

The Newcomer

A Quarterly Newsletter on Immigration in Newfoundland and Labrador



Hon. Shawn Skinner, Minister

Message from the Minister

As Minister of Human Resources, Labour and Employment, I am pleased to offer the latest issue of *The Newcomer*. This newsletter has rapidly become a popular source of information on recent developments related to immigration in Newfoundland and Labrador.

On March 21, 2007, the provincial immigration strategy, *Diversity ~ Opportunity and Growth*, was officially launched and received much positive feedback. It is clear that Newfoundlanders and Labradorians see immigration as a key element in economic and population growth which will lead to the future prosperity of our province.

Government is currently in the process of establishing the Office of Immigration and Multiculturalism and recruiting the human resources required for successful implementation of the strategy.

For the second consecutive year, provincial officials attended two emigration shows, one in London, UK and the other in Utrecht, Netherlands. Many countries participate in these emigration shows including USA, Australia, New Zealand, and Sweden. Competition is considerable as many developed nations seek highly qualified professionals to fill labour market shortages.

The province has started to build awareness in these marketplaces and many prospective immigrants who visited the provincial booth were return visitors from the previous year.

Immigrants often come to Newfoundland and Labrador and bring a specialized skills set that makes a valuable contribution to our economy. We have also released a new magazine which profiles 20 immigrant entrepreneurs who have settled in our province and created over 350 jobs for local residents. The magazine and this newsletter are available at www.gov.nl.ca/hrle/immigration.

Please join me in welcoming many new residents over the coming years as the province moves forward with implementation of the immigration strategy.

Newfoundland and Labrador Launches Provincial Immigration Strategy



Strategy Launched

Approximately 150 stakeholders were in attendance for the launch of the provincial immigration strategy at The Rooms in St. John's on March 21, 2007. The launch ceremony was officiated by Bridget Foster, Executive Director, Association for New Canadians.

The primary objective of the immigration strategy is to foster economic development as immigrants provide opportunities for business investment in our communities, bring needed skills to the labour market and open new connections to markets around the world. Government will establish an Office of Immigration and Multiculturalism within the Department of Human Resources, Labour and Employment and is committing \$6 million over the next three years to implement the strategy.

The immigration strategy has 18 goals and outlines activities and initiatives to achieve them. Government has also established targets for attraction at between 1,200 and 1,500 annually within 5 years and retention at an average of 70 per cent. The strategy can be found at www.gov.nl.ca/hrle/immigration.

Highlights of the Provincial Immigration Strategy

- Building awareness of the benefits of immigration and the role it can play in a community's economic, social and cultural development.
- Encouraging Newfoundlanders and Labradorians to welcome immigrants into their communities and celebrate cultural diversity.
- Building awareness among potential immigrants to Canada of the benefits of choosing Newfoundland and Labrador as their new home.
- Ensuring that existing government policies and programs do not create barriers for immigrants in the province.
- Increasing the retention of international students upon graduation from our institutions.
- Increasing immigration levels by enhancing the use of the Newfoundland and Labrador Provincial Nominee Program.
- Increasing the number of immigrants to Newfoundland and Labrador and improving the retention rate of those who arrive in the province.





A Proud New Canadian

On March 25, 2007, a Citizenship ceremony was held at The Delta in conjunction with the "Sharing Our Cultures" Multi-cultural Fair. Between 300-400 persons attended the ceremony which saw 18 individuals from 11 countries become Canadian citizens.

Tony Brothers, Regional Director, Citizenship and Immigration Canada (CIC) was the Presiding Officer for the ceremony. Speakers included: Terry French, Parliamentary Secretary to Hon. Shawn Skinner, Minister, Human Resources, Labour and Employment; Councillor Sandy Hickman; Lloydetta Quaicoe - Project Co-ordinator for "Sharing Our Cultures"; and Joan Walsh, Provincial Manager for CIC.

Jada Santuccione, shown in the picture, became a Canadian citizen in July of 2005 but had not had an opportunity to participate in a citizenship ceremony until March 2007. Jada was born in 2003 in China and adopted into the Santuccione family of Newfoundland and Labrador in 2004. Jada 'stole the show' at the ceremony, demonstrating great confidence and poise as she received her citizenship documents from Mr. Brothers and shook hands with all the speakers.

Jada Santuccione, new citizen, with Tony Brothers, Regional Director General, Citizenship and Immigration Canada

Welcome Jada.

Quick Facts

Between January - March 2007, Newfoundland and Labrador received 108 immigrants.

The Provincial Nominee Program is now administered by the new Office of Immigration and Multiculturalism in the Department of Human Resources, Labour and Employment. The website address is still www.nlpp.ca.



International Student Enrollment Update	Fall 2006
MUN	999
CNA	46
K-12	136
Total	1181

Connecting Immigrants with Opportunities

The Association for New Canadians successfully launched the first job fair for immigrants in Newfoundland and Labrador on March 14th, 2007 at The Holiday Inn in St. John's. The objective of the fair was to link job ready Newcomers with employers in the local area and to offer information to those undecided about their career path.

"A Collaborative partnership initiative of this nature is a groundbreaking event and will no doubt open doors for newcomers and serve to connect employers across various industry sectors with a potential pool of skilled workers in professions, businesses and trades." said Bridget Foster, The Executive Director of the Association for New Canadians.

The event received many positive reviews from both job seekers and employers and was attended by over 160 Newcomers and 31 exhibitors from the business community, non-profit organizations, educational institutions and the provincial government.



The ANC plans to make this a yearly event.

See you all in 2008!

Emigrate Fairs 2007

In March 2007, the province attended immigration shows in England and the Netherlands. This was a return trip to these shows, and it was evident that Newfoundland and Labrador had made an impact.

Prospective immigrants who attended last year's shows returned to the provincial booths again this year. Many came back seeking further information or to advise that they were seriously considering immigrating to the province. Several of these individuals have planned to visit the province this year, and a couple who visited last year are returning in June.



The province was again successful in creating awareness abroad of the quality of life that Newfoundland and Labrador has to offer prospective immigrants.