



**Maximizing Workforce Participation
Labour Market Symposium
October 31, 2006**



Context

- About 250,000 immigrants come to Canada each year.
- Over 75% go to Montreal, Toronto and Vancouver.
- The Atlantic receives only 1.2% of immigrants to Canada.
- NL receives less than 0.2% of immigrants to Canada.
- Immigration is a very competitive business.



Immigration and Growth

- Immigration has accounted for 60% + of Canada's population growth since 2001.
- By 2030, immigration will account for 100% of Canada's population growth.
- By 2011, immigration will account for 100% of net labour force growth.



Why Newfoundland and Labrador needs more immigrants

- aging population.
- the lowest birthrate in Canada.
- continuing out-migration.
- declining population.
- current and looming labour market skills shortages and difficult-to-fill positions.

Enhanced immigration can contribute.



Current picture

- Approx. 430 immigrants annually, including 155 government-assisted refugees.
- In 2005, there were 494 immigrants to NL.
- Many are highly skilled.
- Some are entrepreneurs.
- NL immigrant retention rate (36%) is the lowest in Canada.



Provincial Nominee Program

- A critical tool that will address economic and labour market priorities
- Under the new program, 60 immigrants have been nominated
 - 22 entrepreneurs (over \$4 million investment)
 - 38 skilled workers (i.e. physicians, oil & gas professionals, technical and research experts)
- Nominees are located in both urban and rural areas:
 - mink farmers, physicians, nurses, tourism operators



Benefits of increased Immigration

Immigrants....

- Create new businesses and bring new investment.
- Create employment.
- Increase population.
- Provide access to global markets.
- Bring skills, knowledge, creativity and expertise.
- Help to address skills shortages and difficult-to-fill positions.
- Enrich culture, diversity and vitality of communities.



NL Immigration Strategy

- Discussion Paper – June 2005
- Provincial consultations – Sept/Oct 2005
- Consultations Report – December 2005
- Immigration Symposium – September 2006
- Strategy Development – Ongoing
- Expected launch – late fall, early winter



Key Accomplishments

- Immigration website.
 - www.hrle.gov.nl.ca/hrle/immigration
- Immigration Newsletter, *The Newcomer* (Spring, Summer editions released; fall issue under development).
- Magazine entitled: *Diversity ~ Opportunity and Growth Profiles of Immigrant Entrepreneurs in Newfoundland and Labrador.*
- Funding to the Association for New Canadians:
 - ESL Evening Classes
 - Cultural Awareness Seminars
 - Labour Market Integration for newcomers



Maximizing participation

- Create a workplace diversity policy
- Hire the spouse of an immigrant
- Hire a government-assisted refugee
- Hire an international student
- Hire an international graduate
- Assist in successful integration of newcomers
- Encourage newcomers to stay



Maximizing participation

- Connect with Employment Career Services Division of the Association for New Canadians.
- Provide work placement/mentoring /apprenticeship opportunities to newcomers.
- Post upcoming jobs on websites
- Seek out innovative ways to acknowledge the skills, education and experience of international workers.



Maximizing participation

- Partner with the College, MUN or the ANC to initiate English as a Second Language training in the workplace.
- Encourage participation in cultural sensitivity training and diversity planning as part of your corporate strategy.
- Recognize and promote the benefits of a diverse, international workforce.

