



**Connecting Canada**



## Delivering on Immigration: The City of Moncton Role in Cross Sectorial Partnerships in times of disruption

The case of the City of Moncton with Pre-Arrival  
Services

– November 15<sup>th</sup>, 2022

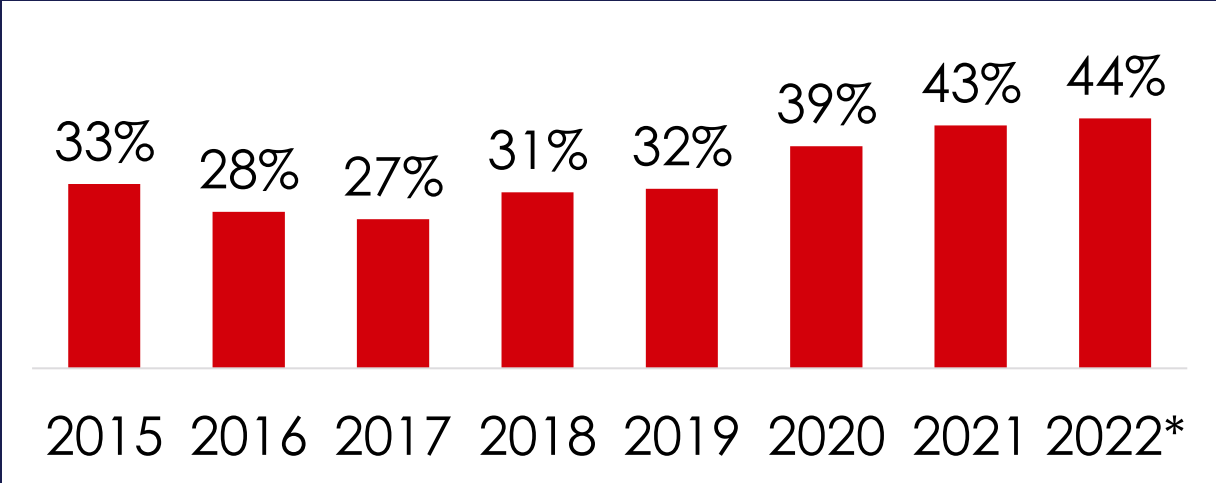


# Overview

- By the numbers
- Greater Moncton Immigration Strategy
- Need
- Partnership and process
- Results

# Greater Moncton By the numbers

The Moncton CMA has been the destination of 44% of New Brunswick PR admissions so far in 2022.





# Launching the Greater Moncton Immigration Strategy 2020-2024

- Strategy launched November 2019
- Over 24 partners engaged- Local Immigration Partnership tasked with leading the implementation
- Strategy based on promising Practices, consultation with over 600 newcomers, research survey and focus groups

# Greater Moncton by the numbers:

## Moncton CMA immigration trends: 2021 Census



- In the Moncton CMA, more than 20% of new immigrants and NPRs listed French as a first official language spoken (2,200 in total)\*.
  - The highest share among all CMAs outside Quebec by a wide margin (Fredericton and Saint John 2%).
- Over 52% of recent immigrants came via the Provincial Nominee Program (2.8 times as many as the country overall).
- Other than the Atlantic Immigration Pilot, the Moncton CMA attracted far less from family classes, skilled worker classes or Canadian experience classes.

*\*Note: Immigrants by knowledge of official language data has not been published yet.*

# Moncton CMA immigration trends: 2021 Census



- Among the new immigrants(2016-2021) the top countries of origin were:
  - The Philippines (765)
  - India (630)
  - Nigeria (535)
  - Syria (465)
  - France (260)
  - China (245)
  - Morocco (210)
  - Ukraine (205).

**The Moncton CMA has been the destination of 44% of New Brunswick PR admissions so far in 2022.**

## Recent immigrants by admission category (arrived between 2016 and 2021)



	#	% of total	Canada = 1.00
Skilled workers	485	7.5%	0.39
Canadian experience class	140	2.2%	0.20
Atlantic Immigration Program	845	13.1%	23.82
Provincial Nominee Program	3,375	52.2%	2.76
Immigrants sponsored by family	565	8.7%	0.34
Refugees	905	14.0%	0.85
Other	145	2.2%	0.27
Total	6,460		



# Greater Moncton Economy remained strong = Economic diversification and population growth



47% Bilingual Workforce



Advanced Manufacturing



Education & post secondary education



Back office: Finance, Fintech & Insu



Retail And Tourism

Transportation, Logistics & supply chain



IT & Gaming



Constructio  
n



Healthcare



AI & Robotics



## Greater Moncton Immigration Strategy 2020-2024

Vision: To make Greater Moncton among the most attractive and inclusive places for newcomers in Canada.

### Three Pillars:

- attracting talent to our community;
- ensuring newcomers put down roots; and



-broadening community collaboration and mobilization.



December 8, 2022



# Main Objective of Immigration Strategy: ●●

- -Strengthen alignment of immigrant attraction efforts to labour market demand and economic opportunities.
- - Annual newcomer survey continues to demonstrate need for better alignment of newcomer talent to the labour market
- -Successful settlement starts prior to arrival

# Opportunity: Partnership with ACCES: The role of the City in partnership



- Targeting express entry candidates
- Aligning candidates to available positions
- Identifying bilingual talent pool
- Direct role: Recruitment of employers
- Presentation on Greater Moncton
- Sharing of information on living, working and going to school in Greater Moncton
- Supporting employers
  
- Partnership is key: Provincial Government, Settlement services: MAGMA/ CAFI, Dieppe and Riverview

# Participating Employers



# Participating Partners



# Pre-Arrival Employment Fair Results

Virtual Platform supported by the ACCES team

Total registered: 213

Total attended: 93

# Feedback –Beginning of Session

## **Question #1- Question #1 How much do you currently know about Greater Moncton?**

- 43% of attendees indicated they know very little about Greater Moncton,-
- 57% knowing nothing at all about the area
- 0% know a lot

## **Question #2 Have you ever considered Greater Moncton as a place to land and start your career?**

-(43%), had considered Greater Moncton as a place to settle=This would suggest that the city has a fairly high profile as a settlement destination.

-57% stating that they hadn't considered the city as a destination= indicates that there is still lots of room to promote the city to prearrival newcomers.





# Feedback: End of Session

**Question #3 Now that you have learned about Greater Moncton, would you consider it as a place to settle and start your career in Canada?**

-84% indicated that they would now consider Greater Moncton as a place to settle, after the presentation

Reasoning: A job offer, quality of life, housing cost and prospect of finding a job, rated very highly on things that would make the attendees choose Greater Moncton as a place to settle.

# Poll: Feedback –End of Session



- **Would you like to know more about Greater Moncton, so that you can consider it as a place to land and start your career in Canada?**
- **Poll: 100% confirmed YES**



# Employment Results

- **Direct benefits: Employed 10 newcomers were hired as a direct result \*\*Moving with families\*\***
- Indirect: Greater Awareness of Greater Moncton
- Engagement of employers and partners
- Attracting express entry candidates: coming with employment, settlement support and connections to their new community.



# What's next

- Rapid increase in immigration requires better alignment of newcomers to the labour market prior to arrival.
- Municipalities play a key role in advocating and supporting communities needs. Pre arrival services should work directly with municipalities or through Local Immigration Partnerships for information
- Focus on francophone immigration in pre arrival
- Mandate IRCC pre arrival services to work at the community level- particularly with small and medium communities with immigration roles/ strategies

# Angelique Reddy-Kalala

## Thank you

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# Settlement Tunnel Vision



The benefits of immigration are heavily concentrated in just a few cities.

More than 70% of immigrants choose to settle in Montreal, Toronto, Vancouver, Calgary or Edmonton.

*(STATCAN, Census, 2016)*

“Rural Canada ... faces significant labour shortages, particularly for skilled workers and workers with the skill sets needed to work in the digital economy.”

Infrastructure Canada

“Integration of immigrants in small, less urbanized areas is more rapid and that advantage increases over time.”

Immigrants in the Hinterlands- Andre Bernard

# How might we contribute?



## What we believe:

The Connecting Canada project believes that if more immigrants knew about the benefits of living in smaller urban and rural communities, more of them would settle there.

## What we know:

- Getting people to move once they've landed is very difficult
- Pre-arrival immigrants are open to different choices
- Smaller urban and rural communities are highly motivated to collaborate to attract more talent

## What we have:

ACCES Employment's Canadian Employment Connections pre-arrival employment services provide us with a base of services to engage pre-arrival immigrants.



# Preparations for Connecting Canada

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**15 Proof of concept events** delivered through ACCES Employment's **Canadian Employment Connections** pre-arrival employment services supported **over 800 pre-arrival newcomers in exploring smaller urban and rural communities**

## **IRCC SDI-funded Research Project**

Does connecting pre-arrival newcomers with employers in smaller urban and rural (SUR) communities contribute to higher rates of newcomers' settlement in non-traditional landing communities?



# Connecting Canada Events

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**Attraction Event**



**Networking Event**



**Hiring Event**

# Pan-Canada Engagement

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**Pre-Arrival Newcomer Participation**  
**1,854**

**Community and Employer Participation**  
**218**

**Completing Phase 1**  
**Partnership Engagement**

**Entering Phase 2**  
**Employment Focused**

# Connecting Canada Networking Expo

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## **Pan-Canada Engagement**

**16 Communities**

**9 Provinces, 1 Territory**

**5 Professional Sector Booths**

## **Hiring Event**

**329 Pre-Arrival Immigrants**

**48 Community Representatives**

**672 Conversations**

“ I had the opportunity to video chat with a recruiter who connected with me on LinkedIn right after the event. Really grateful to have the opportunity to network with so many communities. ”

“ I was able to connect with 3 employer reps from Thunder Bay, Lethbridge and Lanark-Renfrew. They shared a lot of job openings with me and I’ve started applying for them. ”

“ I received great advice about job options and places I hadn’t thought of living. These and many more gave my confidence a huge boost. ”

# Recent Pre-Arrival Success Stories

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“ Thank you so much ... It would have been impossible to do it without this support and guidance. ”

**Ahmed Ibrahim Abdallah**

HSE (Health, Safety, Environment) Advisor

Terracon Geotechnique

\$60,000-\$74,999

# What We've Learned

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- Pre-Arrival immigrants actively seek out connections with employers in smaller communities
- Employer openness to pre-arrival hiring can help meet pressing local labour market needs
- Leveraging and enhancing community capacity through collaboration is key to accessing this talent pool



# Benefits of Connecting Canada

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Pre-arrival newcomers will benefit from having a more diverse pool of landing opportunities

Communities will benefit from population and labour market growth

Knowledge from this project will directly benefit both policy makers and researchers in understanding initial landing decisions and onward migration





**Thank You**

**aces** 

# CREATING AND DISSEMINATING KNOWLEDGE REGARDING IMMIGRATION TO SMALLER URBAN AND RURAL COMMUNITIES

October 19<sup>th</sup>, 2022



- Non-profit social policy research organization established in 1991
- Offices in Ottawa and Vancouver with remote offices in 10 other Canadian locations
- Work in a range of policy areas and with diverse population groups
- Completed over 400 projects in the areas of employment, skills development and training, education, settlement, population health and income security
- Work in partnership to collaborate with our partners to co-design, implement and evaluate innovations
- Mission-driven and committed to using rigorous analysis to learn what works

## OBJECTIVES OF THE EVALUATION

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**Goal:** Test the effectiveness of the innovative model that connects pre-arrival clients with employers in smaller urban and rural (SUR) communities

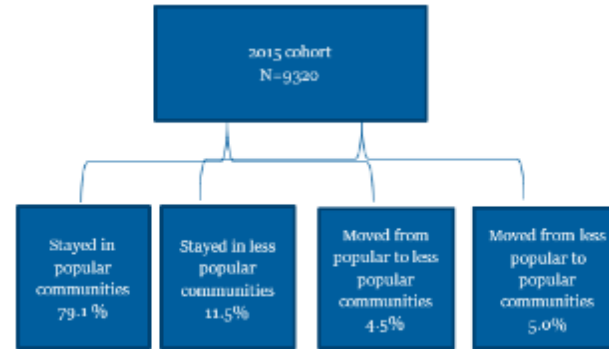
### Evaluation questions

- What motivations/factors contributed to newcomers changing their intended settlement destinations? If there was no change, why not?
- What were the barriers and enablers to the project's implementation?
- In what ways did the program build the capacity of community partners and employers to attract newcomer talent to their SUR community?
- What were the immediate and intermediate settlement and integration outcomes of newcomers who participated in project activities?

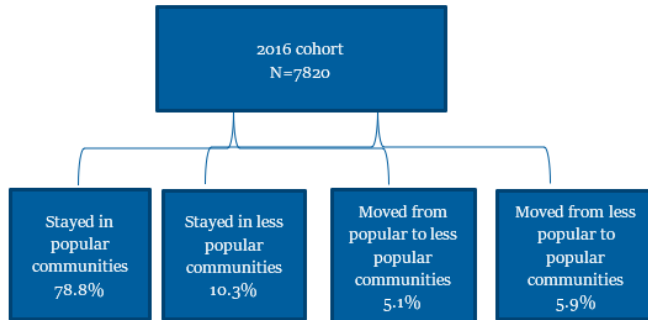
## Benchmarking study

- Used IMDB database to compare intended destination versus destination at the end of the year (with tax records)
- Popular landing communities = Toronto, Ottawa, Montreal, Vancouver, Winnipeg, Calgary and Edmonton
- Less popular communities = all other CMAs

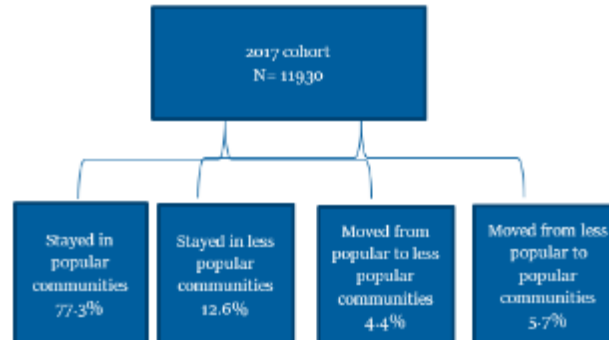
## 2015



## 2016



## 2017



## PRELIMINARY FINDINGS: THE REALITY OF SETTLING IN A SUR

### Pros of settling in SUR communities:

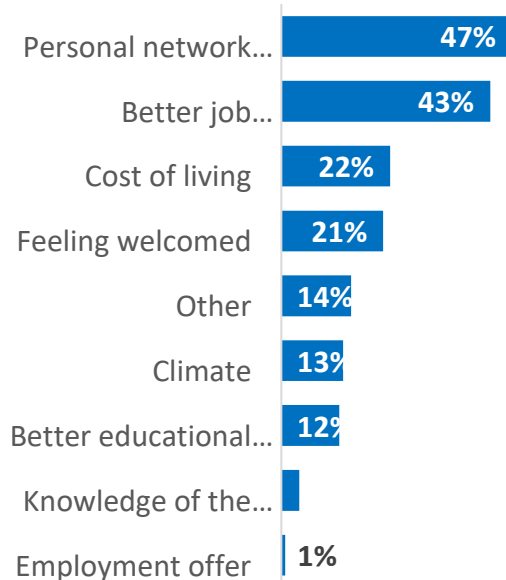
- Lower cost of living
- Smaller urban communities are a good in-between (not too urban or rural)
- People are friendly
- Can have more space when you buy or rent a house

### Cons of settling in SUR communities :

- Lack of public transit (you need a car)
- In rural setting, lack of certain amenities or services close to your home (specialized stores, family doctors, etc.)
- Smaller scope for job opportunities

# FACTORS MOTIVATING THE DECISION ON WHERE TO SETTLE IN CANADA

If had made a decision about where to settle:



If had not yet made a decision about where to settle:

