

LIVE HERE WORK HERE BELONG HERE

An Immigration Action Plan

for Newfoundland and Labrador, 2015 – 2020



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for Newfoundland and Labrador, 2015 – 2020

Note: The Strategy documents refer to statistical data noting economic, demographic, and other information. Data used in the Strategy Framework, Action Plans, and Implementation Framework was the most recent available at the time of publication.

Government of Newfoundland and Labrador

Population Growth Strategy for Newfoundland and Labrador

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www.gov.nl.ca/populationgrowth

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Message from the Premier

As Premier of Newfoundland and Labrador, it is my pleasure to present **Live Here • Work Here • Belong Here: A Population Growth Strategy for Newfoundland and Labrador, 2015 – 2025**.

This **Strategy** lays out a path to the future for our province, and encourages people to come to Newfoundland and Labrador to work, live and raise families. Growing the population is an important step to securing a sustainable future for everyone in our province. The **Population Growth Strategy** is guided by the principles of choice, inclusion, accountability, diversity and partnership. It will serve as a cross-departmental guide for all future population-related initiatives within the Government of Newfoundland and Labrador.

The **Population Growth Strategy** spans a 10-year timeframe with a review in 2019-20. An annual report will be issued to update the public and provide details on progress on actions of the four pillars of population growth – 1) workforce development, 2) families, 3) communities and 4) immigration.

This **Strategy** is an undertaking that involves everyone – individuals, communities, businesses, and municipalities. It is a collective effort, which will help us all reap the benefits of a sustainable population for generations to come. Working together, we will continue our partnerships with community organizations and businesses to meet the needs of our children, our families, our seniors, and all of our residents.

Newfoundland and Labrador has a diverse economy full of opportunities, a skilled and educated population, welcoming communities, and a picturesque lifestyle that is the envy of many. Our vision for this **Strategy** is for individuals within the province, across Canada, and in other countries to choose to **Live Here • Work Here • Belong Here** in Newfoundland and Labrador.

A handwritten signature in black ink, appearing to read 'Paul Davis'. The signature is fluid and cursive, with a large initial 'P'.

Honourable Paul Davis
Premier of Newfoundland and Labrador

Message from the Minister

As Minister of Advanced Education and Skills, I am pleased to join the Premier in presenting **Live Here • Work Here • Belong Here: A Population Growth Strategy for Newfoundland and Labrador, 2015 – 2025**.

This Provincial Government strategy, which includes the participation of all departments, comprises four five-year action plans that introduce new, and strengthen existing internal and external initiatives and partnerships that will assist in creating better conditions for population growth throughout our province. These action plans focus on supporting our workforce, families, communities and immigration.

Through this **Strategy**, we will position our beautiful province as a home of choice for people around the world and entice others to come and see what makes us the perfect home for their families. The development of the **Strategy** was guided by consultations with individuals, community organizations, businesses and other stakeholders. Public consultations were held during fall 2013, which led to workshops in communities throughout our province. Discussions were summarized in our **What We Heard** document released in July 2014, which is available on our website at www.gov.nl.ca/populationgrowth

Guided by the **Population Growth Strategy**, we will continue to take steps to decrease outmigration, stabilize our population and increase the number of people choosing Newfoundland and Labrador as their home.

The **Strategy** will promote the economic and lifestyle opportunities available for individuals in this province. It provides families, residents, students and people living outside the province with the right information about our communities, our supports and our labour market to help them make informed decisions about their home of choice – Newfoundland and Labrador.



Honourable Clyde Jackman
Minister of Advanced Education and Skills



Increased Immigration Supports Population Growth

Fig. 1 Age breakdown of new Permanent Residents in Newfoundland and Labrador 2007 to 2014

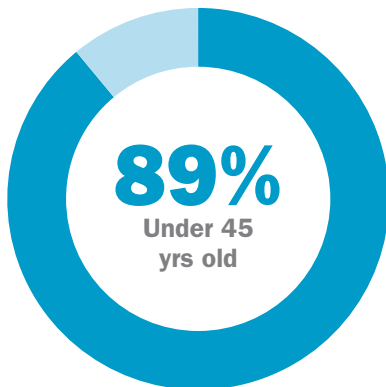


Fig. 2 Top 10 countries of origin for Provincial Nominees since 2007



In addition to fostering an environment conducive to retaining current residents, immigration is an important tool to help sustain and grow the province's population.

Between 2008 and 2014, international migration accounted for 38 per cent of the overall increase in the province's population, compared to the Canadian average of 69.3 per cent.¹ Immigration will help position Newfoundland and Labrador for continued future population growth. According to Statistics Canada research, Newfoundland and Labrador retained 75.3 per cent of immigrants to the province between 2011 and 2012.² The **Population Growth Strategy** will focus on increasing immigrant attraction and retention rates.

The **Strategy** will position the province as a place that supports immigrants and their families. Improvements in policies and supports as a result of the 2007 provincial immigration strategy, **Diversity, Opportunity and Growth: An Immigration Strategy for Newfoundland and Labrador** have helped the province experience increased annual immigration. Prior to 2007, an average of 450 immigrants came to Newfoundland and Labrador annually. Since then, annual immigration has been increasing, and in 2013, 825 immigrants arrived in the province, the highest annual number to date.³ The **Population Growth Strategy** will continue this work.



Photo courtesy of the Association for New Canadians

Consultations

During the consultation process, participants noted the importance of recognizing education and skills obtained in other countries, of promoting the province for immigration purposes, and of increasing settlement and integration supports. **What We Heard: A Summary of Comments, Suggestions and Ideas on Population Growth in Newfoundland and Labrador**, released in 2014, summarizes discussions and ideas for immigration in the province. The **Immigration Action Plan** was developed in response to the suggestions and ideas discussed in public consultations.

This Action Plan identifies new initiatives that will continue to attract highly skilled workers and their families, to build and support diverse communities, and to provide newcomers and their families with the services required to succeed, all in an effort to contribute to overall population growth.



Photo courtesy of the Association for New Canadians

The **Immigration Action Plan** will enable the province to compete with other provinces and territories in Canada, and internationally for skilled immigrants.

This Action Plan also positions the province to partner with the Government of Canada, employers and community stakeholders to effectively respond to recent changes in Canada's immigration system.

Between 2009 and 2013, Newfoundland and Labrador could nominate 300 people to immigrate to the province annually, under the **Provincial Nominee Program** (PNP). However, in 2014, Government successfully negotiated an increase in the PNP quota with the Government of Canada. Starting in 2015, the Provincial Government will be able to select and nominate 500 individuals for immigration to Newfoundland and Labrador.

Fig. 3 The largest age group of nominees settling in NL: 2007 to 2014



This age group comprises 54.6% of all provincial nominees in Newfoundland and Labrador.

Fig. 4 Permanent Residents in Newfoundland and Labrador, and where they are located

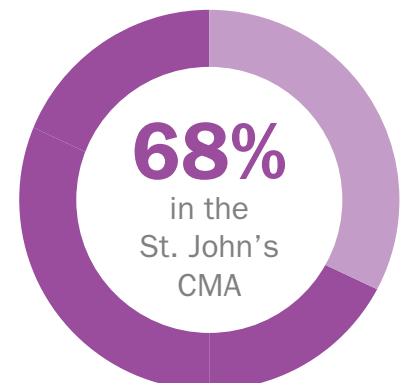
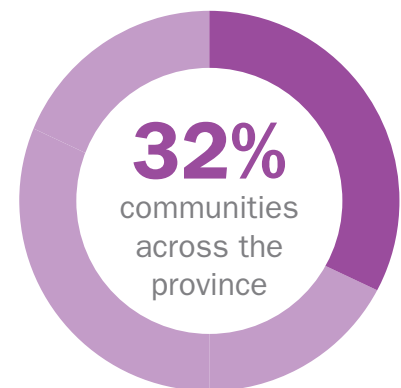


Fig. 5 Newcomers to Newfoundland and Labrador come in a variety of ways

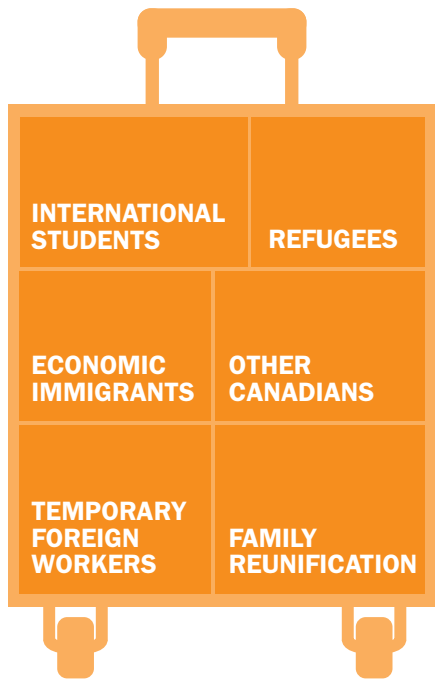





Fig. 6 Permanent Residents from around the world to Newfoundland and Labrador



-  66% Economic Class Immigrants
-  16.5% Family Class Immigrants
-  17.5% Protected Persons /Humanitarian & Compassionate Class Immigrants

As well, in January 2015, the Government of Canada launched a new electronic application immigration management system called **Express Entry**. Through this new management system, immigration candidates will be fast-tracked once they receive either an offer of employment from a Canadian employer, a provincial nomination or are selected by Citizenship and Immigration Canada. In 2015, Newfoundland and Labrador will have an additional quota of 550 nominations that can be selected from the **Express Entry** pool of candidates. This brings Newfoundland and Labrador’s nomination total up to 1,050 people every year, in addition to other existing federal streams of immigration.

Strategic Directions

This Action Plan outlines measures to attract and retain more immigrants and newcomers from other places in Canada and around the world to Newfoundland and Labrador. Government will focus the work through five strategic directions:

- Inform** Inform more newcomers and potential immigrants about life in Newfoundland and Labrador.
- Attract** Attract more immigrants to Newfoundland and Labrador.
- Develop** Develop a provincial immigration process that is streamlined and meets the needs of potential immigrants and employers.
- Create** Create opportunities for immigrants to successfully integrate into life in Newfoundland and Labrador.
- Respond** Respond to the immigration needs of employers.

Supporting Immigration

To increase immigration to the province and to support the retention of immigrants, the Government of Newfoundland and Labrador will undertake a series of key steps in this Action Plan and the **Communities Action Plan**:

Key Actions



1. Develop a new **Immigration Portal** that will link to information supports for individuals, communities, and employers.



2. Establish a coordination mechanism to identify opportunities to collaborate on Government's various international activities, including immigration, international student recruitment, innovation, export development, and air access.



3. Establish a Government presence focused on immigration and workforce development at **Memorial University** to provide on-site services in an effort to encourage international students and graduates to remain in Newfoundland and Labrador.



4. Release an annual calendar of domestic and international recruitment events for employers that will lead and encourage employers to use immigration as a means to address unmet labour demand.



5. Advance the provincial-federal relationship on immigration-related matters, including a new **Canada-Newfoundland and Labrador Immigration Agreement**.



6. Work with municipal leaders and regional stakeholders to identify in-demand occupations and countries from which to recruit immigrants.

Fig. 7 Permanent Residents in Newfoundland and Labrador

Work in the following industries:



- 35%** Sales and Service
- 15%** Natural and Applied Sciences
- 22%** Social, Education, Government, Religion, and Recreation Services
- 12%** Health
- 7%** Business, Finance, and Administration
- 6%** Trades, Transport, and Equipment
- 4%** Primary Industries, Manufacturing, and Utilities

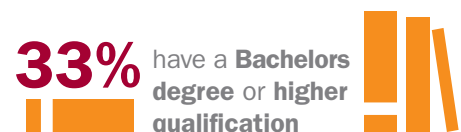
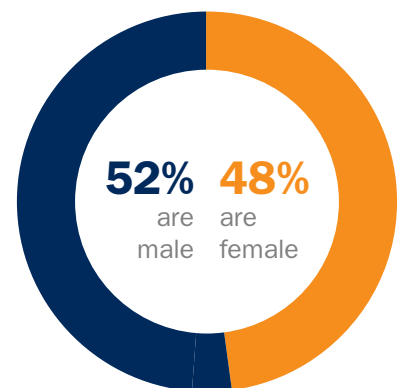


Fig. 8 Number of Permanent Residents arriving in Newfoundland and Labrador

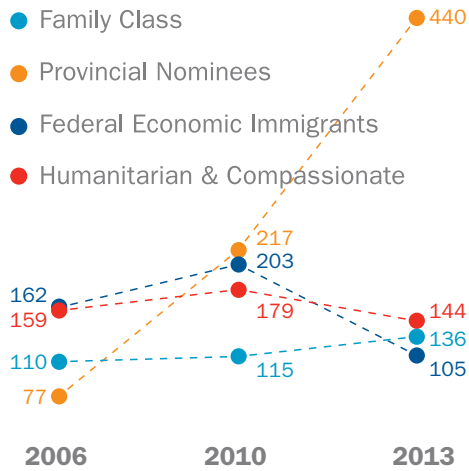


Fig. 9 Percentage of labour force comprising Temporary Foreign Workers in 2013

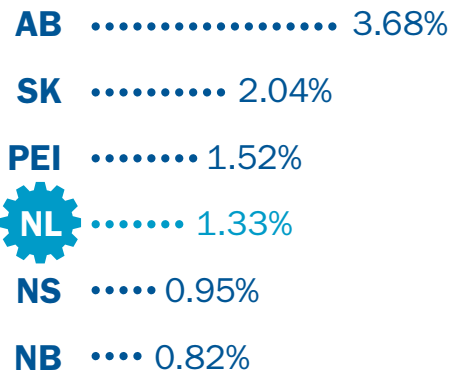


Fig. 10 Provincial Nominees living in Newfoundland and Labrador



7. Increase awareness of immigration programs among employers to assist in recruiting for hard-to-fill positions and individuals interested in moving to the province.



8. Create a regional presence for immigration support throughout the province.



9. Explore a partnership between Government and **Municipalities Newfoundland and Labrador** to support the establishment of **Welcoming Communities**.



10. Introduce improved case management technology, including an online immigration application process.



11. Provide financial supports to Newfoundland and Labrador occupational regulators to assist individuals with foreign credentials to find work related to their occupation in the province.



12. Identify key in-demand sectors of the economy and provide priority nominations for the **Provincial Nominee Program**.

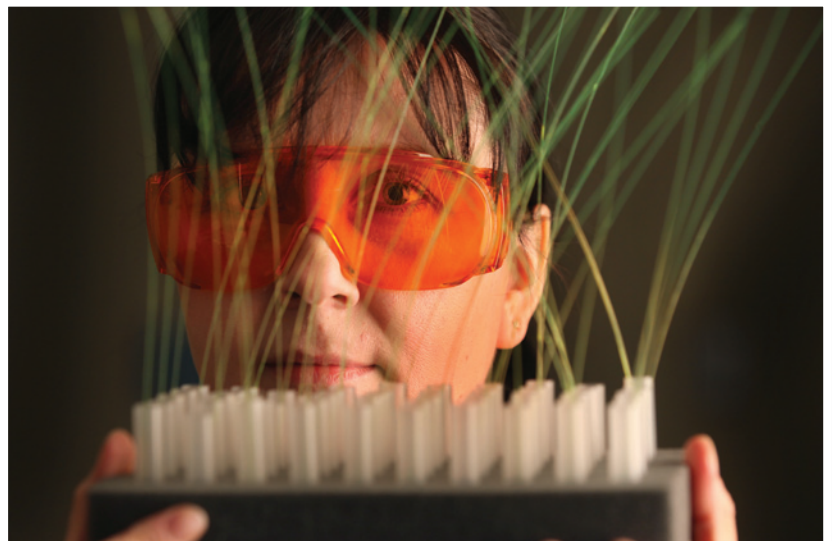


Photo courtesy of the Department of Business, Tourism, Culture and Rural Development

Data sources for graphics

- Fig. 1 Citizenship and Immigration Canada.
- Fig. 2 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.
- Fig. 3 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.
- Fig. 4 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.
- Fig. 6 Citizenship and Immigration Canada.
- Fig. 7 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.
- Fig. 8 Citizenship and Immigration Canada.
- Fig. 9 Citizenship and Immigration Canada.
- Fig. 10 Citizenship and Immigration Canada.
- Fig. 11 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.
- Fig. 12 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills, 2014 Immigration Update.

Endnotes

- 1 Citizenship and Immigration Canada.
- 2 Statistics Canada, Immigration Database, CANSIM Table 054-0003.
- 3 Department of Advanced Education and Skills, 2014 Immigration Update.

Fig. 11 Annual Provincial Nominees for immigration and their family members

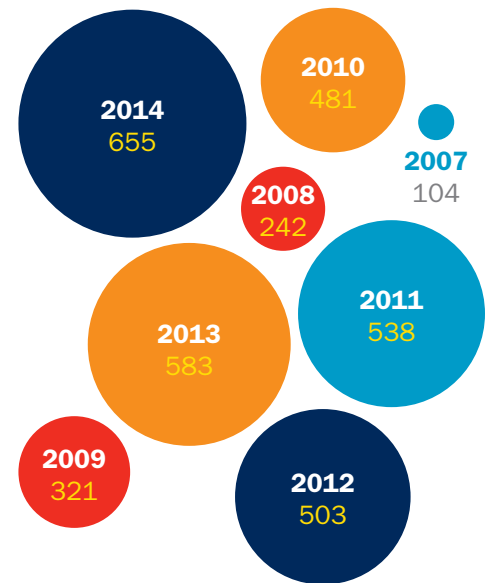


Fig. 12 Provincial Nominees in Newfoundland and Labrador

Each year, the Provincial Government nominates individuals and their families to immigrate to Newfoundland and Labrador under the **Provincial Nominee Program (PNP)**.



To date,
**PROVINCIAL
 NOMINEES**
 in Newfoundland and Labrador have
 come from **98** countries.

