

# A Labour Market Strategy for Immigration



For Renewal of the  
Manitoba Provincial Nominee Program



# A Labour Market Strategy for Immigration

*Why is immigration important  
to Manitoba?*



# A Labour Market Strategy for Immigration

## *Immigration . . .*

- has transformed the economic, social and cultural life of Manitoba;
- is about more than just population growth;
- can create new jobs as well as filling labour market gaps;
- can be a driver of economic growth when it is part of a larger economic development strategy.

# **MPNP** A Labour Market Strategy for Immigration

**A new Labour Market Strategy for Immigration will . . .**

- **support the renewal of the Manitoba Provincial Nominee Program (MPNP) by better matching nominees to priority labour market demands;**
- **strengthen partnerships with industry, education and communities;**
- **improve the economic outcomes of skilled worker and business nominees;**
- **contribute to a new labour market strategy for all Manitobans to better prepare, train and connect them to the opportunities our economy needs to continue growing.**



## A Labour Market Strategy for Immigration

*How will a new Labour Market Strategy for Immigration help to renew the MPNP?*

# MPNP A Labour Market Strategy for Immigration

## Manitoba's Labour Market Needs

Manitoba's 2016–2022 Labour Market Projections indicate an ongoing need for immigrant skilled workers who have sector- and occupation-specific skills as well as for entrepreneurs who can start job-creating businesses

- 167,700 job openings from both expansion and replacement
- About two thirds of these openings are 'replacement' demands created by retirements and an aging population.
- The sectors with the highest demand include *Sales and Service; Business and Finance; Trades and Transportation; and Health*
- Most job openings are skills specific requiring workers with the right training
- About 25% of this demand will need to be filled by new immigrants

# MPNP A Labour Market Strategy for Immigration

## Opportunities for MPNP Renewal

- **Growth in National Immigration Levels** – The federal government has increased national immigration levels including possible growth in MPNP nominations
- **Improving Labour Market Information** – will support moving the MPNP from a 'supply-driven' model to a 'demand-driven' model.
- **Expression of Interest System** –the MPNP can invite applications from candidates with high potential to meet labour market and business investment requirements of the Manitoba economy.
- **Employer Engagement** – MPNP Strategic Recruitment Initiatives and Manitoba Start are already connecting employers to immigrant skilled workers in Manitoba and overseas.
- **International Students** – colleges and universities are increasing the numbers of international students many of whom are interested in permanent immigration
- **Performance Measurement** – improved data systems are helping us learn more about which immigrants are successful and who is struggling.

# MPNP A Labour Market Strategy for Immigration

## The MPNP Current State . . .

Category / Stream	Nominations*
Total Skilled Worker Category	98%
Total Business Category	2%
<b>Skilled Worker Category</b>	
• Skilled Worker Overseas (no confirmed employment)	61%
• Strategic Recruitment Initiatives (some confirmed employment)	7%
• Skilled Worker in Manitoba (confirmed employment)	32%
• <i>Temporary Foreign Workers</i>	58%
• <i>International Students (MB Institution)</i>	42%
<b>Business Category</b>	
• General Business Stream	95%
• Farm Strategic Recruitment Initiative	5%

\* Percentages are based on 2015 nominations

# MPNP A Labour Market Strategy for Immigration

## How will the MPNP be renewed?

1. Innovative partnerships with industry and education that build pathways to employment.

Working with employers, sector councils and training institutions to better prepare and match international students and skilled worker nominees to in-demand jobs

2. Skilled worker selection that emphasizes early and strong attachment to the labour market.

Priority nomination for high potential applicants able to establish early and strong labour market attachments in all regions of Manitoba

3. Business nominee selection that fast tracks investors establishing job-creating businesses.

Priority nomination of high potential applicants able to establish job creating or maintaining, value-added businesses in all regions of Manitoba

4. MPNP nomination plan that puts the priority on skills and job creation.

Annual and quarterly plans communicating Manitoba's skills and investment priorities

# MPNP A Labour Market Strategy for Immigration

## MPNP Skilled Workers – Industry Partnerships:

*Expand options and increase the numbers of Manitoba employers hiring potential nominees and recent newcomers*

- **Formalize industry partnerships** with sector councils, associations, and Chambers of Commerce to strengthen access to ‘real-time LMI’, employer input to applicant selection and employer hiring from applicant pools.
- **Increase employer direct recruitment** of permanent workers through more flexible access to LMIA-exempt work permits allowing provincial nominees to begin working in sooner.
- **Expand options for employers** for overseas and local recruitment through international recruitment initiatives, recruitment of workers on exploratory visits, and more streamlined processes for recruiting higher skilled, higher wage workers.

# MPNP A Labour Market Strategy for Immigration

**MPNP Skilled Workers – Education and Training Partnerships:**  
*Increase and improve labour market outcomes for international student nominees by better matching training programs to job opportunities including new innovation and bridging pathways*

- **Formalize partnerships** with public colleges and universities to encourage program-specific pathways connecting international students to in-demand occupations
- **Develop innovation pathways** for international graduates involved in industry-facing research and development including expanded opportunities for internships
- **Develop bridging pathways** for potential immigrants in regulated trades and professions to improve licensing and employment outcomes as part of the nomination process.

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## MPNP Skilled Workers – Labour Market Selection Priorities:

*Prioritize MPNP Invitations to Apply for job-ready immigrants demonstrating the strongest potential for successful labour market attachment earlier in the nomination / arrival process.*

- **Define sectoral and occupational priorities** based on regularly updated labour market information to set quarterly skill profile targets for MPNP invitations to apply from the expression of interest pool.
- **Establish occupation or skills profile specific criteria** including language ability, education and work experience for human capital candidates applying without confirmed employment.
- **Provide faster decision-making** for applicants, including international students, with stronger labour market attachment potential at the time of nomination.

# MPNP A Labour Market Strategy for Immigration

## MPNP Business – Enhanced Core Requirements:

*Target entrepreneurs able to establish higher investment, job-creating businesses sooner.*

### *Draft proposals include:*

- Increase the minimum net worth requirement
- Increase the minimum investment requirement
- Mandatory exploratory visits
- Minimum language requirements
- Minimum job maintenance / creation requirements

# MPNP A Labour Market Strategy for Immigration

MPNP Business – Targeting high potential candidates:

*Increase the points for stronger applicants to receive invitations to apply from the Expression of Interest pool and process them faster.*

*Draft proposals include:*

- **Provide higher points rating in the Adaptability Assessment Matrix for:**
  - i. business Investments above the minimum requirement
  - ii. export oriented value-added business activities in Manitoba
  - iii. business location or succession impact outside Winnipeg Capital Region
  - iv. proficiency in Second Official Language
- **Enhance the existing MPNP Online system to provide electronic application process for all business applicants**

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## MPNP Business – Stronger Deposit Agreements

*Ensure timely business start-ups and improved business outcomes*

### *Draft proposals include:*

- Introduction of Ineligible Businesses
- Improved definition of what constitutes an eligible investment
- Introducing definitions and requirements when using Borrowed Funds Limit extensions of the date for establishing a business to one year Business change request not accepted if investment less than initial commitment

# MPNP A Labour Market Strategy for Immigration

## MPNP Possible Future State (2017 – 2020) . . .

Category / Stream	Nominations*
Total Skilled Worker Category	95%
Total Business Category	5%
<b>Skilled Worker Category</b>	
• Skilled Workers Nominated with Jobs**	75%
• <i>International Students</i>	<i>50%</i>
• <i>Strategic Recruitment Initiatives</i>	<i>30%</i>
• <i>Temporary Foreign Workers</i>	<i>20%</i>
• Skilled Workers who can be matched to jobs after arrival **	25%
<b>Business Category</b>	
• General Business Stream	90%
• Farm Strategic Recruitment Initiative	5%
• New Streams?	5%

*\* Percentages are approximations for purposes of discussion only*

*\*\* Skilled Workers with family connections would continue to receive additional points but must first meet priority labour market requirements.*



# A Labour Market Strategy for Immigration

*Why are we introducing a new  
cost recovery model for the  
MPNP?*



# A Labour Market Strategy for Immigration

## Provinces with Cost–Recovery Models:

- British Columbia; Ontario, Quebec, PEI, NFLD, and Manitoba.
- Manitoba currently recovers 56% of operating costs from application fees for the MPNP business category (\$2500), interest earned from business nominee deposits, and from retained deposits.

## A new MPNP application fee for Skilled Workers:

- A non–refundable fee of \$500 (proposed) will be introduced in April 2017
- Will only be charged to candidates drawn from the EOI pool and invited to submit a complete application to the MPNP.

## Benefits of a Cost Recovery model:

- Improved customer service and processing times at no additional cost to the Manitoba tax–payer
- A dedicated fund to support services for all Manitoba immigrants and refugees at no additional cost to the Manitoba tax–payer



# A Labour Market Strategy for Immigration

*Next Steps?*

# MPNP A Labour Market Strategy for Immigration

## Step 1: Backlog Elimination

- *Eliminate current MPNP application backlog by March 2017 in order to support improved and sustainable client service standards;*

## Step 2: Engage Business and Education Partners

- *Strengthen and expand partnerships to establish new pathways for improving immigrant labour market outcomes;*

## Step 3: Stakeholder Consultations

- *Consult with industry, training and community stakeholders concerning program improvements and input into a 2017 Nomination Plan;*

## Step 4: Engage the Federal Government

- *Formalize program improvements, including faster federal processing times for provincial nominees, and renew our 2003 Canada Manitoba Immigration Agreement (CMIA);*

## Step 5: Introduce New Program Requirements

- *Launch new nomination pathways and program improvements, including applications fees, after April 2017.*

# MPNP A Labour Market Strategy for Immigration

## Continuous Improvement:

### 1. Long-term program success will be measured by:

- strength of immigrant employment outcomes in relation to labour market demands for skilled workers;
- number of those with early and successful attachment to the labour market in jobs consistent with skills and training; and
- number of job-creating/maintaining businesses established in Manitoba.

### 2. Program success and continuous improvement will be supported by:

- expanded business and education partnerships improving pathways to employment and generating better, 'real-time LMI';
- increased post-arrival monitoring, performance measurement, and regular program evaluation and renewal; and
- a cost recovery model to reinvest program revenues into improved service standards, performance measurement, and for services supporting the long-term integration of all immigrant and refugee newcomers, at no additional cost to the Manitoba taxpayer.

Manitoba   
my new home



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