

Rural immigration through the Manitoba Provincial Nominee Program

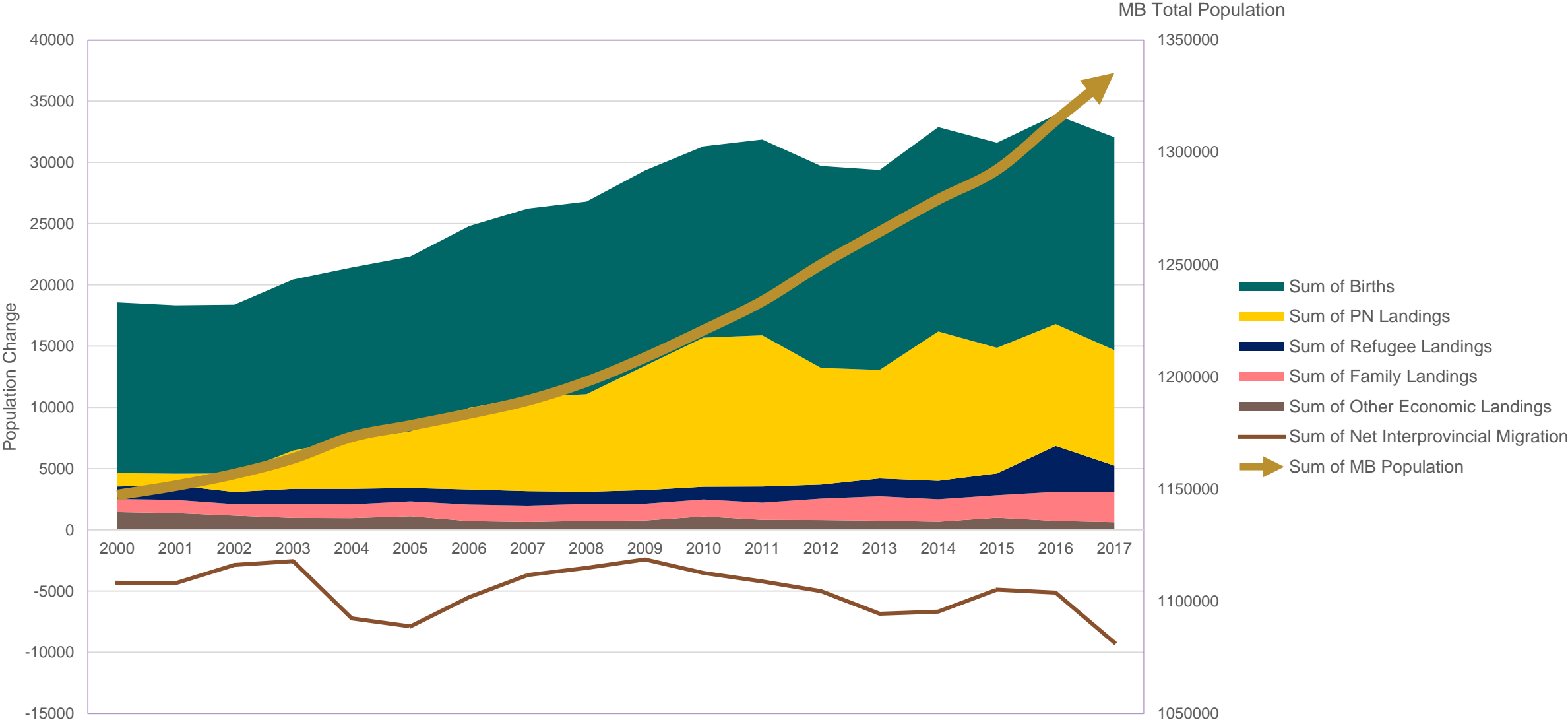
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Manitoba Education and
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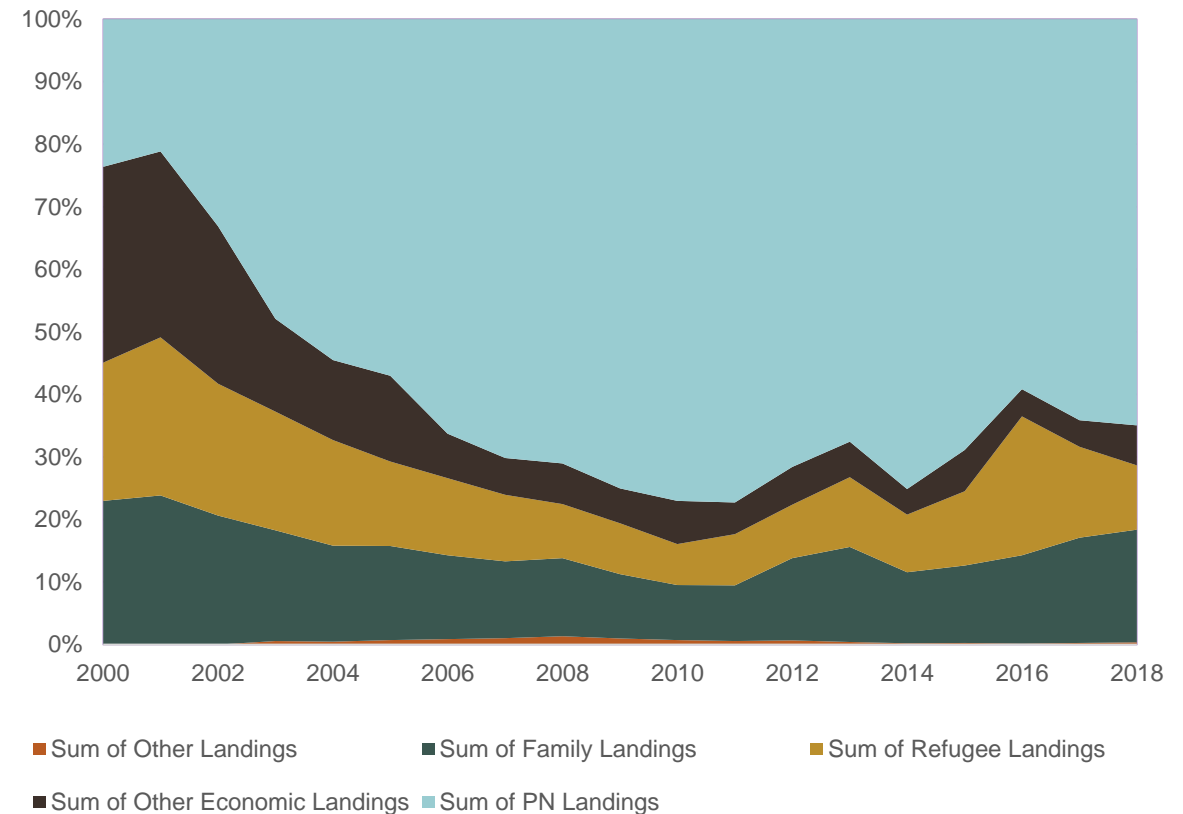


Immigration Drives Manitoba's Population Growth



The Manitoba Provincial Nominee Program Drives Immigration

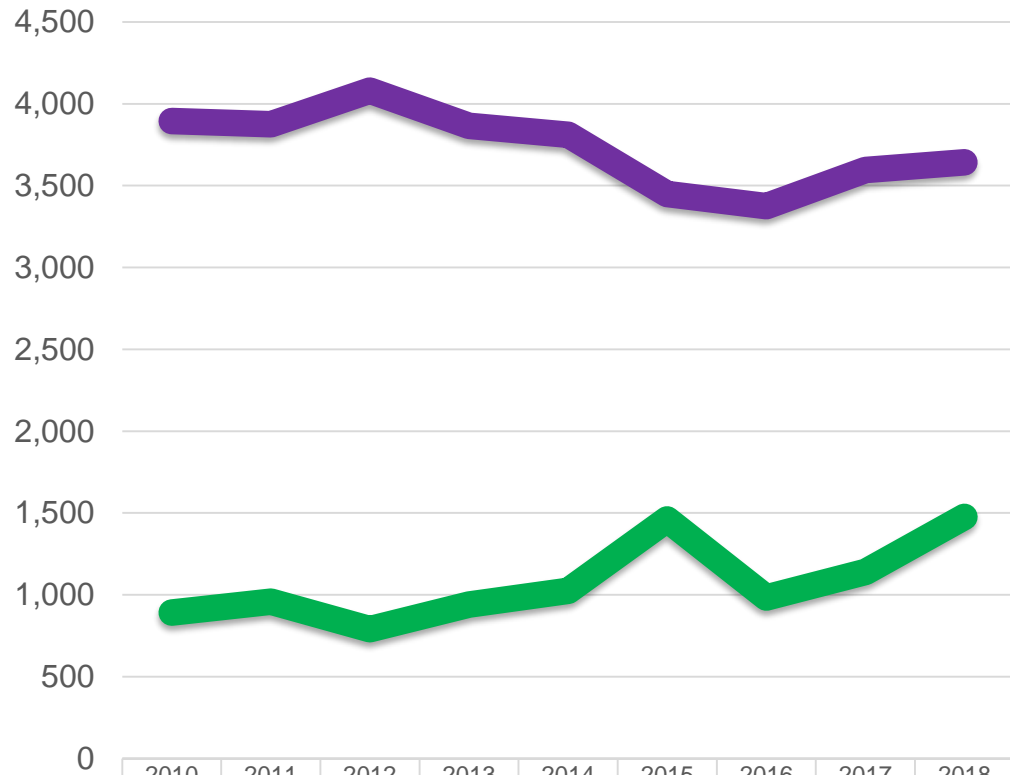
- Over the past 20 years, the MPNP has brought more than 130,000 economic immigrants to our province.
- Almost 90% of economic immigrants arrive in Manitoba through the MPNP.
- Almost twice as many Provincial Nominees choose to settle in rural destinations than those coming through federal economic streams.



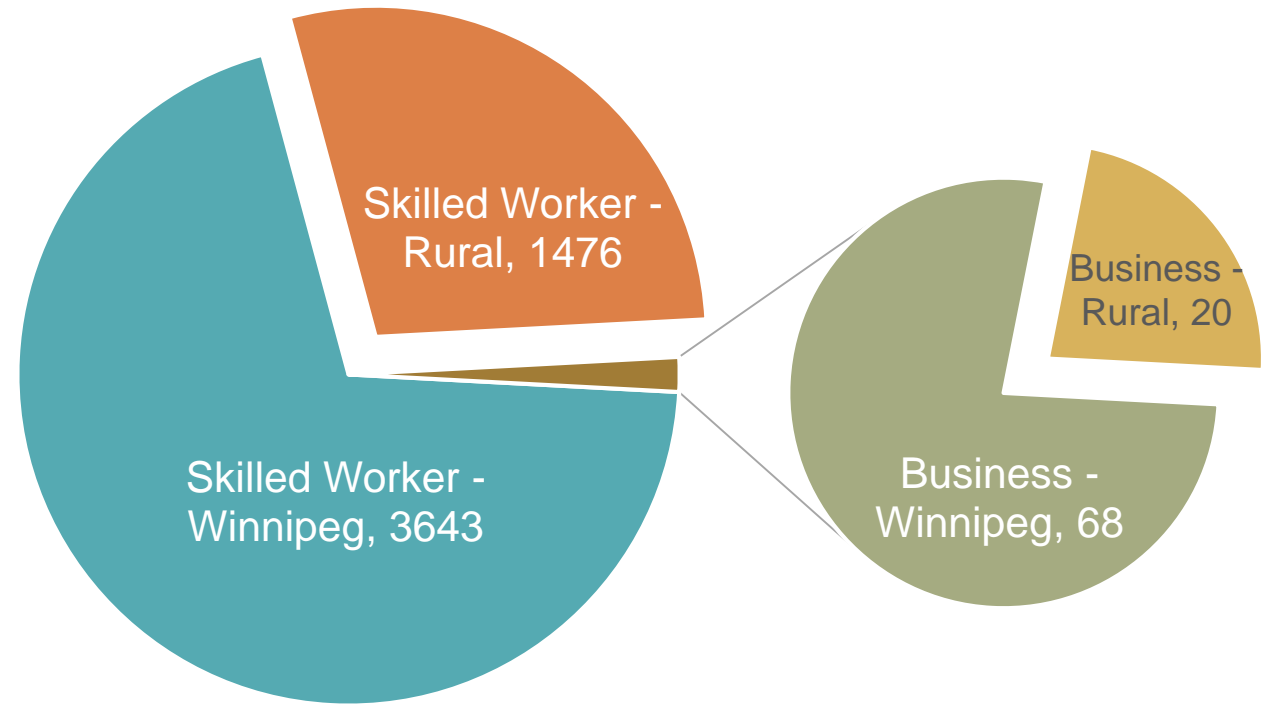
MPNP - a Rural Immigration Program from Inception

- 1997 – Partnership with regional communities and organizations (“Winkler Initiative” and “Sewing Machine Operators Initiative”).
- 1998 – Formalized initiatives into a Canada-Manitoba Immigration Agreement.
- 2005 – Research coordination e.g.: Rural Development Institute in Brandon.
- 2006 – Development of Community Resources including a Community Immigration Planning Portal.
- 2006 – Enhanced coordination with other departments and community partners e.g.: Manitoba Agriculture, Municipalities, Economic Development Officers, Chambers of Commerce, School Divisions, and Regional Health Authorities.

Rural Immigration from 2010 to 2018



	2010	2011	2012	2013	2014	2015	2016	2017	2018
Winnipeg	3,894	3,875	4,081	3,865	3,811	3,448	3,375	3,596	3,643
Rural Destinations	892	958	790	940	1,025	1,461	983	1,140	1,476



How the MPNP Attracts High-potential Economic Immigrants



Core Components of Manitoba's Rural Immigration Strategy

Support Communities and Employers

- Share best practices through Rural Immigration Toolkit
- Work with communities to develop an effective strategy for long-term growth

Partner to Address Specific Needs

- MPNP Employer Engagement Unit works with employers to develop overseas recruitment strategies
- Support through overseas recruitment missions

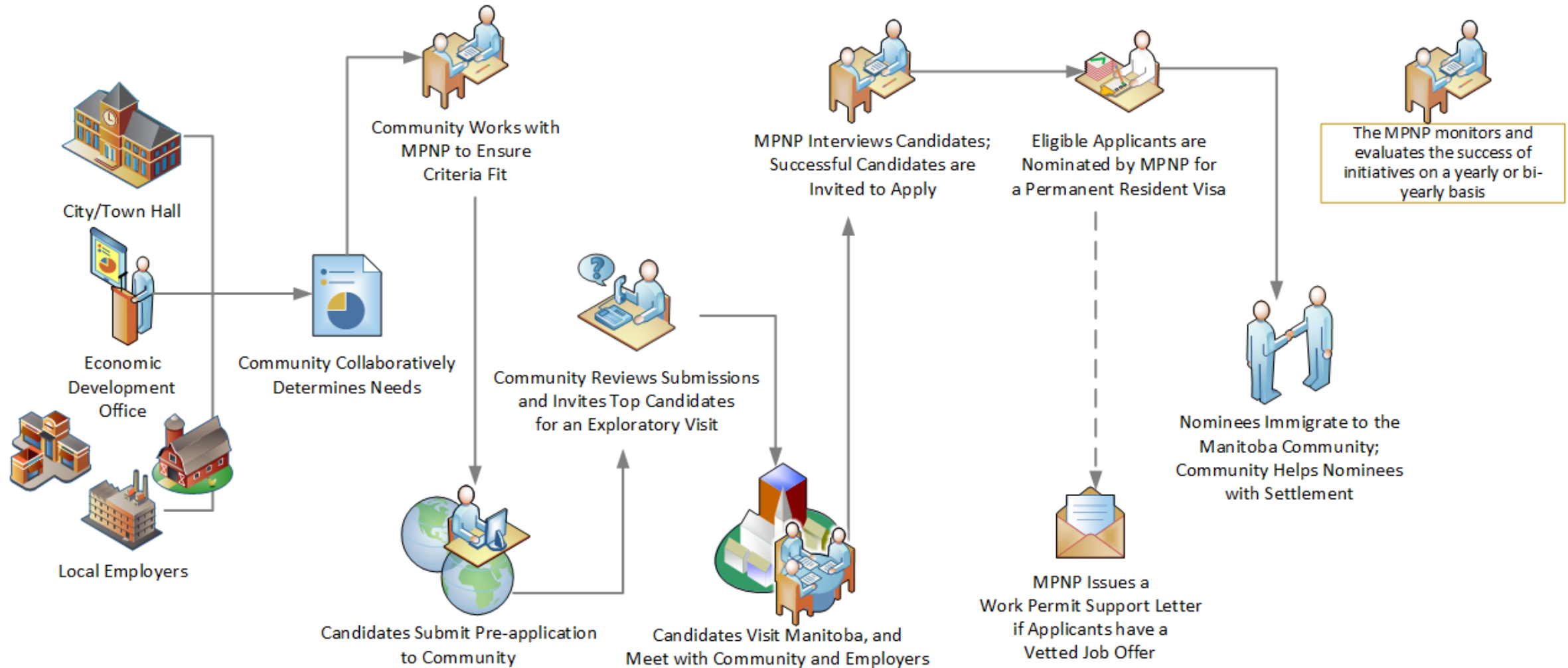
Attract Rural Business Investment

- New pathways in development to meet the specific business investment needs of rural communities
- Attract qualified business investors who will stay in the community

Ensure Newcomers are Supported

- Newcomer settlement and integration services are essential, as are housing, social supports, and welcoming communities
- Exploratory visits and community outreach improve outcomes

How the MPNP Works with Communities



How the MPNP works with Manitoba Employers

- Employer Engagement is a part of Manitoba's Immigration Strategy
- The MPNP:
 - Partners with eligible Manitoba employers to recruit and retain skilled immigrant workers;
 - Offers international recruitment options to meet employers' human resource needs; and,
 - Helps employers retain immigrant workers through the MPNP's Employer Direct Recruitment Pathway.

How the MPNP Supports Rural Immigration through the Business Investor Stream

Two Business Investment Pathways

○ Entrepreneur Pathway

- Temporary to Permanent Model
- Invited to Apply, Work Permit, establishes business, receives nomination by Manitoba, applies for Permanent Residency

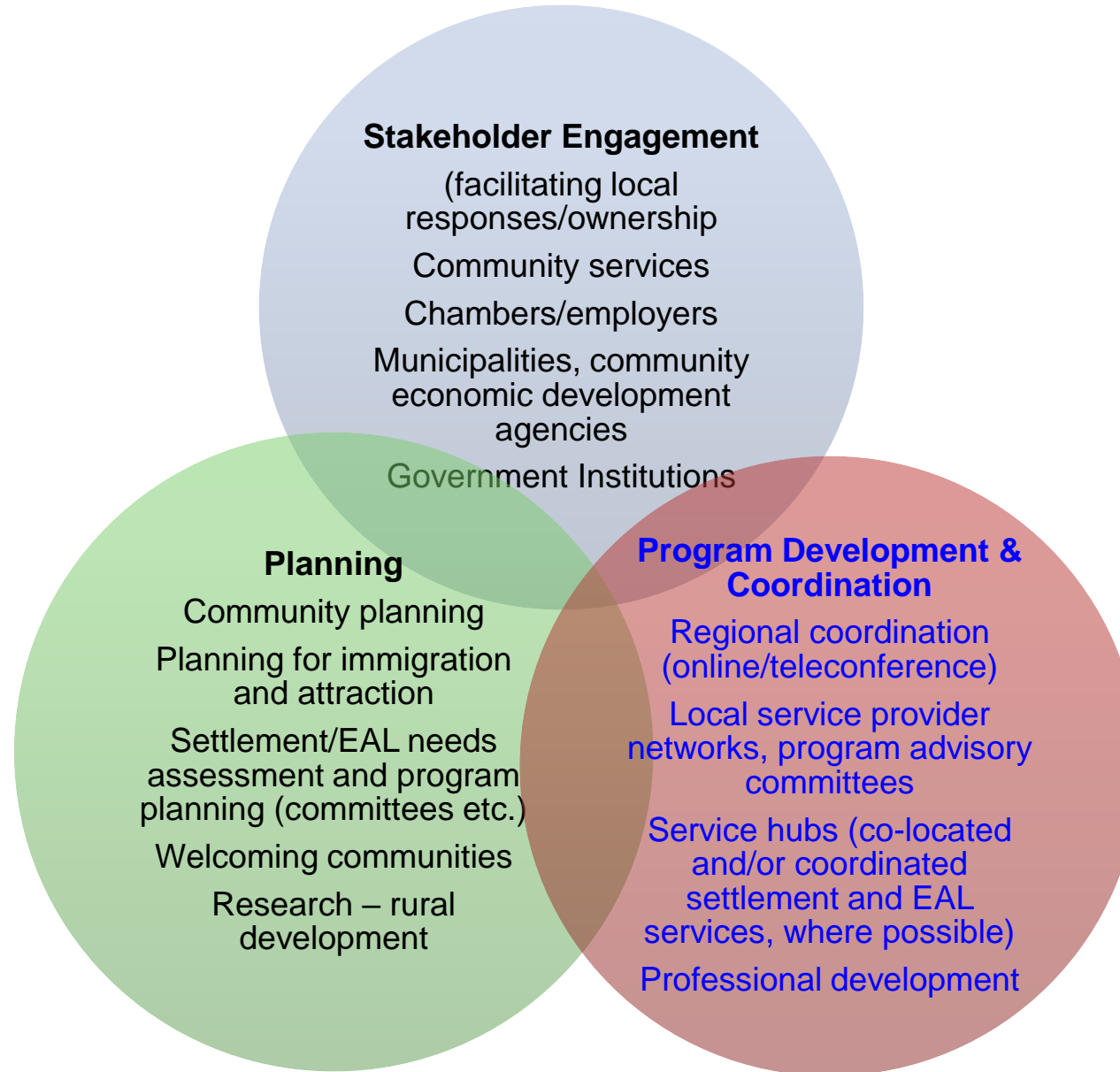
○ Farm Investor Pathway

- Permanent Model
- Invited to Apply, receives Nomination, applies for Permanent Residency, establishes farm business after becoming Permanent Resident

How the MPNP supports Francophone Immigration

- Community and employer partnerships through strategic initiatives of the MPNP:
 - Société franco-manitobaine (SFM);
 - the Centre de développement économique du Manitoba (CDEM);
 - the World Trade Centre Winnipeg, and
 - the Université Saint-Boniface.
- Exploratory visits for francophone candidates in collaboration with CDEM.
- Promoting youth exchange programs for the purpose of undertaking work placements, internships for both students and professionals, including francophone teachers (ex. Manitoba-Région Basse Normandie in France).
- Participation in Destination Canada events.

Settlement and Rural Settlement Services Hubs



Settlement Service Map - Manitoba

1. **Brandon:** Westman Immigrant Services
2. **Cartwright:** Cartwright Killarney Boissevain Settlement Services
3. **Dauphin, Roblin and Rossburn:** Parkland Regional Settlement Services
4. **Neepawa:** Neepawa and Area Immigrant Settlement Services
5. **Portage la Prairie:** Newcomer's Welcome Centre
6. **Riverton and Ashern:** Interlake Immigrant Settlement Services
7. **Russell:** Asessippi Parkland Settlement Services Inc.
8. **Steinbach:** Eastman Immigrant Services
9. **Swan River:** Swan Valley Settlement and Immigrant Services Inc.
10. **Thompson:** Community Futures North Central Development
11. **Virden:** Virden and District Settlement Services
12. **Winkler, Morden & Altona:** Regional Connections
13. **Winnipeg**
14. **The Pas (not shown)**



Examples of Successful Partnerships

Brandon

1996 – 39,175 residents

2016 – 48,859 residents

Neepawa

1996 – 3,301 residents

2016 – 4,609 residents

Westman

Altona

1996 – 3,286 residents

2016 – 4,212 residents

Morden

1996 – 5,689 residents

2016 – 8,668 residents

Winkler

1996 – 7,241 residents

2016 – 12,591 residents

Pembina Valley

Steinbach

1996 – 8,478 residents

2016 – 15,829 residents

Eastman

Municipal Immigration Partnerships (MIPs) Going Forward

- **Continue to advance MIPs** for communities who have identified immigration as an economic development tool.
 - Renew and/or formalize partnerships with rural communities.
 - Leverage current MPNP initiatives and pathways to:
 - Increase capacity of rural communities to attract, recruit and retain talent
 - Expand base of skilled workers help address labour market shortages
 - Enhance community's ability to identify and attract and support entrepreneurs.

MPNP Rural Immigration Toolkit

- The MPNP recently updated our toolkit to share best practices for successful recruitment and integration of newcomers with all rural communities to share the benefits of workforce and population growth.

Step 1:

Immigration as a
Community Growth
Strategy

Step 2:

Community Need and
Capacity Assessment

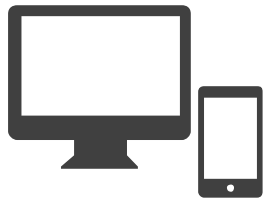
Step 3:

Developing an
Implementation Plan

Step 4:

Plan Assessment –
Build on What Has
Been Learned

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