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LOCAL IMMIGRATION PARTNERSHIP FREDERICTON

BACKGROUND AND SUMMARY OF
RECOMMENDATIONS

Ignite Fredericton



STILETTO
CONSULTING
BUSINESS SOLUTIONS & STRATEGIES

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1. INTRODUCTION

The Fredericton community has formed a Local Immigration Partnership (LIP) to establish a welcoming and inclusive community through multi-level collaboration led by Ignite Fredericton. In preparation of the execution of the LIP initiative, an inventory of community assets related to immigration services as well as a gap analysis of newcomer needs and availability of current assets was needed. A summary of recommendations and proposed next steps has been prepared and is included as part of this document. The purpose of the exercise is to provide information that will help to validate the direction of the LIP organizing committee in finalizing the overall strategy to establish a LIP program in Fredericton.

A. PROJECT METHODOLOGY

There are two components to the exercise: the primary and secondary research and validation conducted by Stiletto Consulting and the secondary research conducted by Ignite Fredericton. Leading up to the development of the LIP strategy, Ignite Fredericton reviewed nearly one hundred documents and materials to provide context and background pertaining to the potential programs, services and best practices that could be adopted by the Fredericton community and new LIP program. In addition to the stakeholder session, online survey, and secondary research conducted by Stiletto Consulting as part of the scope of this exercise, a series of materials were reviewed and included: New Brunswick Population Growth Strategy 2014-2017 published by the Province of New Brunswick, NB Immigrants & Stakeholder Consultation Report 2014 published by the Province of New Brunswick, Immigration Stakeholder Session Summary (March 2014) prepared by Stiletto Consulting, Application to CIC submitted by Ignite Fredericton, Activities tables submitted by Ignite Fredericton, LIP Council of Fredericton Terms of Reference (May 2015), Ignite Fredericton Newcomer Survey (2015) and Fredericton 2015 Newcomers Guide. Additional references were used and where applicable, are sourced throughout the document in footnotes.

ONLINE NEWCOMER SURVEY

An online survey for newcomers living in Fredericton was developed and disseminated electronically through Ignite Fredericton, and the Council Members



(see Figure 1). The survey included questions aimed to discover more about the profile of newcomers in Fredericton, their decision to locate and remain in the city, the organizations and services they have accessed, and the services they are missing.

A total of 52 respondents started the survey and 30 respondents completed the survey. Due to language barriers and cultural differences, completion of surveys is generally challenging for newcomers. While the sample size is considered to be low, information gathered is consistent with both best practices and trends identified as part of the secondary research portion of the exercise and feedback solicited from stakeholders.

SECONDARY RESEARCH

Secondary research was conducted in order to identify trends and best practices for serving newcomers and to establish what types of services are offered in Canada at different stages of the settlement process. A review of immigrant-serving organizations was conducted (including information supplied by Ignite Fredericton) as well as the services they offer within the various service categories established.

STAKEHOLDER STRATEGY SESSION

A stakeholder session was held on October 7 with the LIPCF. Following a presentation of the results of the survey and research conducted as part of this exercise, the group discussed:

- Key priorities of the LIP.
- Engagement of stakeholders, newcomers and the community.
- Potential partnerships.
- Programs and services needed to address gaps.
- Current and future events and communications efforts.



2. BACKGROUND

B. ABOUT THE LIP PROGRAM

A LIP is a Citizenship and Immigration Canada (CIC) mechanism used to foster welcoming communities in collaboration with local stakeholders. It uses a flexible yet methodical model to engage, consult, develop strategy and actions plans, and ultimately improve outcomes for newcomers. LIPs work to systemize local engagement in the newcomer integration process and formalize the local support structure, building community capacity and mobilizing the newcomer community. LIPs support community-level research and strategic planning and improve the coordination of services that facilitate immigrant settlement and integration.

The strategic goal of a LIP is to increase economic development opportunities and innovation practices with respect to immigrant integration. First established in 2008, there are now 45 LIP initiatives across Canada. LIP initiatives in other communities have included mapping services offered to newcomers, thus enabling communities to pool resources, work collaboratively and create a more welcoming community.¹

Ignite Fredericton secured funding from CIC to create a LIP initiative in Fredericton – the first of its kind in New Brunswick. The LIP strategy is currently under development by the Local Immigration Partnership Council of Fredericton (LIPCF) and will include recommendations and solutions to address immigration integration issues based on the community's needs. The Council plans to release the LIP strategy by March 2016.²

C. COUNCIL MEMBERS

The LIPCF has 14 members who are drawn from diverse sectors of the community representing agencies, school boards, faith groups, local business groups, settlement services, labour market, and the region in general. The council is co-chaired by Deputy

¹ Ignite Fredericton. "Solution to Address Immigrant Integration in Fredericton." *News*. September 8, 2015. <http://ignitefredericton.com/en/news/community-driven/>

² Ignite Fredericton. "Solution to Address Immigrant Integration in Fredericton." *News*. September 8, 2015. <http://ignitefredericton.com/en/news/community-driven/>



Mayor Eric Megarity and Janet Moser of the Fredericton Chamber of Commerce. See Figure 1 for a list of members and their community roles.

The primary role of the council is to advise and guide the development of the content for the Fredericton Region Immigration Settlement and Integration Strategy. This includes:

- Evaluating and assessing needs, assets, and gaps.
- Identifying priorities for funding.
- Suggesting activities for the strategy.
- Providing feedback.

The council will also provide input into the implementation of the strategy and action plan based on their experience and knowledge and will lead the implementation of the strategy in their specific sector.

FIGURE 1 – COUNCIL MEMBERS

Sector Represented	Organization Connector	Member
Municipal Government	<i>Deputy Mayor</i> City of Fredericton	Eric Megarity
Business Needs, Training and Labour Market Development	<i>Director</i> Fredericton Intercultural Business Services Center	Janet Moser
Settlement Services and Ethnocultural Groups	<i>Executive Director</i> Multicultural Association of Fredericton	Lisa Bamford
Immigration Representative	<i>Immigrant and Community Leader</i>	Frank Zhao
Academic Services and Student Population	<i>Director of International Education</i> New Brunswick Community College	Ryan Sullivan
Student	<i>Community Leader</i>	Syeda Haider
Police and Social Services	<i>Chief of Police</i> City of Fredericton	Leanne Fitch
Education and Startup Community	<i>Post-Secondary Education, Startups and Local Leader</i>	Dhirendra Shukla
Education	<i>School Principal</i> Park Street Elementary	Chris Treadwell
Public Health and Social Services	<i>Manager</i> Fredericton Downtown Community Health Centre	Joan Kingston



Health Services	<i>Consultant Psychiatrist</i> Horizon Health Authority	Dr. Anthony Njoku
Social Services	<i>Church Representative</i>	Elaine Kenyon
Business Needs and Labour Market	<i>Customer Service Manager</i> CARIS Computer Software Company	Jeremy Nicholson



3. PROFILE OF IMMIGRATION

A. FREDERICTON

According to Statistics Canada's National Household Survey 2011 Focus on Geography Series for Fredericton, immigrants made up 6.8% of the city's population (additionally, non-permanent residents made up 0.9%). This is a higher percentage than New Brunswick as a whole. Fredericton's percentage is also higher than that of both Moncton and Saint John (see Figure 2).

Figure 2

Location	Non-immigrant	Immigrant	Non-permanent residents
Fredericton	92.3%	6.8%	0.9%
Moncton	95.3%	4.4%	0.3%
Saint John	95.0%	4.3%	0.7%
New Brunswick	95.7%	3.9%	0.4%

According to the same data, 76.3% of Fredericton's immigrant population spoke English and/or French most often at home. The most commonly reported non-official languages spoken at home for immigrants in Fredericton were Korean (6.6%), Chinese (3.5%), and Spanish (3.1%). Of the immigrants living in Fredericton in 2011, 1,715 came to Canada between 2006 and 2011. These recent immigrants made up 27.2% of the immigrants in Fredericton.

The most common countries of birth of immigrants living in Fredericton were the United Kingdom (accounting for 19.6% of the immigrant population in Fredericton) and the United States (14.8%).

According to National Household Survey 2011 Profile for Fredericton, out of a total immigrant population living in private households of 4,540 (which excludes non-permanent residents), more than 60% were aged 15 to 44 years when they immigrated. About 32% were 14 years and younger and only 5.9% were over the age of 44.³

³ Statistics Canada. "Fredericton." *NHS Profile (2011)*. November 15, 2015
<http://www12.statcan.gc.ca/nhs-enm/2011/dp->



B. NEW BRUNSWICK

According to Statistics Canada's National Household Survey 2011 Focus on Geography Series for New Brunswick, immigrants made up 3.9% of the provincial population (additionally, non-permanent residents made up 0.4%).

Of the immigrants living in New Brunswick in 2011, 7,150 came to Canada between 2006 and 2011. These recent immigrants made up 25.1% of the immigrants in the province.

The three most common countries of birth of immigrants living in New Brunswick were the United States (accounting for 28.9% of the immigrant population in New Brunswick), the United Kingdom (18.5%) and Germany (5.8%).⁴

According to National Household Survey 2011 Profile for Fredericton, out of a total immigrant population living in private households of 28,465 (which excludes non-permanent residents), more than 55% were aged 15 to 44 years when they immigrated. About 38% were 14 years and younger and only 6.9% were over the age of 44..⁵

C. CANADA

In 2011, Canada's nearly 250,000 immigrants represented 20.6% of Canada's population, the highest proportion among G7 countries. Many of these new Canadians are skilled; they hold a disproportionate number of graduate degrees, accounting for nearly half (49%) of all PhDs and 40% of master's recipients.⁶ The top three countries of origin for Canadian immigrants include the Philippines, China and India. The top three destination provinces

[pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Code1=1310032&Data=Count&SearchText=Fredericton&SearchType=Begins&SearchPR=01&A1=Immigration%20and%20citizenship&B1=All&Custom=&TABID=1](http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?lang=E&level=3&GeoCode=320)

⁴Statistics Canada. "New Brunswick." *NHS focus on Geography Series (2011)*. October 23, 2015.

<http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?lang=E&level=3&GeoCode=320>

⁵ Statistics Canada. "New Brunswick." *NHS focus on Geography Series (2011)*. October 23, 2015.

<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/details/page.cfm?Lang=E&Geo1=PR&Code1=13&Data=Count&SearchText=Fredericton&SearchType=Begins&SearchPR=01&TABID=1&A1=Immigration%20and%20citizenship&B1=All&Custom=#tabs1>

⁶ Panel on Employment Challenges of New Canadians. *Survival to Success: Transforming Immigrant Outcomes – Report from the Panel on Employment Challenges of New Canadians*. Government of Canada. 2015. http://www.esdc.gc.ca/eng/jobs/credential_recognition/consultations/index.shtml



for immigrants in Canada include Ontario (40.0%), Quebec (20.8%) and BC (14.0%). Slightly more than half (51%) of immigrants to Canada were women. The largest age group (57.8%) was 20 to 44. In 2011, the median age of immigrants was 30.2 years, nearly 10 years less than the median age of Canadians in general (39.9 years).⁷

The breakdown of the category of admission for the nearly 250,000 immigrants living in Canada in 2010 is as follows:

- **Economic Class (62.8%)** – Skilled workers, business immigrants, provincial and territorial nominees, the Canadian Experience Class, and live-in caregivers, as well as their spouses or partners and their dependents.
- **Family Class (22.7%)** – Spouses or partners, dependent children, parents, grandparents and other close relatives sponsored by Canadian citizens and permanent residents.
- **Protected Persons (11.2%)** – Government-assisted refugees, privately-sponsored refugees, and persons who received protected person status in Canada as a result of a positive asylum claim.
- **Other (3.3%)** – Those granted permanent resident status by CIC who would not otherwise qualify in any category (e.g. in cases where there are strong humanitarian and compassionate considerations, or for public policy reasons).⁸

⁷ Jonathan Chagnon. "Migration: International 2010 and 2011." *Statistics Canada Catalogue no. 91-209-X Report on the Demographic Situation in Canada*. July 2013.

<http://www.statcan.gc.ca/pub/91-209-x/2013001/article/11787-eng.pdf>

⁸ Jonathan Chagnon. "Migration: International 2010 and 2011." *Statistics Canada Catalogue no. 91-209-X Report on the Demographic Situation in Canada*. July 2013.

<http://www.statcan.gc.ca/pub/91-209-x/2013001/article/11787-eng.pdf>



4. TRENDS AND BEST PRACTICES

As part of the literature review and secondary research, best practices and trends for servicing newcomers have been identified in Canada and international markets. A summary of the findings from this exercise is noted below.

It is important to note that Immigrants are more likely to be self-employed than non-immigrants. In 2006, about 17% of immigrant working men age 20 to 64 were self-employed, compared with 12% of Canadian-born men. Statistics Canada notes that by the end of the 2000s, about 19% of immigrant workers in Canada were self-employed, compared with 15% of their Canadian-born counterparts.⁹

A. OBSTACLES

According to 2005 data from Statistics Canada, the top challenges that new immigrants faced since arriving in Canada (cited four years after arrival) include:

- Finding an adequate job.
- Learning new language.
- Getting used to weather.
- Missing support from homeland.
- Adapting to new cultures or values.
- Financial constraints.
- Recognition of credentials/experience.
- Lack of social interaction.
- Access to professional help.
- Discrimination or racism.
- Finding good quality housing.
- Access to education/training.
- Access to childcare.¹⁰

⁹ Feng Hou and Shunji Wang. "Immigrants in self-employment." *Statistics Canada Catalogue no. 75-001-X Perspectives on Labour and Income*. June 24, 2011. <http://www.statcan.gc.ca/pub/75-001-x/2011003/article/11500-eng.pdf>

¹⁰ Statistics Canada. "Chart 4 Greatest difficulties new immigrants faced since arriving in Canada (cited 4 years after arrival)." *Archived Content*. 2005. <http://www.statcan.gc.ca/pub/11-008-x/2007000/c-g/4097864-eng.htm>



A report prepared by Environics Research in 2014 for Employment and Social Development Canada suggested that main obstacles for immigrants to find work in Canada in their field include:

- Lack of Canadian experience
- Lack of English language skills
- Lack of social capital.¹¹

According to the Panel on Employment Challenges of New Canadians, frequently mentioned difficulties in obtaining relevant employment in Canada include:

- Foreign credential recognition difficulties.
- Inadequate/difficulty obtaining Canadian experience.
- Perceived employer bias.
- Inadequate labour market information.
- Cultural adaptation challenges.¹²

B. BEST PRACTICES

According to the report prepared by Environics Research in 2014, the following feedback was received from immigrants via focus groups on how to improve the foreign credential recognition process:

- Awareness and education dedicated to foreign credential recognition and working in Canada should be included in the immigration application process (the more details given and the sooner they are given in the immigration process, the better).
- Employers should be provided with more tools and resources to help them better assess and understand immigrant qualifications and certifications.

¹¹ Environics Research Group. *New Directions for Foreign Credential Recognition: Final Report*. March 21, 2014. <http://www.scribd.com/doc/239080658/Foreign-Credentials-Report>

¹² Panel on Employment Challenges of New Canadians. *Survival to Success: Transforming Immigrant Outcomes – Report from the Panel on Employment Challenges of New Canadians*. Government of Canada. 2015. http://www.esdc.gc.ca/eng/jobs/credential_recognition/consultations/index.shtml



- Government funding should be provided to employers for hiring immigrants so that they can showcase their skills and demonstrate their ability to fulfil the requirements of the job.¹³

According to the report from the Panel on Employment Challenges of New Canadians, **mentorships** result in tremendous benefits for both mentors and mentees. “They help immigrants better understand the Canadian workplace culture and build social networks. For the employer, mentorships strengthen leaderships skills and promote intercultural awareness.”¹⁴ In addition, the report states, access to and availability of settlement services as well as support for the whole family is necessary for success. When immigrants and their families feel connected to the community, they have better labour market outcomes). Bridging programs are also identified as a way to help qualified immigrants move more quickly into their professions without duplicating what they have learned.

Based on the secondary research conducted as part of this exercise, potential areas of focus for services to offer newcomers include:

- **Foreign credential recognition support** (e.g. partner with Canadian Information Centre for International Credentials and/or Credential Assessment in Canada). Note that stakeholders from the Panel on Employment Challenges of New Canadians believe that the assessment and recognition of foreign credentials should begin before an immigrant arrives in the country.
 - **Bridging programs** to help qualified immigrants move more quickly into their profession without duplicating what they have already learned (e.g. clinical or workplace experience, skills training, academic upgrading, examination preparation, language training).
- **Access to labour market information.**
- **Mentorship program** to build work-relevant soft skills (e.g. understanding the Canadian workplace culture and building social networks).
- **Introduce entrepreneurship** as a viable career option.

¹³ Environics Research Group. *New Directions for Foreign Credential Recognition: Final Report*. March 21, 2014. <http://www.scribd.com/doc/239080658/Foreign-Credentials-Report>

¹⁴ Panel on Employment Challenges of New Canadians. *Survival to Success: Transforming Immigrant Outcomes – Report from the Panel on Employment Challenges of New Canadians*. Government of Canada. 2015. http://www.esdc.gc.ca/eng/jobs/credential_recognition/consultations/index.shtml



- **Connection between SMEs and immigrant population** – most successful hiring and integration of skilled immigrants have been developed by larger employers, rather than SMEs (e.g. internship).

C. INTERNATIONAL

According to the United Nation's *International Migration Report 2013*, out of the 232 million international migrants, 51% of them live in the ten top countries with the largest numbers of international migrants.

1. United States (45.8 million)
2. Russian Federation (11.0 million)
3. Germany (9.8 million)
4. Saudi Arabia (9.1 million)
5. United Arab Emirates (7.8 million)
6. United Kingdom (7.8 million)
7. France (7.4 million)
8. Canada (7.3 million)
9. Australia (6.5 million)
10. Spain (6.5 million)¹⁵

Immigrants select their destination based on a variety of factors including (but not limited to): better education systems, better welfare programs, employment, entrepreneurial opportunities, freedom and cultural richness, or to join friends and family who have already re-located.¹⁶

¹⁵ United Nations. *International Migration Report 2013*. 2013.

http://www.un.org/en/development/desa/population/publications/pdf/migration/migrationreport2013/Full_Document_final.pdf

¹⁶ Kayla Marie Walsh. "10 Most Popular Countries for Immigration." *The Richest*. March 27, 2014.

<http://www.therichest.com/rich-list/most-popular/10-most-popular-countries-for-immigration/?view=all>



5. FREDERICTON NEWCOMERS

As part of this exercise, a survey was developed for newcomers living in Fredericton in order to learn more about them and the services they both need and currently access. Key information from the survey responses is summarized below. A breakdown of all questions and responses as part of the survey is included in the attached Schedule A.

Please note: As previously indicated, a total of 52 respondents started the survey and 30 respondents completed the survey. Due to language barriers and cultural differences, completion of surveys is challenging for newcomers. While the sample size is considered to be low, information gathered is consistent with both best practices and trends identified as part of the secondary research portion of the exercise as well as feedback solicited from stakeholders.

A. PROFILE OF FREDERICTON NEWCOMERS

Nine out of ten respondents to the newcomer survey indicated they were between the ages of 30 and 54, with almost a third (32.2%) reporting to be between 40 and 44. All but one respondent said they had children and 83.9% reported having one or two children. In terms of dwelling, almost exactly half of respondents own a home (51.6%) while the other half rent (48.4%).

When asked what their first language is, the top two answers given by respondents were English and Chinese (each at 22.2%). Other top responses included Vietnamese (11.1%) and Korean (8.3%), followed by French, Mandarin, and Persian (each at 5.6%).

The majority of respondents (86.1%) indicated that they were permanent residents in Canada. Another 8.3% indicated they were Canadian citizens and 5.6% indicated they were in Canada on open work visas. When asked what city and province to which they first moved when first locating in Canada, 97.2% of respondents said New Brunswick was the first province and 94.4% said Fredericton was the first city. The majority of respondents (66.6%) have lived in Fredericton from six months to two years and nearly 90% of respondents say they plan to stay in the city.

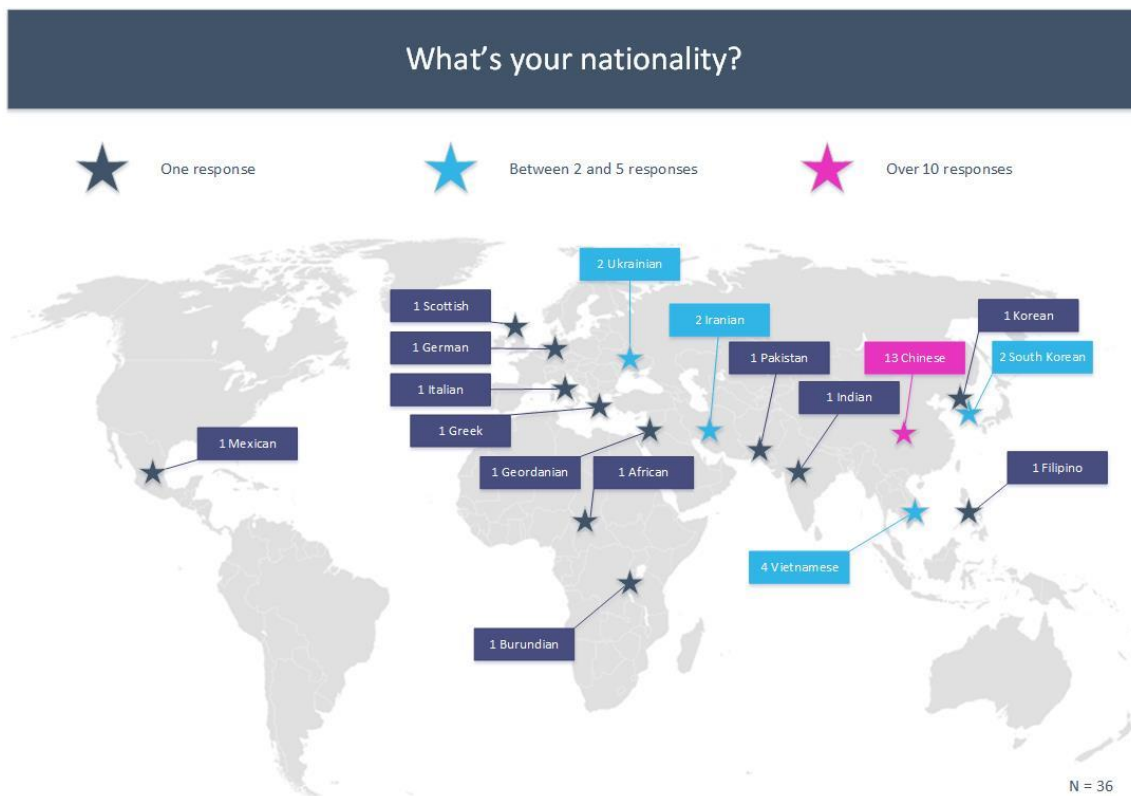


More than 70% of respondents indicated they completed a university degree, either at the undergraduate level only (38.7%) or at the graduate level (32.3%). When respondents were asked about their profession, entrepreneur/business owner the most reported at 22.6%, followed by engineer (19.4%), and financial services professional (9.7%).

An overwhelming 86.7% of respondents indicated they either own a business now or plan to own a business in the future. Out of those respondents that own a business, 63.6% indicated their business employs between two and four people and 31.8% said that their business employs between five and nine people.

While the nationality of respondents is fairly well disbursed, there is a greater concentration of newcomers from China (with 13 respondents of Chinese decent). See Figure 3 for the breakdown of nationality.

FIGURE 3 – NEWCOMER NATIONALITY



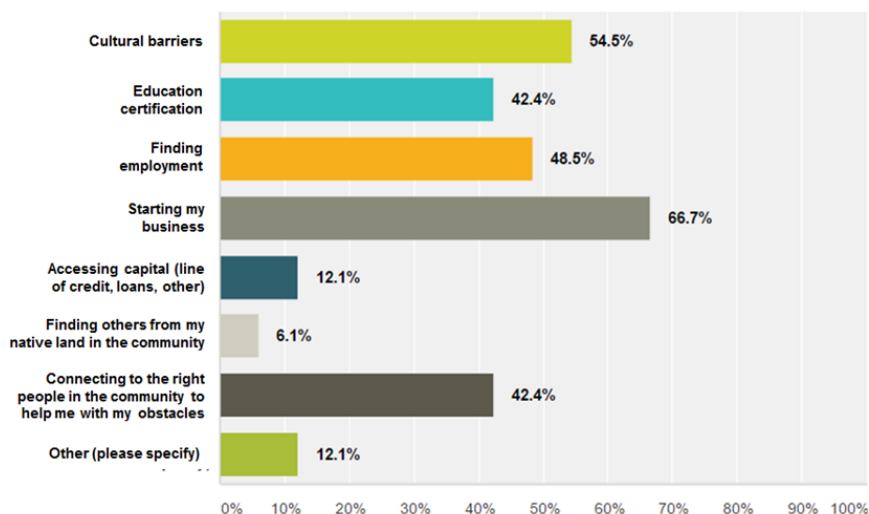
B. CHALLENGES FOR NEWCOMERS

Respondents to the survey were asked what the top three barriers they have faced in their efforts to integrate within the community. The top answers were:

- Starting a business (66.7%).
- Cultural barriers (54.5%).
- Finding employment (48.5%).
- Education certification (42.4%).
- Connecting to the right people in the community to help with obstacles (42.4%).

The challenges noted by newcomers in the Fredericton region are consistent with those identified as part of our literature review for best practices and trends with the primary national challenges being finding an adequate job and learning a new language (see Figure 4). Foreign credential recognition is also cited as one of the main challenges in other jurisdictions. It is important to note that many newcomers identified that they miss support from homeland and find things such as discrimination and lack of social interaction as being key social and cultural barriers. While many groups offer social and cultural integration services, greater awareness of such programming will be a key to the successful implementation for the LIP program in the Fredericton region.

FIGURE 4 – CHALLENGES



6. FREDERICTON ECOSYSTEM SUPPORT

The Fredericton region is rich with support for newcomers in many areas to assist with integration in the community. The city of Fredericton has made much progress in implementing best practices regarding Immigrant inclusion in the community. The key areas of focus are accessibility of services and proactive outreach. Three noteworthy examples are highlighted below.

The **Fredericton City Police** have placed an emphasis on building trust within newcomer community. As noted in the Ignite Fredericton Citizenship and Immigration Canada application, newcomers may come from many countries where the police are corrupt, violent, and not to be trusted. The Fredericton Police undergo cultural sensitivity training and engage in proactive outreach to educate new comers on the role of both the police and citizens in regard to law enforcement. The police hold office hours at MCAF for drop ins and kids camps which have safe spaces for immigrant children. The Fredericton Police force is always seeking ways to increase diversity in policing.

The **Business Immigration Mentorship Programs (BIMPs)** was first piloted in Fredericton in 2009 with the Fredericton Chamber of Commerce. The six-month program highlights include one-on-one mentoring, information on the local business culture, environment and regulations, networking events and cultural competency training.¹⁷

The Hive Incubator is offered as a next step to assist immigrant entrepreneurs by offering support in developing their business plans from infancy to a successful and productive business. These programs offer immigrant specific support to address the concerns often faced by newcomers to the community.

In an effort to provide support services to newcomer school children, **Fredericton High School (FHS) and the Multi-Cultural Association of Fredericton (MCAF)** have formed partnerships where there is a representative from the MCAF that maintains a full time office at FHS to provide a safe space for immigrant students to address any concerns they may have in specific relation to their cultural integration.

¹⁷ Welcome New Brunswick. "Business Support Programs."

http://www.welcomenb.ca/content/wel-bien/en/immigrating_and_settling/business/business_supportprograms.html



In addition to the examples noted above, there is a great deal of support for newcomers to the region. In order to confirm the types and depth of services offered, an online search was conducted for organizations and businesses that provide immigrant-specific services in the Fredericton region. The review was validated and augmented with input from stakeholders, LIP Council members, and Immigration Project Leads within Ignite Fredericton. A high-level mapping is included in this exercise. For more detailed information pertaining to the breakdown of services offered to Newcomers, see the addendum *Services Mapping* document.

It is important to note that the greatest gap is pertaining to employment and business services and general awareness of all programming and services to maximize usage and improve overall outcomes. Improvement to awareness has been included in the Opportunities and Recommendations section of this document (Section 7).

A. ORGANIZATIONS AND SERVICES

Three broad categories of immigrant services were identified: **logistical** (helping immigrants to arrive and settle in the community), **economical** (helping immigrants with employment or to starting/running a business) and **social** (helping immigrants to integrate into the community). Figure 5 maps which organizations in Fredericton provide these services. Note that the most highly-used newcomer services in Fredericton are those offered by the Multicultural Association of Fredericton (MCAF), with 45% of survey respondents accessing MCAF services on at least a monthly basis.



FIGURE 5 – IMMIGRANT-SERVING ORGANIZATIONS BY BROAD SERVICE CATEGORY

	Organization	Logistical	Economical	Social
Non-profit	Multicultural Association of Fredericton	✓	✓	✓
	New Brunswick Multicultural Council		✓	✓
	YMCA Fredericton		✓	✓
	The Cultural Centre			✓
	Ignite Fredericton	✓	✓	✓
	Fredericton Chamber of Commerce		✓	✓
	LINC Home Study	✓		
	Wilmot United Church	✓		✓
	Ethno-cultural groups	✓		✓
	Professional associations	✓	✓	
Academic	St. Thomas University	✓	✓	✓
	University of New Brunswick	✓	✓	✓
	Frontier College	✓		
	New Brunswick Community College	✓		
	Fredericton High School	✓		
	Park Street Elementary			✓
Public-sector	Department of Post-Secondary Education, Training and Labour	✓	✓	✓
	Opportunities New Brunswick	✓	✓	✓
	Citizenship and Immigration Canada	✓		✓
	City of Fredericton (Fredericton Police Force)	✓		
	Downtown Community Health Clinic	✓		
Private-sector	Invest Atlantic Alliance		✓	
	SkillSearch Recruiting		✓	
	Silk Road Canada	✓	✓	
	Kornova Investments Inc.	✓		
	Newest Consulting			
	McInnes Cooper	✓	✓	

Logistical services are divided into stages (pre-arrival, arrival and settlement). Economical services are divided into services related to employment and those related to business/entrepreneurship. Social services are divided into those related to cultural integration and messaging and communications to the broader community. Specific services that are provided by immigrant-serving agencies in Canada for each of these subcategories were identified (see Figure 6 for an illustration of these services). For a more details on the services offered in each of the categories, please see the addendum *Services Mapping* summary document. Figure 7 maps which organizations in Fredericton provide a specific identified service in each of these subcategories (see the *Service Mapping* document for a further breakdown).



FIGURE 6 – SUMMARY OF NEWCOMER SERVICES BY SUBCATEGORY

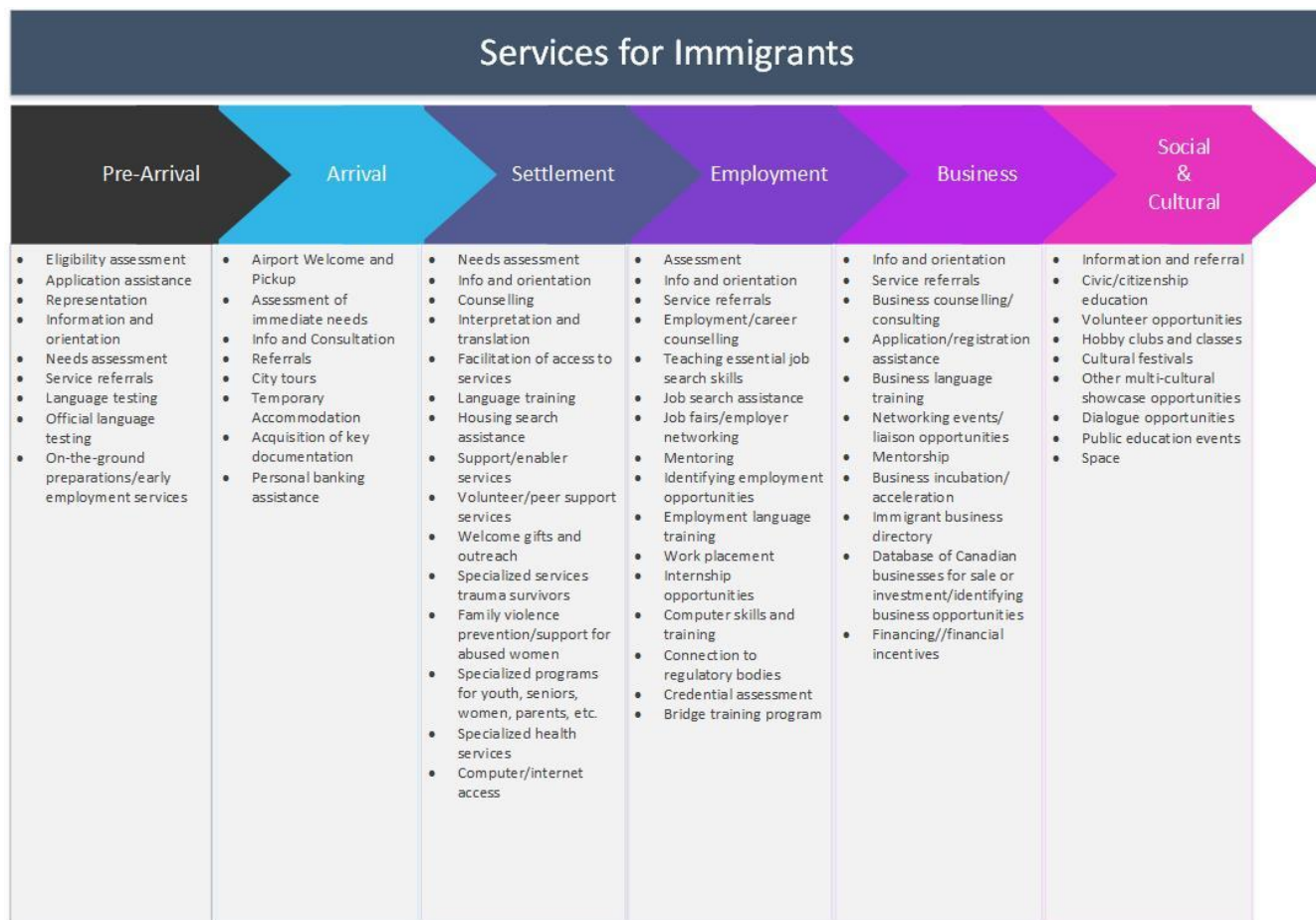


FIGURE 7 – IMMIGRANT-SERVING ORGANIZATIONS BY SUBCATEGORY OF SERVICE

	Organization	Logistical			Economic		Social	
		Pre-arrival	Arrival	Settlement	Employment	Business	Cultural integration	Messaging and communications to broader community
Non-profit	Multicultural Association of Fredericton	✓	✓	✓	✓	✓	✓	✓
	New Brunswick Multicultural Council				✓			✓
	YMCA Fredericton				✓			
	The Cultural Centre						✓	✓
	Ignite Fredericton	✓	✓	✓	✓	✓		✓
	Fredericton Chamber of Commerce					✓		✓
	LINC Home Study			✓				
	Wilmot United Church			✓				
	Ethno-cultural groups	✓					✓	✓
	Professional associations	✓			✓			
Academia	St. Thomas University	✓	✓	✓	✓			
	University of New Brunswick	✓		✓				
	Frontier College			✓				
	New Brunswick Community College			✓				
	Fredericton High School			✓				
	Park Street Elementary						✓	
Public sector	Department of Post-Secondary Education, Training and Labour	✓	✓	✓	✓	✓		✓
	Opportunities New Brunswick	✓				✓		✓
	Citizenship and Immigration Canada	✓						✓
	City of Fredericton (Fredericton Police Force)			✓				
	Downtown Community Health Clinic			✓				
Private sector	Invest Atlantic Alliance					✓		
	SkillSearch Recruiting				✓			
	Silk Road Canada	✓	✓	✓	✓	✓		
	Kornova Investments Inc.	✓						
	Newest Consulting							
	McInnes Cooper	✓				✓		

B. GAPS AND NEEDS

As stated above, the greatest gaps for services offered to newcomers are in the **economical** category and pertain to **employment** and **business** services. Additional support could be provided in the following areas:

- Identifying employment opportunities.
- Identifying work placements opportunities.



- Identifying internship opportunities.
- Offering bridge training programs.
- Developing an immigrant business directory.
- Developing a database of New Brunswick and/or Fredericton businesses for sale.

The LIPCF has also identified the need to address the following areas:

- Red tape for getting permanent residency.
- Lack of communication between government levels.



7. OPPORTUNITIES & RECOMMENDATIONS

The overall objective of the establishment of a LIP in Fredericton is to increase the attraction and retention of newcomers in Fredericton. In order to achieve this objective, the LIP will focus on key activities that will result in: improved access and coordination of the immigrant integration services, improved communication and awareness of services available to newcomers, and increased collaboration among community stakeholders and LIP Council members.

This section highlights a number of opportunities, recommendations and action items as Ignite Fredericton pursues the establishment of the LIP for the Fredericton Region. Opportunities include six primary themes:

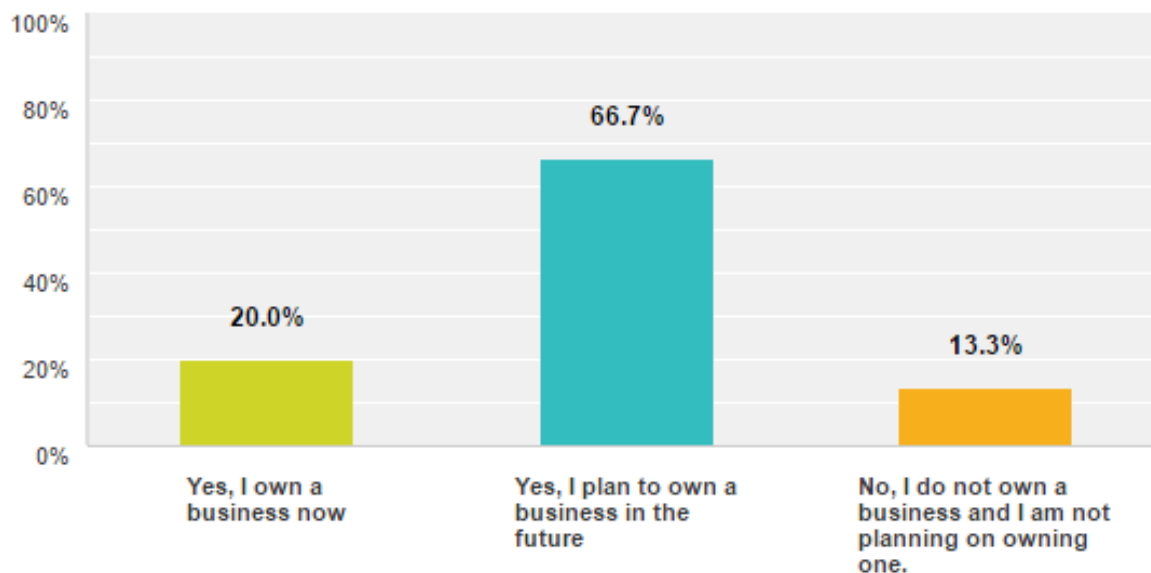
- a. Business Integration
- b. Education Recruitment
- c. Targeted Geographical Newcomer Recruitment
- d. Services
- e. Partnership Development
- f. Communications
 - i. Positioning and Messaging
 - ii. Testimonials
 - iii. Website Development

A. BUSINESS INTEGRATION

Despite the fact that 86.7% of respondents say they own or plan to own a business (see Figure 8), more than half (54%) have never accessed the BIMP/HIVE program and more than 60% have never accessed services from Ignite Fredericton. Given that starting a business is the top barrier identified by survey respondents, there is an opportunity to increase newcomer participation in these programs.



FIGURE 8



As discussed during the strategic planning session with LIP Council members, newcomers do not take jobs, they create jobs. Newcomers are generally seen as being more entrepreneurial as evidenced by both the information highlighted above and research conducted as part of this exercise (to confirm national best practices and trends). Newcomers want to have businesses. There is an opportunity for the new LIP program to harness the desire of newcomers and translate their ambition into economic growth for the community.

Action item: Increase participation in BIMP/HIVE and Ignite Fredericton programs through coordinated partnership effort with MCAF to channel people to Ignite, Hive/Bimp services.

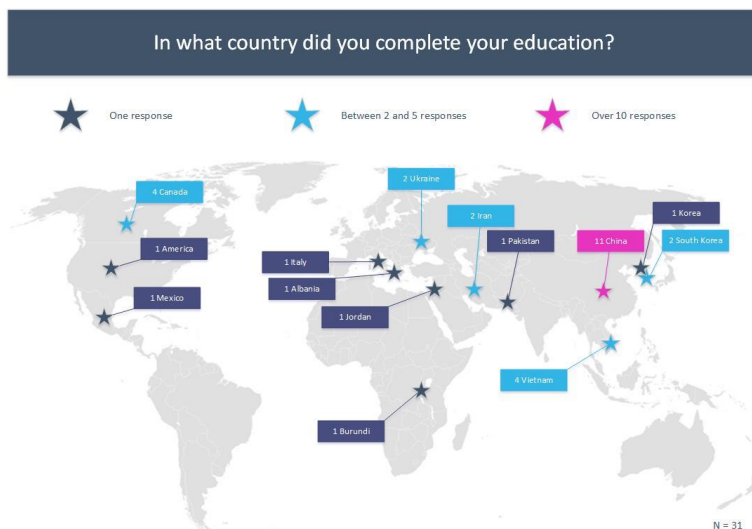
B. EDUCATION RECRUITMENT

The majority of newcomers receive their education in their native country (see Figure 9 below). Given credential recognition and training certifications are highlighted as key challenges for newcomers, there is an opportunity to conduct proactive outreach to targeted regions for newcomer recruitment and increase the percentage of newcomers who choose to both immigrate to and receive their education from post-secondary institutions in Fredericton. It is recommended that the new LIP program include the



development of a strategy for such recruitment efforts in partnership with the post-secondary institutions in the Fredericton region.

FIGURE 9



Action item: In partnership with local post-secondary institutions, develop and implement an outreach campaign to targeted regions on the benefits of getting their education in Fredericton.

C. TARGETED GEOGRAPHICAL NEWCOMER RECRUITMENT

While efforts are being made to target specific regions to align with language, cultural and talent requirements, there is an opportunity to increase targeted recruitment campaigns to French-speaking countries given the nature of New Brunswick’s value as a bilingual province (second only to Quebec in Canada). These countries may include: Belgium, Burkina, Faso, Central African Republic, Cameroon, Haiti and France.

Action item: Develop and implement a targeted recruitment campaign to French-speaking countries. Identify targeted countries in partnership with Post-Secondary Education Training and Labour and the Population Growth Strategy.



D. SERVICES

As previously noted, the greatest gaps for services offered to newcomers are in the economical category and pertain to employment and business services. Additional support could be provided in the areas of identifying employment opportunities, work placements, internship opportunities, and offering bridge training programs. Augmented services that could be considered include:

- Providing employers with more tools and resources to help them better assess and understand immigrant qualifications and certifications.
- Creating or facilitating mentorship opportunities to build work-relevant soft skills (e.g. understanding the Canadian workplace culture) and building social networks.
- Collecting and disseminating labour market information to potential and current newcomers to Fredericton.
- Working with SMEs and the Co-op placement program within the post-secondary institutions (such as UNB, STU, NBCC, etc.) to develop internship opportunities for newcomers.

Furthermore, tools that could be useful to both newcomers and stakeholders providing services to newcomers include the development of an immigrant business directory and a database of Canadian (more specifically New Brunswick and/or Fredericton) businesses for sale. Finally, another tool identified that could be considered as an extension of the services is having interactive welcome kiosks at main points of entry (airport, Service New Brunswick) to welcome newcomers as soon as they land.

Action items:

- Investigate options for providing additional support in identifying employment and bridge training opportunities in partnership with the Chamber of Commerce and their lunch and learn series.
- Create a Fredericton Business for Sale Database and Directory in partnership with the Fredericton and New Brunswick Real Estate Boards.
- Create interactive welcome kiosks that provide printable or downloadable settlement information that is the most crucial upon arrival (e.g. brief description and contact info of essential service providers). Install them at the airport and other central service places (e.g. Service New Brunswick).



E. PARTNERSHIP DEVELOPMENT

There are a number of groups that can be engaged with the roll-out of the new LIP program. Potential organizations and groups include:

- **Service groups** – It was identified that many service groups are looking for projects to take on and that they could be tapped to offer suggested services to help make the community more welcoming for newcomers (e.g. buddy system, hosting families for holiday celebrations).
- **Engaging faith/church groups** – While some church groups are already active in welcoming newcomers with temporary accommodations and welcome services, engagement with these groups could be increased.
- **Local businesses** – It was identified that businesses should be engaged in playing leadership role to support newcomers (e.g. having staff trained and willing to work with newcomers).
- **Other educational institutions** – In addition to those that already offer specific services for immigrations (identified in the tables in Section 4), there are other educational institutions that are willing (or could be willing) to be further engaged in the LIP Council's efforts (e.g. École Sainte Anne, Leo Hayes High School, Technology Management Entrepreneurship program at UNB).
- **Other government departments** – The provincial departments of Education, Government Services and Post-Secondary Training and Labour were identified. In addition, Border Security Services (federal) was also noted as a group that is working closely with newcomers and could be more formally engaged.
- **Other groups** – The Welcome Wagon can provide settlement services to the LIP and the Federation of Canadian Municipalities (FCM) may be a resource to accessing funding for refugee support (a refugee support fund was noted in consultations).



Action items:

- Reach out to members of groups identified above and create formal partnerships with interested parties for information sharing and help with implementation of initiatives.
- Continue to visit and present to local educational institutions.
- Continue to develop 'Choose Fredericton Campaign'.

F. COMMUNICATIONS

Email was the top method of communication chosen by respondents of the survey, with 46.9% indicating it was their preferred choice, followed by in-person communication (42.85%). More than half of the respondents (53.1%) said they would like to be in touch with support organizations on a monthly basis, while 21.9% indicated they would prefer weekly communications and 18.8% would prefer bi-monthly. Most respondents (56.3%) indicated they prefer to meet others in a group setting, while 28.1% prefer one-on-one and 12.5% prefer larger events with other newcomers.

It is recommended that a regular email campaign (no more than monthly) be part of the workplan for the new LIP. For those newcomers that express the need or desire to meet in-person on a regular basis, the LIP coordinator can be responsible for arranging more personal meetings to augment the email campaign. The Immigration Coordinator for Ignite Fredericton is currently in the process of launching this type of activity and it is supported as a result of the recommendations and findings from this exercise based on the need for newcomers.

Action item: Follow through on Ignite Fredericton Immigration Coordinator's plan to launch a monthly email campaign to inform newcomers on services and supports available in the community. Include contact information in emails for newcomers to be able to book personal one-on-one meetings.

POSITIONING AND MESSAGING

As previously noted, newcomers in the Fredericton region represent young educated families. The newcomer survey reveals that 84% of respondents have one



or two children and the majority of respondents are between the ages of 30 and 49 (71%). In terms of profession, 19% are engineers, 22% business owners and nearly 10% are financial service professionals.

With the establishment of the LIP, there is an opportunity to address the negative stigma that newcomers take jobs away from existing residents. Newcomers can contribute in a meaningful way to the economic growth of the region. It is therefore recommended that the new LIP program undertake a profiling exercise (publicity pieces, testimonials, material development) of the type of newcomers in the community in order to educate the broader population. An awareness campaign with appropriate positioning and messaging can help achieve the following:

1. Increase the general perception of newcomers and the value they bring to the community.
2. Create greater awareness of programs available to support newcomers to newcomers who may have a need in accessing the services.
3. Better inform the stakeholders in the community of the broader effort being made to nurture newcomers in the community through programming and services offered by peers.

This will help to change the current perception of newcomers. By creating a welcoming and inclusive environment for our newcomers and by having a community that embraces newcomers, many of the social and cultural challenges can be addressed to ensure those who immigrate to our region are more likely to remain.

Action items:

- Conduct annual survey for profiling of newcomers in Fredericton in order to inform awareness campaigns and for benchmarking purposes (including a simplified survey addressing age, number of children, education, employment, business ownership, service use, and perceived gaps in services).
- Develop and implement an awareness campaign to educate the general population and local businesses on the value newcomers bring to the Fredericton.
- Develop and implement an awareness campaign of programs available to newcomers who may have a need in accessing the services.



TESTIMONIALS

As part of the positioning and messaging exercise, it is recommended that testimonials be sought from businesses within the community that have experienced positive results in establishing and building relationships with newcomers as part of their overall sales and business development strategy. As an example, a local bank has built a new \$14 million book of business as a result of efforts to welcome newcomers with a specialized program targeted specifically to newcomers in the region. Additionally, it is estimated that each newcomer family represents approximately \$600,000 of new investment into the region¹⁸. Quantifiable information and results to date will help to build a compelling story and validate the linkage between newcomers and economic prosperity for the region.

Action items:

- Reach out to businesses to solicit testimonials on the quantifiable positive results they've seen from establishing and building relationships with newcomers. Use these testimonials in awareness campaign.
- Conduct an economic Impact Assessment to communicate the quantitative positive economic impact of newcomers.

WEBSITE

Several municipalities and regions have created websites to help attract and retain newcomers (also known as online immigration portals) by providing them with all the information they need to settle in the community in a clear, concise and well-organized manner. The information is meant to serve newcomers both before and after arrival. Sites reviewed as part of this exercise included:

- Immigration Ottawa - www.ottawa.ca/en/immigration
- City of Hamilton
www.hamilton.ca/city-initiatives/priority-projects/global-hamilton
- York Region Immigration Portal - <http://www.yorkwelcome.ca/>
- City of Toronto Immigration Portal
<http://www1.toronto.ca/wps/portal/contentonly?vnextoid=6fa6ba2ae8b1e310VgnVCM10000071d60f89RCRD>

¹⁸ David Campbell Immigration and the end of the NB Slump, January 23, 2014



- Durham Immigration Portal (www.durhamimmigration.ca)

Although there is a section on Ignite Fredericton's website for newcomers (which features a PDF of the Fredericton Newcomers Guide), the information could be streamlined to be more suitable for those whose first language is not English. While the guide provides a wealth of information, a review exercise to simplify and profile key information earlier in the document is recommended. As an example, the first mention of MCAF is on page 21. Furthermore, Ignite Fredericton's focus on entrepreneurs may confuse some newcomers looking for non-business information (as this is the main focus for those entering the site for the first time).

It is recommended that consideration be given to developing an immigration portal for Fredericton in order to provide a clear single point of entry for newcomers looking to immigrate to Fredericton, helping to attract and retain more newcomers to the area. Ideally, the portal should be a standalone website and have a direct URL (e.g. frederictonimmigration.ca, cometofredericton.ca, welcomefredericton.ca). See the attached Appendix A for a potential website structure. If developing a standalone website is not feasible, it is recommended that a direct URL be used to guide newcomers to (in outreach and marketing efforts) the newcomers section of the Ignite Fredericton.

It is also recommended that consideration also be given to developing the web and guide content in other languages (e.g. Chinese/Mandarin and at least two or three other top priority newcomer languages). As previously noted, the top three countries of origin for Canadian newcomers are Philippines, China and India.

Action items:

- Create a web portal for newcomers (see Appendix A).
- Consider providing content in three or more priority languages other than English and French. Currently promotional videos are offered in Farsi, Mandarin and Arabic. Consider adding communications in Filipino and Hindi.
- Review Newcomers Guide and redesign it with simpler, more streamlined content and messaging.



8. TARGET OUTCOMES

There are a number of advantages of establishing a LIP in Fredericton. A LIP will provide access to:

- Funding from CIC to enhance attraction, retention and integration.
- Research, best practices and support with peer LIPs.
- A flexible approach to local context.
- A collaborative approach with a variety of local stakeholders.

The **primary goals** of the LIP are:

- **Inclusive community:** To foster a more welcoming and inclusive community and improve settlement and integration outcomes.
- **Collaboration:** To enhance collaboration, coordination and strategic planning at the community level.
- **Branding & awareness:** To build a targeted awareness campaign to 1) the community in order to change the perception of newcomers and the value they bring to the community and 2) stakeholders in order to gain a greater understanding of their role in the overall ecosystem to support newcomers.
- **Exemplary LIP:** To establish a leading immigration settlement ecosystem that will result in Fredericton becoming the “Immigration Capital of Canada”.

The **targeted outcomes** as a result of successfully fulfilling these goals are:

- **Enhanced newcomer services**
 - Increase support capacity of newcomers.
 - Achieve a consistent provision of settlement services.
- **Newcomer satisfaction & retention**
 - Increase the satisfaction of newcomers living in Fredericton.
 - Increase the number of newcomers successfully integrated within the community.
 - Increase the retention rate of newcomers.



- **Stakeholder & newcomer awareness**
 - Increase the level of awareness of programs and services available for newcomers.
 - Increase the level of participation by stakeholders to support newcomers.

- **Economic & community development**
 - Increase the economic impact of newcomers in the community.
 - Increase stakeholder engagement with unified vision of supporting newcomers as a method to achieve economic growth in the region.



9. NEXT STEPS AND ACTION ITEMS

The following is a summary of the proposed next steps and action items identified in the Opportunities and Recommendations Section and throughout the report.

A. SUMMARY OF ACTION ITEMS

Awareness and Promotion

1. Reach out to members of groups identified (in section 6 A and 7 C) and create formal partnerships with interested parties for information sharing and implementation of initiatives.
2. Help newcomers start more businesses by increasing newcomer participation in BIMP/HIVE and Ignite Fredericton programs and information sessions offered through partnering stakeholders.
3. Develop and implement a targeted recruitment campaign to French-speaking countries. Identify targeted countries in partnership with Post-Secondary Education Training and Labour and the Population Growth Strategy.
4. In partnership with local post-secondary institutions, develop and implement an outreach campaign to targeted regions on the benefits of getting their education in Fredericton.
5. Continue to visit and present to local educational institutions.
6. Continue to develop 'Choose Fredericton Campaign'.
7. Follow through on Ignite Fredericton Immigration Coordinator's plan to launch a monthly email campaign to inform newcomers on services and supports available in the community. Include contact information in emails for newcomers to be able to book personal one-on-one meetings.



8. Develop and implement an awareness campaign to educate the general population and local businesses on the value newcomers bring to the Fredericton.
9. Develop and implement an awareness campaign of programs available to newcomers who may have a need in accessing the services.
10. In partnership with educational working group, create educational video specific to the regional realities that guide parents through the educational system and translate into top priority languages.

Tools, Services and Support

1. Investigate options for providing additional support in identifying employment and bridge training opportunities in partnership with the Chamber of Commerce and their lunch and learn series.
2. Create a Fredericton Business for Sale Database and Directory in partnership with the Fredericton and New Brunswick Real Estate Boards.
3. Create interactive welcome kiosks that provide printable or downloadable settlement information that is the most crucial upon arrival (e.g. brief description and contact info of essential service providers). Install them at the airport and other central service places (e.g. Service New Brunswick).
4. Create a web portal for newcomers (using the suggested structure Appendix A). Alternative is to complete a redesign of the newcomers' section of Ignite Fredericton's site. Consider offering in three or more priority languages other than English and French. (Mandarin, Farsi, Arabic, Filipino, Hindi). Currently promotional videos are offered in Farsi, Mandarin and Arabic.
5. Review Newcomers Guide and redesign it with simpler, more streamlined content and look. Consider offering in three or more priority languages other than English and French. (Mandarin, Farsi, Arabic, Filipino, Hindi, etc.).
6. Collect and disseminate labour market information to potential and current newcomers to Fredericton



Research and Outreach

1. Augment mapping exercise and conduct the necessary outreach to confirm more specific service offerings of a number of stakeholders identified. As an example, the YMCA, Wilmont Church, St. Thomas University, and the University of New Brunswick were identified as key stakeholders, but specific information could not be validated from the parties (pertaining to areas of focus for newcomers in general). This information should be validated and tables updated accordingly.
2. Host quarterly focus groups with 7 to 8 participants to monitor levels of service, access to information and gaps in programming.
3. Solicit testimonials from both established businesses on the quantifiable positive results they've seen from establishing and building relationships with newcomers and newcomers themselves. Use these testimonials in awareness and marketing campaigns.
4. Conduct an annual survey for profiling newcomers in Fredericton and benchmarking metrics and deliverable targets. Use the data from the survey (attached in Appendix B) as a benchmark with new data to be collected each Fall of the LIP program.
5. If possible, conduct an economic impact assessment to confirm the quantitative positive economic impact of newcomers.

Other Noteworthy Recommendations

1. Create a working group with schools and education boards to enhance the relationship with the newcomers and immigrant parents to help them understand the Canadian system.
2. Identify opportunities for new social and cultural programming that can assist with social connectivity, support services for Francophone Immigrants, Children & Youth at risk and basic needs (such as transportation, housing and safety).
3. Create or facilitate additional mentorship opportunities to build work-relevant soft skills (e.g. understanding the Canadian workplace culture) and build social networks.



APPENDIX A – POTENTIAL WEBSITE STRUCTURE

SUGGESTED STRUCTURE

The structure of portals have many similarities. Based on the review of the sites noted previously, a preliminary structure for such a portal is outlined below. Note that much of the content required has already been compiled in other materials (including the Fredericton Newcomers Guide) and could be repurposed for this portal. It is also not necessary to have all of the information on the site itself; the content can include links to outside resources from organizations such as federal and provincial departments, academic institutions, community organizations, etc.

Also please note that content suggested within each section does not constitute an exhaustive list of what should be included, but rather is an indication of the type of content that should be featured in that section.

Why choose Fredericton – This section is intended to introduce the city to potential newcomers, giving an overall portrait of the region and outlining its differentiating factors from other places. It potentially could include videos that introduce Fredericton and its unique features as well as testimonials from newcomers that have made Fredericton home. Awards and other third-party endorsements of the city can be mentioned here. This should be an overview of Fredericton, leaving the details about day-to-day life for the “Living in Fredericton” section (see below).

Before you arrive – This can include information and links to sites that explain how to apply to come to Canada (through CIC), how to prepare for the move to Fredericton (mentally, physically and financially), how to find employment and housing before arriving, and checklists (e.g. what to do before arrival, in first days, first weeks) with links to relevant information.

After you arrive – This section would include information and links to resources to help newcomers settle in the community. This would include information on settlement services and local service agencies, the checklists for what to do in the first days and weeks of arrival, as well as information on applying for key documentation, finding housing,



employment services, language classes, health care, transportation, and other public services.

Working in Fredericton – Any information and links to resources related to employment should be in this section. This can include topics such as labour market information, job search help, how to overcome barriers to employment, workplace culture in Canada, accreditation information, and employee rights.

Doing business in Fredericton – This should include information and links to resources on how to start or buy a business in the community and important information on running a business in Canada. Information on the business climate, top industries, business resources and programs, as well as legal and other requirements would be included.

Learning in Fredericton – This should include information and links to resources on all types of education available in the community including the K-12 school system, early childhood education, post-secondary institutions, and ESL education. It should also include information relevant to post-secondary students such as student life and accommodations as well as work options for students (both while studying and post-graduation).

Living in Fredericton – This section is intended to provide immigrants with a details on what it is like to live in Fredericton. This would include information and links to resources on topics such as cost of living, taxes, banking, transportation, government services, health care, recreation, arts and culture, cultural groups and faith communities, weather/climate, senior services, youth services, and more. This section would likely link back to other content described above.

ADDITIONAL CONSIDERATIONS

When creating the portal, it's important to keep ease of readability in mind. As English is a second language to many (likely most) newcomers, it is incredibly important to keep the language **simple and straightforward**. Moreover, a clean and uncluttered design helps to communicate the content clearly and effectively by making it easy for the reader to navigate the site.

Making the portal content available in multiple languages is a big bonus to offer newcomers. If this is not feasible, an alternative the City of Toronto uses for their website



is embedding a third-party automated translator (the Google Translate Tool) to translate the content into more than 50 languages.

One exemplary tactic used on the Ottawa Immigration site is the use of quotes from newcomers on a variety of subjects (e.g. “what I wish I knew”, “how I got settled”, “why I chose Ottawa”, “what worked for me to start a business”). It’s recommended that this tactic be used. The questions that Ottawa Immigration asked immigrants that settled in their community to elicit the information include:

- Thinking back on your immigration journey, name two or three key things you wish you knew BEFORE immigrating to Canada and that would be important for someone to know in order to better prepare for immigration?
- What are two or three actions that were key to your settlement or that you would recommend that a newcomer consider after arrival?

It’s recommended that these same types of questions be used when conducting outreach to Fredericton newcomers. Not only will these answers enhance the portal and provide useful information to potential newcomers, it can also provide insight into what content will be most useful to put on the site.

Action item: Solicit testimonials and details on experience from select newcomers in Fredericton (using the approach above) and use in communications and marketing efforts.



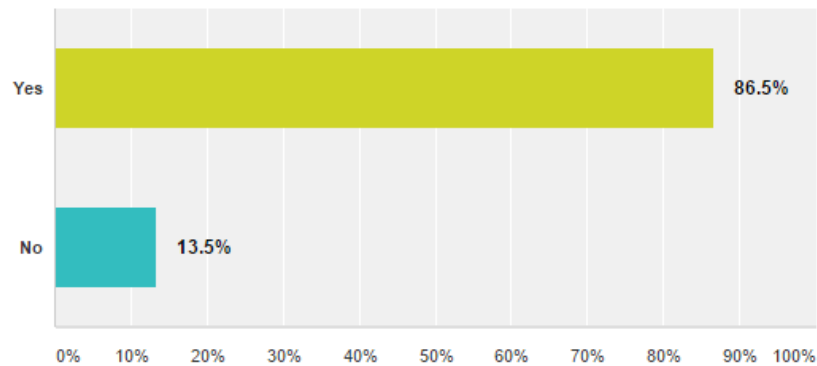
APPENDIX B – SURVEY RESPONSES

Respondents started survey: 52

Respondents completed survey: 30

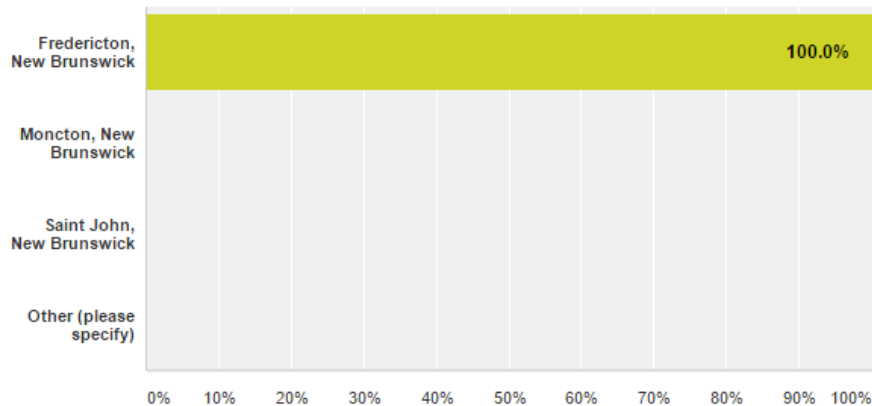
Note: After question 1, only 36 people continued to answer questions.

1. Are you an immigrant in Canada?



Respondents that answer “no” skip to end of survey.

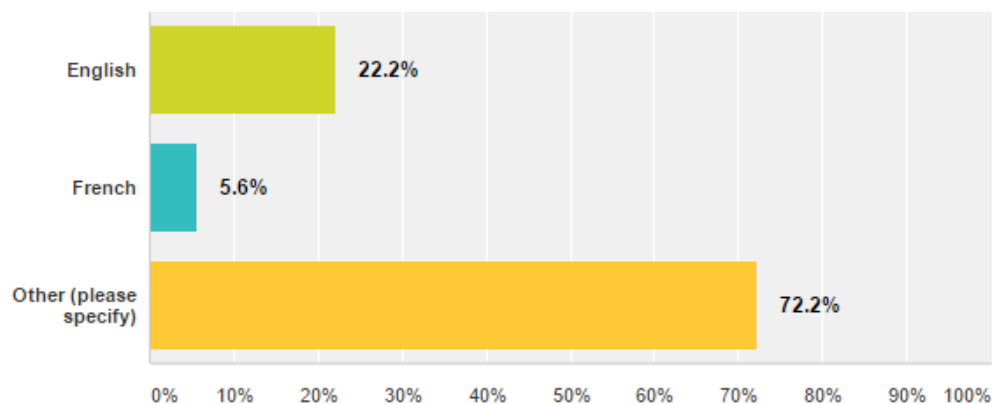
2. Where are you located?



3. What is your nationality?

- Chinese (13)
- Vietnamese (4)
- Iranian (2)
- South Korea (2)
- Ukrainian (2)
- Other responses (1 each)
 - African
 - Burundian
 - Filipino
 - German
 - Gordanian (sic)
 - Greek
 - Indian
 - Iraqi
 - Italian
 - Korean
 - Mexican
 - Pakistani
 - Scottish

4. What is your first spoken language? (Your primary language.)



Responses to “other (please specify)”:

- Chinese (8)
- Vietnamese (4)
- Korean (3)
- Mandarin (2)



- Persian (2)
- Other responses (1 each)
 - Arabic
 - German
 - Italian
 - Russian
 - Spanish
 - Tagalog
 - Urdu

5. What language do you primarily speak in the following situations?

At home:

- Chinese (9)
- English (7)
- Korean (2)
- Persian (2)
- Ukrainian (2)
- Vietnamese (4)
- Other responses (1 each)
 - Arabic
 - English and Arabic
 - English, French, Swahili
 - English and Swahili
 - Greek
 - Italian
 - Mandarin
 - Urdu
 - Yes

At work or at school:

- English (29)
- Other responses (1 each)
 - English / French
 - English, Swahili, French
 - Chinese and English
 - At work or at school
 - Yes

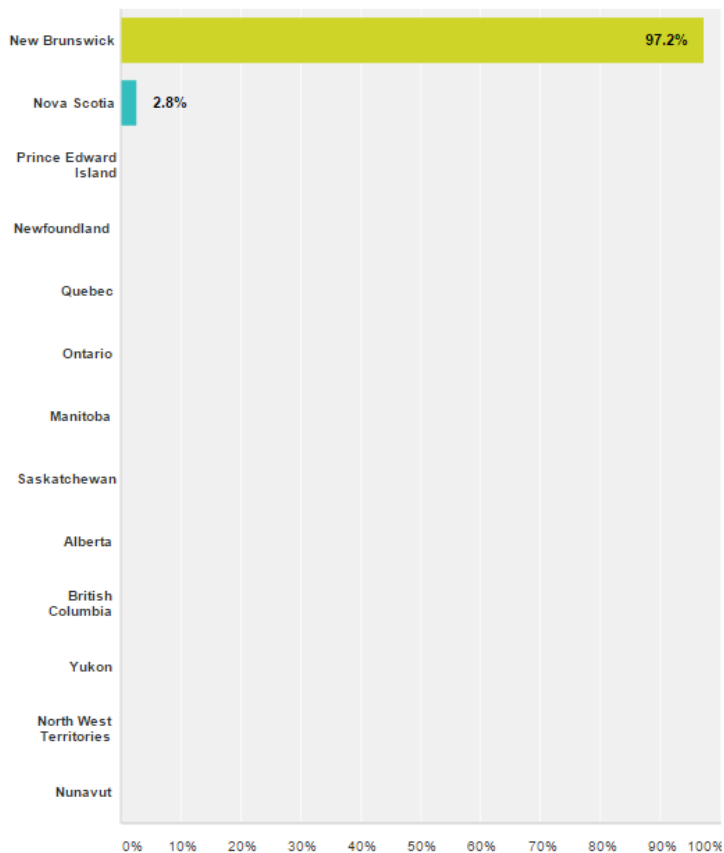


With friends:

- English (12)
- Chinese (3)
- English and/or Chinese (4)
- English and/or Arabic (2)
- Other responses (1 each)
 - English and Vietnamese
 - English, Russian
 - English, Russian, Ukrainian
 - English, Swahili
 - English/Tagalog
 - English and Italian
 - English and Vietnamese
 - Mandarin
 - Persian
 - Yes
 - Both



6. What province (or territory) did you first move to in Canada?

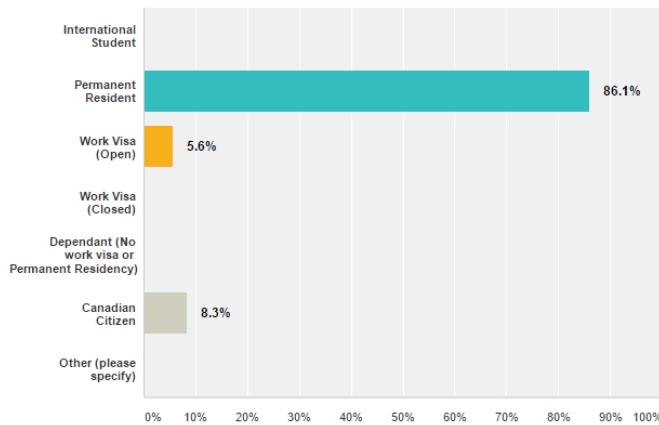


7. What city did you first move to when you immigrated to Canada?

- Fredericton (34)
- Other responses (1 each)
 - Perth-Andover
 - Halifax



8. What is your immigration status?

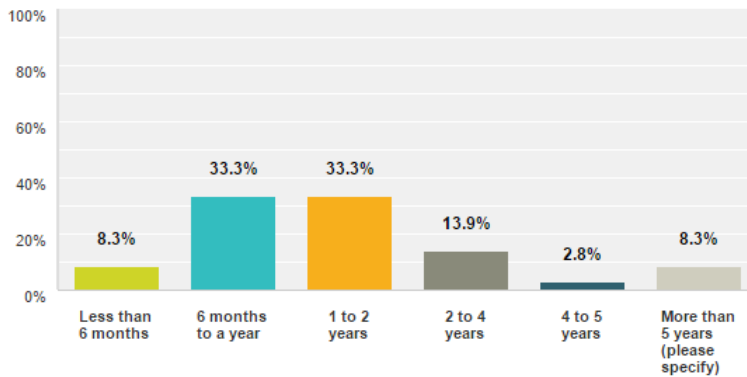


All respondents except those that select “International Student” skip to question 10.

9. As an international student, what areas could be most improved to encourage you to remain in your community?

No responses to this question.

10. How long have you been in Fredericton?

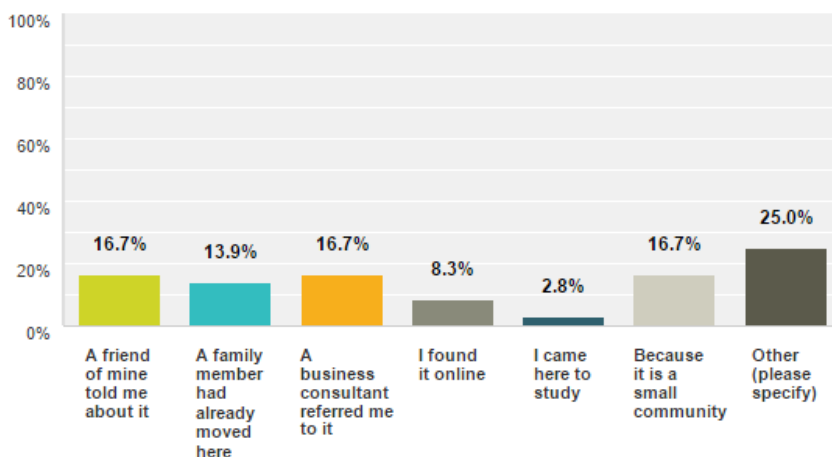


Responses to “more than 5 years (please specify)” (1 response each):

- 8+ years
- 16 years
- 40 years



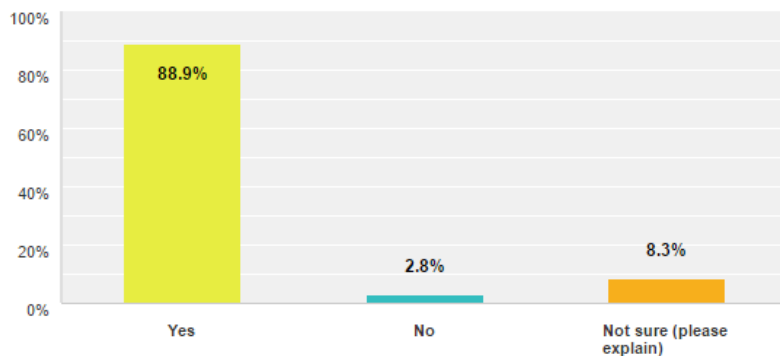
11. Why did you choose to move to Fredericton?



Responses to “other (please specify)”:

- For my spouse’s job (2)
- Other responses (1 each)
 - Spouse is from Fredericton
 - Job
 - University
 - Immigration orientation
 - PNP program needed me stay here
 - Education for my child
 - Calm and safe small city

12. Do you plan to stay in Fredericton?

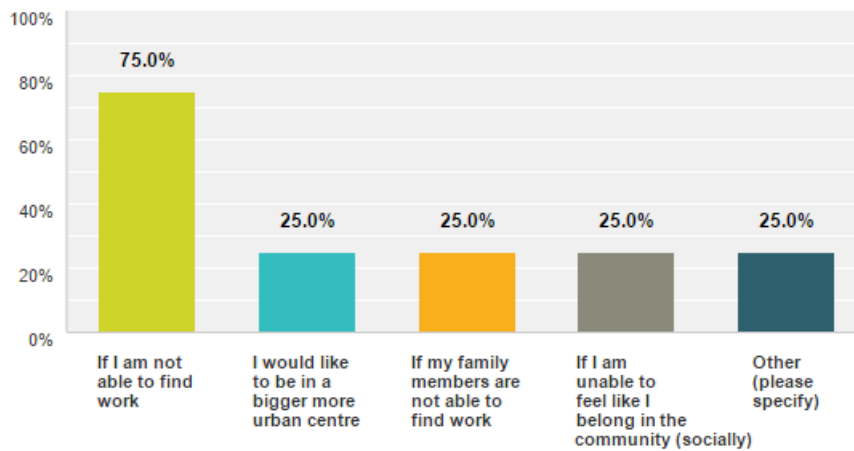


Responses to “not sure (please explain)” (1 response each):

- Because of job availability.
- It is quite short stay this moment.
- I felt sick in winter time.

Respondents that answer “yes” skip to question 15.

13. What would make you decide to move away from Fredericton?



Responses to “other (please specify)” (1 response):

- Hard to be used to the cold weather.



14. If you are no longer in Fredericton, please tell us why you moved:



Responses to “other (please specify)” (1 response each):

- N/A
- N/P
- Bad weather



15. How often do you access services from these organizations? (Please check an answer for each row.)

	Once	2-3 times	More than 3 times but not on a regular basis	Monthly	More than once a month but less than once a week	Weekly or more often	Never	Total	Weighted Average
Multicultural Association of Fredericton	15.2% 5	18.2% 6	15.2% 5	12.1% 4	3.0% 1	30.3% 10	6.1% 2	33	3.65
New Brunswick Multicultural Council	6.1% 2	3.0% 1	3.0% 1	0.0% 0	0.0% 0	0.0% 0	87.9% 29	33	1.75
YMCA Fredericton	18.2% 6	15.2% 5	3.0% 1	3.0% 1	0.0% 0	15.2% 5	45.5% 15	33	2.94
The Cultural Centre	15.2% 5	3.0% 1	0.0% 0	0.0% 0	3.0% 1	0.0% 0	78.8% 26	33	1.71
Ignite Fredericton	6.1% 2	6.1% 2	21.2% 7	3.0% 1	3.0% 1	0.0% 0	60.6% 20	33	2.77
Business Immigrant Mentorship Program/Hive Incubator	12.1% 4	6.1% 2	18.2% 6	6.1% 2	3.0% 1	0.0% 0	54.5% 18	33	2.60
LINC Home Study	3.0% 1	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	93.9% 31	33	2.50
New Brunswick African Association Inc.	3.0% 1	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	93.9% 31	33	2.50
Fredericton Islamic Association	6.1% 2	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	90.9% 30	33	2.00
Filipino-Canadian Community of NB	0.0% 0	3.0% 1	0.0% 0	6.1% 2	0.0% 0	0.0% 0	90.9% 30	33	3.33
Chinese Cultural Association of NB	12.1% 4	6.1% 2	3.0% 1	3.0% 1	3.0% 1	9.1% 3	63.6% 21	33	3.17
Korean Association of Great Fredericton	3.0% 1	6.1% 2	3.0% 1	3.0% 1	0.0% 0	0.0% 0	84.8% 28	33	2.40
Iranian Canadian Association of NB	3.0% 1	0.0% 0	3.0% 1	3.0% 1	3.0% 1	0.0% 0	87.9% 29	33	3.25
Asian Heritage Society of NB	12.1% 4	3.0% 1	3.0% 1	3.0% 1	0.0% 0	0.0% 0	78.8% 26	33	1.86
Lebanese Association	3.0% 1	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	93.9% 31	33	2.50
The New Brunswick Latino Association	6.1% 2	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	90.9% 30	33	2.00
St. Thomas University	3.0% 1	9.1% 3	3.0% 1	0.0% 0	0.0% 0	3.0% 1	81.8% 27	33	2.67
Frontier College	6.1% 2	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	90.9% 30	33	2.00
University of New Brunswick	24.2% 8	6.1% 2	9.1% 3	3.0% 1	3.0% 1	6.1% 2	48.5% 16	33	2.47
Leo Hayes High School	9.1% 3	0.0% 0	0.0% 0	3.0% 1	0.0% 0	0.0% 0	87.9% 29	33	1.75
Department of Post-Secondary Education, Training and Labour	9.1% 3	6.1% 2	15.2% 5	3.0% 1	0.0% 0	3.0% 1	63.6% 21	33	2.67
Opportunities New Brunswick	9.1% 3	0.0% 0	3.0% 1	0.0% 0	0.0% 0	0.0% 0	87.9% 29	33	1.50
Service Canada	48.5% 16	18.2% 6	15.2% 5	3.0% 1	0.0% 0	3.0% 1	12.1% 4	33	1.83
Citizenship and Immigration Canada	27.3% 9	21.2% 7	12.1% 4	3.0% 1	0.0% 0	0.0% 0	36.4% 12	33	1.86
Employment and Social Development Canada	9.1% 3	9.1% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	81.8% 27	33	1.50



	Once	2-3 times	More than 3 times but not on a regular basis	Monthly	More than once a month but less than once a week	Weekly or more often	Never	Total	Weighted Average
Invest Atlantic Alliance	6.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	93.9% 31	33	1.00
SkillsSearch Recruiting	12.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	87.9% 29	33	1.00
Silk Road Canada	3.0% 1	0.0% 0	3.0% 1	0.0% 0	0.0% 0	0.0% 0	93.9% 31	33	2.00
Kornova Investments Inc.	12.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	87.9% 29	33	1.00
Newest Consulting	3.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	97.0% 32	33	1.00

Other responses (one each):

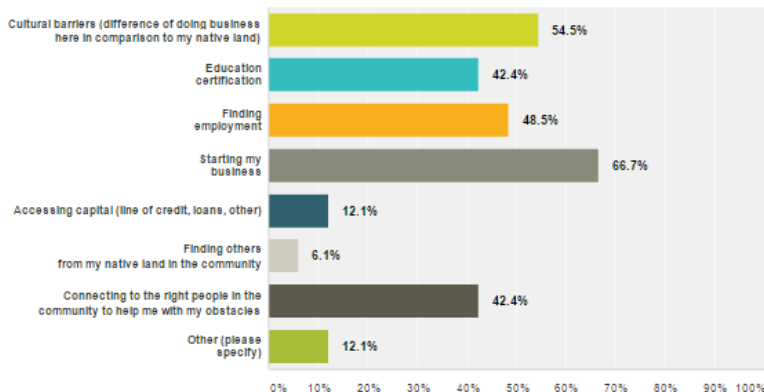
- Mental Health Services, Hospitals.
- None

16. Language is often noted by newcomers as a barrier to settling in a new community. Please rank these needs in order of priority, with 1 being the most important, 2 being the second most important, etc. (Select "not applicable to me" if the need doesn't apply to you.)

	1	2	3	4	5	6	Not applicable to me	Total	Score
I need more help to learn how to speak English	42.4% 14	21.2% 7	3.0% 1	3.0% 1	0.0% 0	3.0% 1	27.3% 9	33	5.29
I need more help to learn how to read and write in English	24.2% 8	42.4% 14	9.1% 3	0.0% 0	3.0% 1	0.0% 0	21.2% 7	33	5.08
I need more help to learn how to speak French	6.1% 2	6.1% 2	18.2% 6	15.2% 5	3.0% 1	0.0% 0	51.5% 17	33	3.94
I need more help to learn how to read and write in French	3.0% 1	9.1% 3	12.1% 4	15.2% 5	12.1% 4	0.0% 0	48.5% 16	33	3.53
I would like more access to services in French	3.0% 1	0.0% 0	9.1% 3	12.1% 4	15.2% 5	6.1% 2	54.5% 18	33	2.80
I would like more access to services in my first language (native tongue)	12.1% 4	6.1% 2	12.1% 4	6.1% 2	6.1% 2	9.1% 3	48.5% 16	33	3.71



17. Please pick the other top three barriers you face (or faced) in your efforts to integrate within the community. (Choose only three).



Responses to “other (please specify)” (one each):

- Accessing culturally relevant and meaningful mental health supports
- Finding a family doctor, even though we have a little infant
- Knowing clearly the environment
- I don't like the chips

18. Please rate your level of satisfaction of the following aspects of your integration into our community.

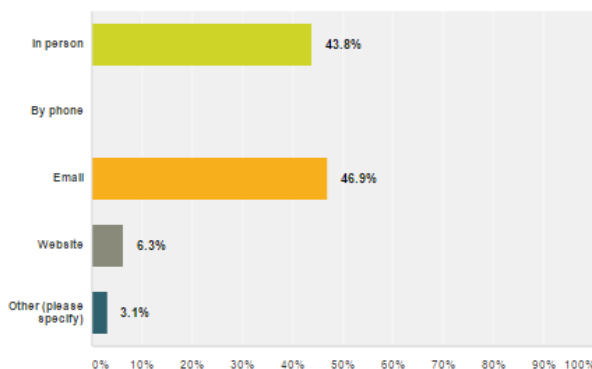
	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	N/A	Total	Weighted Average
Helpfulness of organizations	9.1% 3	9.1% 3	3.0% 1	42.4% 14	27.3% 9	9.1% 3	33	3.77
Awareness of what is available	12.1% 4	15.2% 5	9.1% 3	30.3% 10	21.2% 7	12.1% 4	33	3.38
Options that are available to me and to my family	12.1% 4	9.1% 3	9.1% 3	39.4% 13	21.2% 7	9.1% 3	33	3.53
Programs that are available to me (such as language training, support groups, etc.)	9.1% 3	9.1% 3	9.1% 3	27.3% 9	36.4% 12	9.1% 3	33	3.80
Other (please specify below)	9.1% 3	3.0% 1	6.1% 2	9.1% 3	3.0% 1	69.7% 23	33	2.80



Responses to “other (please specify)” (one each):

- Transferable skills: health field
- Communication
- Church
- Helpfulness available to run a business
- Understanding about newcomer from local people

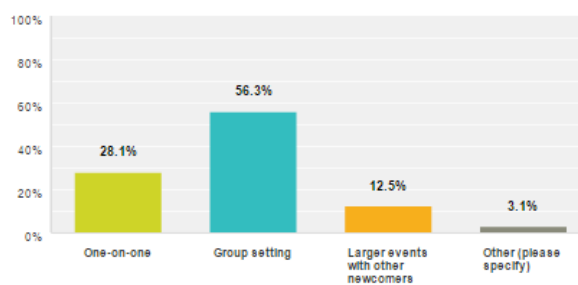
19. What is your preferred method of communication?



Responses to “other (please specify)”:

- Any of these except website

20. In what setting do you prefer to meet others?

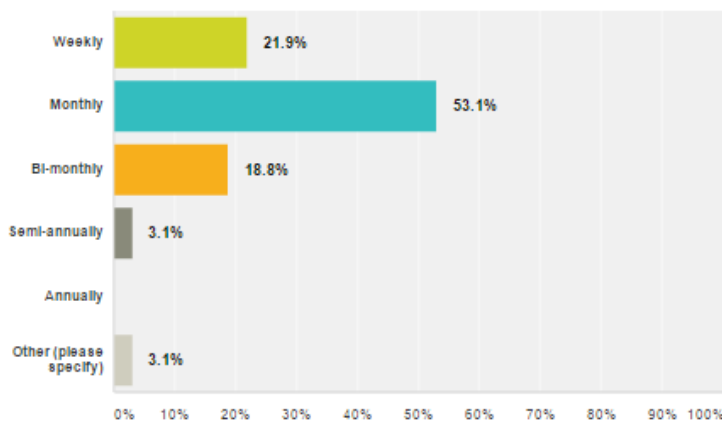


Responses to “other (please specify)”:

- Any of these



21. How frequently would you like to be in touch with support from various organizations?



Responses to “other (please specify)”:

- As needed

22. What services are the most important to you in assisting with your integration in the region? (Please rank in order of priority, with 1 being the most important, 2 being the second most important, etc.)

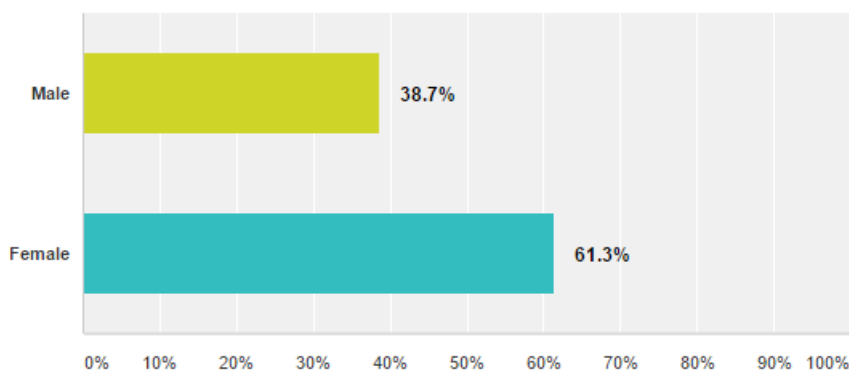
	1	2	3	4	5	6	N/A	Total	Score
Pre-arrival	19.4% 6	0.0% 0	6.5% 2	12.9% 4	19.4% 6	16.1% 5	25.8% 8	31	3.17
Arrival	12.9% 4	19.4% 6	3.2% 1	12.9% 4	25.8% 8	12.9% 4	12.9% 4	31	3.33
Settlement	32.3% 10	22.6% 7	16.1% 5	12.9% 4	3.2% 1	6.5% 2	6.5% 2	31	4.52
Employment	9.7% 3	32.3% 10	29.0% 9	6.5% 2	6.5% 2	12.9% 4	3.2% 1	31	3.93
Business	22.6% 7	6.5% 2	19.4% 6	16.1% 5	16.1% 5	9.7% 3	9.7% 3	31	3.71
Cultural	3.2% 1	19.4% 6	22.6% 7	22.6% 7	9.7% 3	9.7% 3	12.9% 4	31	3.48



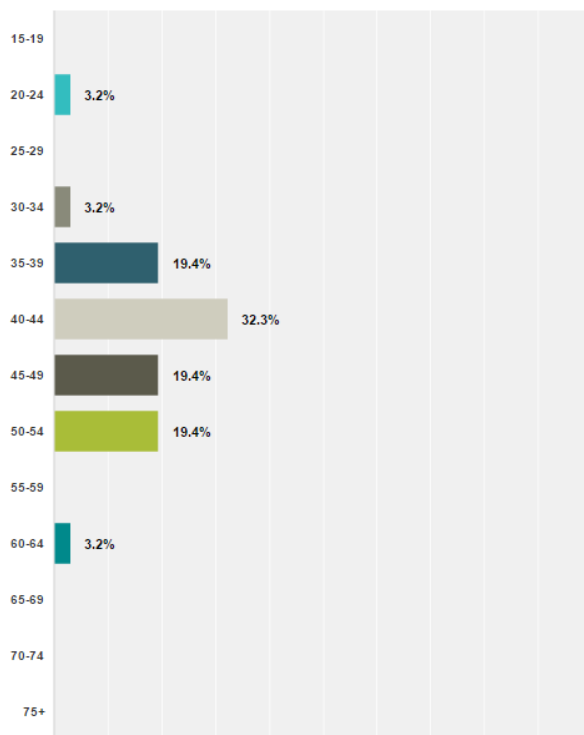
23. Are there other services you have accessed in another market that were helpful to you but that has not been made available here in Fredericton that you would like to see? If so, please specify what those services are.

- None or N/A (8)
- Other responses (1 each)
 - Community coffee party, I do need learn lots of habits or basic knowledge from local resident, esp. from white man.
 - Culturally relevant mental health resources and services. Access to interpreters who can provide ease of access to health services (organizations like the hospital and mental health services should train, manage and pay their own pool of interpreters to ensure that all newcomers settling in the community can access their services with ease). More space for cultural competency training. More space for discussing racism in the community, schools, etc. and exploring strategies to resolve them. Greater engagement of newcomers beyond superficial means - where they are used for photo ops, surveys etc. - authentic engagement of newcomers on boards, committees etc.
 - Dressing makers.
 - High school for adults.
 - There is an organization called SUCCESS (www.successbc.ca/eng/), which is based in Victoria, BC and runs pre-arrival service program in Seoul Korea and Taipei Taiwan. They have developed great informative and consulting sessions and material. I would say everything worked well for my settlement came from their help.

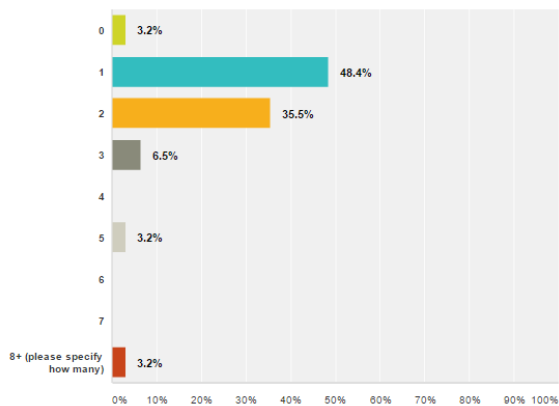
24. Your gender:



25. Your age:



26. Number of children:



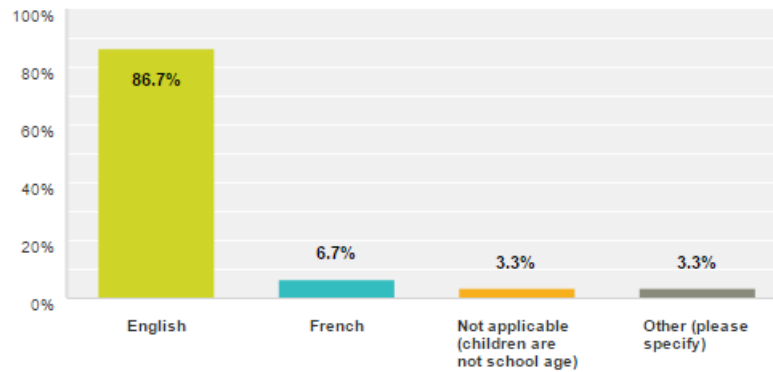
Responses to “8+ (please specify how many)”:

- 9

Respondents that choose “0” skip to question 28.



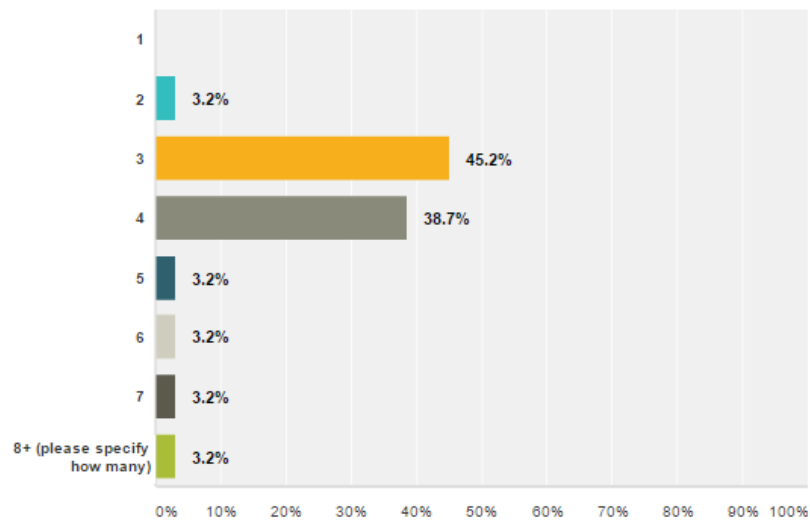
27. What school system is your child/children enrolled in?



Responses to “other (please specify)”:

- Chinese

28. Total number of people in your household:

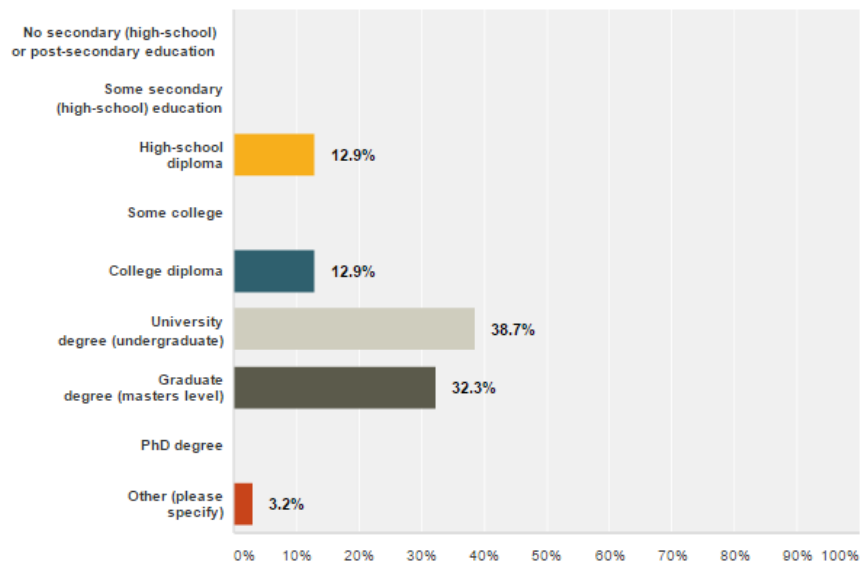


Responses to “8+ (please specify how many)”:

- 11



29. Your education (check the highest level of attainment):



Responses to “other (please specify)”:

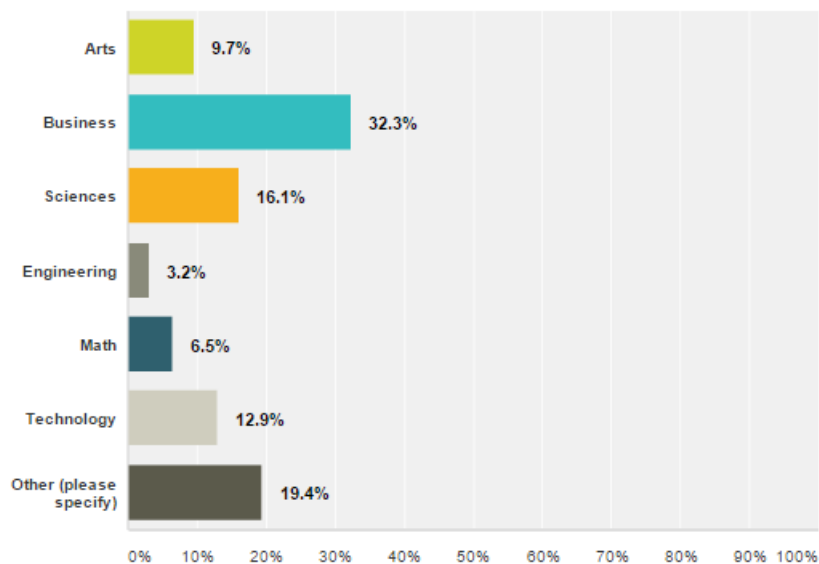
- Post-secondary education

30. In what country did you complete your education?

- China (11)
- Vietnam (4)
- Canada (2)
- Iran (2)
- South Korea (2)
- Ukraine (2)
- Other responses (1 each)
 - Albania
 - America
 - Burundi
 - Canada, Pakistan
 - Mexico/Canada (exchange)
 - Italy
 - Jordan
 - Korea



31. What was your field of study?

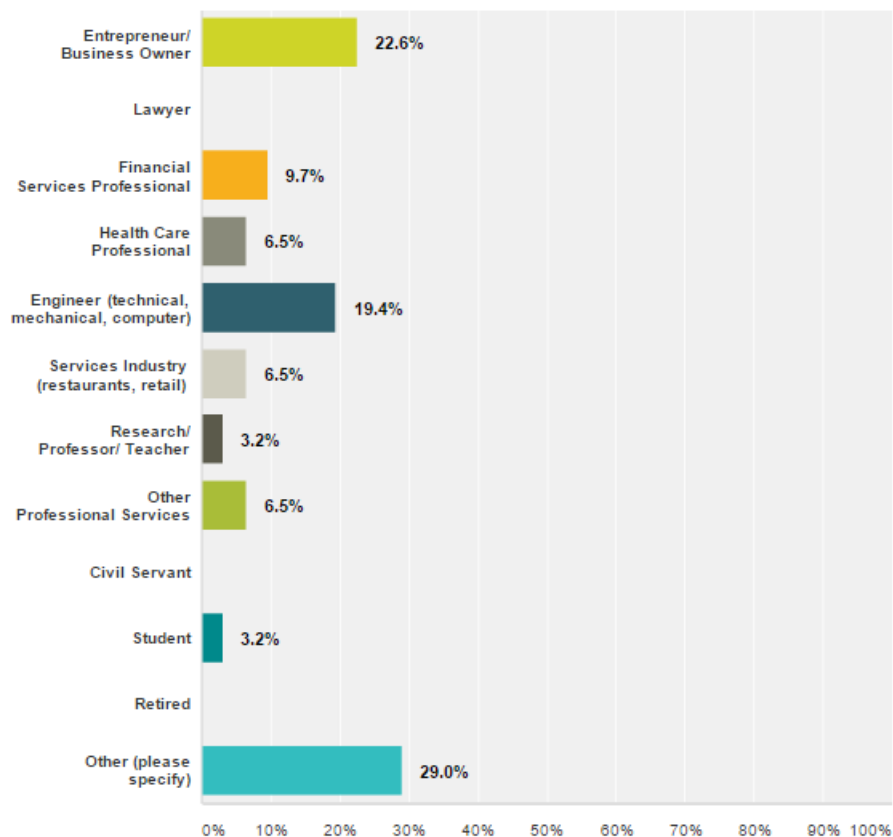


Responses to “other (please specify)” (1 response each):

- Business and Social Sciences
- Social Sciences
- Teaching in different levels in high schools from Grade 1 to Grade 10
- Hospitality
- Accountant
- Health Care



32. What is your profession?

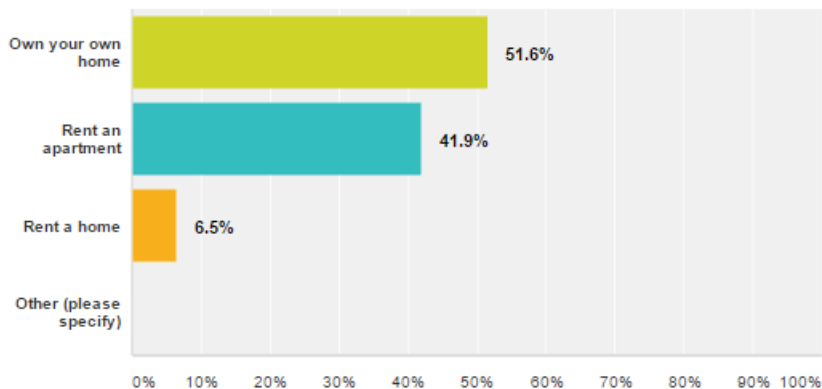


Responses to “other (please specify)”:

- Homemaker (2)
- Accounting (2)
- Other responses (1 each):
 - IT Tech
 - Teacher
 - Human Resources
 - Telecommunication
 - Dental technician



33. Do you:



34. What pre-arrival services have you accessed through organizations within the community to help you in the following areas:

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Eligibility assessment	48.4% 15	35.5% 11	16.1% 5	31	0.42
Application assistance	41.9% 13	51.6% 16	6.5% 2	31	0.55
Talking to immigration officials on your behalf	58.1% 18	29.0% 9	12.9% 4	31	0.33
Information and orientation	54.8% 17	32.3% 10	12.9% 4	31	0.37
Needs assessment	38.7% 12	25.8% 8	35.5% 11	31	0.40
Service referrals	32.3% 10	32.3% 10	35.5% 11	31	0.50
Language testing	32.3% 10	41.9% 13	25.8% 8	31	0.57
Official language training	35.5% 11	35.5% 11	29.0% 9	31	0.50
Helping prepare things for your arrival (like arranging employment or housing)	71.0% 22	19.4% 6	9.7% 3	31	0.21



35. What arrival services did you access through organizations within the community to help you in the following areas?

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Airport welcome and pickup	64.5% 20	25.8% 8	9.7% 3	31	0.29
Assessment of immediate needs	77.4% 24	12.9% 4	9.7% 3	31	0.14
Information and consultation	54.8% 17	38.7% 12	6.5% 2	31	0.41
Referrals	51.6% 16	29.0% 9	19.4% 6	31	0.36
City tours	77.4% 24	9.7% 3	12.9% 4	31	0.11
Temporary accommodation	77.4% 24	9.7% 3	12.9% 4	31	0.11
Helping you get your Medicare Card, SIN card, and photo identification	67.7% 21	32.3% 10	0.0% 0	31	0.32
Personal banking assistance	87.1% 27	12.9% 4	0.0% 0	31	0.13

36. What settlement services have you accessed through organizations within the community to help you in the following areas?

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Needs assessment	40.0% 12	33.3% 10	26.7% 8	30	0.45
Information and orientation	43.3% 13	43.3% 13	13.3% 4	30	0.50
Counselling	23.3% 7	46.7% 14	30.0% 9	30	0.67
Interpretation and translation	46.7% 14	26.7% 8	26.7% 8	30	0.36
Facilitation of access to services	40.0% 12	36.7% 11	23.3% 7	30	0.48
Language training	20.0% 6	73.3% 22	6.7% 2	30	0.79
Housing search assistance	80.0% 24	16.7% 5	3.3% 1	30	0.17
Support/enabler services	56.7% 17	20.0% 6	23.3% 7	30	0.26
Friendship and mentor programs	36.7% 11	40.0% 12	23.3% 7	30	0.52
Other volunteer/peer support services	43.3% 13	26.7% 8	30.0% 9	30	0.38
Specialized programs for youth, seniors, women, parents	33.3% 10	16.7% 5	50.0% 15	30	0.33
Special health programs	36.7% 11	10.0% 3	53.3% 16	30	0.21
Computer/internet access	63.3% 19	13.3% 4	23.3% 7	30	0.17

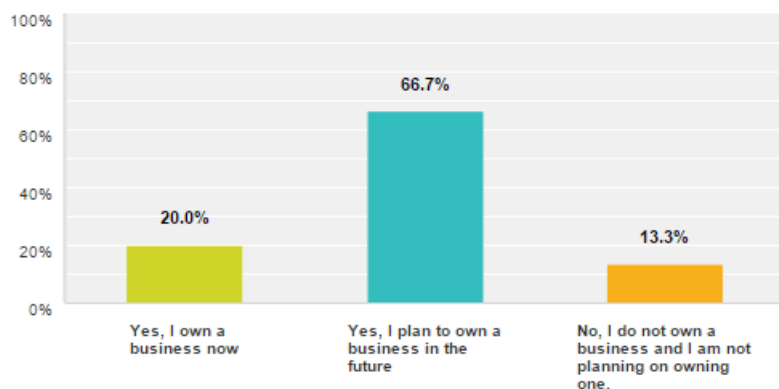


37. What employment services have you accessed through organizations within the community to help you in the following areas?

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Assessment	43.3% 13	23.3% 7	33.3% 10	30	0.35
Information and orientation	36.7% 11	43.3% 13	20.0% 6	30	0.54
Employment/career counselling	13.3% 4	43.3% 13	43.3% 13	30	0.76
Teaching essential job search skills	13.3% 4	46.7% 14	40.0% 12	30	0.78
Job search assistance	16.7% 5	50.0% 15	33.3% 10	30	0.75
Job fairs/employer networking	10.0% 3	60.0% 18	30.0% 9	30	0.86
Employment language training	10.0% 3	60.0% 18	30.0% 9	30	0.86
Mentoring programs	10.0% 3	40.0% 12	50.0% 15	30	0.80
Identifying employment opportunities	23.3% 7	26.7% 8	50.0% 15	30	0.53
Work placement	23.3% 7	30.0% 9	46.7% 14	30	0.56
Internship opportunities	20.0% 6	23.3% 7	56.7% 17	30	0.54
Computer skills training	33.3% 10	40.0% 12	26.7% 8	30	0.55
Connecting you to associations for your profession	23.3% 7	20.0% 6	56.7% 17	30	0.46
Credential assessment	13.3% 4	30.0% 9	56.7% 17	30	0.69
Training to upgrade your skills and knowledge to Canadian standards	30.0% 9	36.7% 11	33.3% 10	30	0.55
Business language training	10.0% 3	43.3% 13	46.7% 14	30	0.81
Job-specific conversation circles	13.3% 4	26.7% 8	60.0% 18	30	0.67



38. Do you own a business or are planning own one?

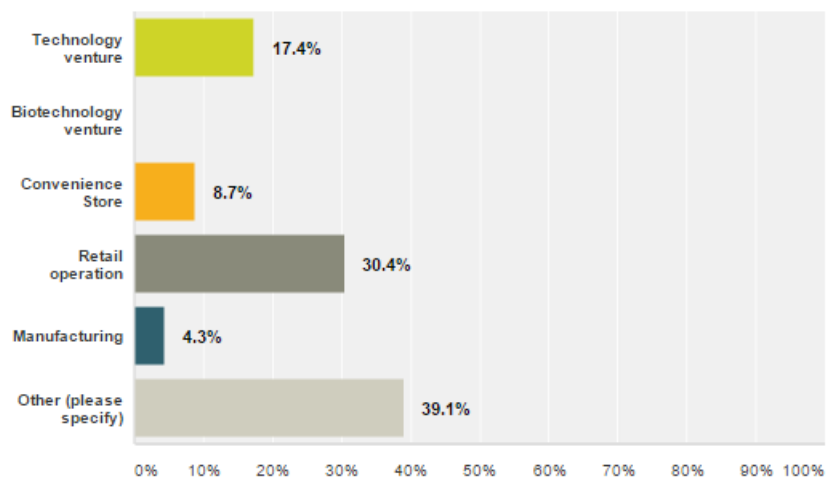


Respondents that choose “no, I do not own a business and I am not planning on owning one” skip to question 42.

39. What business services have you accessed through organizations within the community to help you in the following areas?

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Information and orientation	26.9% 7	50.0% 13	23.1% 6	26	0.65
Service referrals	23.1% 6	42.3% 11	34.6% 9	26	0.65
Business counselling/consulting	19.2% 5	57.7% 15	23.1% 6	26	0.75
Application/registration assistance	26.9% 7	30.8% 8	42.3% 11	26	0.53
Business language training	11.5% 3	57.7% 15	30.8% 8	26	0.83
Networking events/liaison opportunities	7.7% 2	65.4% 17	26.9% 7	26	0.89
Mentorship	7.7% 2	50.0% 13	42.3% 11	26	0.87
Business incubation/acceleration	7.7% 2	42.3% 11	50.0% 13	26	0.85
Newcomer business directory	11.5% 3	50.0% 13	38.5% 10	26	0.81
Database of Canadian businesses for sale or investment	30.8% 8	26.9% 7	42.3% 11	26	0.47
Financing/financial incentives	26.9% 7	19.2% 5	53.8% 14	26	0.42

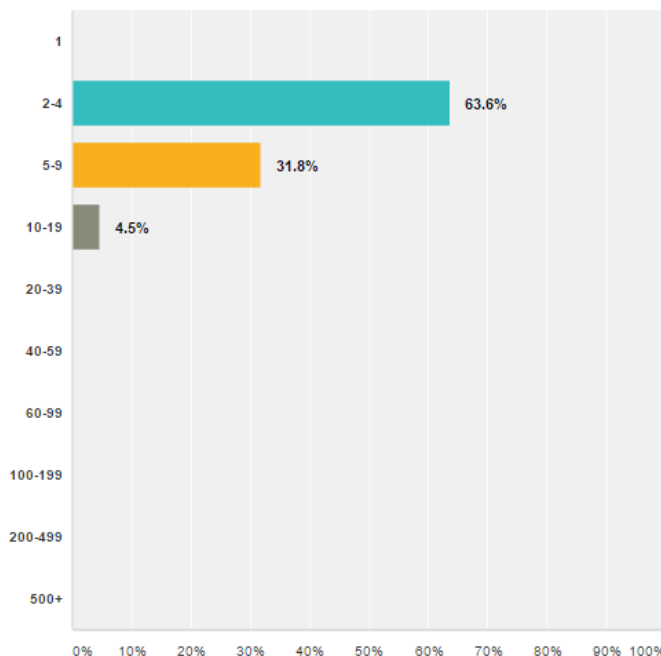


40. IF YOU OWN A BUSINESS: what is the nature of the business?**Responses to “other (please specify)”:**

- Minks farm (2)
- Other responses (1 response each)
 - Property management
 - Retail and farming
 - Bed and breakfast
 - Hospitality
 - Restaurant
 - Trade
 - N/A



41. IF YOU OWN A BUSINESS: What are the total number of employees? (Include yourself if you do work for the company).



42. What cultural services have you accessed through organizations within the community to help you in the following areas?

	Did it myself	Accessed support through an organization	Did not do this step	Total	Weighted Average
Information and referral	16.7% 5	53.3% 16	30.0% 9	30	0.76
Civic education/citizenship education	10.0% 3	40.0% 12	50.0% 15	30	0.80
Volunteer opportunities	13.3% 4	46.7% 14	40.0% 12	30	0.78
Hobby clubs and classes	13.3% 4	40.0% 12	46.7% 14	30	0.75
Cultural festivals	20.0% 6	56.7% 17	23.3% 7	30	0.74
Other multi-cultural showcase opportunities	20.0% 6	53.3% 16	26.7% 8	30	0.73
Discussion opportunities on cultural issues (like town halls, panel discussions)	13.3% 4	43.3% 13	43.3% 13	30	0.76
Public education events	6.7% 2	43.3% 13	50.0% 15	30	0.87



43. Do you have any other suggestions or comments you'd like to share?

- Thanks for the great work you are doing.
- Please organize some local resident community party to let me know neighbour and learn each other.
- Beside the teaching, the transferable skills, I have farming experience with some of farm animals, chicken and some plants.
- Greater opportunities for authentic engagement of newcomers to the community – all newcomers, refugees class included – boards, committees etc.

