



The Greater Moncton Immigration Strategy:
Newcomer Sector Specific Employment Fairs

Outline

- NB's Demographic Challenges
- Greater Moncton Immigration Strategy
- What is Greater Moncton doing that works? Newcomer & International Student Sector Specific Employment Fairs

New Brunswick Demographic Challenges

- **New Brunswick's population only represents 2.1% of the National Population**
- **Low fertility rates (1.54 children per woman)**
- **As a result this is causing the province to age quicker**
- **NB's median age has gone from 25 in 1974 to 44.8 in 2015**
- **NB's Median Age is the second highest in the country**

Unemployment Rates in Greater Moncton vs NB

	Oct 2015
Canada	7.0%
New Brunswick	9.0%
* Moncton CMA	6.0%

Opportunities!

Moncton's Population and Economic Growth

- Ranked by KPMG as the lowest cost location for business in Canada and US.(2014)
- Economic and Population Growth (2000 people per year)

Key sectors: Transportation, logistics and distribution , Health and Life sciences, Manufacturing, Finance, Insurance, Back Office Industries, Information and communications technologies

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
- The regional labor market is aging

The Case for Increased Immigration into Greater Moncton (cont.)

- 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'

Greater Moncton Immigration Strategy

- 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.

Greater Moncton Immigration Strategy

18 main objectives under three categories

- Attraction of New Immigrants
- Retention and Integration
- Immigration, Entrepreneurship and Business Networks

Employers and Newcomers Needs Aligned

- **Objective:** Align worker attraction efforts to labour market needs
- Low unemployment: Employers expressing difficulties in accessing talent
- Newcomers and international students expressing barriers to employment

The Case for Newcomer & International Student Sector Specific Employment Fairs

- Provide opportunity for newcomers and students to meet employers
- Provide employers with access to top international talent from the local community.

Retention is the Driving Force

- Retain business and newcomers- One stop shop for employment opportunities in key sectors
- Create a working group composed of key partners: *Settlement agencies, employment agencies, municipalities, economic development agencies, Chamber of Commerce, Province, and Post Secondary Institutions.*

Sector Specific Employment Fairs Pilot Project- Summer 2015

- Trucking, Information Technology/Animation/ICT, and Contact Centres



Implementation of Newcomer Sector Specific Employment Fairs

- Partnership is key
- Identify needs of sectors
- Find a champion in each: identify employers and key contacts

Employers

- Identify local employers based on sectors
 - Identify local champion and utilize federal resources
- Identify relationships from working group
- Collect data from employers and create an employer grid: status, educational and language requirements, employment opportunities

Preparation of Job Seekers

Settlement and employment agencies:

- Resume development
- Workshops
- Bringing groups of readied job seekers
- Advertise employment opportunities ahead of time

Logistics for Success

- Short time period- 2 hours maximum
- No cost to employers
- Location
- Guest speaker
and newcomer success story



Results

- 3 Employment fairs over 3 weeks
- 30 employers and educational institutions
- 10 hires within field of expertise
- Feedback extremely positive



Most Recent Employment Fairs- Fall

Three new sectors:

- Health and Wellness ex: Hospitals, YMCA, special care facilities
- Manufacturing/ Distribution and Warehousing
Ex: Logistics companies, food manufacturing companies
- Customer Service & Hospitality (hotels, retail, banks and insurance firms.



Benefits for Newcomers and International Students

- Meet face to face with employers
- Build their networks
- Learn about labour market and educational opportunities
- Newcomers access employment in their field of expertise

Benefits for Employers

- Employers recruit top talent from local community
- Companies are showcased as employers of choice
- Employers feel supported and heard

Other Benefits

- Changes the narrative surrounding employment in NB and particularly in Greater Moncton

Garnered local, national and international attention

Retention of Employers and Newcomers

- Allows an action-orientated proactive approach to support local employers and newcomers- Providing Hope!



Questions? Des questions?

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**Greater Moncton JOB FAIRS for Newcomers
and International Students**

**SALONS DE L'EMPLOI du Grand Moncton
pour les nouveaux arrivants et les étudiants
internationaux**

Manufacturing, Distribution and
Warehousing Industries Job Fair
November 19, 10 a.m. to 12 p.m.

Salon de l'emploi des secteurs de la
fabrication, de la distribution et de
l'entreposage
19 novembre, 10 h à midi

Health and Wellness Industry
Job Fair
November 19, 1 p.m. to 3 p.m.

Salon de l'emploi des secteurs de la
santé et du bien-être
19 novembre, 13 h à 15 h

Hospitality, Retail, Financial,
Insurance, and Customer Service
Industries Job Fair
November 20, 10 a.m. to 12 p.m.

Salon de l'emploi des secteurs de
l'accueil, de la vente au détail, des
finances, des assurances et du service
à la clientèle
20 novembre, 10 h à midi

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