

A group of four diverse people are walking along a path covered in fallen autumn leaves. On the left, a woman with short reddish hair wears a patterned scarf and a brown vest. Next to her is a young Black woman in a white puffer jacket and grey pants. On the right, a bald man in a grey cardigan and dark sweater walks alongside a young Black woman in a blue top and ripped jeans. The background shows trees with yellow and orange autumn foliage.

The Way Forward

on Immigration in Newfoundland and Labrador

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Together we will succeed in building a more economically, socially and culturally vibrant province that attracts and retains skilled immigrants. By increasing immigration and building on the skills, fresh perspectives and global connections of immigrants and their families, we will grow our economy and support our communities.

By 2022, Newfoundland and Labrador will welcome approximately 1,700 immigrants annually. This plan outlines how we will achieve that target.

Introduction

Increasing immigration is key to the prosperity of Newfoundland and Labrador. We must position our province to become a destination of choice for prospective immigrants looking for a new place in which to work, settle and raise a family. Being successful in this requires a new and innovative way of doing business - one that maximizes available resources and unlocks the potential of our partnerships.



This document is a five-year action plan for increasing immigration in Newfoundland and Labrador. As a province-wide plan, it outlines the actions we will take collectively to attract and retain immigrants who have the skills needed to build and contribute to our economy, how we will support and welcome them to urban, rural and remote communities and how we will encourage Newfoundlanders and Labradorians living abroad to return to their home province. We will continually assess and adjust our actions and initiatives to achieve our vision, maximize our outcomes and remain responsive to issues and opportunities as they arise. We will outline our priority actions and report on our progress at the beginning of each fiscal year, and hold ourselves and our partners accountable to these commitments as we chart a new way forward on immigration.

Improving Immigration Outcomes

Newfoundland and Labrador is facing significant demographic challenges. With Canada's most rapidly-aging population and lowest birthrate, it is projected that by 2025, the province will experience a 10 per cent decline in its working-age population, resulting in 35,000 fewer people in the provincial labour market. This limits growth by reducing the number of workers contributing to the economy while also reducing the tax revenues required to support government social and economic programs. Without action, these trends will significantly impact the province's future social and economic growth and prosperity.

Immigration is an important tool to help address these trends, and a strong plan for immigration is an important step in securing a sustainable future for the province. Welcoming skilled immigrants to our province not only sustains communities, but it also supports economic growth. Research shows that immigrants make significant contributions to local economies and communities, and are more likely than their Canadian-born counterparts to establish businesses which employ local workers¹.

Prospective skilled immigrants have many options when choosing a new place in which to work, settle and raise a family, and Newfoundland and Labrador must be positioned to compete as a destination of choice. The province has been challenged in attracting and retaining its share of immigrants to Canada. Between 2010 and 2015, despite having approximately 1.5 per cent of Canada's total population, Newfoundland and Labrador welcomed only 0.3 per cent of new immigrants to the country. Attracting and welcoming immigrants to Newfoundland and Labrador is only part of our challenge. Ensuring immigrants and their families have access to the services they need to succeed and lay down roots is critical to retention. In 2014, approximately 64 per cent of the immigrants who arrived in 2011 were still living here. While that rate of retention is encouraging, we need to do better.

1. www.statcan.gc.ca/pub/11-626-x/11-626-x2016057-eng.htm

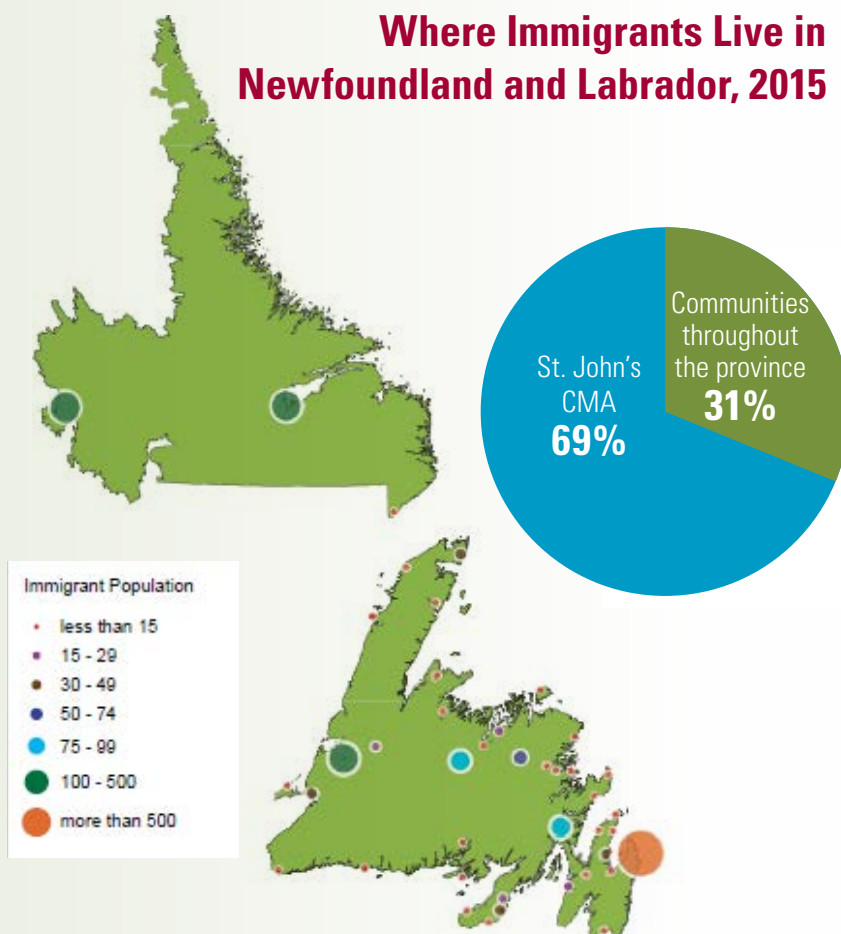
Immigration in Newfoundland and Labrador

As in the rest of Canada, immigrants to Newfoundland and Labrador come from around the globe and many are highly skilled, meaning they have post-secondary education and training. As highlighted below, immigrants to Newfoundland and Labrador come from many places, with the top countries of origin being the Philippines, Syria² and China. They work in a variety of occupations and have settled in 78 communities throughout our province.

Top Countries of Origin for Immigrants to Newfoundland and Labrador, 2015

- 1 Philippines
- 2 Syria²
- 3 China
- 4 India
- 5 Eritrea
- 6 Sudan
- 7 United Kingdom
- 8 Iraq
- 9 United States of America
- 10 Nigeria

Where Immigrants Live in Newfoundland and Labrador, 2015



Immigration to Newfoundland and Labrador has been steadily increasing in recent years. In 2015, 1,122 immigrants arrived in Newfoundland and Labrador, the highest number of immigrants welcomed in a given year, and a substantial increase over the 546 welcomed in 2007.

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	TOTAL
Total Immigrants Welcomed	546	627	606	714	685	732	835	899	1,122	6,766

Source: Office of Immigration and Multiculturalism, Department of Advanced Education, Skills and Labour
Permanent Resident Data 2011-2015, Immigration, Refugees and Citizenship Canada

2. Reflects Newfoundland and Labrador's 2015 efforts to welcome and settle Syrian refugees

Our Target

As identified in The Way Forward: A Vision for Sustainability and Growth in Newfoundland and Labrador, immigration is a key component of economic and labour market growth and the Government of Newfoundland and Labrador is committed to do its part to increase immigration to the province. To accomplish this, we will measure our success against a key target.

► **Our Immigration Target:**

In 2015, the province welcomed 1,122 immigrants.

By 2022, Newfoundland and Labrador will welcome approximately 1,700 immigrants annually.

Our Guiding Principles

In keeping with the Provincial Government's The Way Forward: A Vision for Sustainability and Growth in Newfoundland and Labrador, our actions to welcome and retain more immigrants in our province will be grounded in three overarching principles.

► **We Will Do Better with Less**

We will make better use of existing resources. Supporting prospective immigrants through application and case management processes is labour intensive. Recognizing the need to live within our means, we will realign and refocus our existing resources and seek new and innovative ways to improve and more effectively deliver the immigration services we provide.

► **We Will Collaborate**

Our plan for increasing immigration recognizes that collaboration and partnership are key to success. Employers, communities and governments all have an important role to play in successfully attracting and retaining immigrants in Newfoundland and Labrador. We must work closely with our partners in the employer community, the federal and Atlantic governments, post-secondary institutions and the K-12 education system, communities, community organizations and service providers to achieve our vision.

► **We Will Challenge Ourselves**

As we make progress toward achieving our target of welcoming approximately 1,700 immigrants annually and increasing our immigrant retention rates by 2022, we will seek opportunities to be more ambitious in the goal we set for ourselves as a province and consider the implementation of new initiatives to support us and our partners in reaching our vision. Each year, we will lay out the specific actions we will take in pursuit of our targets.

The Way Forward on Immigration

As we set our way forward on immigration in Newfoundland and Labrador with our partners, we will collaborate and fully engage to ensure our actions and initiatives are integrated and inclusive. To do this, we will work with internal and external stakeholders to support the implementation of actions to foster diverse communities that welcome, support, respect and value people of all backgrounds, work to address the needs of the entire immigrant family and recognize the economic, social, and cultural contributions they make to the province.

We will also be innovative and focused. We will embrace innovation in developing policies and programs focused on improving the attraction and retention of immigrants and work to ensure that all of our actions, initiatives and measures contribute to and support us in reaching our immigration target.

We will be transparent and accountable. We will maintain high ethical standards and be responsible, transparent and focused on outcomes. We will seek and incorporate ongoing feedback from stakeholders, and measure progress and performance regularly and with clear metrics.

The Way Forward Together

The Provincial Government alone cannot achieve these objectives. Success requires the engagement, input and collaboration of all Newfoundlanders and Labradorians, as well as our other partners – employers, the federal, Atlantic and municipal governments, post-secondary institutions and the K-12 education system, communities, community organizations and service providers in the province.

Newfoundlanders and Labradorians

In 2016, our government undertook public consultations to gather the input of Newfoundlanders and Labradorians on immigration and to inform the development of this immigration action plan. Through in-person and online virtual sessions, over 100 individuals representing 30 stakeholder organizations and 17 businesses submitted their input and feedback. This invaluable feedback was incorporated into the actions we will take collectively.

As we move forward, we will count on the warmth, kindness and generosity of Newfoundlanders and Labradorians to make immigrants and their families feel at home in communities throughout our province. We will also encourage Newfoundlanders and Labradorians to draw on their family connections and ties to friends and colleagues to entice Newfoundlanders and Labradorians who have moved away to return to their home province.

Employers

Employers, industry associations and the business community have a crucial role to play in immigration. Employment is a key consideration for immigrants when choosing a new place to settle and raise a family. Employment opportunities are also important for accompanying spouses and family members in their social and economic integration. Social and economic integration are key to retaining immigrants in our communities.

Employers and the business community in Newfoundland and Labrador have long called for increasing immigration to address workforce demands. However, in the past, employers and the Government of Newfoundland and Labrador have addressed immigration-related solutions to pressing workforce needs as they arose. Together, as we chart a new way forward on immigration, we will change that approach.

The Provincial Nominee Program is an immigration program jointly administered by the Federal Government and the Government of Newfoundland and Labrador which allows the Provincial Government to nominate skilled workers for immigration to Newfoundland and Labrador. Given that the program requires nominees to have a local job offer, employers have a vital role to play in ensuring we reach our collective vision and must become a more active partner in increasing immigration to Newfoundland and Labrador.

We will implement a formalized process to engage employers in regular discussions on their workforce needs. This process will begin by seeking a commitment from employers on the number of provincial nominations they will seek in the upcoming year to address pressing workforce demands. This will support better planning and management of the province's Provincial Nominee Program, assist in maximizing its annual allocation, demonstrate to the Federal Government the need to maintain and potentially increase the province's nomination allocation, support labour market and economic growth and assist employers in meeting their workforce needs.

Employment is a critical factor in increasing immigration, and we will work more closely with employers and the business community to achieve our vision for immigration in the province.

Provincial Nominations by Calendar Year

Year	Number of Nominations		
	Principal Applicants	Family Members	Total
2007 (April - December)	43	61	104
2008	122	136	258
2009	163	169	332
2010	273	243	516
2011	301	237	538
2012	250	257	507
2013	301	283	584
2014	317	351	668
2015	323	383	706
2016	304	355	659
TOTAL	2,397	2,475	4,872

The Federal Government and Atlantic Provinces

In Canada, responsibility for immigration is shared between federal, provincial and territorial governments. While the Government of Canada is responsible for approving immigration applications, setting annual Provincial Nominee Program allocations and managing the immigration system, there is an important role for provinces and territories.

As the Government of Newfoundland and Labrador's primary tool for increasing immigration to the province, the Provincial Nominee Program has been vital to addressing labour market needs and supporting labour market and economic growth in Newfoundland and Labrador. Since 2007, the Provincial Government has nominated over 2,300 individuals and over 2,400 family members for immigration to the province and to date, almost 50 per cent of all immigration to the province has occurred as a result of the program.

The number of Provincial Nominee Program nominations available to provinces and territories each year is determined by the Government of Canada, and in 2015, Newfoundland and Labrador's nomination allocation was increased from 300 base allocations to 500, and an additional 550 Express Entry nominations were allocated to Newfoundland and Labrador.

This means that each year going forward, the Provincial Government can nominate up to 1,050 individuals for immigration to the province under PNP. These nominees can then bring members of their immediate family with them as they relocate to their new home. This can play a key role in assisting us to reach our immigration target, addressing our labour market needs and supporting growth in our communities.



Given the importance of the Provincial Nominee Program to immigration in Newfoundland and Labrador, success in reaching our collective immigration target is contingent upon the Federal Government doing its part, maintaining Newfoundland and Labrador's annual nomination quota at current levels in the short term, and being open to increasing the province's allocation as we make progress toward our target. Ongoing collaboration between the Governments of Canada and Newfoundland and Labrador will be necessary to ensure that the provincial allocation and the program's broader parameters allow flexibility for us to address our labour market needs and make maximum use of our increases. We will continue to advocate strongly on Newfoundland and Labrador's behalf.

In addition to this, the Government of Canada and Atlantic provinces (including Newfoundland and Labrador) have recently launched an Atlantic Immigration Pilot project to foster labour and economic growth and improve retention of immigrants in the Atlantic region. Under this pilot, Atlantic provinces will work with regional employers to test innovative employer-based approaches to help retain immigrant workers in the region, and facilitate the entry of an additional 2,000 principal immigrants into Atlantic Canada in 2017. Of these, approximately 440 will be allocated to Newfoundland and Labrador, which will further assist us in reaching our immigration target. We will work closely with our federal and Atlantic partners to ensure the pilot project contributes to reaching our immigration target and is successful in informing future immigration initiatives throughout the region.

Atlantic provinces also regularly partner in promoting the Atlantic region to prospective immigrants through joint participation in immigration fairs abroad. These initiatives are important to promoting the benefits of immigrating to Atlantic Canada.

Achieving success and meeting our immigration target requires a new level of collaboration and partnership with the Government of Canada and Atlantic provinces. This is a key focus of our way forward on immigration.

Post-Secondary Institutions

As an important source of potential future residents, international students present a real economic opportunity for Newfoundland and Labrador. Our post-secondary institutions are an entry point for talented, motivated and entrepreneurial individuals. However, research shows that a significant number of international students do not stay in Canada after their studies and thus do not employ their skills and expertise in our local economies. Supporting our post-secondary institutions in their efforts to attract and retain international students and graduates is therefore a key focus of The Way Forward on Immigration in Newfoundland and Labrador.

International students in our province are engaged in a range of academic, entrepreneurship, technical and vocational programs, and while many may be enticed to stay in Newfoundland and Labrador after completing their studies, there is currently no specific pathway to facilitate the immigration of international student graduate entrepreneurs to our province. In light of this gap, we will work with our Federal Government partners to explore options to facilitate a clear immigration pathway for these individuals.

Making the most of the opportunities international students provide requires close partnership between the Government of Newfoundland and Labrador and post-secondary institutions to better attract, settle and integrate international students and graduates, as well as engagement and coordination with the employer community to support international students in making a lasting attachment to employment in our province. We will work with Memorial University, College of the North Atlantic and private post-secondary institutions in the province to assist in enhancing post-secondary institutions' efforts to attract and retain international students and graduates in Newfoundland and Labrador and explore opportunities to provide international students with easier pathways for immigrating to our province.

K-12 Education System

Exposing younger students to the benefits of multiculturalism and diversity in the classroom, in collaboration with schools, service providers and community partners, plays an important role in making Newfoundland and Labrador a more welcoming province, which supports longer-term immigrant retention. As outlined in *The Way Forward: A Vision for Sustainability and Growth in Newfoundland and Labrador*, multicultural education is a priority area for the Premier's Task Force on Improving Educational Outcomes, and our government will work with school districts and schools to advance and implement recommendations from the task force aimed at enhancing multicultural education in our K-12 schools.

Communities, Service Providers and Community Organizations

Communities have a key role to play in attracting and retaining immigrants. For immigrants to successfully settle and integrate, they need to feel welcome in their new communities. Communities provide opportunities for social connections, recreation and leisure activities, and other community initiatives that support successful settlement of immigrants and contribute to a more accepting and welcoming community.



Service providers and community organizations, including cultural organizations, provide a range of important programs, services and supports to facilitate the settlement and integration of immigrants into our communities. These include language training, job search assistance, business supports, and diversity training programs for businesses, governments and other organizations that support immigrants in making Newfoundland and Labrador their new home. In addition, service providers and community organizations each play a role in supporting awareness of the benefits of cultural diversity and multiculturalism.

These services are crucial in supporting immigrants in adapting, settling and integrating into our communities, and we will strengthen our partnerships with communities, service providers and community organizations, including immigrant or ethnic organizations, to assist us in attracting and retaining more immigrants. We have an ambitious vision for immigration, and communities, community organizations and service providers are important enablers to our success.

Our Focus Areas

Our government is focused on ensuring that Newfoundland and Labrador becomes a destination of choice for immigrants and their families, while also enticing Newfoundlanders and Labradorians abroad to return to their home province. This requires working to:

- ▶ Strengthen partnerships
- ▶ Maximize pathways to immigration
- ▶ Enhance education, attraction and promotion activities
- ▶ Improve settlement and retention initiatives
- ▶ Support better awareness and understanding of the benefits of multiculturalism and diversity in the province, and
- ▶ Support and increase the repatriation of Newfoundlanders and Labradorians living abroad.

In moving forward on these priorities, we will focus our actions on two objectives:

1. Providing better immigration services, and
2. Achieving better immigration outcomes

Two Phases of Action:

Achieving our vision requires immediate action and sustained effort. The Way Forward on Immigration in Newfoundland and Labrador outlines the initiatives we will implement collectively with our partners in 2017 to provide better immigration services and improve immigration outcomes, as well as those we will undertake in 2018 and beyond in order to reach our target. Each year, we will report on our progress, outline our plans for moving forward with specific actions, and consider the implementation of new initiatives to address issues and opportunities as they emerge. This approach will ensure we are successful in meeting our commitment of welcoming to our province approximately 1,700 immigrants annually, by 2022.

Better Immigration Services:

Providing better immigration services requires maximizing the effectiveness and efficiency of our resources and business processes. The following outlines those actions we will take together to enhance and improve the immigration services we provide.

Year One (2017)

► **Improve Immigration Application Processing**

Our government will refocus and realign departmental resources to increase capacity for immigration application processing. This will assist in ensuring timely decision-making, improve turnaround times for applicants and employers and support our government and its partners in ensuring the maximized use of the province's annual Provincial Nominee Program nomination allocation.

► **Provide Support to Third Parties to Deliver Settlement Services and Supports to Newcomers**

Given their presence in communities throughout Newfoundland and Labrador, service providers and community organizations can play an important role increasing outreach, enhancing services and addressing gaps in the delivery of settlement services and supports to newcomers. With a focus on innovative approaches to increasing capacity and enhancing services, our government will seek proposals from service providers and community organizations and will work with them to deliver settlement and integration services and supports to newcomers in Newfoundland and Labrador.

► **Enhance and Expand Newfoundland and Labrador's Immigration Websites**

Our government will enhance and integrate its immigration websites to make them more informative, user-friendly, and accessible to prospective immigrants, newcomers, employers, service providers and community organizations. This will include enhancing the sites' multilingual capabilities by translating website content into French and other languages, with a focus on the languages spoken in the top countries of origin for immigrants to Newfoundland and Labrador, as well as enhanced information and tools for employers on ways that immigration may address workforce gaps.

► **Develop and Launch a Website to Provide Information to Expatriate Newfoundlanders and Labradorians on Opportunities to Return to Their Home Province**

Newfoundlanders and Labradorians are deeply rooted to their home province. We will develop and launch a website that provides information on opportunities in the province, allows local employers to connect to expatriates and serve as global network to connect Newfoundlanders and Labradorians and encourage them to return to their home province, no matter how far away they live from our shores.



► **Develop and Launch a Social Media Campaign to Encourage Expatriate Newfoundlanders and Labradorians to Return to their Home Province**

Our government will develop and launch a social media campaign aimed specifically at expatriate Newfoundlanders and Labradorians. The campaign will seek to entice Newfoundlanders and Labradorians living abroad to return home by highlighting the benefits of living here and providing information, resources, and supports to facilitate their return.

► **Develop and Launch a Social Media Campaign on Immigration**

Social media is a cost-effective way of connecting with Newfoundlanders and Labradorians and prospective immigrants around the world. The Government of Newfoundland and Labrador will launch a multi-faceted social media campaign to promote the province to prospective immigrants, including international students and graduates wishing to live and work in the province, profile the significant social and economic contributions made by immigrants, and dispel the myths and promote the benefits of immigration, multiculturalism and diversity in Newfoundland and Labrador.

► **Inform and Educate Employers on Immigration Programs and Processes**

Immigration programs and processes at the federal, provincial, and territorial levels in Canada can be complex and difficult for employers to navigate. The Government of Newfoundland and Labrador will develop online resources and maximize opportunities to engage with the business community to provide information sessions

to assist employers in increasing their understanding of immigration processes. Resources for employers will include information on the roles and responsibilities of employers in immigration processes and how immigration programs can assist them in meeting their particular workforce needs.

► **Publicly Acknowledge and Promote Cultural Holidays and Events**

Recognizing cultural events and holidays supports increased awareness of diversity in our province and can help immigrants and newcomers feel welcome in their new communities. Our government will publicly acknowledge and promote cultural events and holidays celebrated in the countries of origin of immigrants who have chosen Newfoundland and Labrador as their new home. We will also develop and make available to schools, municipalities, businesses and community organizations a calendar of cultural events and holidays, which they can use to plan and support multicultural activities.

► **Establish an Interdepartmental Committee on Immigration**

Success in reaching our immigration and retention goals requires a cross-departmental approach as policies, programs and initiatives in the areas of education, employment, and business and industry development can have significant influence on immigration outcomes. Our government will create an interdepartmental committee to ensure that Provincial Government programs, policies, and other initiatives such as promotional activities showcasing the province to business audiences abroad, are coordinated to support Newfoundland and Labrador's immigration, economic and labour market goals.

Years Two to Five (2018-2022)

► **Explore Opportunities to Use Lean Principles to Streamline Provincial Nominee Program Application Processes**

Assisting prospective immigrants through the immigration application process can be labour intensive and time consuming. Our government will utilize Lean Principles to streamline the program's application process. In addition to this, we will publish average immigration Provincial Nominee Program application turnaround times each year as part of our annual progress reports, with a view to continuous improvement.

► **Develop and Implement an Online Provincial Nominee Service Access Portal**

In keeping with our commitment to providing more ways to access Provincial Government services and increasing the number of services delivered online, we will develop and implement a secure, online service access portal that will allow Provincial Nominee Program applicants to access and apply to PNP and track the status of their applications, at any time and from anywhere in the world. The system will also include an employer portal, which will allow them to seek approval to utilize the program and track the status of their applications online.



- ▶ **Partner with Service Providers, Employers and Community Groups to Develop and Deliver Cultural Competency Training**

Increasing cross-cultural awareness and understanding in communities and workplaces is a key component of attracting and retaining immigrants. Our government will work with its partners, including the Newfoundland and Labrador Human Rights Commission to develop and deliver cultural competency and diversity training, which will include a focus on workplace and human rights law for immigrants. This training will be delivered through in-person and online workshops to maximize reach and be tailored to communities and community organizations, as well as individual employers and employer organizations.

- ▶ **Develop Resources to Educate Partners on Their Roles in Attracting, Settling and Retaining Immigrants**

Employers, communities, post-secondary institutions, service providers, and other organizations each have a role to play in attracting, settling and retaining immigrants to our province. Our government will develop resources and provide services specifically tailored to each partner group to inform and educate them on ways their organizations can support increased immigration in Newfoundland and Labrador.

- ▶ **Develop and Implement a Campaign to Promote Multiculturalism Across Government**

The Provincial Government can enhance its leadership role in promoting multiculturalism by promoting the benefits of multiculturalism and diversity in its own operations. Our government will develop and implement a campaign to highlight the positive contributions of immigration, multiculturalism and diversity in our province. As part of this, we will profile and highlight individuals, programs, initiatives and measures that are having a positive impact on immigration and support and advance the Province in fulfilling its vision for immigration.

Better Immigration Outcomes:

This section of our Way Forward on Immigration outlines those actions and initiatives we will take with our partners to attract and retain more immigrants to our province, support diversity and multiculturalism, and entice Newfoundlanders and Labradorians abroad to return to their home province.

Year One (2017)

► **Establish a Minister's Roundtable on Immigration**

Succeeding in increasing immigration to Newfoundland and Labrador is a mutual responsibility requiring the active participation of the Provincial and Federal Governments, the business community, post-secondary institutions and the K-12 education system, community organizations and service providers in the province. Our government will establish an immigration roundtable, led by the Minister of Advanced Education, Skills and Labour, to serve as a forum for discussion on immigration in Newfoundland and Labrador, establish partners' roles and responsibilities in moving forward with specific actions and initiatives and to collectively identify innovative approaches to increasing immigration and retention in the province.

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

Maximizing the utilization of Newfoundland and Labrador's Provincial Nominee Program allocation is vital to reaching our immigration target. Given the requirement that applicants have a job offer from an employer in the province, employers have a key role to play in ensuring the success of the program. Each year, we will ask employers to provide the Provincial Government with their anticipated workforce needs, including information on their difficult-to-fill positions and the number of provincial nominees they anticipate seeking in the coming year to address pressing workforce demands. This new approach will support the Provincial Government in maximizing the use of Newfoundland and Labrador's annual allocation quota and assist employers in addressing their workforce needs.

► **Partner with Service Providers and Community Organizations to Increase Francophone Immigration and Retention in Newfoundland and Labrador**

Despite a sizeable Francophone community in Newfoundland and Labrador, the province receives less than one per cent of French-speaking immigrants to Canada, and only 7.9 per cent of French-speaking immigrants to Atlantic Canada. Our government will work with the Fédération des Francophones de Terre-Neuve et du Labrador (Francophone Federation of Newfoundland and Labrador) and the Réseau de développement économique et d'employabilité de Terre-Neuve-et-Labrador (Newfoundland and Labrador Francophone Economic Development Network) to increase Francophone immigration and retention in the province. As part of this, the Government of Newfoundland and Labrador will earmark up to 50 Provincial Nominee Program nominations each year for Francophone immigrants.

► **Partner with Service Providers to Expand Access to English as a Second Language (ESL) for Immigrants**

English language skills play a significant role in immigrants' ability to contribute to our economy and settle into our communities. The lack of English language skills is also why many immigrants find it challenging to attach to the local labour market. Our government will work with service providers to expand the number of sites currently delivering English as a Second Language programs for immigrants in our province.

► **Explore Opportunities to Introduce New Categories Under the Provincial Nominee Program**

This program is currently responsible for almost 50 per cent of the immigration to the province. We will work with the Government of Canada to explore the introduction of new International Entrepreneur, International Graduate Entrepreneur and International Investor applicant categories under PNP to support and advance entrepreneurship and innovation in the province and grow Newfoundland and Labrador's economy. These new categories could support labour market growth, assist in advancing the Provincial Government's Business Innovation Agenda, and, through the networks and connections of our immigrant entrepreneurs, strengthen Newfoundland and Labrador's ties to the global economy.

► **Implement the Atlantic Immigration Pilot**

Collaboration among Atlantic provinces to attract and retain immigrants assists in supporting the social and economic health of the region, which supports Newfoundland and Labrador's own social, economic and labour market growth. In partnership with the Government of Canada, Atlantic provinces will implement a three-year pilot program to help businesses and employers attract and retain global talent while also addressing workforce demands in the region. The pilot will facilitate the entry of an additional 2,000 principal immigrants into Atlantic Canada in 2017, of which approximately 440 will be allocated to Newfoundland and Labrador. The findings of the pilot will inform future immigration initiatives aimed at attracting and retaining immigrants in the four Atlantic provinces. Our government will work closely with our Atlantic neighbours, the Government of Canada and employers in this province to ensure maximized use of the province's additional immigration allocation and the successful implementation of the pilot.

► **Partner with Employers to Pilot International Student Placements**

Supporting international students in developing professional connections and gaining work experience in the province is key to enticing them to remain in Newfoundland and Labrador after they complete their studies. Through a two-year pilot program, our government will work with service providers to connect international students to employers with a staffing need and provide internship funding to support the placement of up to twenty international students with employers in the province to assist them in acquiring local work experience.

► **Partner with Employers to Pilot the "My First Newfoundland and Labrador Job" Program for International Graduates**

International graduates represent an important source of potential future residents for the province. With Canadian education credentials and familiarity with Newfoundland and Labrador, international graduates are



poised to contribute to our economy and support our communities. The Government of Newfoundland and Labrador will work with key partners to develop and launch a two-year pilot to support international graduates in acquiring their first job in this province. We will work with service providers to connect international graduates to employers and provide grant funding to offset the costs of hiring an international graduate. This initiative will assist 20 international graduates in securing their first Newfoundland and Labrador jobs.

► **Refocus Government's Immigration Presence at Our Public Post-Secondary Institutions**

Attracting and retaining international students supports economic and labour market growth in the province. Our government will refocus its presence at Memorial University and College of the North Atlantic and work with all post-secondary institutions to support international student recruitment, increase pathways to permanent residency for international graduates, and link international graduates to labour market supports and programs. Given their presence in communities throughout the province, we will work with College of the North Atlantic to explore opportunities to utilize campus facilities to support partners' immigration and retention initiatives.

► **Enhance Foreign Qualification Recognition Processes**

Ensuring immigrants can put the skills, qualifications and credentials they have earned in their home countries to use in Newfoundland and Labrador is a critical component of ensuring immigrants can contribute fully to the province's economy and labour market. Difficulties and delays in doing this can prevent immigrants from fully integrating into their new communities and present challenges to retaining them in Newfoundland and Labrador. In regulated occupations, verifying international credentials gained abroad against standards in place in Canada is the responsibility of occupational regulators and professional associations. The Government of Newfoundland and Labrador will actively engage our key regulators and associations and provide supports to increase capacity and streamline foreign qualification recognition processes.

► **Work with Employers to Promote the Province Nationally and Internationally**

The Government of Newfoundland and Labrador regularly engages in national and international immigrant recruitment missions to promote Newfoundland and Labrador as a destination of choice for prospective immigrants. Our government will advise and engage employers and the broader business community annually in advance of planned recruitment missions abroad to facilitate better information sharing on specific employment opportunities and labour market gaps in the province and support more effective and strategic recruitment missions. Through its updated and enhanced websites, our government will also allow employers who are interested in accompanying government to recruitment missions abroad to register online.

► **Increase Participation in International Recruitment and Immigration Events**

Participating in national and international immigration fairs and events is an important tool for promoting Newfoundland and Labrador to prospective immigrants. Our government will increase its participation in international immigration events.

► **Promote the Atlantic Region Nationally and Internationally at Immigration Fairs and Expatriate Recruitment Events**

The Atlantic provinces have partnered in promoting the region to industry and prospective immigrants abroad. Since 2007, Newfoundland and Labrador has participated in 23 immigration recruitment fairs with its Atlantic neighbours. Our government will increase its regional promotion and attraction activities with Atlantic provinces and increase the number of immigration recruitment fairs and expatriate recruitment events it participates in each year under the Atlantic banner.

► **Survey Expatriate Newfoundlanders and Labradorians to Gain Insight on Ways to Entice Them to Return**

Expatriate Newfoundlanders and Labradorians are a valuable resource, as they are familiar with Newfoundland and Labrador culture, history, and identity, and often bring a wealth of personal and professional experiences gained during their time in other parts of Canada and the world. Recognizing that not all Newfoundlanders and Labradorians who have left the province will want to return, it is important to ensure that those who want to return have that opportunity. Our government will survey Newfoundlanders and Labradorians who have left our province to better understand their reasons for leaving and to gain insight on what would entice them and their families to return to their home. The findings of this survey will be used to inform the development of specific initiatives aimed at retaining and repatriating Newfoundlanders and Labradorians.

► **Support the Implementation of the National Vision Action Plan for Immigration**

Newfoundland and Labrador is participating with federal, provincial and territorial governments in the implementation of the National Vision Action Plan for Immigration 2016-2019, a pan-Canadian plan to support improved immigration in Canada. The priorities of that plan are to ensure that immigration levels reflect jurisdictions' economic, social and cultural needs; support a faster and more flexible economic immigration system focused primarily on meeting labour market needs across Canada; and, to improve settlement outcomes for immigrants. These priorities cut across and support all of the actions we will take to increase immigration and retention in Newfoundland and Labrador. We will work with our government partners to ensure the plan is implemented successfully and supports our vision for immigration in Newfoundland and Labrador.

Years Two to Five (2018-2022)

► **Review and Evaluate Immigration Settlement Services**

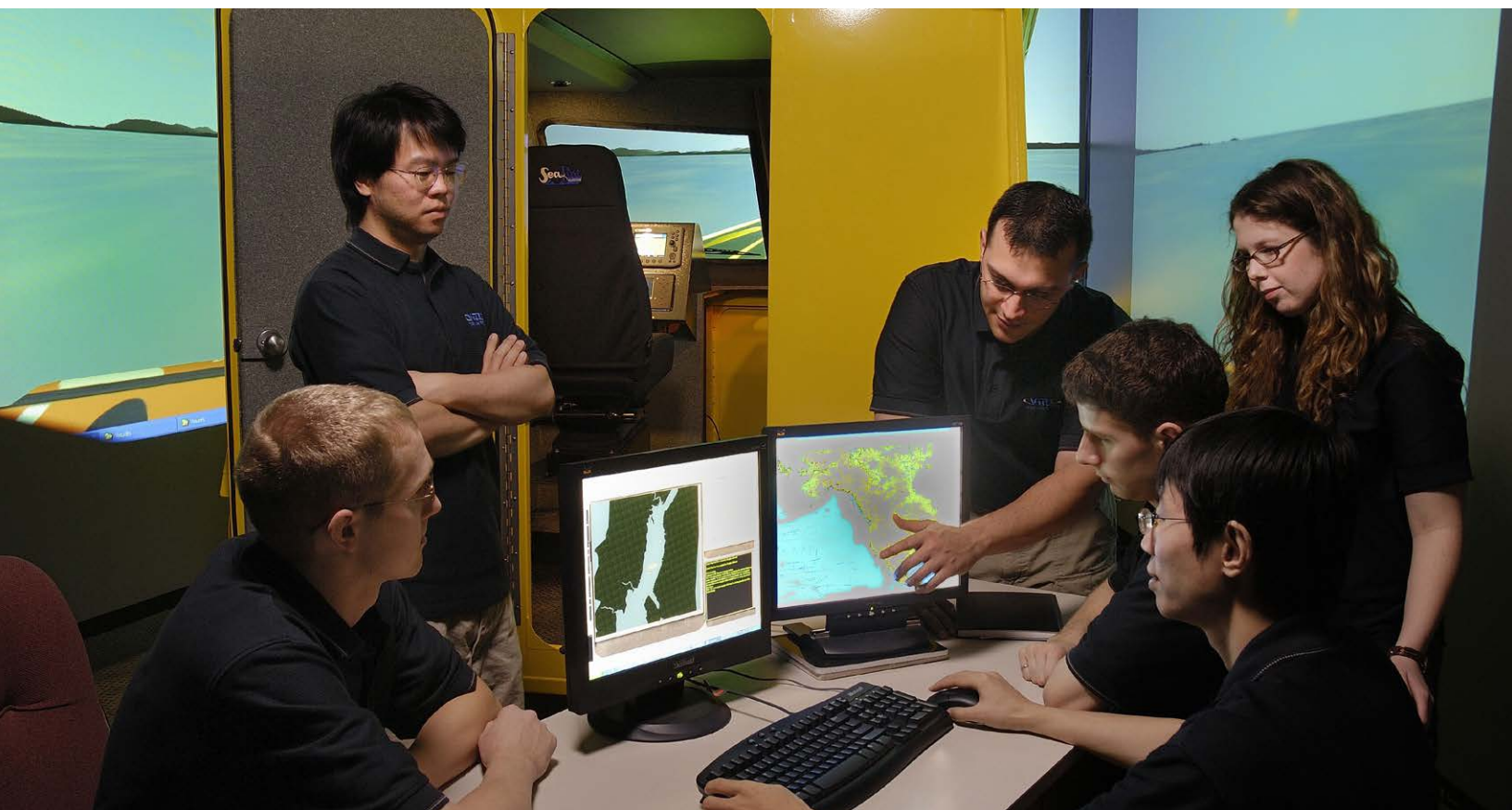
With financial support from both the Provincial and Federal Governments, settlement supports for immigrants in Newfoundland and Labrador are provided by third-party service providers and community organizations. Our government will undertake a comprehensive review of the settlement services and supports available to newcomers in our province. The review will focus on identifying gaps, opportunities and best practices and inform the future direction of settlement services with a view to improving the retention of immigrants to our province.

► **Explore the Potential to Expand the Delivery of Settlement and Integration Services and Supports to Other Regions of the Province**

Settlement supports are integral to assisting newcomers with settling and integrating into their new communities. While immigrants to Newfoundland and Labrador have settled in communities across our province, settlement and retention services provided by third party organizations are primarily focused in the Northeast Avalon Region. Our government will explore the potential of implementing a two-year pilot project to enhance capacity and availability of settlement services in other parts of the province where attraction and retention of immigrants is more challenging.

► **Partner with Service Providers to Deliver a Labour Market Integration Program for Refugees**

Refugees tend to experience transitional challenges in labour market integration. In many cases, refugees have employment experience and are eager to contribute to the labour market but face challenges due to lack of formal education or training credentials and language barriers. Our government will work with service providing agencies to develop and launch programs aimed at attaching refugees to the labour market more quickly.



► **Partner with Service Providers to Deliver English as a Second Language and Adult Basic Education Bridging Program for Refugees**

The lack of formal education credentials can be a barrier for some immigrants to our province, and particularly for refugees. Our government will work with service providers to develop and deliver integrated Adult Basic Education and English as a Second Language curriculum and programming for refugees in our province. By providing integrated Adult Basic Education and English as a Second Language programming in a supportive learning environment, we will support refugees in accessing the training and supports they need for educational and career advancement while accommodating the unique learning needs and personal challenges of refugees. As part of this, we will ensure programming is integrated with other key services including employment readiness, job search programs, and settlement and integration supports.

► **Partner with Employers and Service Providers to Support Employment Mentorship and Leadership Opportunities for Immigrant Women**

Supporting immigrant women in making strong attachment to the labour market plays a key role in addressing our labour market needs, growing our economy and supporting immigrant retention in our province. To support this, we will work with our key partners to develop and host a Multicultural Women in Leadership Symposium. Working with employers and service providers, a number of in-person events will be held and webcast online to ensure broad participation across the province. Symposiums will focus on ways to develop employment mentorship opportunities, encourage and support entrepreneurial activities by immigrant women, and empower women of diverse cultural backgrounds to make lasting attachments to employment in their communities.

► **Partner with Employers to Host and Participate in Recruitment Fairs where Expatriate Newfoundlanders and Labradorians Reside**

Enticing Newfoundlanders and Labradorians living abroad to return home helps support our economy and communities. Our government will work with employers to undertake expatriate recruitment missions in Canada with a focus on regions where Newfoundlanders and Labradorians are known to reside. We will engage employers to explore potential incentives such as access to wage top-ups or subsidies for businesses hiring expatriate Newfoundlanders and Labradorians.

► **Partner with Communities to Pilot a Regional Welcoming Communities Initiative**

Welcoming communities are communities with a strong desire to receive immigrants and to create an environment in which they will feel at home. To achieve this, welcoming communities often aim to provide services and supports that assist immigrants and newcomers in settling into their new communities. This can raise a community's profile and be attractive to prospective immigrants abroad or in other communities. However, smaller communities can be challenged in raising their profile as welcoming communities and in providing settlement and integration supports to immigrants. The Government of Newfoundland and Labrador will pilot a regional Welcoming Communities Initiative to help address barriers to community participation and integration, and to help foster more welcoming and inclusive communities.



► **Increase the Number and Broaden the Reach of Multiculturalism Week Events Throughout the Province**

Occurring every year in the third week of March, Multiculturalism Week is a time to celebrate the contributions of immigrants and celebrate diversity. Every year, Multiculturalism Week events include the displaying of multi-coloured lights on government buildings, businesses and private homes as a symbol of support for diversity, as well as music and food festivals highlighting the cultures of immigrants in our province. Our government will continue to work with partner organizations and volunteers, including service providers and community organizations to increase the number of events and communities participating in Multiculturalism Week. Our government will also work to expand Multiculturalism Week activities to schools throughout our province.

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

Cross-cultural awareness and understanding in K-12 classrooms assists young students in developing an appreciation of cultural diversity and benefits of immigration. Through the Departments of Education and Early Childhood Development and Advanced Education, Skills and Labour, our government will work with school districts to identify opportunities to promote multiculturalism within the school system.

► **Work with Immigrant Communities to Increase Attraction of New Immigrants**

For many years, people have immigrated to our province and over the years, substantial newcomer communities, such as Chinese, Indian, and Filipino communities, have become established in and contributed to our province. These communities and the presence of family, friends and others from immigrants' own cultural background is an effective form of attraction and settlement support for new immigrants. They provide a vital social network which helps immigrants become acquainted with their new community and environment and provide support in overcoming settlement challenges. Our government will work with ethnic and cultural groups and communities, building on their global connections, to support increased immigration and retention of newcomers to Newfoundland and Labrador.

The Way Forward on Immigration in Newfoundland and Labrador lays out these concrete actions we must all take to reach our collective immigration vision. With a focus on partnership and collaboration, we will improve immigration services and achieve better immigration outcomes which will grow our economy and support our communities.

By working together to ensure the success of immigrants and their families in our province, we will build a brighter future for all Newfoundlanders and Labradorians.



Alternate formats available upon request

Advanced Education, Skills and Labour
Government of Newfoundland and Labrador

www.gov.nl.ca/aesl

