

Immigration Action Plan

Progress Report

The Way Forward





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In March 2017, the Government of Newfoundland and Labrador launched The Way Forward on Immigration in Newfoundland and Labrador, the province's collaborative, partnership-driven immigration action plan and roadmap to increasing immigration to the province to 1,700 newcomers annually by 2022.

The Immigration Action Plan includes 39 initiatives through two phases of action, focused on improving immigration services and immigration outcomes.

25 of the 39 initiatives of the five-year action plan were initiated or implemented by the end of the 2017-18 fiscal year.

Status key:

- ▶ **Complete** indicates an initiative has been completed.
 - ▶ **Significant Progress** indicates an initiative has been commenced or implemented, and has undergone significant progress. Initiatives that are ongoing are included under this status update.
 - ▶ **Progress** indicates an initiative has been commenced and has been implemented, but may require additional efforts to reach the next stage of progress.
 - ▶ **Planning Phase** indicates an initiative has yet to commence, but that initial steps toward implementation have taken place.
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Year One: **Better Immigration Services**

Improving immigration services in Newfoundland and Labrador requires concerted effort by the Provincial Government and its partners, with a view to enhancing service standards, providing a higher level of services to newcomers to support increased attraction and retention, and to increase public, employer, and community awareness of the social, cultural, and economic benefits of immigration.

In 2017-18, the Provincial Government initiatives focused on setting the foundation for improved immigration services through partnerships with community, employer, and other stakeholders.

The Office of Immigration and Multiculturalism increased its staffing by four team members, two of which are dedicated to immigration application processing on a full-time basis.

1 Policy Action: **Improve Immigration Application Processing**

Status: **Significant Progress**

- ▶ The Office of Immigration and Multiculturalism (OIM) increased its staffing capacity by the creation of an additional two Immigration Program Development Officers, and by the addition of two managers (Manager of International Student Engagement and Manager of Labour Attraction) assigned to the division.
- ▶ The OIM is currently making efforts to enhance application service standards, including through the development of an online application system and streamlining of application processes.

2 Policy Action: **Provide Support to Third Parties to Deliver Settlement Services and Supports to Newcomers**

Status: **Significant Progress**

- ▶ The OIM has [collaborated with third parties to deliver settlement services and supports to newcomers](#), through projects to ten organizations to support newcomer settlement and integration in the province in a range of areas, including social enterprise supports, informal and formal English-as-a-Second-Language programming, and private sponsorship coordination.

3 Policy Action: **Enhance and Expand Newfoundland and Labrador's Immigration Websites**

Status: **Significant Progress**

- ▶ The Provincial Government has [consolidated its web presence](#) to promote an integrated approach to providing information on living, working, and investing in Newfoundland and Labrador.
- ▶ The web immigration presence is also being consolidated into a single site to provide ease of use and facilitate timely access to relevant information.

4 Policy Action: Develop and Launch a Website to Provide Information to Expatriate Newfoundlanders and Labradorians on Opportunities to Return to their Home Province

Status: Complete

- ▶ The Provincial Government has launched [Global Locals](#), a network to help connect Newfoundlanders and Labradorians, and all those who love Newfoundland and Labrador, to the province, regardless of where they are in the world.
- ▶ Through an online registry, the Provincial Government is interested in helping Global Locals maintain a connection to the province and provide them with opportunities to share their experience, knowledge and expertise on a range of social and economic policy issues.

5 Policy Action: Develop and Launch a Social Media Campaign to Encourage Expatriate Newfoundlanders and Labradorians to Return to their Home Province

Status: Planning Phase

- ▶ The OIM contracted Goss Gilroy Inc. to conduct and complete a survey of expatriates, estimated to be completed in Spring 2018
- ▶ Following completion of the survey and additional engagement with expatriates and community partners, the Department of Advanced Education, Skills and Labour will further advance this initiative in 2018-19.

6 Policy Action: Develop and Launch a Social Media Campaign on Immigration

Status: Progress

- ▶ The Provincial Government conducted a public Request for Proposals to invite applications from interested parties looking to develop and implement a social media awareness campaign for employers, the general public, and individuals interested in permanently immigrating to Newfoundland and Labrador.

7 Policy Action: Inform and Educate Employers on Immigration Programs and Processes

Status: Significant Progress

- ▶ The OIM has released a Guide to Immigration in Newfoundland and Labrador, premised on promoting greater awareness of various approaches employers can use to hire international workers to address their labour supply needs.

- ▶ The OIM has also instituted a monthly webinar series for employers throughout the province who may be interested in learning more about provincial immigration programs and processes, including the Atlantic Immigration Pilot Program and the Newfoundland and Labrador Provincial Nominee Program.
- ▶ Labour Market Development Officers in communities throughout the province underwent in-service training, and are now available to support employers in addressing their labour market needs through immigration supports, which includes guiding employers through the Job Vacancy Assessment process for the Newfoundland and Labrador Provincial Nominee Program, or the designation process under the Atlantic Immigration Pilot Program.

8 Policy Action: Publicly Acknowledge and Promote Cultural Holidays and Events

Status: Significant Progress

- ▶ The Department of Advanced Education, Skills and Labour has been issuing ministerial statements, news releases, and social media posts to celebrate and commemorate cultural holidays and events marked by cultural, religious, and other groups that call Newfoundland and Labrador home.
- ▶ The department has also developed an annual Diversity Calendar, in consultation with various stakeholder groups. The calendar is being distributed to schools, libraries, and communities throughout Newfoundland and Labrador to acknowledge and celebrate cultural holidays and events. Individuals interested in downloading a copy of the calendar may visit <http://www.nlimmigration.ca> or e-mail diversity@gov.nl.ca

9 Policy Action: Establish an Interdepartmental Committee on Immigration

Status: Complete

- ▶ The Interdepartmental Committee on Immigration was established in October 2017, with a mandate to facilitate better information-sharing and collaboration between Provincial Government departments and agencies.
- ▶ The committee members have met twice to date, and have increased information-sharing and discussed a number of areas of collaboration, including increasing the focus on hiring skilled immigrants for hard-to-fill positions, and initiatives to promote diversity and multiculturalism in the public service.

Year Two: **Better Immigration Outcomes**

In addition to enhancing immigration services in 2017-18, the Provincial Government also launched innovative initiatives and engaged in partnerships with stakeholders to set the foundation for better immigration outcomes.

Improving immigration outcomes in the long-term begins with changing processes in the short and medium term. In 2017-18, the Provincial Government and its partners worked together to enhance foreign qualification recognition capacity to support newcomers in working within their fields of specialty. The Provincial Government and its partners also collaborated to facilitate international student placements and first job experiences for international graduates.

Initiatives included working with the Government of Canada, employers, the Francophone community, Memorial University, College of the North Atlantic, community and other stakeholders to establish collaborative engagement to increase immigrant attraction and retention.

With a view to growing immigration to Newfoundland and Labrador, the Provincial Government worked with its partners to implement the Atlantic Immigration Pilot Program, explore opportunities to introduce new immigration categories, and promoted working and living in Newfoundland and Labrador at national and international immigration recruitment events.

10 Policy Action: **Establish a Minister's Roundtable on Immigration**

Status: **Complete**

- ▶ The inaugural roundtable was held on February 7, 2018, with the participation of nearly 50 community, employer, labour and other stakeholders.
- ▶ Additional roundtables will be held in Spring and Fall 2018.

11 Policy Action: **Engage Employers to Support Better Planning and Maximization of Newfoundland and Labrador's Annual Provincial Nominee Program Nomination Allocation**

Status: **Progress**

- ▶ The OIM has engaged sector and industry organizations to promote opportunities to address labour force needs through immigration, through individual presentations to their members.

- ▶ To date, the OIM has met with and/or presented on provincial immigration programs to the members of the Newfoundland and Labrador Employers Council, the St. John's Board of Trade, Oceans Advance, Hospitality Newfoundland and Labrador, the Newfoundland and Labrador Association of Technology Industries, Community Business Development Corporations, the Human Resource Secretariat (Provincial Government), and the Canadian Manufacturers and Exporters (Newfoundland and Labrador).
- ▶ The OIM also held in-person stakeholder engagement sessions in Corner Brook, Gander, Grand Falls-Windsor, Happy Valley-Goose Bay, and Labrador City in 2017 and 2018. Labour Market Development Officers continue to support individual employers' immigration needs, on an ongoing basis.

12 Policy Action: **Partner with Service Providers and Community Organizations to Increase Francophone Immigration and Retention in Newfoundland and Labrador**

Status: **Progress**

- ▶ The OIM partnered with the Federation Francophone de Terre-Neuve-et-Labrador to provide French-language settlement services to Francophone newcomers in an effort to support Francophone immigrant retention.
- ▶ The OIM facilitated a webinar organized by the Canadian Embassy in Paris, for nearly 200 prospective Francophone immigrants interested in immigrating to Newfoundland and Labrador.
- ▶ The OIM partnered with the Reseau Immigration Francophone of the Federation Francophone de Terre-Neuve-et-Labrador and Reseau Developpement Economique et d'Employabilite – Terre-Neuve-et-Labrador to increase promotion of opportunities to immigrate to Newfoundland and Labrador, including at Destination Canada and regions of France, and a virtual job fair targeting prospective and current French-speaking immigrants in Canada.

13 Policy Action: **Partner with Service Providers to Expand Access to English-as-a Second Language (ESL) for Immigrants**

Status: **Progress**

- ▶ The OIM partnered with Memorial University, the Multicultural Women's Organization of Newfoundland and Labrador, the Newfoundland and Labrador Public Libraries, and Bethesda Pentecostal Church to provide ESL training.

14 Policy Action: **Explore Opportunities to Introduce New Categories Under the Provincial Nominee Program**

Status: **Significant Progress**

- ▶ Immigration is a concurrent area of jurisdiction between the Federal Government and the Provincial Government. In 2017-18, the OIM engaged with other provinces and territories, as well as Immigration, Refugees and Citizenship Canada (IRCC) to explore opportunities for developing new business immigration categories in Newfoundland and Labrador.
- ▶ In 2018-19, the OIM will collaborate with other Provincial Government departments to introduce International Graduate Entrepreneur and International Entrepreneur categories under the NLPNP, pending final agreement with the Government of Canada on the categories.

15 Policy Action: **Implement the Atlantic Immigration Pilot**

Status: **Significant Progress**

- ▶ In collaboration with the Federal Government and the Maritime provinces, the Provincial Government launched the Atlantic Immigration Pilot Program on March 6, 2017.
- ▶ The Atlantic Immigration Pilot Program is an innovative and employer-driven immigration program providing a more flexible approach to supporting labour force needs through immigration, coupled with an enhanced focus on settlement supports.
- ▶ Since the launch of the program, 128 Newfoundland and Labrador employers have been designated, and have supported 160 international workers toward permanent residency.

16 Policy Action: **Partner with Employers to Pilot International Student Placements**

Status: **Progress**

- ▶ The OIM entered into a partnership with the Association for New Canadians to provide up to 20 international student placements through the pilot program.
- ▶ In 2017-18, five international students obtained work placements with Newfoundland and Labrador employers.

17 Policy Action: **Partner with Employers to Pilot the “My First Newfoundland and Labrador Job” Program for International Graduates**

Status: **Progress**

- ▶ The OIM entered into a partnership with the Association for New Canadians to provide up to twenty international graduate internships through the pilot program.
- ▶ In 2017-18, five international graduates obtained “My First Newfoundland and Labrador Job” placements.

18 Policy Action: **Refocus Government's Immigration Presence at Our Public Post-Secondary Institutions**

Status: **Progress**

- ▶ The OIM holds regular group and one-on-one information sessions for international students at Memorial University, College of the North Atlantic, and Marine Institute.
- ▶ The OIM is collaborating with public post-secondary institutions and ACOA to consider retention during international student recruitment efforts.
- ▶ The Department of Advanced Education, Skills and Labour has entered into a three-year partnership with the St. John's Board of Trade, in collaboration with the Exploits Chamber of Commerce, the Gander and Area Chamber of Commerce, and the Greater Corner Brook Board of Trade, to help immigrants, including international students and graduates, in building their professional network, secure relevant jobs and remain in the province, through the Connector Program.

19 Policy Action: **Enhance Foreign Qualification Recognition Processes**

Status: **Significant Progress**

- ▶ The Government of Newfoundland and Labrador signed an agreement with Employment and Social Development Canada, under the Foreign Credential Recognition Program, for the project Foreign Qualification Recognition in Newfoundland and Labrador: Developing Provincial Capacity, over a 24-month period. The project concludes in July 2018.
- ▶ Since the launch of the project, 11 projects were approved for funding
- ▶ As part of the project Foreign Qualification Recognition in Newfoundland and Labrador: Developing Provincial Capacity, the OIM hosted stakeholder engagement sessions in Grand Falls-Windsor, Gander, Corner Brook, Happy Valley-Goose Bay, and Labrador City. Sessions included information on immigration, an overview of the foreign qualification recognition project, a presentation from an organization implementing a project approved by the OIM, and a cultural competency training session.

20 Policy Action: **Work with Employers to Promote the Province Nationally and Internationally**

Status: **Progress**

- ▶ In 2017-18, the OIM and partners participated in five immigration recruitment events on behalf of provincial employers, promoting vacancies in the province.
- ▶ The OIM continues to invite employers to attend each of the recruitment events, to ensure employers have an opportunity to attend international fairs free of event registration costs, with dedicated immigration support, and to interview prospective qualified workers they need.

21 Policy Action: **Increase Participation in International Recruitment and Immigration Events**

Status: **Significant Progress**

- ▶ The OIM participated in five immigration recruitment events in 2017-18:
 - ▶ Destination Canada in Paris, France and Brussels, Belgium;
 - ▶ Jobs Expo in Dublin, Ireland;
 - ▶ Federation des Francophones de Terre-Neuve-et-Labrador took part in a promotional and recruitment event in various regions of France;
 - ▶ Emigratiebeurs fair in Utrecht, Netherlands; and
 - ▶ Canada Live! in Glasgow, Scotland.

22 Policy Action: **Promote the Atlantic Region Nationally and Internationally at Immigration Fairs and Expatriate Recruitment Events**

Status: **Progress**

- ▶ The OIM entered into a partnership with Memorial University Alumni Affairs to connect with expatriates in London, UK; Ottawa, Toronto, and Calgary in 2017-18.
- ▶ Participation in the events included promotion of opportunities in the aerospace and defence industry in Newfoundland and Labrador.

23 Policy Action: **Survey Expatriate Newfoundlanders and Labradorians to Gain Insight on Ways to Entice Them to Return**

Status: **Progress**

- ▶ The OIM contracted Goss Gilroy to conduct a survey and one-on-one interviews with expatriates, and repatriated residents, to gather information to help inform policy development to support repatriation of residents living in other parts of Canada and the world.
- ▶ The survey was completed by over 3,700 individuals, followed by one-on-one interviews with sixty residents and expatriates.

24 Policy Action: **Support the Implementation of the National Vision Action Plan for Immigration**

Status: **Significant Progress**

- ▶ In collaboration with the Federal Government and other provinces and territories, the Provincial Government continues to work to advance the social and economic integration of immigrants and refugees.

Years Two to Five: Better Immigration Services

In 2017-18, the Provincial Government and its partners focused on building capacity to provide better immigration services.

The Provincial Government also centered its 2017-18 efforts on assessing its internal immigration processes, and developing the first phase of an online application system, with a view to enhancing the user experience.

Proactive steps were taken in 2017-18 to set the foundation for better immigration services, such as partnerships with community and other stakeholders to build the foundation for the implementation of the following commitments.

25 Policy Action: **Explore Opportunities to Use Lean Principles to Streamline Provincial Nominee Program Application Processes**

Status: **Progress**

- ▶ An independent Lean expert conducted an initial Lean assessment of immigration processes for the Newfoundland and Labrador Provincial Nominee Program.
- ▶ The next phase of the assessment will implement identified efficiencies and support in developing a more streamlined application process.

26 Policy Action: **Develop and Implement an Online Provincial Nominee Service Access Portal**

Status: **Progress**

- ▶ The OIM has been working closely with the Office of the Chief Information Officer to develop an online NLPNP application portal.
- ▶ The first phase of the portal, which will include NLPNP application capacity for employers and individuals will be available in May 2018.

27 Policy Action: **Partner with Service Providers, Employers and Community Groups to Develop and Deliver Cultural Competency Training**

Status: **Progress**

- ▶ The OIM has partnered with Memorial University's Internationalization Office to conduct [cultural competency training](#) for frontline public servants.
- ▶ Through the partnership, the Provincial Government organized four training sessions in Corner Brook and St. John's for frontline employees in the Office of Immigration and Multiculturalism; Advanced Education, Skills and Labour; Education and Early Childhood Development; and the Child and Youth Advocate.
- ▶ The OIM has also partnered with the Association for New Canadians to develop a [Cultural Competency Toolkit](#) and to conduct business diversity training for workplaces and employers throughout the province free of charge to employers and other stakeholders.

28 Policy Action: **Develop Resources to Educate Partners on their Roles in Attracting, Settling and Retaining Immigrants**

Status: **Progress**

- ▶ The OIM entered into a partnership with Municipalities Newfoundland and Labrador to promote awareness among municipalities on the role of communities in attracting, settling, and retaining newcomers to the province.
- ▶ The OIM also released a [Guide to Immigration in Newfoundland and Labrador](#) which includes information on the role of various stakeholders in supporting newcomer attraction and retention.

29 Policy Action: **Develop and Implement a Campaign to Promote Multiculturalism Across Government**

Status: **Planning Phase**

- ▶ The Provincial Government Interdepartmental Committee on Immigration is assessing opportunities to develop and implement a campaign to promote multiculturalism in the provincial public service.
- ▶ Planned future initiatives may include a spotlight on diversity during the provincial Public Service Week.

Years Two to Five: Better Immigration Outcomes

Similar to proactive efforts to commence the implementation of initiatives supporting better immigration services, the Provincial Government and its partners took action in 2017-18 to build the foundation for better immigration outcomes through collaboration on 2018-19 initiatives.

The availability of responsive settlement services is key to supporting newcomer retention. In 2017-18, the Provincial Government partnered with organizations to provide settlement services in all regions of Newfoundland and Labrador.

Other efforts focused on launching innovative projects that support the labour market integration of refugees, and partnering with Municipalities Newfoundland and Labrador to promote inclusive, welcoming communities.

Partnerships included a focus on multiculturalism, such as a collaborative effort between the Departments of Advanced Education, Skills and Labour and Education and Early Childhood Development to integrate multiculturalism education in the K-12 system. Other multiculturalism initiatives included collaboration with cultural and community organizations throughout Newfoundland and Labrador to hold intercultural learning and celebration opportunities during the 2018 Multiculturalism Week.

30 Policy Action: **Review and Evaluate Immigration Settlement Services**

Status: **Planning Phase**

- ▶ This initiative will be launched in 2018-19, and will focus on the evaluation of provincially-funded immigration settlement services.

31 Policy Action: **Explore the Potential to Expand the Delivery of Settlement and Integration Services and Supports to Other Regions of the Province**

Status: **Progress**

- ▶ In 2017-18, the OIM entered into [a partnership with the Association for New Canadians](#) to provide regional settlement services through a pilot project in Grand Falls-Windsor, Corner Brook, Labrador City, and Happy Valley-Goose Bay.
- ▶ The settlement services pilot provides an opportunity to help address any questions newcomers, including Atlantic Immigration Pilot Program endorsees, Provincial Nominees, international students and graduates, and permanent residents may have.
- ▶ The pilot also assists employers with any questions they may have regarding settlement supports for international workers they may hire through the Newfoundland and Labrador Provincial Nominee Program and the Atlantic Immigration Pilot Program.

32 Policy Action: **Partner with Service Providers to Deliver a Labour Market Integration Program for Refugees**

Status: **Progress**

- ▶ Following a public [Call for Proposals](#), the Department of Advanced Education, Skills and Labour approved funding for four demonstration projects to explore new and innovative approaches supporting the labour market integration of refugees.
- ▶ Approved projects will support individual former refugee youth in labour market integration; provide employability training as well as direct employment experience; provide entrepreneurship training to individuals interested in the culinary industry; assist in upgrading language training; and expand refugee employment services to Corner Brook and Grand Falls-Windsor.
- ▶ In an effort to facilitate labour market integration for refugees, and promote the skills of refugees in the province, the Provincial Government approved [a project](#) by the Association for New Canadians, in partnership with Memorial University's Grenfell Campus, to develop and implement a program connecting former refugees to employment in the province's agriculture sector.

33 Policy Action: **Partner with Service Providers to Deliver English-as-a-Second Language and Adult Basic Education Bridging Program for Refugees**

Status: **Progress**

- ▶ As part of a public Call for Proposals to support settlement and integration services, the OIM partnered with Memorial University to develop eight modules for the online delivery of English-as-a-Second Language classes for newcomers prior to arrival in Newfoundland and Labrador. The modules will be open-source and available to stakeholders interested in building language training capacity for newcomers in their organizations.
- ▶ The Office of Immigration and Multiculturalism also partnered with College of North Atlantic, as part of a public Call for Proposals for demonstration projects to support the labour market integration of refugees. The partnership will result in the development of blended delivery English language courses for academic purposes, with a focus on the labour market integration of refugees in rural areas of Newfoundland and Labrador.

34 Policy Action: **Partner with Employers and Service Providers to Support Employment Mentorship and Leadership Opportunities for Immigrant Women**

Status: **Planning Phase**

- ▶ In 2017-18, the OIM partnered with the Provincial Advisory Council on the Status of Women to build an understanding of promising practices in the area of employment mentorship and leadership for immigrant women.

- ▶ The Provincial Government also approved a [project](#) led by Memorial University's Genesis Centre, to explore ways to increase entrepreneurship among women and immigrants in the technology sector.
- ▶ In 2018-19, the OIM will work with the Provincial Advisory Council on the Status of Women, YWCA, and the Multicultural Women's Organization of Newfoundland and Labrador, along with Women's Policy Office leadership, to plan the 2018-19 Symposium on Employment Mentorship and Leadership for Immigrant Women.

35 Policy Action: **Partner with Employers to Host and Participate in Recruitment Fairs where Expatriate Newfoundlanders and Labradorians Reside**

Status: **Progress**

- ▶ In 2017-18, the Provincial Government partnered with Memorial University's Office of Alumni Affairs to connect with expatriates in Ottawa, Calgary, Toronto, London (UK) and to promote Newfoundland and Labrador opportunities to expatriates interested in returning to the province.
- ▶ In 2018-19, the OIM will seek partnerships with community and other stakeholders to promote opportunities for expatriates in Newfoundland and Labrador.

36 Policy Action: **Partner with Communities to Pilot a Regional Welcoming Communities Initiative**

Status: **Progress**

- ▶ Municipalities Newfoundland and Labrador partnered with the OIM to develop a Welcoming Communities pilot project, and increase municipal engagement in newcomer attraction and retention.
- ▶ The Welcoming Communities pilot project includes two phases:
 - Phase One: Development of a Welcome NL resource for municipalities, which will highlight promising practices for communities to be inclusive and welcoming (2017-18); and
 - Phase Two: Launch of Welcoming Communities pilot projects in five municipalities (2018-19 and 2019-20).

37 Policy Action: **Increase the Number and Broaden the Reach of Multiculturalism Week Events Throughout the Province**

Status: **Significant Progress**

- ▶ Following a public Call for Proposals, the Office of Immigration and Multiculturalism approved [funding for 19 Multiculturalism Week events](#) throughout Newfoundland and Labrador, ranging from film screenings to community and cultural celebrations.

38 Policy Action: **Work with the Department of Education and Early Childhood Development and School Districts to Enhance Awareness of Multiculturalism in the K-12 School System**

Status: **Significant Progress**

- ▶ The OIM has collaborated closely with the Department of Education and Early Childhood Development on multiculturalism related initiatives.
- ▶ The Department of Education and Early Childhood Development has developed internal staffing capacity to support multicultural education in the K-12 system.
- ▶ The OIM has entered into a partnership with Sharing Our Cultures to expand multiculturalism-related educational activities to all four regions of Newfoundland and Labrador.
- ▶ In partnership with the Department of Education and Early Childhood Development and school districts, the OIM will forge partnerships with community organizations and other stakeholders to further enhance awareness of multiculturalism in the K-12 educational system.

39 Policy Action: **Work with Immigrant Communities to Increase Attraction of New Immigrants**

Status: **Planning Phase**

- ▶ The OIM will collaborate with established and new cultural communities to support increased attraction of new immigrants to Newfoundland and Labrador.