

New Brunswick Population Growth Strategy 2014-2017

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New Brunswick Population Growth Strategy

2014-2017

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Population Growth Strategy
2014-2017
June 2014

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Table of Contents

Minister’s Message	1
Why Does New Brunswick Need A Population Growth Strategy?	2
How Federal Immigration Policies Are Impacting New Brunswick	4
Key Result Areas	5
1. Promotion & Attraction:	7
2. Entrepreneurship:	10
3. Settlement & Retention:	12
4. Diverse & Inclusive Communities:	15
5. Program Integrity:	16
New Brunswick’s Vision For Francophone Immigration	17
Measuring Success	18
Conclusion	19
Appendix	21

Minister's Message

As minister responsible for population growth and immigration for New Brunswick, I am pleased to present [New Brunswick's Population Growth Strategy 2014-2017](#) and companion [Francophone Immigration Action Plan](#).

Last fall government began an extensive consultation process with a broad range of stakeholders including, the public, academia, multicultural groups and organizations, among others, to lay a foundation to help guide us as we work to address the province's future immigration, population growth and labour force challenges.

Developing a new population growth strategy and Francophone immigration action plan were key items outlined in the province's [Labour Force and Skills Development Strategy](#). These are among the many initiatives we are working on to foster a stronger economy, train people and create jobs for all New Brunswickers.

Immigration plays a key role in New Brunswick's population, social and economic growth. We know that in order for immigrants to be successful in business, work or school they need to be received and integrated into local communities.

New Brunswick is also known for its rich history as Canada's only officially bilingual province. However, the number of immigrants who choose New Brunswick as their adoptive province does not currently reflect the province's linguistic balance. To ensure the balance of our two linguistic communities our government committed to developing a Francophone immigration action plan in the 2012 Speech from the Throne.

The objectives outlined in this strategy will serve as a blueprint to attract, retain and repatriate more people to New Brunswick. By working collaboratively and implementing innovative measures, we will be proactive in attracting newcomers to our province, rebuilding our communities and maintaining our unique linguistic identity.

Government is committed to celebrating our province's unique cultural diversity in all communities throughout New Brunswick.

The success of the Population Growth Strategy and the Francophone Immigration Action Plan depends on New Brunswickers, immigrants and stakeholders working together to achieve multicultural prosperity for all.

Hon. Jody Carr
Minister of Post-Secondary Education, Training and Labour



Why Does New Brunswick Need A Population Growth Strategy?

As Canada and the rest of the world recover from the economic downturn, New Brunswick is facing a series of challenges. Our demographics show that our population is aging at one of the fastest rates in Canada; we have a depleting youth base, traditionally low immigration rates, and decreasing birthrates.

According to the Stokes Occupational Forecast Estimates for New Brunswick (released December 2012), the province is set to experience rising workforce demands, as a result of the aging population and increased retirements. Over the next 5-years, 60 thousand job openings will become available across the province, 11 thousand as a result of new growth and 49 thousand as a result of workers exiting the labour market.

Detailed in the table below is the projected source of job openings and major occupations predicted to experience shortages.

	Replacement	New Growth	Total Openings
Management occupations	5,651	958	6,609
Business, finance and administration occupations	9,496	2,079	11,575
Natural and applied sciences and related occupations	2,458	530	2,988
Health occupations	4,327	2,522	6,849
Occupations in social science, education, government service & religion	3,971	329	4,300
Occupations in art, culture, recreation and sport	738	99	837
Sales and service occupations	9,901	4,203	14,104
Trades, transport and equipment operators and related occupations	8,475	-215	8,260
Occupations unique to primary industry	1,513	953	2,466
Occupations unique to processing, manufacturing and utilities	2,403	-214	2,189
Total	48,933	11,244	60,177

* Source: Provincial Stokes Occupations Forecast Estimates for New Brunswick (December 2012)

As baby boomers retire and there are fewer people to replace them, finding people to fill our skilled jobs will be a primary focus of government, industries and employers alike. New Brunswick will face serious worker shortages if we do not continue to invest in strategic and innovative ways of helping New Brunswickers stay in New Brunswick, and welcoming home the talented New Brunswickers and newcomers needed to support our economic prosperity.

To meet these economic challenges the full potential of all New Brunswickers, including women, persons with disabilities, youth, and First Nations people, must be utilized. In particular, First Nations people in New Brunswick have the potential to fill worker shortages as they have a young and growing population base in New Brunswick. According to Statistics Canada's National Household Survey (2011), the median age of the 22,615 First Nations living in New Brunswick is 28, compared to 44 for non-First Nations New Brunswickers.

The New Brunswick Population Growth Strategy is a key part of the Government's efforts to grow and sustain the provincial economy, and will be led by the Department of Post-Secondary Education, Training and Labour (PETL). The objectives outlined in this document are intended to complement interrelated priorities outlined in [Growing Together, New Brunswick's Economic Development Action Plan 2012-2016](#), the [New Brunswick Labour Force and Skills Development Strategy 2013-2016](#) and, moreover, will complement the mandate of New Brunswick's renewed cultural policy.

The New Brunswick Population Growth Strategy also reflects the objectives detailed in the Province's first-ever [Francophone Immigration Action Plan](#), which is attached as a companion document to this strategy. New Brunswick's unique linguistic characteristic translates into a strong bilingual workforce, making it a key advantage to attracting people and businesses to our Province. It is an asset the government is proud of.

Succeeding in growing New Brunswick's population is a mutual responsibility dependent on the active participation of both federal and provincial governments, industries, educators, workers and communities alike. Through continuing to partner with our many stakeholders, including the Advisory Board on Population Growth, coordinating our efforts and working collectively, we will establish a strong foundation on which to rebuild, grow and prosper.



How Federal Immigration Policies Are Impacting New Brunswick

“Immigrant families create new demand for services in a local economy. Adding 1,000 immigrant families with an average household income profile would generate over \$65 million worth of new household expenditures in the province. These 1,000 immigrant families would spend \$3.2 million on recreation and generate over \$20 million worth of taxes for local, provincial and federal governments...immigration should be a key part of any economic renewal strategy for New Brunswick”.

-David Campbell
Source: Immigration and
the end of the NB slump
January 23, 2014

Under Canada’s Constitution, immigration is recognized as a “concurrent power”. While jurisdiction is formally shared between the federal government and the provinces, the federal government has exclusive jurisdiction in determining the number of immigrants admitted to Canada, and the criteria against which they are admitted. Further, provinces must seek Citizenship and Immigration Canada’s (CIC) approval prior to making any immigration programming changes. As such, a strong partnership with the federal government which reflects the unique immigration needs of New Brunswick is vital to the success of this strategy.

Under the *Canada-New Brunswick Agreement on Provincial Nominees*, the Province is empowered to administer the New Brunswick Provincial Nominee Program (NBPNP). Through this program the Province selects and nominates, for permanent residency, qualified skilled workers and immigrant entrepreneurs, who want to live and work in New Brunswick. The federal government is responsible for all health and security clearances and makes all final immigration decisions.

Over the past several years the federal government has made numerous changes to the national immigration system, including implementing caps to the PNP’s across the country. New Brunswick’s PNP has been capped at 625 nominations annually, since 2010. As the PNP remains the province’s primary tool for attracting immigrants, this cap significantly affects our ability to fill current and anticipated job shortages, as well as actively grow our population through increased immigration.



Key Result Areas

In November 2013, the Department of Post-Secondary Education, Training and Labour launched a public consultation process to seek input from New Brunswickers on ways to grow our population and ideas for increasing Francophone immigration to the Province. The recommendations received during this consultation process form the basis of this strategy.

Stakeholders clearly conveyed that successfully growing New Brunswick's population over the next 3-years requires a multi-pronged approach, focused on:

- Attracting home Anglophone, Francophone and First Nation's New Brunswick expatriates living in other parts of Canada and the world
- Retaining our youth and international student graduates
- Increasing immigration to the province; and
- Fostering diverse and inclusive communities

The vision articulated in this strategy incorporates these priorities, supports government's ongoing activities detailed in *Growing Together*, the *Labour Force and Skills Development Strategy*, as well as capitalizes on the success of our current programming.

Over the next 3 years, the Province of New Brunswick has a vision for stabilizing the Province's projected demographic decline and for facilitating population growth through the following core objectives:

- Growing the population by 5,000 people over 3-years.
- Maximizing the number of immigrants coming to New Brunswick through the Provincial Nominee Program and the federal government's Express Entry system.
- Annually increasing the number of expatriate New Brunswickers returning home to.
- Increasing the number of immigrant, First Nations, and other entrepreneurs establishing successful businesses in New Brunswick.

- Increasing New Brunswick's immigrant retention by 3% annually, moving from the current base of 68% to 77% by 2017.
- Increasing the number of students, international and domestic, choosing to study and work in New Brunswick.
- Increasing the number of Francophone immigrants coming to New Brunswick by 3% annually, to a total of 23% by 2017 and a long-term objective of 33% by end of 2020.

This strategy reflects the role of government in meeting these population growth objectives, as outlined in the six strategic themes detailed below, with priority actions:

Promotion & Attraction

Entrepreneurship

Settlement & Retention

Diverse & Inclusive Communities

Program Integrity

Francophone Immigration (see companion Action Plan)

1. *Promotion & Attraction:*

Stakeholders emphasized to Government that:

- Jobs are fundamental to population growth
- We need flexible and innovative ways to attract expatriate workers home and to increase immigration to New Brunswick

Objective: To promote New Brunswick's career and lifestyle opportunities in order to attract immigrants, expatriates and other Canadians with the skills needed to meet provincial labour market needs.

"Returning to New Brunswick has been a wonderful experience for me and my family. In New Brunswick, I was able to find a rewarding career, a fantastic place to raise a family and no more commute! If lowering your cost of living and increasing quality of life is something you wish you had .come home to New Brunswick. I'm glad I did!"

-Trevor Corey

Action#1: Expand recruitment efforts in support of employers finding the skilled workers needed to meet New Brunswick's labour market demands.

Year 1: The Province will launch a new recruitment tool for the New Brunswick Provincial Nominee Program (PNP).

- This tool will involve developing an application management system which will enable the Province to select immigration candidates who best meet our economic priorities, as outlined in *Growing Together*, as well as improve standard processing times through creating enhanced flexibility within the PNP.



“Without the New Brunswick Provincial Nominee Program (PNP) we would not have ended up in New Brunswick, buying a house, being a part of a successful and rapidly growing IT company and loving our surroundings.”

- Antonie Vlaming

Year 2: PETL will partner with the New Brunswick Institute for Research, Data and Training to conduct a study on immigrant retention outcomes, in order to inform joint recruitment efforts with New Brunswick employers, post-secondary institutions and other government departments, such as Invest NB and Economic Development.

- PETL will collaborate with employers and post-secondary institutions to coordinate recruitment tours in target markets, according to labour market demand.
- PETL will partner with New Brunswick First Nations organizations to connect with First Nations New Brunswickers currently living in other parts of Canada.
- To begin with, PETL will lead a minimum of two joint recruitment missions annually.
- PETL will leverage international recruitment opportunities to connect with expatriate New Brunswickers and other Canadians living abroad.

Year 3: PETL will work cooperatively with New Brunswick’s colleges and universities to develop a provincial “Post-Secondary Education Student Recruitment Strategy” focused on jointly promoting New Brunswick as a destination of choice.

- Aspects of this strategy will include aggressively promoting New Brunswick to international students, as well as potential students living in other parts of Canada.
- The Province will work with Citizenship and Immigration Canada (CIC) to identify the most expedient pathway to transition New Brunswick’s international student graduates to permanent residency.

Action#2: *Provide support to employers in attracting and retaining highly skilled workers.*

Year 1: Over the next 3-years, in partnership with the New Brunswick Business Council, PETL will organize a minimum of three annual employer capacity building workshops to assist employers in navigating the federal immigration system.

Year 1: Working in cooperation with New Brunswick employers, PETL will develop a “Talent Recruitment Model” (TRM) aimed at quickly connecting employers with skilled workers.

- PETL will introduce and pilot a “Talent Recruitment Model” to three sectors experiencing skills shortages.
- The pilot will be expanded to additional sectors in years 2 and 3.

Year 2: PETL will launch a job matching tool focused on connecting employers with individuals who have indicated an interest in working and living in New Brunswick. The Department will work to promote targeted uptake of this resource to New Brunswick’s skilled First Nations population.

Year 3: PETL will expand the job matching tool to international markets.

Action#3: PETL will actively promote New Brunswick’s opportunities to newcomers, expatriates, including expatriate First Nations people, and other Canadians living in other parts of Canada and abroad.

Year 1: In cooperation with employers and stakeholders PETL will develop a marketing strategy, focused on filling New Brunswick’s skills gap, through hosting targeted international and domestic recruitment events.

- PETL will lead a minimum of two annual domestic and international recruitment events under the very successful “My New Brunswick” brand.
- Years 2 & 3: PETL will strengthen our promotion and attraction efforts through amplifying our web presence and utilizing social media opportunities to create a virtual New Brunswick community.

PETL will interface the virtual community with the provincial job matching tool to ensure people interested in career and lifestyle opportunities, education, investment and business opportunities in New Brunswick, remain connected with the province across multiple platforms.

- To support this initiative PETL will develop a “My New Brunswick App”.



Action#4: *To ensure a coordinated approach, the Province will actively engage with local, provincial and regional partners on promotional initiatives.*

Year 1: The Department will participate in a minimum of to joint recruitment events with our Atlantic partners, focused on labour market demands.

Year 2: The Province will lead regional partners in developing a research study examining the economic impact of immigration in Atlantic Canada.

Year 3: Government will engage with New Brunswick municipalities to pilot a social media campaign, focused on connecting expatriate New Brunswickers with their home communities.

2. **Entrepreneurship:**

Stakeholders told the Province that:

- Entrepreneurs bring new ways of thinking and helps diversify New Brunswick's business environment.
- Entrepreneurship also fosters prosperity through creating new jobs, as well as presenting opportunities to attract home the workers needed to support our emerging growth sectors.
- Promoting New Brunswick's entrepreneurship opportunities to First Nations people and expatriates currently living in other parts of Canada and the world, is a key priority for the Province.
- Attracting more immigrant entrepreneurs will also be essential to diversifying our businesses and creating a globalized workforce in New Brunswick.
- Immigrants bring numerous social and economic benefits to their new homes. In addition to their diverse language skills and connections in international markets, they also offer new ways of looking at challenges. In order to sustain our population and economy over the coming years, New Brunswick must foster a culture which embraces innovation and diversity.



Objective: To support provincial economic growth through increasing the number of entrepreneurs starting new businesses, or assuming responsibility for existing New Brunswick businesses.

Action #5: PETL will introduce a pilot Provisional Visa (PV) stream (for business immigrants) under the Provincial Nominee Program.

This stream will be focused on:

- Attracting entrepreneurs who best support our economic priorities.
- Promoting participation in key sectors.

Year 1: PETL will work with the federal government to develop and launch a 3-year PV pilot and will actively promote this stream during all international recruitment events over the next three years.

Year 2: PETL will attract 15 PV applicants in years 2 and 3 of the pilot.

Year 3: PETL will develop an evaluation framework to measure the success of the PV pilot as an attraction and retention tool for immigrant entrepreneurs in New Brunswick and will explore the feasibility of program expansion.

Action#6: PETL will enhance and develop new tools to support immigrant entrepreneurs in New Brunswick.

Year 1: The “Business Incubator” program, which provides a work space, advice and support to new and emerging business to help them become profitable, initially launched to great success in Moncton, will be expanded to Fredericton and will offer enhanced resources to entrepreneurs in New Brunswick. The focus of the program will be to support start-up businesses in evolving into financially viable companies.

Year 2: To encourage succession and investment, PETL will partner with Invest NB and Economic Development to form an interdepartmental working group focused on improving uptake of the Provincial catalogue of New Brunswick businesses for sale.

Year 3: In years 2 and 3 PETL will successful transition ten businesses from the provincial catalogue to newcomer or expatriate entrepreneurs, including First Nations.

Action#7: *In partnership with New Brunswick's First Nations Communities and the New Brunswick's Joint Economic Development Initiative (JEDI) PETL will explore innovative ways of promoting New Brunswick entrepreneurship opportunities to First Nations communities.*

"The Aboriginal people of New Brunswick are young and eager to flourish in the place they call home... this new strategy is a tremendous opportunity to participate in the effort to map a path forward for the province. The entire JEDI organization looks forward to seeing the good things that come from this strategy".

-Alex Dedham
President, JEDI

Year 1: PETL will formalize a relationship with JEDI to partner on joint projects promoting entrepreneurship opportunities to First Nations communities across New Brunswick.

- Aspects of this partnership will include supporting First Nations cultural endeavors in key sector areas, such as fine craft, music, art, artifacts, and film.

Year 2: In collaboration with JEDI, PETL will lead the establishment of a centralized provincial committee aimed at exploring economic development opportunities for regional First Nations communities.

Year 3: The Province will pilot a Business Mentorship Program to offer programming aimed at connecting First Nations entrepreneurs with established business leaders across New Brunswick.

- This mentorship program will include a focus on connecting with First Nation's youth, aimed at providing them with the leadership and skills necessary to develop their full potential within the New Brunswick business community.

3. Settlement & Retention:

Stakeholders strongly conveyed to Government that:

- Strong community-based settlement services are vital to welcoming and retaining newcomers in New Brunswick.
- Flexible language training opportunities is essential to economic integration.

- Better recognition of international credentials is critical to newcomers full participation in the New Brunswick labour force.
- Immigrant women and children often face distinct challenges when integrating into Canadian culture.

Ensuring immigrants men, women and children have access to settlement services is essential to their successful integration in our culture and communities. New Brunswick is currently a provincial leader in the provision of settlement support and offers services to newcomers and their families, in the official language of their choice, in every region of the Province.

“A newcomer of less than two years and entrepreneur for the last nine months, I am enrolled in the Business Immigrant Mentorship Program. This is a comprehensive program...I obtained useful advice through the workshops and it allowed me to make key connection with other professionals.”

- Nathalie Denamur, Buisson

Objective: Successfully integrate newcomers and their families, expatriates and other Canadians into New Brunswick’s economy and communities.

Action#8: PETL will empower interested community organizations to develop a Provincial Community Ambassador Program focused on connecting successful New Brunswickers’ with expatriates and other Canadians and promoting New Brunswick opportunities to diverse networks.



Year 1: PETL will seek interest and support organizations in developing a pilot community based ambassador program.

Years 2 and 3: PETL will evaluate success and relevancy of the pilot and expand the program if necessary.

Action#9: To facilitate success and ease of transition, PETL will expand pre-arrival and orientation supports for newcomers to New Brunswick.

Year 1: PETL will enhance the New Brunswick immigration portal to feature a referral system connecting immigrants to regional Immigrant Serving Agencies (ISA's).

Year 2: PETL will improve provincial orientation materials to include enhanced content on resources and opportunities available to newcomer women and children, as well as ensure the content is current, relevant and easily accessible for all immigrants to New Brunswick.

Year 3: PETL will formalize its relationship with the Canadian Immigrant Integration Program (CIIP) to provide on the ground orientation services to newcomers destined to New Brunswick.

Action#10: To improve successful settlement, retention and labour market integration PETL will ensure newcomers have access to the settlement services needed to thrive in New Brunswick.

Year 1: PETL will conduct an environmental scan of the settlement services available to newcomers, including language training services.

Year 2: Based on the needs assessment results, PETL will work with ISAs to provide broader access to settlement and language training services available in each region.

Supporting immigrants who have already arrived in New Brunswick is also a key priority. Some skilled immigrants are not able to contribute to their full economic potential because they cannot find work in their profession. Through removing barriers and developing alternative career pathways, the Government of New Brunswick will help newcomers succeed in our province.

Action#11: PETL will continue to lead the implementation of the Pan-Canadian Framework for the Assessment and Recognition of Foreign Credentials.

"A bridging program such as the New Brunswick Bridging Program for internationally educated Medical Laboratory Technologists provides foreign trained Medical Laboratory Technologists with the skills, support and clinical experience required to not only become certified, but also integrate successfully in the New Brunswick health care system."

-Janelle Bourgeois

Year 1: PETL will develop multi-stakeholder working groups to collaboratively map pathways to credential recognition for newcomers to New Brunswick.

Year 2: PETL will partner with provincial regulatory bodies to pilot a pre-arrival credential assessment tool.

Year 3: PETL will dedicate resources to developing alternative career transition services to help highly skilled, internationally trained workers find employment in New Brunswick.

4. Diverse & Inclusive Communities:

In order to thrive in our communities newcomers and their families need to feel welcomed and at home. Stakeholders told Government that building a strong and vibrant province, which celebrates the value of multiculturalism, involves encouraging municipalities, employers and communities alike to welcome newcomers, expatriates and others, through helping them to become our valued colleagues, neighbors and friends.

Objective: To build welcoming and inclusive communities across New Brunswick.

Action#12: PETL will promote the importance of multiculturalism and diversity through generating awareness of the benefits of immigration to New Brunswick.

Year 1: PETL will conduct an environmental scan of existing public education tools being used to promote diversity and multiculturalism in New Brunswick.

- In partnership with municipal associations, PETL will host a minimum of three annual community awareness building sessions, promoting the importance of immigration and multiculturalism in New Brunswick.

Year 2: PETL will engage with the New Brunswick Multicultural Council and JEDI to offer comprehensive delivery of sector-specific cultural diversity training for New Brunswick employers.

Year 3: Government will revise the Provincial Multiculturalism Policy (1984) to better reflect contemporary New Brunswick values regarding the importance of immigration and diversity and will revise the Multicultural Grants Program to support the implementation of the renewed policy.



5. Program Integrity:

The Department of Post-Secondary Education, Training and Labour is committed to ensuring that New Brunswick has a reputation for administering a transparent and responsive immigration program and that the province is known as a reputable destination for newcomers.

Objective: To ensure integrity of New Brunswick's immigration programs.

Action#13: The Province will develop a comprehensive program integrity framework for the Provincial Nominee Program.

Year 1: PETL will establish a dedicated program integrity team for the Provincial Nominee Program.

Year 2: PETL will develop a program integrity framework for the administration of the Provincial Nominee Program, to include a regular evaluation component.

Year 3: Beginning in Year 1 to have in place by the end of year 3, and working in collaboration with Citizenship and Immigration Canada, PETL will introduce provincial immigration legislation.

- Aspects of this legislation will include regulating the involvement of third party representatives of immigrants and employers.



New Brunswick's Vision For Francophone Immigration

As Canada's only officially bilingual province, New Brunswick is unique in the Canadian federation and government is committed to ensuring that both linguistic communities remain vibrant and successful. In recent years, Francophone communities across New Brunswick have been particularly impacted by migration trends.

Immigration plays a key role in government's efforts to increase the population. At present, however, the number of immigrants who choose New Brunswick as their adoptive province does not reflect New Brunswick's unique sociolinguistic balance. According to Citizenship and Immigration Canada (CIC), from 2001 to 2010, approximately 14% of newcomers destined to New Brunswick identified French as their preferred language.

The Province is committed to maintaining the linguistic balance of our two communities, which is why, in the Speech from the Throne, Government committed to developing a [Francophone Immigration Action Plan](#), cascading from PETL's overall Population Growth Strategy.

The objectives outlined in the Action Plan are intended to gradually move the Province forward in its objective of attracting 33% of Francophone or Francophile newcomers to New Brunswick by end of 2020. To support progress in this regard, Government commits to expanding our current baseline of 14%, through a 3% annual increase in Francophone immigration, over the next 3 years, to a total of 23% by 2017.

The attached [Francophone Immigration Action Plan](#) will serve as Government's blue print for how, working collaboratively with our many partners, including the federal government, we will attract and retain more Francophone newcomers.

"French and English, Canada's official languages, are an invaluable asset to all Canadians. They are a part of our history and identity. They allow us to express our culture in all its diversity and highlight Canadian excellence around the world. Here at home, French- and English-speaking communities in every province and territory contribute to our society's cultural, social and economic vitality."

-Roadmap for Canada's Official Languages 2013-2018

Measuring Success

Over the next three years, the Government of New Brunswick will actively pursue growing the provincial population by approximately 5,000 individuals. This growth will occur through a collective effort increasing immigration, attracting expatriates home, improving provincial retention trends, and investing in strategic partnerships.

As demographic projections forecast a declining population for New Brunswick, the increase of 5,000 people by 2017 will indicate that the Province has stabilized significant population losses, as well as attracted 5,000 new residents, over the next 3-year period.

As of January 2014 the population of New Brunswick was approximately 755,500. By annually increasing the population by approximately 2,000 individuals and maintaining an annual growth rate of 0.2%, the Province will mitigate the impacts of New Brunswick's projected population decline.

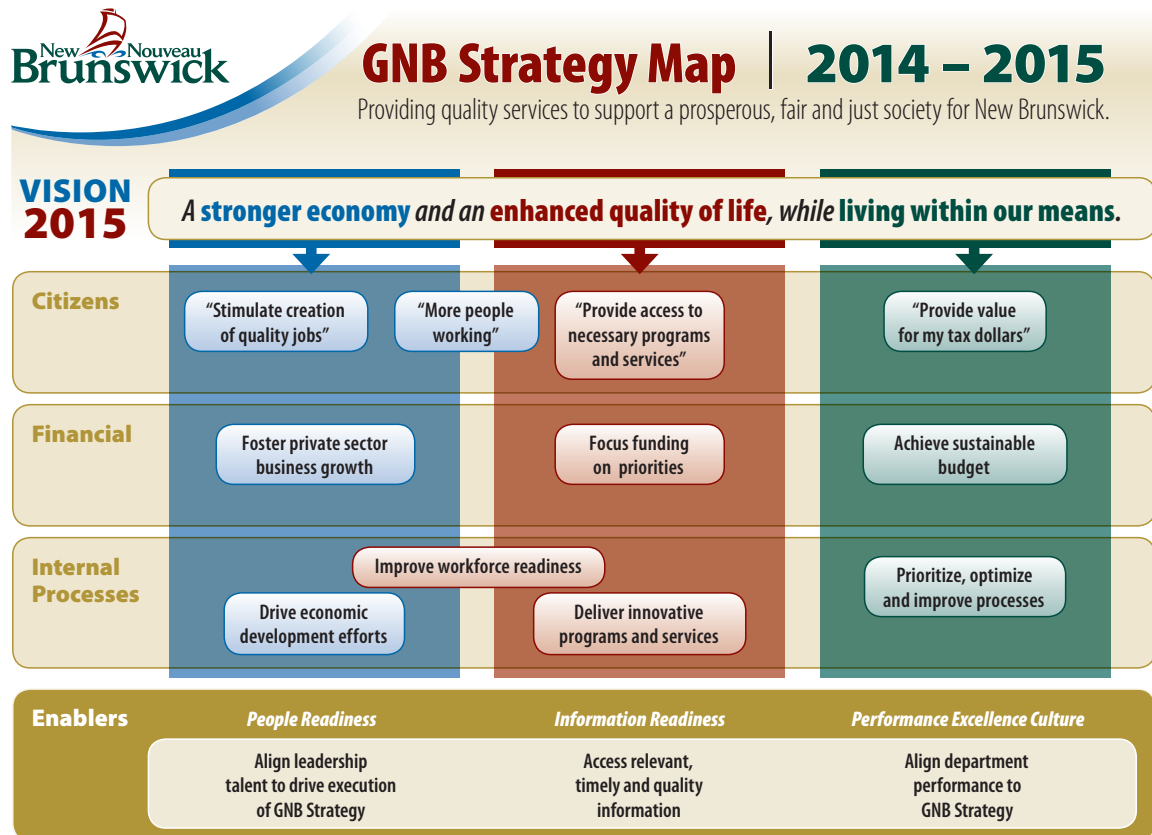
Succeeding in meeting these population growth objectives will be closely tied to New Brunswick's economic growth and will require the collective effort of all levels of Government, industries, sectors, employers and community partners. The Government of New Brunswick is optimistic that, through working together, we will welcome home the talented and innovative New Brunswickers needed to ensure a thriving future for our Province.

The Government is committed to being accountable for its policies, to rate its successes and to adapt plans necessarily. In order to support annual reporting on the success of this strategy, the Department of Post-Secondary Education, Training and Labour has established a comprehensive evaluation framework that will track how and where population growth progress is being made. This framework will report on all actions outlined within this strategy and the companion [Francophone Immigration Action Plan](#).



Conclusion

New Brunswick now has a renewed [Population Growth Strategy](#) and first-ever [Francophone Immigration Action Plan](#). The objectives articulated in these documents also complement Government’s overall vision of a stronger economy and an enhanced quality of life, while living within our means, as depicted in Government’s Strategy Map below.



NB PUBLIC SERVICE VALUES: COMPETENCE – IMPARTIALITY – INTEGRITY – RESPECT – SERVICE

Work is already underway on several fronts to move this strategy forward; from developing a new immigration partnership with the federal government to collaborating with our Atlantic counterparts on joint promotion and attraction efforts. The Population Growth Division of the Department Post-Secondary Education, Training and Labour has also recently been restructured to reflect the strategic priorities outlined in this document.

The success of this strategy over the next 3-years requires the active participation of government, industries, businesses, educators and workers alike. In order to support coordinated implementation of the work outlined in this document, PETL commits to partnering closely with the following government departments:

- Economic Development
- Invest NB
- Healthy and Inclusive Communities
- Aboriginal Affairs
- Education and Early Childhood Development
- Environment and Local Government
- Intergovernmental Affairs
- Social Development
- Women's Equality
- Tourism, Heritage and Culture

The Ministerial Advisory Board on Population Growth, established in 2007, is mandated with providing the Minister with strategic advice on ways to increase New Brunswick's population. Going forward, the Board will continue to play a key role on the success of this strategy and will be expanded to include representation from other provincial departments. Through coordinating linkages between other departments and related stakeholders, Government will ensure a fluid and coordinated approach to implementing the strategic priorities outlined in this document.

Appendix

Submissions Received

Submissions from Citizens:

19 submissions received.

Submissions from Organizations:

Assembly of First Nations Chiefs
Canadian Federation of Independent Business (CFIB)
CCNB
City of Edmundston
Economic Development
Enterprise Fredericton
Enterprise Saint John
FUSION Saint John
Green Party of New Brunswick
Government of British Columbia
Invest Atlantic Alliance
Miramichi Regional Multicultural Association
Multicultural Association of Saint John Inc.
NBCC
NB Society of Medical Laboratory Technologists
Sgoolai Israel Synagogue
St. Thomas University
Synergies Chaleur
The New Brunswick Arts Board
Thompson-Price Law & Delahanty Rinzler Druckman
Unicare Home Health Care Inc.
University of New Brunswick

Targeted stakeholder meetings:

University of New Brunswick
New Brunswick Business Council
Business Immigrant Mentorship Program - Fredericton Chamber
Women's Equality Branch (GNB/ECO)
Enterprise Fredericton
City of Fredericton
New Brunswick Advisory Board on Population Growth
Invest Atlantic Alliance
New Brunswick Multicultural Council
Fredericton Islamic Association
Mentee-Chamber of Commerce
Fusion SJ/Innovatia Inc.
Atlantic Provinces Trucking Association
Multicultural Association of Fredericton
Mount Allison University
New Brunswick Student Alliance
C2
Tourism, Heritage & Culture
Arts NB
JEDI
Association acadienne et francophone des aînées et aînés du Nouveau-Brunswick
Association des enseignantes et enseignants francophones du Nouveau-Brunswick (AEFNB)
Association francophone des municipalités du Nouveau-Brunswick (AFMNB)

Association francophone des parents du Nouveau-Brunswick (AFPNB)	Conseil provincial des sociétés culturelles (CPSC)
Carey Consultants	Consortium national de formation en santé, Université de Moncton, campus d'Edmundston
Carrefour Beausoleil – Miramichi	(CNFS)
Carrefour d'immigration rurale du Nord-Ouest (CIRNO)	District scolaire francophone du Nord-Ouest
Centre communautaire Sainte-Anne – Fredericton	District scolaire francophone Sud
Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick (CAFI)	Diversis Inc.
Centre d'accueil multiculturel et des nouveaux arrivants de Saint John Inc. (SJMNR)	Entreprise Grand-Moncton (La Ruche et Programme de mentorat pour entrepreneurs immigrants – PMEI)
Centre d'accueil, d'intégration et d'établissement des nouveaux arrivants Péninsule acadienne (CAIENA-PA)	Fédération des conseils d'éducation du Nouveau-Brunswick (FCÉNB)
Centre de ressources pour nouveaux arrivants au Nord-Ouest (CRNA-NO)	Place aux compétences
Collège communautaire du Nouveau-Brunswick (CCNB)	Réseau de développement économique et d'employabilité du Nouveau-Brunswick (RDÉENB)
Conseil économique du Nouveau-Brunswick (CÉNB)	Société de l'Acadie du Nouveau-Brunswick (SANB)
Conseil multiculturel du Nouveau-Brunswick (CMNB)	Société Nationale de l'Acadie (SNA)
	Théâtre populaire d'Acadie (TPA)
	Université de Moncton

