

DISCUSSION PAPER

New Brunswick Population Growth
Strategy 2013 – 2018

New Brunswick Population Growth Strategy 2013 – 2018
Discussion Paper

Province of New Brunswick
PO 6000, Fredericton NB E3B 5H1

www.gnb.ca

2013.09

ISBN 978-1-4605-0230-3 (Print edition)
ISBN 978-1-4605-0231-0 (PDF, English)
ISBN 978-1-4605-0232-7 (PDF, French))

Printed in New Brunswick

9486

Introduction

New Brunswick's population is undergoing an unprecedented demographic shift. Our population is growing, but at a slower rate than the national average, with the exception of our First Nations population. In 2011, there were approximately 755,500 people who called New Brunswick home; roughly half were over the age of 45.

The number of seniors (over 65) expected to increase dramatically over the next 25 years¹, coupled with low birth rates and significant youth out-migration, it is imperative that government continue to implement proactive population growth efforts. In the November 2012 Speech from the Throne, the Government of New Brunswick committed to enhancing the Province's current immigration efforts and developing a strategy focused on attracting more Francophone immigrants to New Brunswick.

Government has been actively addressing declining population trends for some time. In 2007, the five-year *New Brunswick Population Growth Strategy* was adopted. It included action items aimed at growing New Brunswick's population through targeted immigration, settlement, multiculturalism, repatriation and retention activities, as well as investing in family friendly initiatives.

Now, in 2013, it is time to reflect on what has been done, what can be done better, and, more importantly, to look forward; to the development of a new strategic plan for population growth over the next five years.

The Department of Post-Secondary Education, Training and Labour seeks input from all New Brunswickers on suggestions for growing New Brunswick's population, and for ideas to help us ensure that we maintain bilingual capacity in all our attraction and promotion efforts. The purpose of this consultation is to collect information that will assist government in developing a five-year population growth strategy, as well as a targeted action plan on Francophone immigration. In addition to elements identified in this paper, we welcome your ideas on how to address the province's demographic decline for a prosperous and thriving New Brunswick.

A report card on the province's success in the former *New Brunswick Population Growth Strategy* is available in the appendix (page 10).

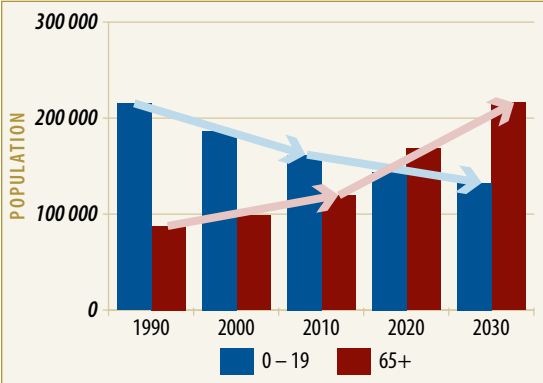
Information about how to respond to this discussion paper and participate in this policy engagement exercise is contained at the end of this paper.

1 Statistics Canada

New Brunswick's Demographic Context

There are several major population challenges facing New Brunswick in the foreseeable future.

It is common knowledge that New Brunswick is seeing a decline in the number of young people settling in the province, and the movement of youth from New Brunswick is becoming a trend which is affecting every community across the province, as our young people leave to pursue economic opportunities in other jurisdictions.

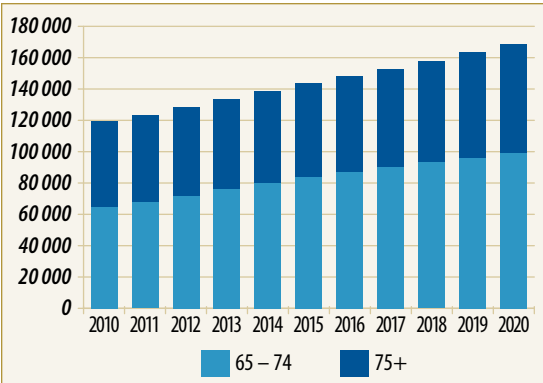


Source: Statistics Canada and New Brunswick Department of Finance

Data from Statistics Canada suggests that New Brunswick has seen a reduction of over 50,000 young people from the province over the past two decades alone. This trend will have a profound impact on the province's economy, tax base, and social support system, and there is nothing in our forecasts that suggest the youth population will rebuild itself naturally.

At the same time, New Brunswick's senior population has also been steadily growing. Since 1990 we have seen an increase of approximately 20,000 people per decade aged 65 and over. Population projections also indicate that between now and 2030 New Brunswick will see a further growth of over 100,000 people in the senior age group.

As depicted below, the proportion of the population over 65 is projected to grow by 43%, marking one of the most significant demographic shifts in the history of the province. For example, within the 65+ group, the percentage of people 75 and older will also increase 26% by 2020.



Source: Statistics Canada and New Brunswick Department of Finance

It is important to note that the seniors' population is not a heterogeneous group, but consists of many sub-groups with different needs. These groups place different and varied pressures on social supports as they transition through New Brunswick's social support system. The public policy issues associated with supporting an aging population include the increased costs required to support healthcare, long term senior care, and health and wellness initiatives, develop new service delivery models, and manage unprecedented pressures on traditional pension models. The government's ability to support these services will be an ongoing challenge if the ratio of retirees to workers grows at the projected rate.

2 Statistics Canada

The following senior dependency ratios show the increase in the ratio of seniors (that tend to have higher support costs) to the non-dependant working age population (20-64) of the Province (as of late September 2013):

AGE GROUP	2011	2020	DIFFERENCE
20 – 64	471,900	442,300	-29,600
65 and over	119,500	168,500	+49,000
Ratio	3.9 to 1	2.6 to 1	

Sources: Statistics Canada CANSIM Table051-0001 - Estimates of population (released September 2012); NB Finance population projections (prepared November 2012)

As a result of these trends, concerning lower birth rates, out-migration of youth and growing numbers of seniors, New Brunswick's population is aging at a faster rate than the rest of Canada. Although we were younger on average than the rest of the country in the 1980s, we caught up in the 1990s, and have been older ever since. Based on current trends, by 2020 the New Brunswick population will be a full five years older than the national average³.

The most basic and easiest way to grow the province's population is through natural increase, defined as the number of births compared to the number of deaths. In the 1980s, New Brunswick had approximately 48,000 more births than deaths. This number dropped to 28,000 in the 1990s and to 8,000 in the 2000s. By 2019 New Brunswick is projected to have more deaths than births, resulting in an actual natural decrease⁴. Statistics Canada's most recent quarterly demographic estimates show this trend to already be true in New Brunswick⁵.

In the short term, to meet the compounded needs of supporting an aging population with a shrinking tax base, the government will have to focus on encouraging movement into the province and increasing retention, in order to improve our population outlook.

Challenges

Economic

The 2008 global economic downturn resulted in changes to global and domestic markets that have created a very different environment from that of 5 years ago. Although New Brunswick was not affected as severely as many other jurisdictions during the height of the global recession, our post-recession recovery has been less than ideal. Mounting fiscal deficits and apprehensive private-sector investors has resulted in a prolonged period of restraint in private and public sector spending, which in-turn has resulted in a slowdown in economic activity and a decline in overall employment.

However, as a result of improving markets south of the boarder, and talks underway around a number of potential large scale development projects (east-west oil pipeline, shale gas exploration, a third potash mine and

3 Statistics Canada (2013). *Population Projections for Canada, Provinces and Territories: 2009 to 2036*.

4 Statistics Canada (2013)

5 Statistics Canada (2013)

processing plant, Mactaquac Dam upgrades, and a number of new mining sites), New Brunswick is poised to see a return to better times.

Even still, the economic opportunities readily available in other parts of Canada and the world have had an impact on our demographic composition. New Brunswick has also experienced uneven labour force and employment growth in recent years. As is the case across Canada, employment gains have been largely concentrated in and around our larger urban centres.

Federal Regulatory Immigration Changes

The New Brunswick Provincial Nominee Program (NBPNP) is a provincial immigration program which offers economic immigrants (business applicants and skilled workers) an expedient pathway to permanent residency, provided they agree to settle in the province. The NBPNP represents 80% of immigration to New Brunswick. For each year since 2010, the Federal Government's Citizenship and Immigration Canada (CIC) has imposed caps on the number of the economic PNP nominations each province can accept. For each year since 2010, the number of economic immigrants that New Brunswick can accept under the NBPNP has been limited to 625.

In June 2012 CIC also began implementing a further suite of changes to the national immigration system. These changes include tightening immigration regulations and limiting growth through most federal immigration programs. These changes ultimately leave the province with limited flexibility for growing our immigration program.

Promoting Bilingualism

As Canada's only officially bilingual province, New Brunswick is unique in the Canadian federation. Going forward, the Government remains committed to ensuring that our Francophone communities remain vibrant and successful.

At present, the number of immigrants who choose New Brunswick as their adoptive province does not reflect the province's current sociolinguistic balance. From 2001 to 2011, for example, the number of French-speaking immigrants destined to New Brunswick totaled only 14%⁶ of our total annual nominations.

In the November 2012 Speech from the Throne government committed to restoring balance to its immigration attraction efforts through developing a targeted Francophone Immigration Strategy.

Strategic Alignment

The Government of New Brunswick has developed a plan to reenergize the provincial economy. In *Growing Together: New Brunswick's Economic Action Plan*, the Government outlines a comprehensive plan to attract and retain skilled human resources, as well as undertake initiatives aimed at supporting entrepreneurship and at investing in innovation and growing traditional and emerging strategic sectors.

A cornerstone of this plan includes developing a labour force and skills development strategy, focused on ensuring that New Brunswick industries have access to the skilled labour force needed to develop and expand. It also recognizes that placing people in the right jobs is essential to their own economic successes and influences their choices to settle and remain in New Brunswick.

The primary factor to successfully attract and retain skilled human resources is through providing individuals with opportunities to thrive and achieve their own professional and personal goals.

.....
6 Citizenship and Immigration Canada

A revitalized population growth strategy should, therefore, be strongly linked to the Province's economic and labour market development strategies.

Detailed in the table below are the action items the Population Growth Division is responsible for implementing in the province's *Economic Development Action Plan* and the *New Brunswick Skills and Labour Force Development Strategy*.

	STRATEGIC ACTION ITEMS
ECONOMIC DEVELOPMENT ACTION PLAN (2012-2016)	<ul style="list-style-type: none"> • Increase and target immigration and interprovincial migration efforts • Focus attraction efforts on highly skilled workers and business immigrants • Strengthen settlement infrastructure in strategic areas of the province • Attract international students to secondary, college and university programs that are rooted in industry needs and priority sectors • Help newcomers obtain credentials to work in their respective fields inside New Brunswick • Leverage the opportunities presented by a growing First Nations population • Work with partners to match experienced business leaders with protégé entrepreneurs in an effort to help them enter new markets, and with our immigrant population, to help companies make contacts in overseas markets
NEW BRUNSWICK'S LABOUR FORCE AND SKILLS DEVELOPMENT STRATEGY	<ul style="list-style-type: none"> • Develop and implement a talent recruitment model. • Revitalize the Population Growth Strategy for fiscal 2013-2014 • Develop a marketing strategy that includes hosting targeted repatriation events to attract both newcomers, as well as Canadian expatriates, looking to move to New Brunswick • Develop a Francophone Immigration Strategy by fall 2013 • Partner with the Federal government to develop an Immigration Framework Agreement to facilitate and support immigration to New Brunswick • Develop a Regulatory and Legislative Framework to support the Province's immigration activities • Coordinate international recruitment efforts by targeting markets with the highest retention rates

The success of the province's population growth efforts will be strengthened through ensuring greater coordination among provincial government departments. Successfully retaining our youth, curbing our outmigration trends, and attracting and settling newcomers requires the cooperation of all departments and stakeholders. Through focusing on a common goal and working together we propose to develop an integrated approach to growing New Brunswick's population.

QUESTION

What do you think the province's immediate priorities should be for population growth?

Please rank the following:

- () Immigration & Settlement
- () Diversity and Welcoming communities
- () Repatriation & Attraction
- () Outmigration
- () Training & Developing the New Brunswick based workforce

Areas for Consideration

Immigration & Settlement

Immigration to Canada is a responsibility administered jointly between the provincial and federal governments. Both orders of government are required to consult on program planning as well as the overall number of immigrants admitted into the country each year. Historically, New Brunswick has had low uptake from federally managed economic immigration programs. The New Brunswick Provincial Nominee Program (NBPNP) is generally considered our best option for attracting skilled workers to New Brunswick. This program is designed and managed by the provincial government, while numbers of nominees accepted into the province is determined by the Federal government.

The future of Canada's immigration landscape will look different from its past. Due to rapid growth in emerging technologies, coupled with increased global competition for talented human resources, pathways for international migration have grown exponentially over the past decade. As a destination of choice for immigrants around the world, the Government of Canada has committed to implementing new tools for ensuring expedient entry of economic immigrants. These processes are anticipated to transform the national immigration system. If New Brunswick is to succeed in its immigration efforts, it is essential that we also adapt our processes to meet the changing face of Canadian immigration.

QUESTIONS

1. How do you see immigration contributing to the economic growth of New Brunswick?
2. Do you have any ideas for how Government can increase immigration to the province?
3. Do you have any suggestion for how government and communities can help support immigrant entrepreneurs establishing a business in New Brunswick?
4. Do you have any ideas for how the Government and communities can promote newcomers settling in rural parts of New Brunswick?

Diversity and Welcoming communities

The welcoming nature of New Brunswick's communities is one of our greatest assets, as people from across the province have a long history of welcoming home or welcoming back new and returning New Brunswickers. Ensuring we protect and celebrate our multicultural heritage also remains a priority for this government.

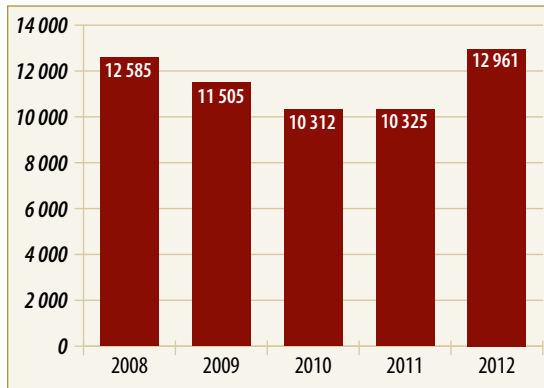
QUESTIONS

1. Do you think there is anything the government or stakeholders can do to enhance New Brunswick as a welcoming community?
2. Do you have any ideas for how communities and the private sector can support the development of more welcoming communities in New Brunswick?

Repatriation and Attraction

New Brunswick is losing significantly more people to other provinces than we have the capacity to attract through immigration. As the following graph illustrates, over the past 5 years, the most significant movement of people in New Brunswick has been through interprovincial exchanges (these exchanges also include recent immigrants). Considering the province's limited ability to mitigate our population losses through immigration growth, the need for a reenergized effort on attracting New Brunswickers and other Canadians is increasingly apparent.

Interprovincial outmigration



Source: 2008-2012 Statistics Canada

Expatriate New Brunswickers are a valuable resource for the province. In addition to calling the province home, these individuals have the skills, language, and education needed to immediately succeed in our labour market. Renewed focus on connecting with expatriates, including our highly skilled First Nations population living and working in other jurisdictions, also has cost-saving implications for the province, as North American markets are much more easily accessed than markets abroad.

Vital to our success in these efforts is New Brunswick's ability to compete with the strong economies in Western Canada. Our role as a government is to build a culture of continuous learning for all our citizens. We must ensure access to post-

secondary education programs that respond to the needs of our Province and the employment-related interests of learners. In order to be successful in attracting other Canadians and bringing New Brunswickers back home we must improve also our capacity to link expatriates and employers, as well as invest in innovative communications and social media technologies that facilitate this transition.

Up to now, the Department has experienced challenges in developing performance indicators to adequately capture and report on its efforts to connect with this demographic. Given the value that expatriate New Brunswickers bring to the province, renewed efforts to collaborate with our partners to develop information sharing mechanisms will be essential to our success.

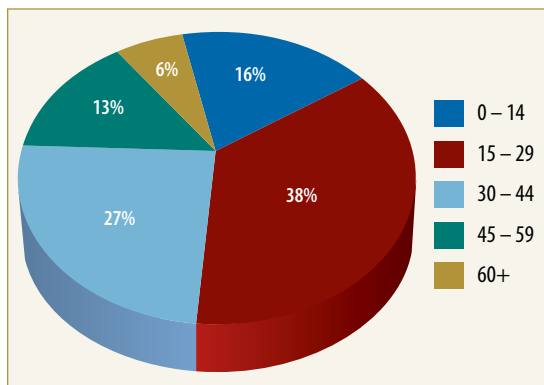
QUESTIONS

1. What factors do you see influencing the movement of people to and from New Brunswick?
2. Do you have any suggestions for how the government and communities can encourage New Brunswickers to return to the province?
3. Do you have any suggestions for how government and communities can support First Nation's entrepreneurs in New Brunswick?

Outmigration

One of the most profound demographic challenges facing New Brunswick is the "brain drain" of our talented skilled workers. This trend is particularly pronounced with New Brunswick's youth population (15-35) who are increasingly working and settling in other parts of Canada and the world, taking with them their energy, skills and innovation.

The chart below illustrates the number of people, by age, which has left New Brunswick from 2007 to 2012. A full 50% of our interprovincial losses (over a five year period) have been from people aged 10-34 years old and over 75% of that movement have been from working aged individuals.



Source: Statistics Canada (2013)

If not addressed, New Brunswick's outmigration losses, compounded by the challenges associated with supporting our aging population, will dominate public policy discussions for the foreseeable future.

Providing youth with viable career opportunities will be fundamental to the province's retention success. Investing in our youth is a priority for this government. We cannot stimulate the economy alone; we need a strong partnership

with the business community. We want to rebuild confidence in our economy and show New Brunswickers and the world that New Brunswick is still the best place to work, grow and prosper.

To assist in the creation of jobs for recent post-secondary graduates within the Province, the Workforce Expansion program guidelines are being revised to promote and foster their hiring by New Brunswick businesses. Employers, under the One-Job Pledge initiative, will be provided with a one year (52 week) wage subsidy if they hire a recent post secondary graduate for a permanent full-time position (40hrs/week) at a minimum salary of \$14/hour. The program would reimburse employers for 70% of the salary to a maximum of \$10/hour.

The Department is encouraged by the positive response to the One-Job Pledge and intends to continue aggressively promote the program as a means of facilitating youth labour market connections.

Through greater collaboration and proactive efforts the department is seeking to engage our youth, and New Brunswickers generally, on ideas for how we can best support a person's decision to make their home in the province.

QUESTIONS

1. Do you have ideas for how New Brunswick can improve the retention of our youth population?
2. What should government do to foster youth innovation and entrepreneurship?

Francophone Immigration

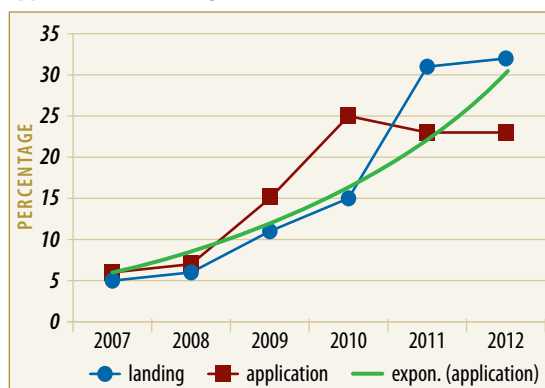
The New Brunswick Government is committed to maintaining the province's unique linguistic character in all its population growth efforts. A key component of this commitment involves developing a targeted Francophone Immigration Action Plan, focused on ensuring balanced attraction efforts, as affirmed in the November 2012 Speech from the Throne.

To ensure there is a balanced distribution of French speaking immigrants being welcomed to New Brunswick, work remains to be done. The Department is currently consulting with stakeholders on how to develop effective tools for promotion, awareness building and expansion of Francophone settlement services.

Increasing Francophone immigration to New Brunswick has been a provincial priority since the establishment of the Population Growth Division. To support this work the Government partnered with our federal counterparts at

Citizenship and Immigration Canada and Canadian Heritage to secure funding to support Francophone immigration attraction efforts and strengthen settlement services in Francophone regions of the province.

Annual Percentage of French-speaking Applications & Landings to NBNP (2007-2012)



Since 2010, through the *Canada's Roadmap for Linguistic Duality 2008-2013: Acting for the Future*, the Government has invested \$10M in promoting Francophone immigration to New Brunswick and significant progress has been made. The graph below depicts the positive trending in the percentage of French-speaking NBNP applications and landings recorded by the Department over the past 5 years. From 2007-2012 the number of French-speaking applications to the program has doubled⁷.

7 Including principal applicants, spouses and dependants

The Francophone immigration market in Canada is highly competitive. For example, of the total number of immigrants received annually (outside of Quebec) approximately 4% identify as French-speaking. New Brunswick also competes with other provinces in attracting Francophone immigrants, as every Provincial Nominee Program across the country is mandated to build their official language minority communities and the Government of Canada is also striving to increase uptake of French speaking immigrations through their federally managed programs.

According to the Organization of the Francophonie (OIF) there are an estimated 200 million Francophone's in the world, including 72 million partial speakers. OIF also reports that 60% of the international Francophone populations are under the age of 30.

This is a market rich in recruitment potential for New Brunswick because we have unique advantages. We offer a strong bilingual workforce and have dedicated substantial resources to building strong immigration and settlement services in French regions of the province. In order to build on these successes the province will continue to work actively with all stakeholders to determine how best to encourage improved Francophone immigration to New Brunswick.

QUESTIONS

- 1. What can government and communities do to increase Francophone immigration to the province?**
- 2. Do you have any suggestion on how we can enhance settlement services for Francophone newcomers?**

How to respond to this discussion paper

The information you provide will be administered in accordance with New Brunswick's *Right to Information and Protection of Privacy Act*. Therefore, you should not include information on other parties, or any other information from which other parties could be identified, unless their permission has first been obtained. Further, if you, as an individual, want to make a submission or provide comments and you do not want your name or personal information to be made public, you should not include this information in the main body of the submission.

Please contact the Department of Post-Secondary Education, Training and Labour:

Email: population.discussion@gnb.ca Fax: 506-444-6729

Department of Post-Secondary Education, Training and Labour
Population Growth Strategy Consultation
PO 6000, Fredericton NB E3B 5H1

The deadline for submission is November 1, 2013

We welcome any comments you may have. Thank you for taking time to participate.

Appendix

New Brunswick Population Growth Strategy (2007-2012) Report Card

key: ✓ complete ✗ incomplete

INCREASING AND TARGETING IMMIGRATION		PROMOTING DIVERSITY AND MULTICULTURALISM	
GOALS	STATUS	GOALS	STATUS
1. Additional resources to support immigration and population growth	✓	21. Review and update the New Brunswick multiculturalism policy	✗
2. Developing stronger linkages with employers	✓	22. Promote an inclusive society	✓
3. "How To" guide for employers	✗	23. Provide advice on multicultural issues	✓
4. Expanded role for New Brunswick in temporary foreign worker selection	✓	24. Promote multiculturalism in schools	✓
5. Expansion of community sponsorship project	✓	25. Increase public awareness and education	✓
6. Aggressively attract entrepreneurial immigrants	✓	26. Conduct joint research projects	✓
7. Seek federal assistance to support Francophone immigration	✓	27. Further investments in the multicultural grants program	✓
8. Evaluate the entrepreneurial program for international students	✓	RETAINING YOUTH THROUGH ENGAGEMENT AND DEVELOPING LINKAGES	
INCREASING SUPPORTS FOR SETTLEMENT SERVICES		PROPOSED ENHANCEMENTS	STATUS
GOALS	STATUS	28. Convene a provincial youth summit in 2008	✓
9. New orientation material for newcomers	✓	29. Establish a "culture of apprenticeship"	✓
10. New investments in language training	✓	30. Promote transitions-to-work initiatives	✗
11. Enhance labour market integration programs	✓	31. Enhance community capacity-building efforts	✓
12. Implement an entrepreneurial mentoring program	✓	32. Establish a sustainable youth strategy	✓
13. Improve credential assessment and recognition	✓	33. Seek opportunities for joint projects	✓
14. Identify job opportunities for Francophone immigrants	✓	REPATRIATING FORMER NEW BRUNSWICKERS	
15. Establish workplace diversity programs	✓	PROPOSED ENHANCEMENTS	STATUS
16. New investments in multicultural organizations	✓	34. Facilitate the connection of former New Brunswickers with employment opportunities	✓
17. Enhanced capacity-building of the public school system	✓	35. Develop strategic partnerships	✓
18. Build partnerships with Francophone communities	✓	36. Use technology to enhance communication	✓
19. New investments in settlement agencies serving rural areas	✓	37. Recruitment missions	✓
20. Greater role for Francophone communities	✓		