

The Greater Moncton Immigration Strategy

**Angelique Reddy- Kalala
City of Moncton, Immigration Strategy
Officer**



Background

- Greater Moncton is comprised of Moncton, Dieppe and Riverview
- Moncton voted best place to do business in Canada and U.S.
- Bilingual Workforce
- Fastest growing population East of Saskatoon and 5th fastest growing CMA in Canada- 2000 people per year
- 30% of overall growth from newcomers

The Case for Increased Immigration into Greater Moncton

- Greater Moncton's solid growth has been enabled by attracting talent from across New Brunswick and beyond.

Challenges

- The regional labour market is aging.
- Outmigration
- In the future, more will have to come from other countries.
- We need to start looking at immigration as more than just 'filling a gap in the labour market'.

Developing the Immigration Strategy: The Process

- Prepared a background document on the role of immigration as a driver of Greater Moncton's growth
- Reviewed immigration strategies in other communities across Canada
- Hosted the Greater Moncton Immigration Summit (May 2013) to get input from the more than 200 attendees
- Consulted directly with nearly two dozen key stakeholders including 10 private sector firms.
- Peer reviewed by Michael Hann and Chedly Belkhodja

Objectives of the Immigration Strategy

- Develop and clearly communicate the need for immigration in the years ahead.
- Recommend ways to foster the institutional changes needed to make us a welcoming community.
- Engage the business community in the attraction and integration of immigrants into the workforce

Objectives of the Immigration Strategy (cont.)

- Encourage governments to view immigration into mid-sized urban centres such as Greater Moncton in a different way.
- City of Moncton not a regulatory body for immigration.
- Immigration important to cities of our size, we need to ensure that investment, and policy and support follow
- Ensure we have strong immigrant support infrastructure in place.

Greater Moncton Immigration Strategy: Objectives

- 18 main objectives under three categories
- For each there is:
 - A timeframe
 - Proposed lead organization (s)
 - Priority level
- For each there is:
 - Why and how?
 - Accountability/ measurement

Greater Moncton Immigration Strategy: Main Objectives

1. ATTRACTION OF NEW IMMIGRANTS
2. RETENTION AND INTEGRATION
3. IMMIGRATION, ENTREPRENEURSHIP AND BUSINESS NETWORKS

1. Attraction of New Immigrants

- Better identify workforce needs- identify top 40-attraction events
- Build a one-stop-shop Web portal
- Use existing immigrants as ambassadors

1. Attraction of New Immigrants (cont.)

- Promote Greater Moncton to new Canadians elsewhere across the country- (recruit- locally, regionally, nationally, and internationally)
- Expand use of post-secondary education system as conduit for immigration
- Continue to focus on attracting French speaking immigrants- NB Canada's first official bilingual city. (Maintaining linguistic balance).

2. Retention and Integration

- Ensure alignment/coordination of immigrant settlement and retention services
- Expand public awareness
- Foster more immigrant friendly services- public services and private sector as well. banks

2. Retention and Integration (cont.)

- Municipal governments lead by example
- Ensure Francophone immigrants have broad access to English language training- participate fully
- Encourage local immigrant networks
- Establish a spousal employment referral network

3. Immigration, Entrepreneurship and Business Networks

- Attract more “high growth potential” immigrant entrepreneurs- identifying strengths and growths in community enabling newcomers to make informed decisions for success
- Align immigrant investors with local investment needs /more strategic use of immigration as a source of foreign direct investment

3. Immigration, Entrepreneurship and Business Networks (cont.)

- Integrate professional immigrants into local business networks
- Integrate more immigrants into management roles in the public and private sectors

What`s next?

The Greater Moncton LIP: Implementing the Strategic Plan

- The Greater Moncton Local Immigration Partnership (LIP)
- A framework for coordinating immigration strategy and services at the community level

The Greater Moncton LIP - Implementing the strategic plan (cont.)

- Includes a broad range of community stakeholders including:
 - Settlement agencies
 - Government
 - Education and training

- Includes a broad range of community stakeholders including:
 - Business groups
 - Community groups (i.e. YMCA, United Way)
 - Media, etc.

Questions?

Angelique Reddy- Kalala

City of Moncton, Immigration Strategy Officer

angelique.reddy-kalala@moncton.com

@MonctonMyHome

