

New Conversations in New Brunswick: *Engaging Employers and Communities in “Straight Talk” about Labour Shortages, Demographic Changes, and Their Community’s Future.*

Pathways to Prosperity, Montreal, Nov. 2018

Alex LeBlanc, Executive Director of NBMC

Our 17 Member Organizations



Restigouche Multicultural Association



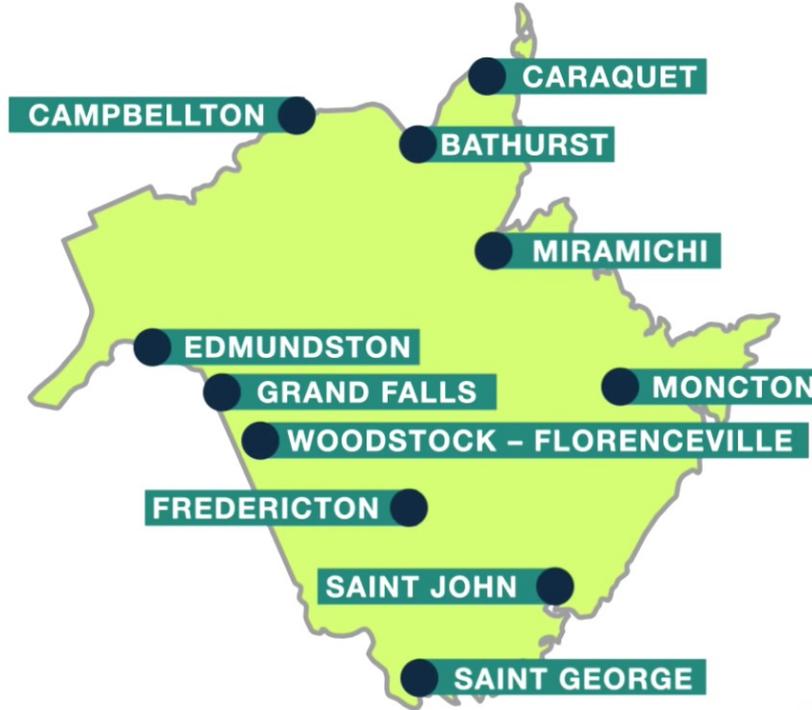
Centre de ressources pour nouveaux arrivants au Nord-Ouest Inc.



New Brunswick African Association Inc.
United we stand. L'Union fait la force



Newcomer Connections



CAIENA
Péninsule acadienne



Mucultural Association Chaleur Region Inc.
L'Association multiculturelle région Chaleur inc.



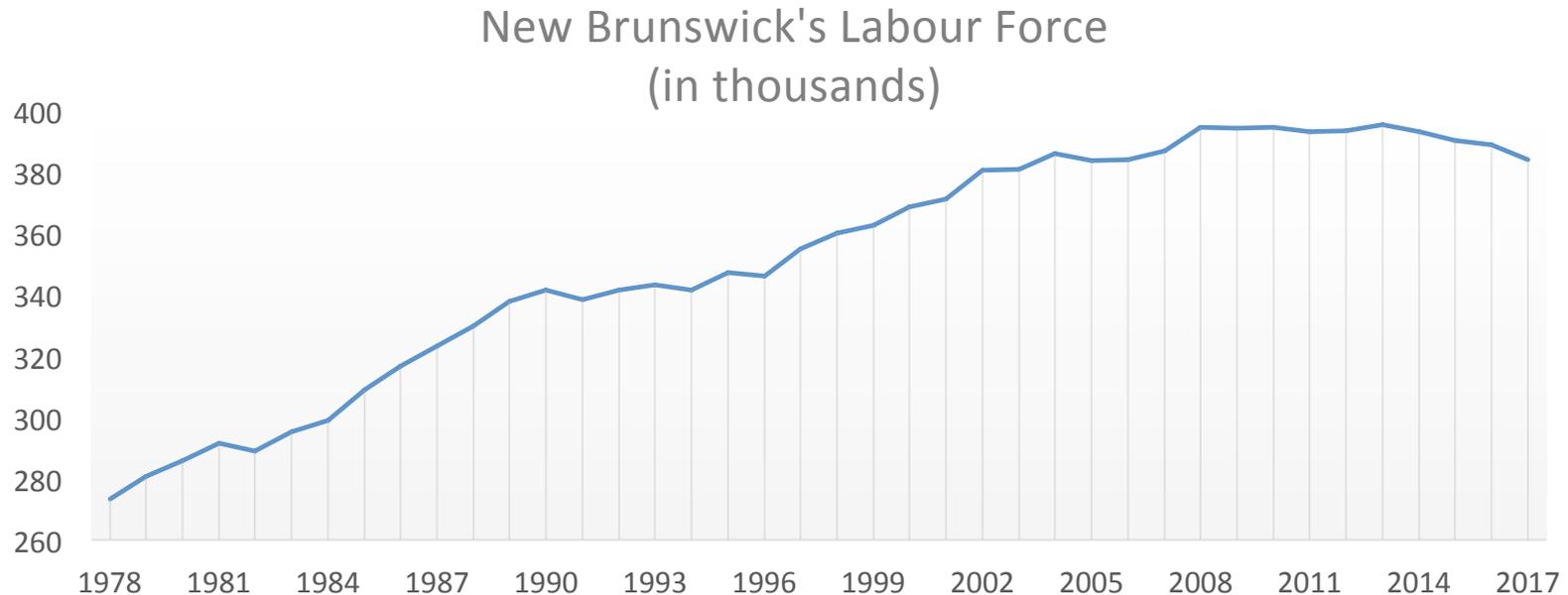
CAFI
Centre d'accueil et d'accompagnement
Multiculturel des immigrants
de Saint-Jean de Terre-Neuve



new conversations

Economy. Immigration. Communities.

For decades, NB's economy has been fueled by a steady flow of new workers. This is no longer the case. With baby boomers retiring, the province is now losing workers.



Source: Statistics Canada, CANSIM, table 2820002.



“Over the next ten years, there will be 110,000 retirements and our public schools will only graduate 76,000 students. This is not complicated math.”

Mike Timani
Past President of the New Brunswick Multicultural Council



What is at stake if current labour force trends continue?

- Based on recent trends, NB could lose 30,000+ workers in the next 10 years.
 - *Billions in economic activity and hundreds of millions in lost tax revenue.*
- Meanwhile, demand for public services will only grow as baby boomers continue to age.
- Health care spending rises dramatically as seniors age. Today, 65,000 people are aged 75+. In about 15 years, this number will have doubled.

Growth in the labour market (2013 to 2017)



Landed immigrants



+590,600

Born in Canada

-9,700



Landed immigrants

+3,100

Born in Canada

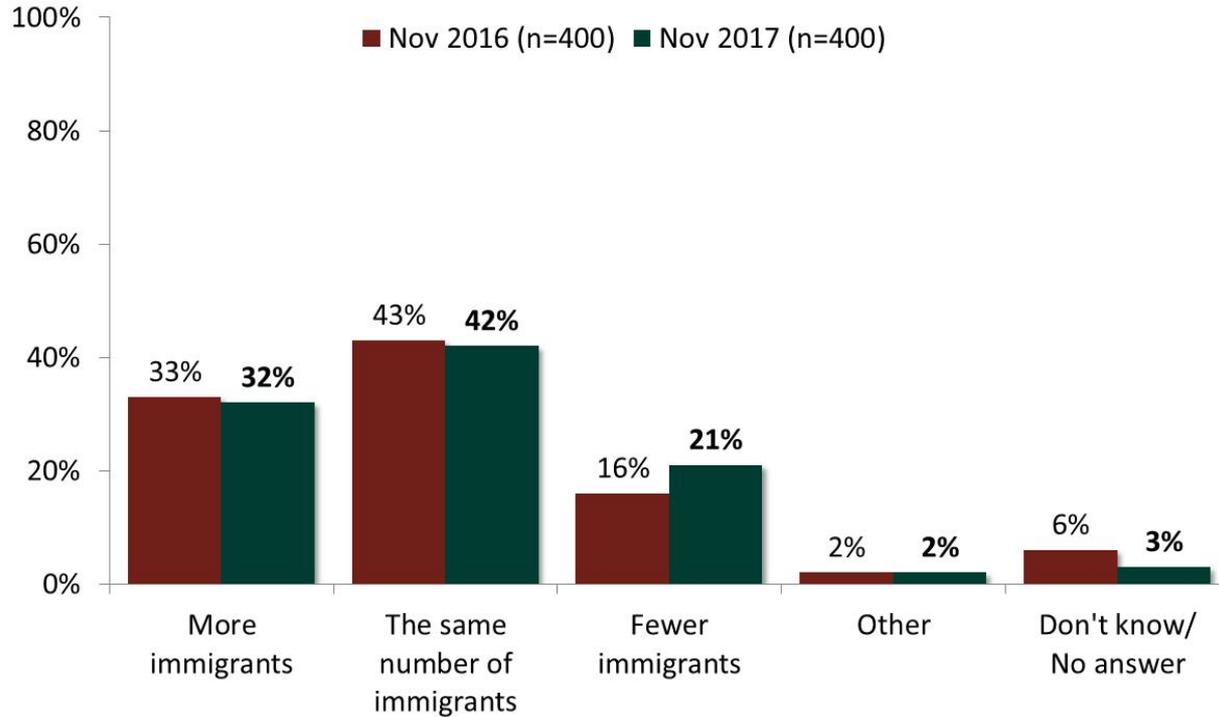
-15,300

Source: Statistics Canada CANSIM Table 282-0102

Immigration and New Brunswick's workforce

- **Fewer than 5% of all workers** in NB's business support services sector are first generation immigrants (contact centers).
 - In Vancouver it is 47%. In Toronto it is over 50%.
- **3% of all workers in manufacturing occupations** across NB are immigrants.
 - In Toronto it is 76%. Across Canada it is 31%.

New Brunswick Is Best Served by Having...



Q.NG5: Given New Brunswick's cultural and economic conditions and needs, do you think the province would be best served by having more immigrants from other countries, few immigrants, or the same number of immigrants as in recent years?



Canada: 21.9%

New Brunswick: 4.6%

“Forty-eight per cent of New Brunswickers believe we are more or equally diverse compared to other parts of the country. Apparently, they never left home.”

– Don Mills, CEO of Corporate Research Associates”

A New Brunswick Initiative

We travelled across the province,
bringing the conversation to 15
different communities

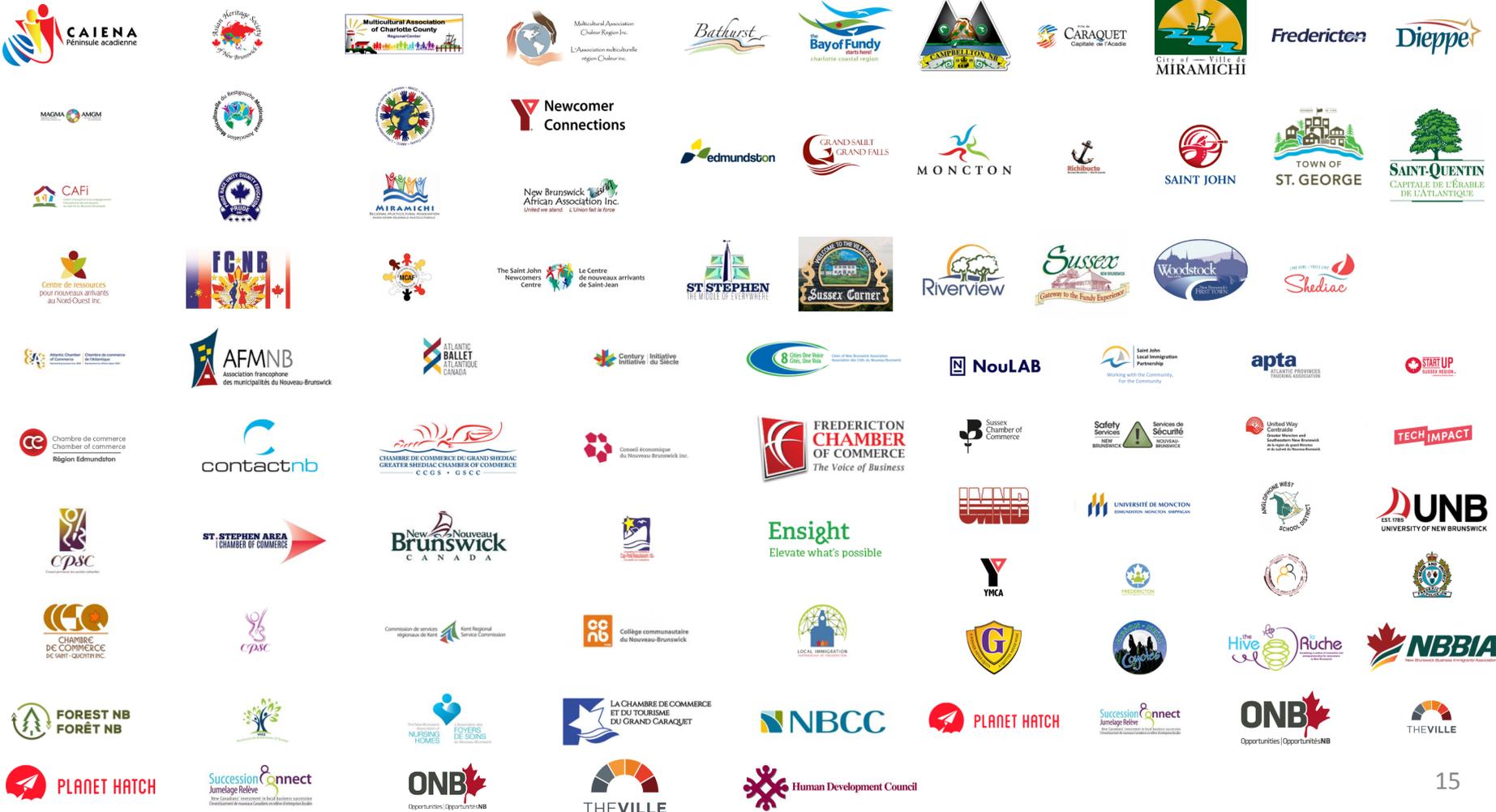


- ***To raise awareness*** of the demographic and labour market realities in each region of New Brunswick;
- ***To engage employers*** in the option of using immigration to address immediate and future labour shortages; and,
- ***To engage communities*** in discussions and stimulate their future actions to provide welcoming communities for immigrants.



1. Shediac
2. Moncton
3. Miramichi
4. Richibucto
5. Bathurst
6. Edmundston
7. Saint-Quentin
8. Campbellton
9. Caraquet
10. Woodstock
11. Fredericton
12. Sussex
13. Saint John
14. St. Stephen
15. St. George

Partners



NB at a Crossroads:

Managing challenges of **GROWTH**
VS. Managing challenges of **decline**

Project
kick-off and
planning:



Planning day
with over
80 people
representing

60+
Organizations



Local partners and
planning committees
struck in 15 communities



Over

120

Different information and
marketing materials developed



15 unique regional
demographic and labour
market profiles created



Over

100

Partner organizations
engaged



Execution:

Over
3000 KMS
Traveling across NB



14 Events
in 5 weeks



45 different local
immigrant and employer
panelists sharing
their stories



2 strategic plans
being developed for
immigration to Edmundston
and Saint-Quentin regions



2 Welcome BBQs
by municipal governments
and multicultural associations
in St. Stephen and Miramichi

Since the tour



**Anglophone School
District East**
Elementary school in Moncton
planning multicultural event



Local coordination
committee struck in
Campbellton, Saint Quentin,
Richibucto and Miramichi



**Emerging Multicultural
Association of Sussex**



Greater Moncton
Chamber of Commerce
developing program to
welcome and feature new
immigrant entrepreneurs



1300

New Brunswickers were engaged in the 15 events



« New insights, friendships, connections, and opened minds. »



« Increase in volunteers engaged with multicultural associations across the province »



« Campaign being developed to focus on raising awareness on francophone immigration – RIFNB »

new conversations

Economy. Immigration. Communities.

NEW BRUNSWICK
MULTICULTURAL
COUNCIL



CONSEIL
MULTICULTUREL DU
NOUVEAU-BRUNSWICK

www.newconversationsnb.com