



## Topic: Immigration and Welcoming Communities

New Brunswick needs immigration to ensure a growing workforce, yet it has one of the lowest rates of immigrant retention among the Canadian provinces. Workers immigrate but leave. How can New Brunswick communities and employers work to include and retain immigrants in the workforce?

**Some topics to explore and information to gather that could help solve this challenge include:**

- Reasons for leaving include better job opportunities, higher compensation, better educational opportunities for themselves and for their children, better social services, and cultural amenities, and ties to an ethnic community and extended family.
- Community partners such as multicultural councils and associations, newcomer centres, ethnocultural associations, settlement agencies, and others are essential to creating welcoming communities.
- Training and employment opportunities that help newcomers integrate successfully into the local workforce with meaningful work are also important to retention.
- How can employers, community organizations, etc. foster welcoming communities for immigrant retention, including how they can enhance the current network of supports within their communities, or encourage greater cultural competency and awareness within their organizations.

