strong sense of self and that New Brunswick truly is the place to be. The child gains a sense of what career options may be available in New Brunswick.

The child is mentored by community leaders during Grades 11 and 12 and gains experience working alongside people in a particular field of interest. All this experience is worthy of credit towards the child's high school diploma.

The child enrolls in a post-secondary program that is accessible and affordable. The child's summer employment is tied to career interests and may be a continuation of past co-op opportunities. These jobs in addition to public and employer support help pay for educational costs. In return, the child agrees to work in New Brunswick for the employer and when graduation comes, the child has a ready waiting job and many opportunities to be successful.

The child becomes an adult and is happy to remain in New Brunswick to work and raise a family and the cycle continues.

The Population Growth Secretariat's Mission

To stimulate and promote population growth as a critical element to New Brunswick's goal of self-sufficiency.

The Population Growth Secretariat is the lead government entity responsible for the development and implementation of a comprehensive policy agenda on population growth. The secretariat works across departments, provides policy advice and gives oversight to policy and program implementation.



Measuring Progress

The Secretariat has the following objectives:

- To achieve a net population growth of 100,000 people by 2026 in order to achieve self-sufficiency.
- To increase the number of immigrants coming to the province with the goal of attracting at least 5,000 people per year by the year 2015.
- To establish increased targets for the number of immigrants attracted under the Provincial Nominee Program through the skilled worker stream. By 2015, the ratio will be 60 per cent skilled workers and 40 per cent entrepreneurs.

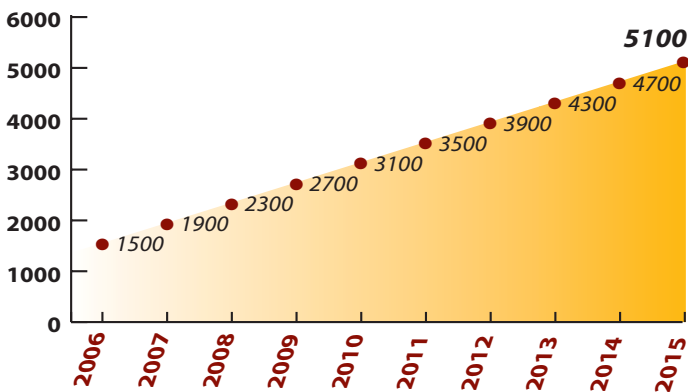
By the end of 2009, we will need to increase our population by 6,000. By 2015, we will aim to grow New Brunswick's population by 25,000 people – putting us on track to hit 100,000 more New Brunswickers by 2026.

By definition, population growth includes:

- Natural increase (births minus deaths)
- The net inter-provincial migration (in-migrants minus out-migrants)
- The net international migration (immigration minus emigration)

Note: The Immigration, Retention, Repatriation, and Settlement programs and services as administered by the Population Growth Secretariat all contribute to the net growth of the province.

Immigration Targets



These targets are contingent on a strong economic and employment development performance.

In addition, the Secretariat has the following objectives:

- To create a co-funding arrangement with the federal government to increase settlement funding support and partner with community-based organizations to improve local settlement services and increase the retention rate from 60 per cent to 80 per cent by 2015.
- To increase resources in second language training to meet the needs of new immigrants, while maintaining the province's linguistic balance.
- To work with the federal government to offer a three-year work visa to international students who graduate from a New Brunswick post-secondary institution and choose to stay in the province.

Key Result Areas

Repatriation

Repatriation of former New Brunswickers will be an important component of the Province's efforts to improve our demographic situation. Its focus will be to link skilled workers who have moved away with opportunities available in New Brunswick. The Province will promote and market New Brunswick to expatriates as the place to belong, be yourself, and be better.

Immigration

Immigration is central to growing the population and to government's commitment to become a self-sufficient province by 2026. New Brunswick will ensure newcomers are welcomed to the province from other parts of Canada and around the world. The Province will assist them in making New Brunswick their home so they can feel they belong here and can fully contribute to the province's social, cultural and economic future.

Settlement and Multiculturalism

Settlement services to help integrate newcomers into New Brunswick society should be effective and efficient. Non-government organizations play a vital role in helping newcomers adjust to their new surroundings. The Province will work towards embracing diversity, and multiculturalism must continue to be promoted so New Brunswick becomes a truly welcoming society.

Retention

By retaining New Brunswick's valuable human resources, the province will fully benefit from their skills, knowledge, innovative ideas and productivity and consequently become more attractive to others.

Be our future: New Brunswick's Population Growth Strategy

Increasing and Targeting Immigration

Immigrants bring enthusiasm and competencies that rejuvenate economies. They bring fresh ideas and energy, adding to the pool of skills and talent within the province. They generate new business, entrepreneurial activities and investment. They boost international trade connections with their networks into global markets, and help attract international students and tourists to the region. This helps create jobs, and stimulates economic growth. The knowledge, skills, talent and spirit of entrepreneurship they bring to New Brunswick are critical assets and a competitive advantage for business, economic and social success in a community.

Equally important, newcomers bring families, new perspectives and diversity to our province. Whether newcomers are here to live, learn or work, they are helping New Brunswickers to connect with the rest of the world. The diversity of these immigrants, refugees and their families enrich our communities and cities and make New Brunswick a more vibrant and interesting place to be.

The Provincial Nominee Program

The New Brunswick Provincial Nominee Program (PNP) seeks to recruit and retain individuals who have specialized occupational or entrepreneur skills needed within our province. Through an agreement with the Government of Canada, the Province of New Brunswick may nominate qualified immigrants for permanent resident status.

Skilled Worker Immigrants

New Brunswick's economy is experiencing major changes. The effects of the global economy, rapid economic growth in Western Canada and out-migration of skilled workers are just some of the reasons New Brunswick employers must adjust their employee hiring practices. It is anticipated that many employers will be facing major skill shortages in the foreseeable future. The labour shortage is already a reality in some industry and service sectors.

Increased skilled worker immigration will be one of the tools available to help employers address this problem. The skilled worker stream of the PNP will continue to be employer-driven.

The Province will make the following enhancements:

1. *Additional Resources to Support Immigration and Population Growth*

New Brunswick has set ambitious targets for increasing immigration specifically and our population growth generally. These targets are firmly linked to the Province's self-sufficiency agenda. As our population increases and demands on the secretariat and other immigrant serving

agencies grow, the Province is committed to providing additional human resources to support this critical effort to be a welcoming and attractive place for immigrants.

2. *Developing Stronger Linkages with Employers*

There will be increased attention paid to the skill requirements of New Brunswick employers. Stronger linkages will be made between employers and the Provincial Nominee Program and its potential in helping address labour market shortages. This will involve co-ordination between the work of the Population Growth Secretariat's Immigration Division, Population Support Division and partners like the Enterprise Network to identify these gaps.

3. *A "How To" Guide for Employers*

Employers have experienced difficulties in recruiting immigrants, or obtaining information on hiring immigrants, to fill job vacancies. In co-operation with our partners, we will develop a "How To" guide to facilitate the hiring of immigrants and answer basic questions for New Brunswick employers.

4. *Expanded Role for New Brunswick in Temporary Foreign Worker Selection*

Most skilled workers arrive in New Brunswick through the Temporary Foreign Worker Program administered by the federal government. New Brunswick will seek increased co-operation with the federal government and an expanded role in the temporary foreign worker selection process. By expanding the skilled worker stream in the PNP, this will assist municipalities and communities to become actively engaged in immigrant recruitment activities as well as in immigrant retention efforts.

5. *Expansion of Community Sponsorship Project*

New Brunswick will expand the current pilot project on community sponsorship – a program that allows communities to sponsor economic immigrants and provide them with guidance and support to adapt to new surroundings and feel they belong to their new community.

Entrepreneurial Immigrants

The Province continues to place importance on the immigrant entrepreneur stream. This is intended for prospective immigrants who propose to establish new businesses or purchase a business for expansion and who intend to play an active managerial role. Their spirit of entrepreneurship, knowledge of the global economy, their contacts in their previous home country and the establishment of a local business with corresponding job creation opportunities will

Be our future: New Brunswick's Population Growth Strategy

Increasing and Targeting Immigration

provide significant economic benefits to our region. Immigrant entrepreneurs can also be a valuable source for succession opportunities as many established New Brunswick businessmen and women decide to retire. To that end, the Province will:

6. **Aggressively Attract Entrepreneurial Immigrants**

New Brunswick will continue to aggressively attract entrepreneurial immigrants and, in co-operation with a number of stakeholders, will seek to improve services available to these immigrants after they have landed in our province to enable them to be successful.

Francophone Immigration

The officially bilingual nature of New Brunswick must be recognized, and increased attention will be paid to maintaining the linguistic balance in the immigrant attraction and retention process.

Since all potential immigrants are looking for economic opportunities such as jobs and welcoming communities, close co-operation with francophone stakeholders, including communities and municipalities, will be essential to ensure these opportunities are available. To aid in this initiative, the Province will:

7. **Seek Federal Assistance to Support Francophone Immigration**

The Province will seek enhanced support from the federal government to assist in the attraction, retention, and settlement of more francophone immigrants. We will work with our federal colleagues to explore the possibility of reinforcing our capacity to attract francophone immigrants to the province. The Province will also ask the federal government for special programs to help immigrants develop business opportunities for entrepreneurs, and to participate more fully in family reunification and refugee programs.

It will be essential that all stakeholders involved in the attraction and retention of francophone immigrants are fully committed to their respective roles leading to increased francophone immigration. It will be the government's role to facilitate and co-ordinate these efforts, but all stakeholders will have to contribute to be successful.

International Students

International students continue to be a source of potential immigrants to New Brunswick, either through job offers from New Brunswick employers or through the creation of their own business ventures. The current PNP offers international students viable options to pursue career and business opportunities in the province. To that end, the Province will:

8. **Evaluate the Entrepreneurial Program for International Students**

The pilot project enabling international students to start a business after graduation will be evaluated after it has been in place for one year to determine the feasibility of expanding it and making it available on a province-wide basis.

Pan-Atlantic Co-operation

Immigrant attraction and recruitment has developed into a very competitive activity. Most other jurisdictions are looking for similar skills and backgrounds in their search for human resources. New Brunswick is a small jurisdiction with limited promotional resources. Other Atlantic provinces are facing a similar situation and have agreed to jointly work on immigration recruitment-related activities.

Through the Council of Atlantic Premiers, commitments have been made to raise awareness of the Atlantic provinces as a destination of choice for immigrants, increase our population and productivity, attract investment and jobs, and work on skill shortages and labour market gaps.

Atlantic premiers identified immigration as one of the keys to improving Atlantic Canada's economic competitiveness. Actions include collaborating on joint research projects on immigration issues, sharing best practices on "welcoming community" strategies in the Atlantic provinces and exploring initiatives to jointly promote the region as a place to be happy and successful.

In co-operation with Citizenship and Immigration Canada and ACOA, the Atlantic provinces have established the Federal-Provincial Atlantic Population Table with a mandate to study, implement, co-ordinate and execute cost-shared activities that further our goal of increasing our population through immigration and retention/repatriation.

We will continue to closely work with our Atlantic counterparts and federal partners to ensure that we are receiving the best possible benefits from these cost and resource-shared activities.

Be our future: New Brunswick's Population Growth Strategy

Increasing Supports for Settlement Services

The ethno-cultural diversity of the New Brunswick population is a major advantage when accessing global markets and is more important than ever to reach self-sufficiency in an increasingly globalized world. The aim of settlement services is to assist newcomers, help them feel they belong here and to participate as soon and as fully as possible in New Brunswick's economy and society. Settlement services have had to expand and evolve over the last number of years as the population has become increasingly diverse.

The secretariat's Settlement and Multiculturalism Branch is responsible for assessing settlement needs and identifying gaps in current programs and services so a provincial settlement and multicultural framework can be developed. To that end, the secretariat will explore settlement and multiculturalism programs and enhance services currently available through various federal and provincial departments.

While immigration offers the province opportunities, it also brings challenges. These include labour market integration and employment opportunities, the resources to provide for language training services, community capacity-building and public education and awareness, to name a few.

Pre-Arrival Information

Information about settlement programs and services, multicultural communities, education, health care, transportation, employment prospects, International Credential and Competency Assessment and Recognition service, and economic opportunities will be made available on the Internet. As well, printed brochures will be available to promote New Brunswick as a place to be happy and successful, a destination of choice and to better prepare potential immigrants on what to expect when they arrive in New Brunswick.

A collaborative approach is required to address the challenges newcomers face as they settle in their new community and ensure they feel they belong.

Core settlement programs and services

9. *New Orientation Material for Newcomers*

Upon arrival, newcomers will be provided with a provincial information package including an inventory of services and an orientation to life in New Brunswick. The Province needs to make sure its settlement programs and services (health care, child care, housing, etc) are available to all immigrants. The Province will also make pre-arrival information available abroad to prepare potential immigrants for the transition to New Brunswick life.

10. *New Investments in Language Training*

Having adequate language training is one of the most

significant determinants for successful integration into a community for newcomers. Government will make additional investments to supplement federal contributions in language training and to expedite the process of integration and access to employment.

Labour Market Integration

Newcomers to Canada often experience difficulties finding jobs matching their skills and education. A survey by Statistics Canada, which tracks immigrants' success in the Canadian labour market after arrival in Canada, shows that 70 per cent of newcomers said they had encountered problems or barriers in the job-finding process.

Lack of Canadian work experience, transferability of foreign credentials and lack of official language skills were the most critical hurdles to employment. The barriers faced by individual immigrants looking for employment are the same as those faced by employers looking for new employees. To address these issues, the Province will:

11. *Enhance Labour Market Integration Programs*

- a. Programs aimed at facilitating individuals' integration into the labour market will be reviewed to ensure that they continue to be responsive to newcomers' needs.
- b. The Province will continue efforts to work with learning institutions and their international students, making them aware of New Brunswick career and employment opportunities.

12. *Implement an Entrepreneurial Mentoring Program*

Through the creation of a business venture, entrepreneurial immigrants are expected to provide significant economic benefits to New Brunswick. While they possess a strong spirit of entrepreneurship, business practices in their past environment are often quite different from those in North America. In co-operation with our stakeholders, an entrepreneurial immigrant mentoring program will be implemented to assist these immigrants to be successful in the shortest possible time frame.

13. *Improve Credential Assessment and Recognition*

In support of the direction received by the Council of the Federation and the work undertaken by the Forum of Labour Market Ministers to bring all regulated occupations into full compliance of Chapter 7 (Labour Mobility) of the Agreement on Internal Trade by April 1, 2009, the Province will actively work with International Credential and Competency Assessment and Recognition (ICCAR), regulatory bodies and professional associations to ensure that ongoing efforts take into consideration the credential

Be our future: New Brunswick's Population Growth Strategy

Increasing Supports for Settlement Services

recognition processes for international professions. There will be consideration given implementing legislation in New Brunswick around credential assessment and recognition if necessary.

14. Identify Job Opportunities for Francophone Immigrants

While most of the future immigration growth will be through the "Skilled Worker" stream of the PNP, special emphasis will be given to identification of actual job opportunities for francophone immigrants. The Province will dedicate additional resources to work with the francophone business community to help identify job openings for potential immigrants.

15. Establish Workplace Diversity Programs

Employers will be encouraged to introduce workplace diversity programs to raise awareness among employers and employees about the importance of cross-cultural understanding, embracing diversity in the workplace, and supporting the integration of newcomers in the workforce.

Welcoming Communities

Communities can play a crucial role in helping integrate newcomers into the economic and social fabric of New Brunswick and making them feel like they belong. The community will be more receptive and successful in attracting and retaining immigrants if they are well informed about settlement and integration issues prior to the arrival of newcomers. To assist in this endeavour, the Province will make the following enhancements:

16. New Investments in Multicultural Organizations

In recognition of the needs of multicultural organizations and immigrant serving agencies, the Province will work with the federal government and invest in these organizations to assist in community capacity-building.

17. Enhanced Capacity-Building of the Public School System

The Province will work to enhance the capacity-building efforts of the public school system by ensuring that materials, services and resources are available in public schools.

Francophone and Rural Settlement

Because of New Brunswick's bilingual nature, ensuring that francophone and rural communities are able to attract immigrants and benefit from the province's success in growing the population is very important. Settlement programming has to be actively grounded in these communities and will require specific programs adapted to their special needs. To achieve these goals, the Province will:

18. Build Partnerships with Francophone Communities

The Province will work in partnership with francophone communities to co-ordinate settlement and integration efforts. This will ensure that infrastructure and funding is available for settlement services, particularly in rural New Brunswick, where attraction and retention of newcomers may be more challenging.

19. New Investments in Settlement Agencies serving Rural Areas

The Province will work with the federal government to ensure that infrastructure and funding are available for settlement services for rural New Brunswick.

20. Greater Role for Francophone Communities

Francophone municipalities will be encouraged to become active partners in immigration recruitment as well as in immigrant retention activities. Special focus will be placed on working with francophone immigrants, or those who demonstrate a clear preference to settle and integrate in francophone regions of New Brunswick, to identify job opportunities for francophone immigrants through collaboration with employers and francophone municipalities.

Strategic Partnerships

New Brunswick will continue its partnership with various stakeholders, including the Enterprise Network, Atlantic Metropolis Centre and other levels of government to improve settlement services for newcomers. The Population Growth Secretariat will work to strengthen its partnerships with a number of funding sources to put in place effective settlement programs and services that help immigrants become part of their communities and feel they belong.

Be our future: New Brunswick's Population Growth Strategy

Promoting Diversity and Multiculturalism

In 1971, Canada became the first country in the world to adopt an official multiculturalism policy. In the mid 1980s, the Province of New Brunswick established its own Multiculturalism policy, a Multicultural Grants Program, and a Ministerial Advisory Committee on Multiculturalism. By recognizing multiculturalism and promoting Canadian identity, New Brunswickers of all cultures will have the opportunity to contribute to the common goal of equality, sharing social justice and self-sufficiency.

New Brunswick's multicultural nature will become even more of an asset for the province in an emerging global economy. Some New Brunswick companies have already recognized these benefits and are drawing on the cultural diversity of their workforce to obtain the language and the cultural skills needed to be successful and competitive in the international marketplace.

The Population Growth Secretariat will review its multicultural policies and programs to ensure they remain relevant to New Brunswickers and further advance the work which began in the 1970s. As part of this process, the Province will:

- 21. Review and Update the New Brunswick Multiculturalism Policy**
Existing policy will be reviewed to ensure it includes evolving issues around settlement, multiculturalism, human rights and security.
- 22. Promote an Inclusive Society**
The Province will promote an inclusive society built on cross-cultural understanding and civic participation.
- 23. Provide Advice on Multicultural Issues**
Leadership and policy advice will be provided government-wide on multicultural policies and related issues, including integration.
- 24. Promote Multiculturalism in Schools**
Multiculturalism will be promoted in the province's public school system by making it part of the curriculum.
- 25. Public Awareness and Education**
The Province will engage the community and the general public in informed dialogue and sustained action to combat racism. There will be an emphasis placed on public awareness and cross-cultural understanding within the community using various media outlets and engaging the community in public discourse. The Province will work with various provincial and federal departments, including the Human Rights Commission, on the implementation of Canada's Action Plan Against Racism.

26. Conduct Joint Research Projects

Government will partner with the Atlantic Metropolis Centre, Atlantic Population Table, educational institutions, multicultural and ethno-cultural organizations and provincial and federal departments on research related to multiculturalism, diversity and related issues.

27. Further Investments in the Multicultural Grants Program

The Province will increase annual funding available under the Multicultural Grants Program and conduct an evaluation of the program.



Be our future: New Brunswick's Population Growth Strategy

Retaining Youth through Engagement and Developing Linkages

One of the most significant challenges facing New Brunswick's population decline is that a growing number of the province's bright, skilled young residents are leaving the province through inter-provincial migration. This is the generation that has the greatest potential to stimulate future prosperity, raise young families, and lead the province into self-sufficiency.

The issue of youth out-migration is not a new phenomenon for New Brunswick or many other North American jurisdictions. It is virtually impossible to completely eliminate youth out-migration, but opportunities exist to reduce it. Government, industry, educational institutions and communities must work together to ensure youth are aware of the career opportunities and chances to be successful in New Brunswick as well as the social and economic benefits of being and living in their home province.

The key to retaining young New Brunswickers is to instil in them a sense of belonging and pride in their community while giving them access to quality education, an opportunity for meaningful careers in their field of study and income security. Government and community both have key roles to play in setting direction and in helping coordinate meaningful youth engagement. Through the Population Growth Secretariat, the Government of New Brunswick will lead the process of removing barriers and supporting the contributions of young New Brunswickers.

To retain as many youth as possible, the Province will:

28. *Convene a Provincial Youth Summit in 2008*

In partnership with the New Brunswick Advisory Council on Youth, and with the active participation of the premier, key cabinet ministers, community leaders and employers.

- a. This summit will help mobilize efforts to enable New Brunswick youth to identify challenges and become full participants in the decisions and opportunities affecting them, their communities and their province.
- b. As a result of the summit, a youth-driven action plan will be developed to inform government and communities on future policy and program direction that will retain young people in the province.
- c. Various electronic communication tools and technology will be used to support meaningful engagement and sustained linkages between youth and the community.

29. *Establish a "Culture of Apprenticeship"*

By increasing accessibility to career connection pathways,

including co-op programs, for all high school and post-secondary students, this will help build on commitments made in the provincial Department of Education's action plan: *When kids come first*. It is also consistent with the spirit of the recommendations contained in the Commission on Post-Secondary Education in New Brunswick's report: *Advantage New Brunswick – A Province Reaches to Fulfill its Destiny*. A culture of apprenticeship will be nurtured and additional innovative models based on experiential and service learning opportunities will also be explored. The focus will be to develop strong ties between youth and their communities while ensuring that New Brunswick's current and future labour market needs can be met.

30. *Promote Transitions-to-Work initiatives*

We will work to increase the availability, and raise awareness, of a range of transitions-to-work opportunities to New Brunswick's post-secondary students, allowing them to take advantage of practical learning opportunities to gain much-needed work experience in their chosen area of study, helping them be successful by creating linkages with future employers and bridging their introduction to the workforce.

31. *Enhance Community Capacity-Building Efforts*

By working directly with communities and provincial networks to build capacity and share best practices in the field of retaining and engaging youth, we will help stem out-migration. The Province will work to advance understanding of best practices and share knowledge and lessons learned in the area of youth retention and meaningful engagement.

32. *Establish a Sustainable Youth Strategy*

This initiative will be directed at increasing the capacity of communities and networks to be welcoming and dynamic and develop, strengthen and/or expand their efforts to meaningfully engage and retain youth in the province.

33. *Seek Opportunities for Joint Projects*

We will work with federal/provincial and Pan-Atlantic partners to build collaboration in support of relevant research projects that will help direct and inform the development and delivery of effective retention practices.

Financial Assistance for Post-Secondary Students

The issue of student financial assistance was addressed in the Commission on Post-Secondary Education in New Brunswick's report: *Advantage New Brunswick – A Province Reaches to Fulfill its Destiny*.

A modern student financial assistance program will be dealt with as part of government's response to this aforementioned report. The Population Growth Secretariat will continue to be a strong voice on this issue.

Be our future: New Brunswick's Population Growth Strategy

Repatriating former New Brunswickers

Repatriation represents a key component of the government's strategy to help reverse declining population and ensure a healthy, self-sufficient future for New Brunswick.

The Population Growth Secretariat's Repatriation Branch's primary function is to facilitate the return of New Brunswickers to the province in addition to welcoming people from other parts of Canada and the world. It will accomplish this by matching people currently living elsewhere with employment opportunities here in New Brunswick. Much of the branch's success will depend on its ability to build strategic partnerships. It needs to collaborate with employers, industry associations, other departments, non-governmental organizations, post-secondary institutions, alumni associations and various other entities that can support the secretariat's repatriation efforts from both employer and employee perspectives.

Some existing tools that can be used to this end include the Population Growth Secretariat's website and the NBjobs.ca website. The latter will continue to be promoted as the website of choice to identify career opportunities in the province. For the Repatriation Branch to succeed in proactively connecting expatriates with opportunities that exist here in New Brunswick, it will be necessary to pursue the following strategic goals:

34. Facilitate the connection of former New Brunswickers with employment opportunities

The Province will undertake a review of current labour exchange mechanisms with a view to support the expansion of private sector services dedicated to matching individuals looking for work to employers seeking to hire employees. Particular emphasis will be placed on matching prospective employees currently working outside the province with job opportunities in New Brunswick.

By working closely with employers to help them find workers for positions they cannot fill locally, this will help employers sustain and grow their businesses. To be successful, it will require strong relationships with individual employers, timely labour market information and an accurate inventory of suitable candidates.

35. Develop Strategic Partnerships

Strategic partnerships will be established and fostered with former New Brunswickers through various networks, including alumni associations, New Brunswick ambassadors, community groups and outreach efforts, as well as through relationships with companies, industry associations, other government departments, non-governmental organizations and regional bodies. This will help gauge labour market needs and co-ordinate repatriation efforts.

36. Use Technology to Enhance Communication

The Province will improve its ability to communicate and share information with its clientele and strategic partners. This involves using various tools and technology that will improve the branch's ability to track, support and tailor its repatriation efforts. Examples include NB-branded e-mail and an e-mailing list. The secretariat's website will be used as a tool to communicate and share information with its clientele and partners. It will continue to promote NBjobs.ca as the website of choice for matching expatriates seeking to return and the place to be informed about employment opportunities in New Brunswick

37. Recruitment Missions

The Province will reach out to prospective employees by continuing to plan and participate in outreach trips with New Brunswick employers and municipalities to bring career opportunities based in the province to expatriates currently living in other parts of Canada. The trips will be a dynamic way to continue to spread the word that New Brunswick is the place to be.



Be our future: New Brunswick's Population Growth Strategy

Adopting Family-Friendly Policies

The face of today's labour force has changed significantly over the past few decades. Two earner parents are the norm, rather than the exception. Balancing work and family has become a major issue for most families in New Brunswick. A critical piece to maximizing New Brunswick's potential for long-term population growth and self-sufficiency will be to ensure the province is family-friendly.

Government and its key stakeholders can set the right conditions to encourage the growth of New Brunswick families while increasing the labour force participation rate. Over time, this will require implementing a combination of measures. These include ensuring parents have access to adequate income security, flexible parental benefits, the availability of affordable and quality child care services to support family realities, and adequate social supports for maintaining a healthy work-family balance.

Providing assistance to parents helps support New Brunswick's self-sufficiency agenda while at the same time providing an environment where childbearing and childrearing are not detrimental to the economic health of today's families. Providing this type of environment will also make New Brunswick the place to be successful for young immigrants and people completing post-secondary studies and looking for a good place to settle down and start a family.



A range of key initiatives are already underway in New Brunswick. Some promising practices have been implemented in a variety of sectors and communities across the province. There is a need to continue to strategically invest in these areas to meet the challenges and opportunities ahead. Government cannot do it alone – it must be a collaborative effort with business, labour and non-profit stakeholders.

The introduction of new family-friendly initiatives will solidify New Brunswick's transformation into a strong, modern society. It will showcase New Brunswick as the small province with a "large family" vision – one that values work-family balance while welcoming diversity and embracing each and every family, large and small.

To that end, the Province will:

38. Continue Investments in Quality Child Care

Consistent with recommendations of the Self-Sufficiency Task Force, we will continue making strategic investments in child care. This will include incentives for increasing the number of both rural and urban child care spaces, greater financial assistance to licensed child care facilities and increased financial supports to parents.

39. Work toward a Modern Maternity/Parental Insurance Program for Canada

Recognizing current labour market realities and the needs of parents, the Province will work with the federal government to develop a modernized maternity/parental insurance program that offers realistic and appropriate wage replacement and allows self-employed individuals to opt into the program.

40. Encourage New Brunswick Employers to Incorporate Family-Friendly Workplace Practices

Employers will be encouraged to adopt family-friendly measures within their employee recruitment and retention strategies addressing, among others, flexible work arrangements, the needs of mature workers wishing to remain engaged in the workplace, improved parental/family leave benefits, and work-site child care services, particularly where shift work takes place.

41. Explore Opportunities for New and Innovative Family-Friendly Practices

The Province will explore opportunities for new and innovative family-friendly practices to have the New Brunswick Public Service be a model family-friendly workplace in New Brunswick. This will help realize the objective of becoming an employer of choice, to renew the public service and to attract young people to its ranks.

Putting Our Best Foot Forward

The government will use innovative marketing to achieve its population growth goals by tailoring its approaches to the groups it wants to reach. Some of these target audiences now live in New Brunswick, such as high school and post-secondary graduates, family members of expatriates, and the general public. Marketing campaigns will make New Brunswickers understand why population growth is imperative to the Province achieving its self-sufficiency goals. The public will be encouraged to be welcoming to newcomers.

The Province will reach out to people outside the province, whether in other regions of Canada, or prospective residents and immigrants to Canada who may be attracted to New Brunswick.

There is evidence to suggest the general public does not fully understand New Brunswick's changing demographics and their effects. It is important that the public and stakeholders appreciate what contributes to the changing demographics, the need for an immediate and sustained response, and the specific benefits that will come with population growth. Marketing efforts must clearly communicate the problems and challenges of depopulation as they relate to New Brunswick's society, economy and culture. To embrace population growth efforts, the public must be able to make a clear link between population growth and the province's ability to become self-sufficient by 2026. The following measures will be undertaken:

42. *Building Awareness*

We will communicate and build public awareness of the implications of population decline and the importance of efforts to combat depopulation and its link to self-sufficiency.

43. *Market New Brunswick to the World*

Consistent with the Province's new branding effort, we will promote and market New Brunswick as a place to be yourself, belong and be better.



Appendix A: List of Submissions Received

Submissions from Citizens

Does not include the names of submissions not posted

Amos, John
Beaton, Finlay
Bernard, Suzanne
Bois, Kim
Brown, Dana
Butler, Dana
Carpenter, Mary
Cashion, Greg
Cassidy, Shane
Clarke, Kris & Amanda
Comeau, Mary-Lynn
Cronin, Art
Danis, Geneviève
Dillingham, Jason & Andrea
Duguay, Gordon
Elder-Gomer, Jo-Anne (x2)
Elliott, Jason
English, Rob
Gallant, Arlen
Hickey-Léger, Judy
Hughes, Isabel
Isaac, John
Keeler, Stacy
Kim, Taehyung
Lanteigne, Rose-Hélène
Lefevre, Roland
Livingstone, Josie
Malley, Sylvia
Marquis-Charron, Joanne

McKinney, Catherine & Donald
Mouland, Michele
Murray, Judy
Njalstroem, Njal
Okana, Cyprien S.
Painchaud, Darcie & Richard
Reimer, Ken
Ross, Christopher
Ross, Sheila
Simpson, Bob
Smith, Cecile
Smith, Michelle
Srinivasan, G.
Stickney Jr, Richard P.
Whelbourn, David

Briefs

21 Inc.
Archer, Sarah
Asian Heritage Month Committee
Association francophone des
municipalités du Nouveau-Brunswick
Banque Nationale du Canada
Blaquiere, Richard
Canadian International Capital Inc.
Conceptia Clinic
Enterprise Chaleur
Enterprise Greater Moncton
Enterprise Kent
Enterprise Saint John
Enterprise Network
Enterprise Peninsula
Enterprise Restigouche
Fusion
Greater Moncton Immigration Board
Healthy Families, Healthy
Communities Association
L'Association francophone des parents
du Nouveau-Brunswick
L'Association régionale de la communauté
francophone de Saint-Jean Inc.

Larsson, Hugo
Laumans, Pauline & van Trijp, John
Le Centre communautaire Sainte-Anne
Lumsden, George
MAGMA
Mills, Courtney
Municipality of Caraquet
Nadeau, Diane
New Brunswick Advisory Council
on the Status of Women
New Brunswick Advisory Council
on Youth
New Brunswick Business Council
New Brunswick Multicultural Council Inc.
Nicholl, Kate
People Link
Ramanujam, Srikanth
Rural and Small Town Programme
Salonius, Peter
Société des Acadiens et Acadiennes du
Nouveau-Brunswick (SAANB)
University of New Brunswick

