



~~~~~ New Beginnings ~~~~~  
**Settlement in New Brunswick**



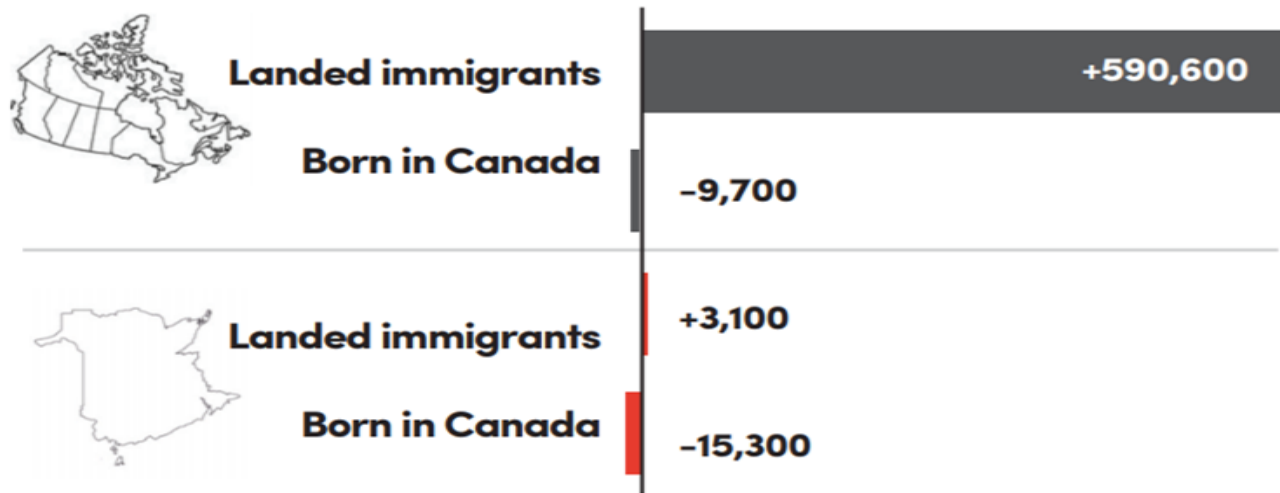
**Pathways to Prosperity Conference 2019**  
Toronto

# THE CHALLENGE

## Shrinking Labour Force

Demographics play a significant role in determining labour force needs in the province. In 2016, there were approximately **372,000** typical working-age individuals in New Brunswick (15-64). Almost **3,000** less than in 2015 and **7,000** less than in 2005.

**FIGURE 5: GROWTH IN THE CANADIAN AND NEW BRUNSWICK LABOUR FORCE BY SOURCE (2013 TO 2017)**



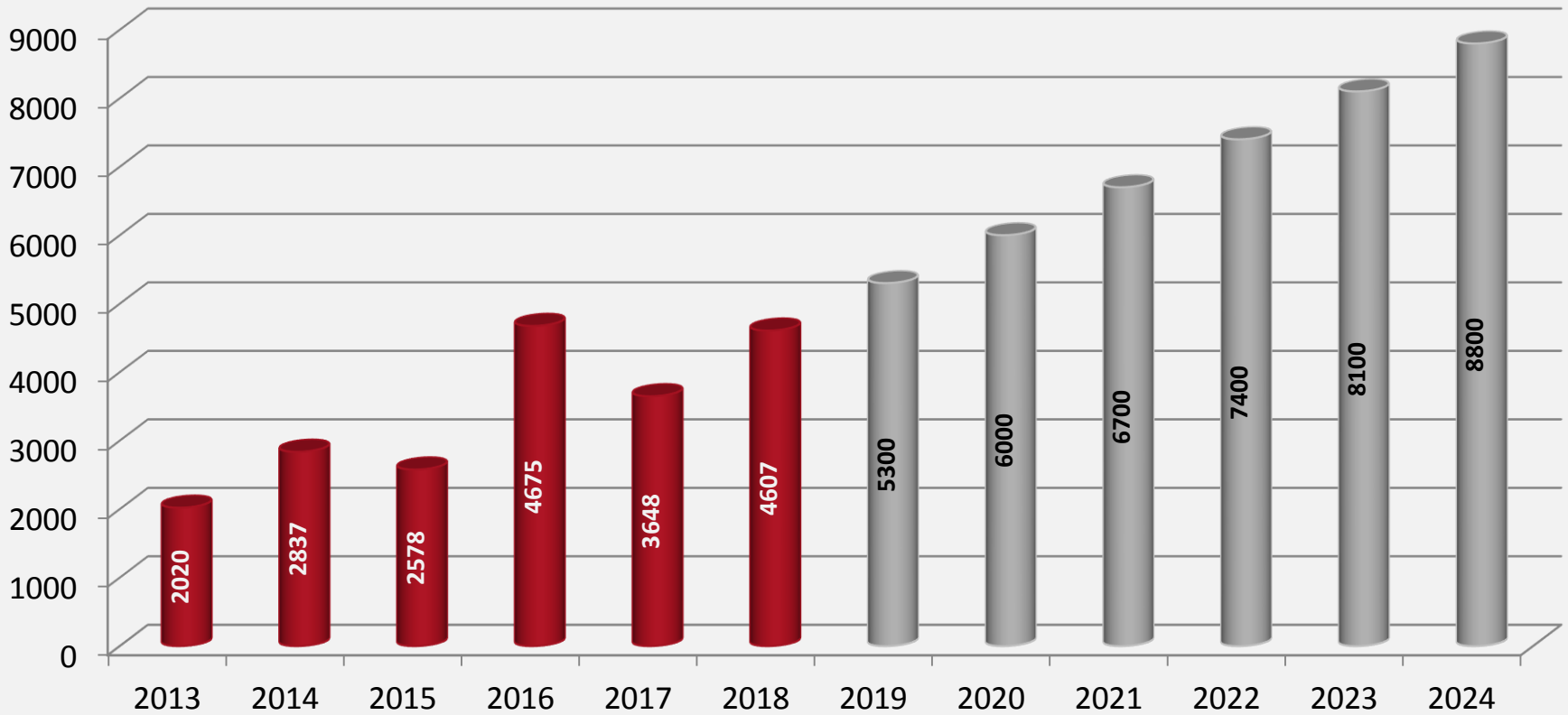
Source: Statistics Canada CANSIM Table 282-0102.

# Responding to the Challenge

- 1. Retaining Current Residents**
  - Employment development programs and services
  - Labour market information
- 2. Repatriation**
  - National promotion
- 3. Attracting international talent to New Brunswick**
  - Atlantic Immigration Pilot Project
  - Economic Immigration Priority

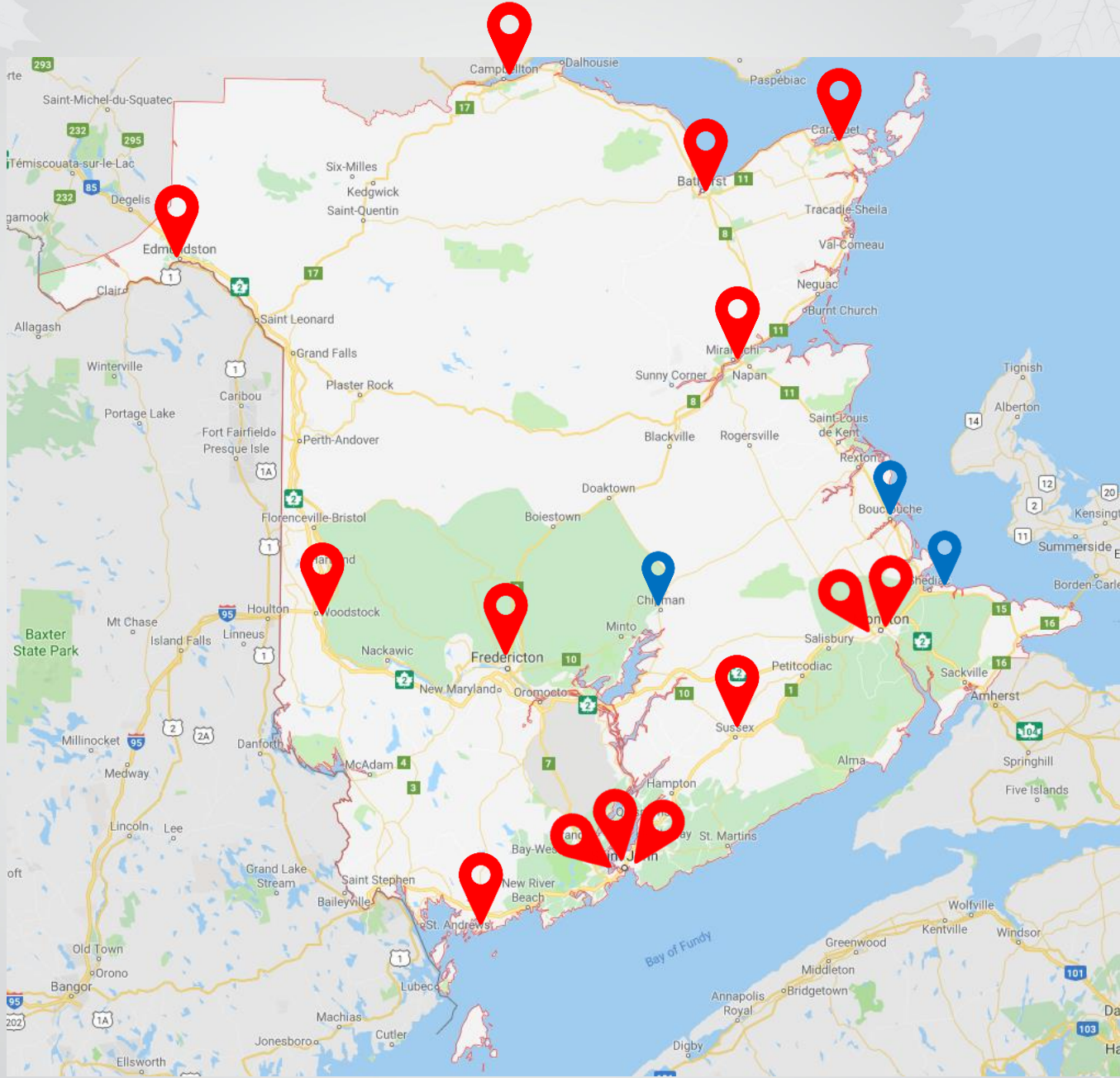
### New Brunswick PRs from 2007-2018 All Categories and Streams

Actual Target



Source : IRCC Permanent Residents Q4 2018 Data

# Settlement Sector Landscape



# COORDINATION OF SETTLEMENT

## 1. Engagement with funders

- IRCC
- Atlantic Canada Opportunities Agency
- Other provincial departments

## 2. Piloting new services

- Satellite Offices
- Online Language
- Pre-arrival

## 3. Employer engagement in settlement

- Atlantic Immigration Pilot Project

# FRANCOPHONE IMMIGRATION

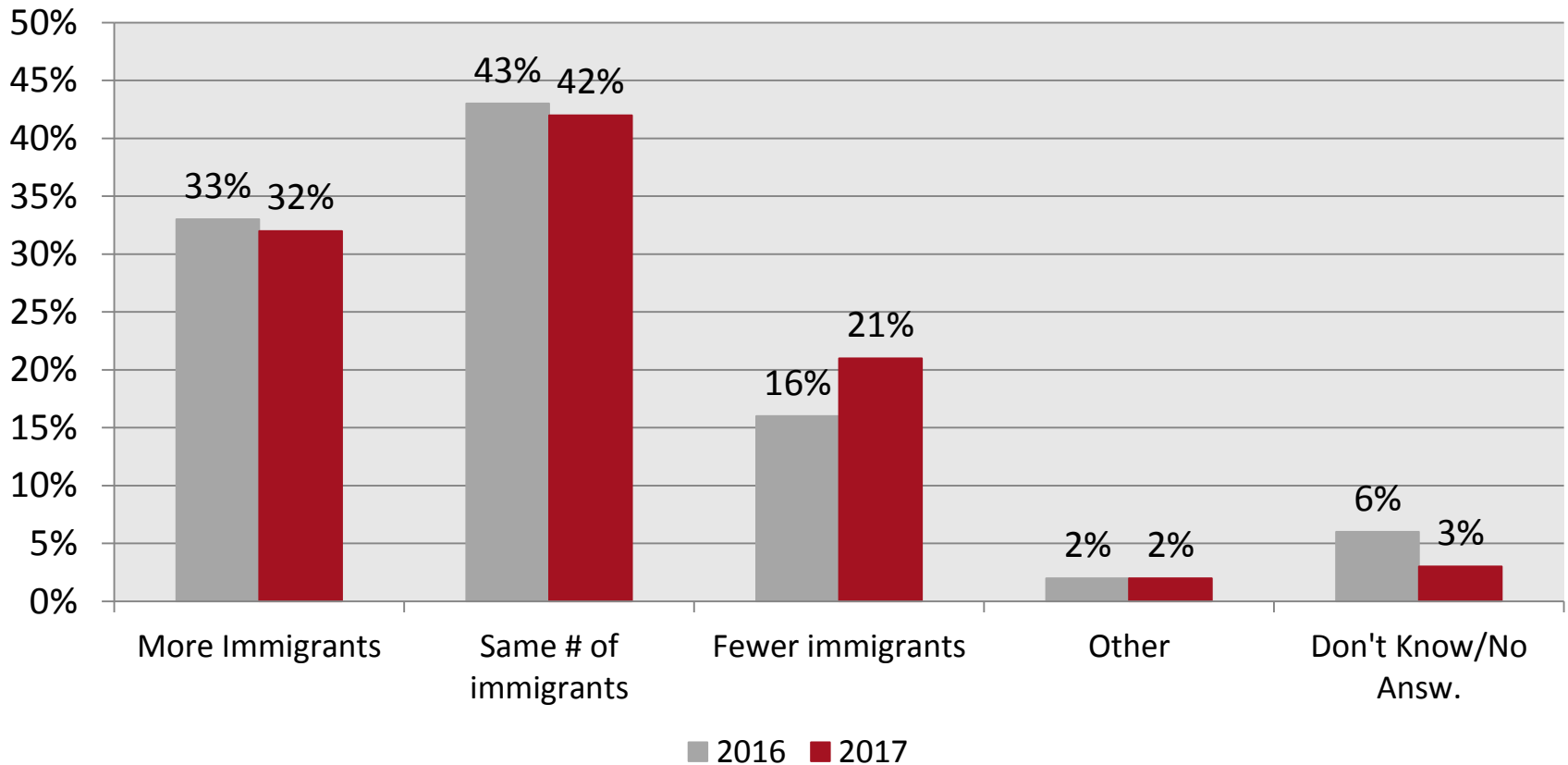
**Objective :** 33% of all provincial nominations to be filled by French speaking candidates by 2024.

**How:**

- Maximise New Brunswick's visibility in key francophone markets;
- Offer a stream and prioritize for french speaking candidates (initiative stratégique & Express Entry NB);
- Invest strategically in francophone settlement services.

# DIVERSITY & INCLUSIVE COMMUNITIES

NB is Best Served by Having...





## New Brunswick PRs from 2007-2018 All Categories and Streams

■ Actual ■ Target

