



Report of the **Immigration** Advisory Council





Land Acknowledgement

We recognize that Manitoba is on the Treaty Territories and ancestral lands of the Anishinaabe, Dakota Oyate, Denesuline, and Nehethowuk peoples.

We acknowledge that Manitoba is located on the Homeland of the Red River Métis.

We acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

We respect the spirit and intent of Treaties and Treaty Making and remain committed to working in partnership with First Nations, Inuit and Métis people in the spirit of truth, reconciliation and collaboration.



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Glossary

| Acronym/ Term | Definition |
|------------------|---|
| AESI | Advanced Education, Skills and Immigration |
| BIS | Business Investor Stream |
| CLB | Canadian Language Benchmark |
| Cluster | IAC members were assigned into three clusters of cross-functional working groups to discuss topics and bring ideas back to the IAC. |
| CMIA | Canada-Manitoba Immigration Agreement |
| EDW | Economic Development Winnipeg |
| EOI | Expression of Interest |
| FCR | Foreign Credential Recognition |
| IAC | Immigration Advisory Council |
| IRCC | Immigration, Refugees and Citizenship Canada |
| LAA | Letter of Advice to Apply |
| LMIA | Labour Market Impact Assessment |
| MPNP | Manitoba Provincial Nominee Program |
| NGO | Non-Governmental Organization |
| NOC | National Occupation Classification |
| PR | Permanent Resident / Permanent Residence |
| RFI | Request for Information |

A Message from the Minister of Advanced Education, Skills and Immigration Honourable Jon Reyes



Over the past year, I have been proud to co-chair the Immigration Advisory Council with Dr. Lloyd Axworthy. We worked alongside 20 incredible council members, all leaders in their fields, who have brought meaningful perspectives and helped us produce this report. Our council has come together to serve as an expert panel to offer recommendations to improve our great province's current immigration policies and programs.

We came together to build on the success of Manitoba's Provincial Nominee Program (MPNP), which nominated a record number of candidates in 2021 at 6,275, the highest since the program was established in 1998 by the Progressive Conservatives.

This program brings thousands of qualified skilled workers to Manitoba each year, and more than 170,000 nominees and their families have immigrated to Manitoba from all over the world since the program began. The new Manitobans we welcome through this program and others use their skills to contribute to the long-term economic recovery and growth of our province.

Bettering the MPNP program and other immigration processes and policies means welcoming a range of new workers to the province and solving the business demand for labour pivotal to Manitoba's Skills, Talent and Knowledge Strategy – our shared vision to advance Manitoba's economic prosperity. The recommendations found in this report will ensure we have the jobs and the people necessary to rebound from the pandemic.

Our recommendations look at: increasing immigration to our province; streamlining the MPNP process; improving foreign credentials accreditation, language training and other services to meet labour market needs; and collaborating with stakeholders to recruit, settle and retain new immigrants.

Bringing this council to fruition and building this report over the past year has meant so much to me. Many of my constituents recently came to Canada and I've heard from them how complex and complicated the process can be. We have flown, driven and connected virtually throughout the province, hearing from businesses, associations, non-profits and immigrants to build a report that represents the needs of all current and future Manitobans.

Although attracting and retaining talent is a significant challenge, we see it as an opportunity to offer a safe space for immigrants from all over the globe with a variety of skills and experiences to build bright and secure futures while strengthening our province's economic recovery. With this report, Manitoba continues to lead the way for immigration programs in our country.

Sincerely,

A handwritten signature in black ink that reads "Jon Reyes". The signature is fluid and cursive, with the first name "Jon" being more prominent than the last name "Reyes".

Honourable Jon Reyes
Minister of Advanced Education, Skills and Immigration
Co-chair of the Immigration Advisory Council



A Message from The Honourable Lloyd Axworthy, Co-chair of the Immigration Advisory Council



This report on immigration and refugee policy for Manitoba is the outcome of an important exercise in mapping out a course for the province to meet one of the most significant social and economic developments facing this generation. The migration surge affecting all parts of the globe equals the challenges presented by other existential trends such as climate change, epidemics and human security. It does, however, present Manitobans with opportunities to promote growth, meet labour market demands, and enrich the dynamic, diverse nature of our population. This will require changes in policy and practice that can reshape the way in which we recruit, receive, settle and distribute the newcomers who choose to come here.

One of the crucial decisions for Manitobans is how to fit provincial policy with the recent announcement of the federal government that aims at a 500,000 annual intake of newcomers. This expanded target calls on us to adjust and enhance our nominee program. The report's recommendation that the province aim at accepting the percentage equivalent to our share of the national populace is a good starting point for consideration by the Government, recognizing that this will require additional resources.

The report also includes a number of very practical recommendations on fixes to various practices to improve efficiency and processing. There is also a strong emphasis on the need to have a more extensive outreach with municipalities throughout the province to meet labour market demands in all regions. And there are suggestions on ways to begin eliminating bottlenecks in credentials licensing and international student visas.

The report recognizes that there are some issues needing further attention and that these should include the involvement of the private sector, labour, educational institutions and civil society settlement groups in developing innovative solutions through a partnership model. The recent arrival of thousands of Ukrainian displaced persons has put a spotlight on the need for serious examination of our refugee planning and adaptation systems, particularly in initiating pilot projects for new labour and humanitarian pathways. The idea put forward by the Minister of setting up a new vehicle for managing these emerging issues is welcome and will be eagerly awaited.

I want to thank Minister Reyes for the openness and co-operative spirit with which he managed the Council's work and I applaud members of the Council who gave freely of their time and ideas to this enterprise. I commend the findings to the Premier and Cabinet for immediate action.

Sincerely,

Dr. Lloyd Axworthy PC, CC, OM.

Immigration Advisory Council Members



Dr. Lana Adeleye-Olusae is a pastor and human resource consultant based in Winnipeg. He is heavily involved with the African Communities of Manitoba and the Nigerian Association of Manitoba.



Annie Henry is a business development manager for Tourism Winnipeg and member of various boards such as Entreprises Riel and Sport Tourism Canada.



Andrea Aiello, based in Winnipeg, is the director of workforce development for Canadian Manufacturers and Exporters and a human resources professional.



Kerri Caldwell Korabelnikov, of West St. Paul, works as the dean of the School of Education and Arts and Sciences at Red River College Polytechnic, with extensive experience in English-language training and pathways to employment serving newcomers and immigrants.



Yasmin Ali is a founding member and board president of the Canadian Muslim Women's Institute. She lives in Winnipeg and has been a full-time community volunteer for more than 30 years.



Dr. Shauna Labman, of Winnipeg, is associate professor and program director, Human Rights, Global College, University of Winnipeg, and an active member of the Canadian Association of Refugee Lawyers.



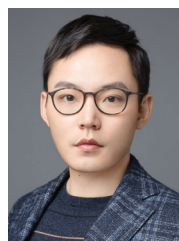
Dr. Michael Benarroch serves as the president and vice-chancellor of the University of Manitoba and works as a professor of business administration at the Asper School of Business.



Baerbel Langner, of Winnipeg, is in-house legal counsel, HyLife, with more than 25 years of experience in citizenship and immigration law.



Liz Choi is the chief executive officer of ECG Education Canada Group, a parent company of Robertson College, and past chair of the board of directors of the Winnipeg Chamber of Commerce.



Shane Li serves as chief executive officer and president of Red Leaf Capital and president of North Forge East – North Forge Technology Exchange. He lives in Winnipeg.



Chad Friesen, of Altona, is chief executive officer, Friesens Corporation.



Dr. Ghulam Memon is a family physician practising in Winnipeg and president of the Pakistan Winnipeg Society.



Paramjit Shahi is the president of Winnipeg South Community Centre, president of Richmond West/Fairfield Association, a business consultant and respected Winnipeg community leader.



Debasish Mukherjee is a business owner in Beausejour who is active in Manitoba's Indian community. He is a member of the Hindu Vedanta Society of Winnipeg, Beausejour Lions Club and Chamber of Commerce. He is on the board of Beausejour Brokenhead Development Corporation (BBDC) and a member of the immigration sub-committee of BBDC.



Vicki Sinclair, based in Winnipeg, is the executive director of the Manitoba Association of Newcomer Serving Organizations, an umbrella organization for settlement service providers.



Bramwell Strain is the president and chief executive officer of Business Council of Manitoba. He lives in Winnipeg.



Enver Naidoo, based in Brandon, is the executive director of Westman Immigrant Services and co-founder of Interdisciplinary Immigration Research Network.



Denys Volkov, based in Winnipeg, is the Executive Director of the Association of Manitoba Municipalities.



Rosanna Pancotto, based in Winnipeg, is an immigration consultant at Prairie Sky Immigration and faculty member of Ashton College.



Gary Sarcida, of Winnipeg, is an attorney with PKF Lawyers, who currently sits on the board of governors of the Winnipeg Art Gallery and is an adjudicator for the Manitoba Human Rights Adjudication Panel.



Executive summary

The Report of the Immigration Advisory Council (IAC) represents a collection of inputs from every corner of the province on immigration programs and policy. It is a call to action to advance Manitoba's economic prosperity and continue our legacy as a leader in immigration.

Manitoba acknowledges a significant challenge to fill vacancies and retain employees across sectors. There is a call for global talent of varying skills from all backgrounds and around the world to bolster economic development in the province.

The Honourable Minister Jon Reyes and the Honourable Dr. Lloyd Axworthy co-chaired a council of experts to develop this report, informed by robust stakeholder engagement from across the province. The IAC met in person and virtually with stakeholders representing business, government, community and immigrants.

This report lays out recommendations aligned with the IAC's three mandates: attract immigrants to Manitoba, streamline the Manitoba Provincial Nominee Program (MPNP) and enhance settlement services.

- 1. Recruitment:** The current level of recruitment is not sufficient to meet the demands of the labour market in Manitoba or for the economic prosperity of the province. Expanding recruitment means collaborating with the federal government and maximizing all available immigration pathways and programs. Recruitment also means increasing marketing efforts to attract immigrants.
- 2. Streamlining the MPNP and balancing needs:** This recommendation area explores ways to better align the MPNP with labour market needs. Further, streamlining the program means making it accessible to a broader range of applicants. It also means working with stakeholders like communities, businesses and investors to make the process more straightforward.
- 3. Settlement and retention:** Investing in settlement and retention is key to sustainable economic development. Settlement services and enhancing resources that integrate newcomers, such as employment programming and foreign credential recognition, all factor in.

Through collaboration with the federal government, industry, entrepreneurs and established immigrant communities in the province, we can improve outcomes for all.

More immigration to Manitoba means strengthening our communities, our culture of entrepreneurship and business success in the province. By expanding immigration and enhancing integration, we will realize the mutual benefits of helping people build lives in Canada while growing our population and meeting labour market needs.

The recommendations within the report support Manitoba's Skills, Talent and Knowledge Strategy. By examining ways to improve the entire process of immigration to Manitoba, the province will increase the number of workers with the right skills, talent and knowledge to enjoy a high quality of life and grow the provincial economy.



Introduction

The Immigration Advisory Council (IAC) was formed in February 2022 to enhance the Manitoba Provincial Nominee Program (MPNP), while recommending improvements to provincial immigration policies and programs to make Manitoba a dynamic destination for skilled workers and business investors. The IAC brought together a diverse group of experts, including individuals who have immigrated to Manitoba through the MPNP, representatives from Winnipeg and other regions of the province, bilingual members and people from diverse ethnic backgrounds. This report presents the IAC's recommendations, based on council discussions and what we have heard from stakeholders and Manitobans through presentations to the council, town halls and a public survey.

Manitoba is not immune to labour shortages that are being experienced in sectors and industries across Canada. According to the Manitoba Labour Market Outlook (LMO), between 2021 and 2025 there will be 141,700 job openings, with 56 per cent of those jobs requiring some post-secondary training. For the foreseeable future, the LMO predicts that Manitoba will require 15,500 more workers per year due to retirements and deaths, requiring a steady supply of net in-migration to fill job openings. There is a risk of jobs remaining unfilled leading to supply gaps if labour supply is not addressed proactively.

To help address these challenges by increasing the labour supply in Manitoba, the IAC was formed, co-chaired by the Honourable Jon Reyes, Minister of Advanced Education, Skills and Immigration, and the Honourable Dr. Lloyd Axworthy. The IAC is comprised of 20 individuals from across the province, selected for their expertise and experience in the immigration sector. The IAC's mandate is to review the continuum of immigration — from recruitment to retention of newcomers to Manitoba. This report provides 70 recommendations and concrete actions to the Manitoba government to address the following goals:

1. attract more immigrants and business investors to the province
2. streamline the MPNP and other immigration pathways currently offered, striking the right balance between the province's regional labour market, economic development and community (e.g., family, minority groups, etc.) needs
3. enhance Manitoba's settlement, integration and foreign credential recognition (FCR) programs and services for all newcomers to Manitoba to encourage labour market attachment, improve foreign qualification recognition and bolster immigrant retention

There is ongoing collaboration with the federal government to grow our immigration through the MPNP, to maximize the number of people coming into our province every year. Within Manitoba, work is currently being done with regulatory bodies to streamline recognition of foreign credentials to ensure internationally educated professionals can work in their field.

Although immigration in Canada is primarily a federal responsibility, Manitoba administers its own immigration program through the MPNP. The Canada-Manitoba Immigration Agreement (CMIA) identifies federal and provincial roles and responsibilities related to immigration. The federal Immigration, Refugees and Citizenship Canada (IRCC) sets a maximum quota (annual allocation) the MPNP can nominate in a given calendar year. Immigration Pathways is the Manitoba government division responsible for immigration, including working with the federal government to ensure the successful integration of newcomers to Manitoba, design, management and evaluation of the MPNP, and working with regulators to ensure fair recognition of skills and training for internationally trained individuals and skilled workers. The MPNP encompasses three immigration streams, consisting of the following pathways:

1. Skilled Workers Stream

1. Skilled Workers in Manitoba (SWM)
2. Skilled Workers Overseas (SWO)

2. International Education Stream (IES)

1. Career Employment Pathway
2. Graduate Internship Pathway
3. International Student Entrepreneur Pilot (ISEP)

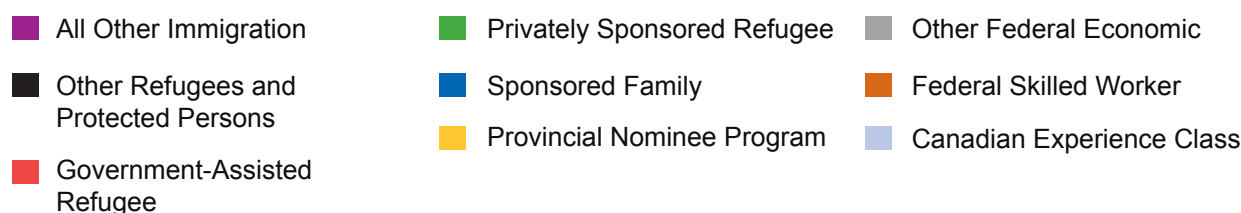
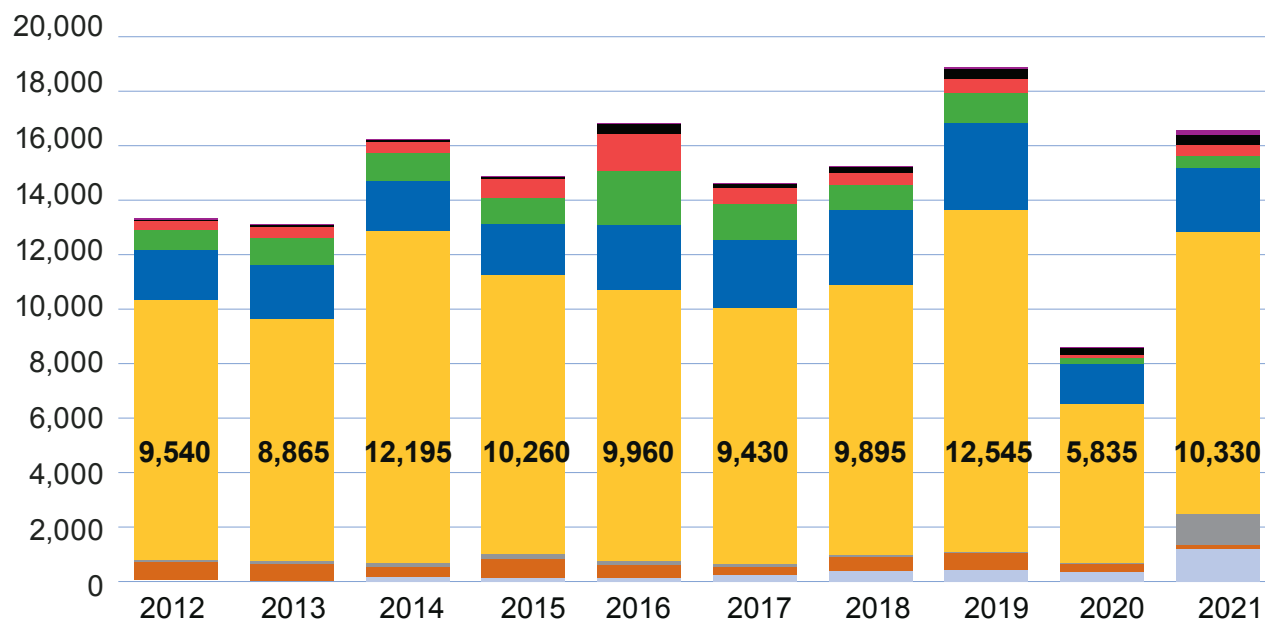
3. Business Investor Stream (BIS)

1. Entrepreneur Pathway
2. Farm Investor Pathway

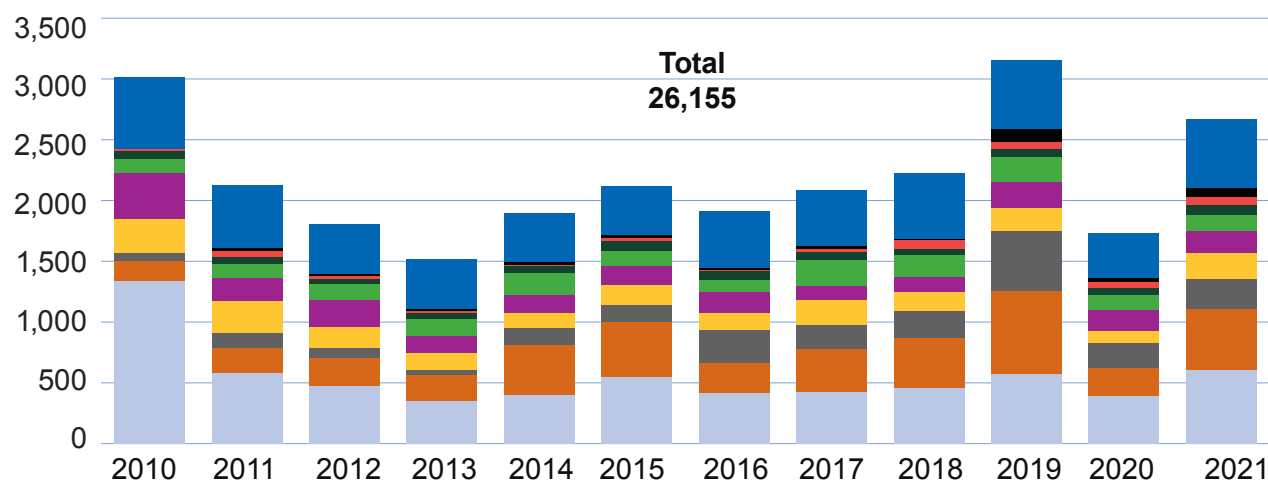
Manitoba created the Provincial Nominee Program in 1998, the first province to do so. Since that time, over 170,000 talented candidates and their families (as of 2021) have come to our province through the MPNP, participating in our economy and communities. From its days as a small pilot program, the MPNP has grown to become the primary source of newcomers to Manitoba. The graph on the following page entitled “Immigration Landings in Manitoba by Class, 2012 – 2021” illustrates the proportion of newcomers attributed to the MPNP as compared to all other immigration categories. The yellow bar represents the Manitoba Provincial Nominee Program, and each number is the actual number of Manitoba provincial nominees who arrived that year.

Provincial nominees settle in communities throughout Manitoba, with a total of 26,155 individuals settling outside of the Winnipeg area from 2010 – 2021. The graph “Provincial Nominee Landings in Top Manitoba Regions, 2010-2021” illustrates the distribution of provincial nominee landings throughout the province. The provincial government and the IAC are committed to the enduring work of attracting more immigrants and business investors to Manitoba, streamlining the MPNP and other immigration pathways, and retaining and encouraging immigrants to remain in Manitoba by investing in communities that will make our province a more vibrant and prosperous place to live.

Immigration Landings in Manitoba by Class, 2012 - 2021



Provincial Nominee Landings in Top Manitoba Regions, 2010-2021



Provincial nominees come from countries around the world. In 2021, 6,275 applicants and family members from 106 countries were nominated by the MPNP. The top 10 source countries included: India, Nigeria, People's Republic of China, the Philippines, Vietnam, Bangladesh, Hong Kong Special Administrative Region, Republic of Korea, Pakistan and Morocco.

Engagement approach

Starting in April 2022, the IAC met bi-weekly to learn about the Canadian immigration system — and Manitoba's place within it — from governmental officials and key stakeholders. To develop recommendations, IAC members were split into three working groups (also called subcommittees or clusters), each analyzing the council's mandates. As described in the introduction, the IAC's three mandates are to:

1. attract more immigrants and business investors to the province
2. streamline the MPNP and other immigration pathways currently offered, striking the right balance between the province's regional labour market, economic development and community (e.g., family, minority groups, etc.) needs
3. enhance Manitoba's settlement, integration and FCR programs and services for all newcomers to Manitoba to encourage labour market attachment, improve foreign qualification recognition and bolster immigrant retention

IAC members include individuals with expertise related to immigration services, governance, economic development, analysis, project management and community integration. Their discussions, both at plenary sessions and in their working groups, were wide-ranging, considering aspects of recruitment, immigration and settlement that fall within federal as well as provincial jurisdiction, as well as the roles of employers, educational institutions and community organizations. Ultimately, the focus of this report and its 70 recommendations is on the MPNP and those policies and programs that are within provincial control. The section on "Other considerations in immigration policy" highlights some of the key areas beyond the MPNP where the council believes there is opportunity for Manitoba to be a leader in Canadian immigration.



The IAC's recommendations are informed by presentations from provincial and federal officials administering immigration programs, requests for information from provincial sources, town hall sessions and an online survey.

From June through August 2022, the IAC held 14 town hall sessions in Winnipeg, Beausejour, Dauphin, Swan River, Thompson, Brandon, Neepawa, Winkler, Altona, Steinbach and Arborg, including one bilingual (English and French) session in Winnipeg. Over 400 people participated in the town hall sessions, with over 170 sharing their experiences and recommendations on how to improve immigration to Manitoba.

| | |
|-----------------------------------|---|
| Businesses | Small business owners |
| | Immigration consultancies |
| | Agricultural producers |
| | Recruitment companies |
| | Manufacturing companies |
| | Restaurants |
| Governmental organizations | Elected officials |
| | Health care agencies |
| | Regulatory bodies |
| | Municipal economic development corporations |
| | School boards |
| Community members | People with lived experience of the MPNP |
| Organizations | Educational institutions |
| | Immigration NGOs |
| | Religious institutions |
| | Settlement services |
| | Diaspora communities |
| | Ethnic media |
| | Chambers of commerce |
| Sector councils | Keystone Agricultural Producers |
| | Manitoba Pork |

A list of representatives from the town hall meetings is provided in Appendix A.

See Appendix B for a list of presentations made to the IAC and requests for information from IAC members.

In September 2022, 338 individuals responded to a survey about Manitoba's immigration policies and programs hosted on the province's EngageMB.ca civic engagement portal (full results found in Appendix C). Most people surveyed (70 per cent) were familiar with Canada's immigration process, and 68 per cent were familiar with the MPNP.



What we heard

Through the cluster reports, town halls and survey, we heard about both successes and challenges in the immigration system. The recommendations in this report aim to build on successes and address the concerns and challenges raised.

Successes and opportunities

- **Positive personal experiences:** Individuals at town halls described positive experiences immigrating to Manitoba through the MPNP.
- **Community support:** Community members and stakeholders throughout the province expressed their desire to welcome immigrants and support newcomers using whatever resources they have.
- **Large employers support immigration to regions outside the capital:** A large employer that takes the lead in recruiting newcomers produces positive results, particularly in regions outside the capital, where there are fewer community and municipal resources for recruitment and retention. HyLife in Neepawa and Friesens in Altona were both cited as examples.
- **Learning from successful innovations:** Participants highlighted innovative, integrated models for recruitment and settlement that have worked well; these included the community approach that Morden has taken to recruiting and settling immigrants and the targeted, co-ordinated resources the province has provided for Ukrainian immigrants related to the special measures introduced by IRCC and MPNP in 2022.

Concerns and challenges in Canada's immigration system and the MPNP

- **Process:** Overall agreement that the immigration process is complex, time-consuming and difficult to navigate. These comments were made about both the MPNP and federal processes and specifically identified factors such as wait times, financial barriers and bureaucratic red tape.
- **Labour shortage:** High-skilled and low-skilled labour shortages are a primary concern in all of Manitoba's economic regions.
- **Settlement services and wraparound services:** We heard concerns about a lack of funding and insufficient settlement services (e.g., language training) as well as gaps in other social services (e.g., housing, daycare, transportation and healthcare) that are essential to newcomers' settlement, integration and retention. Increasing funding for settlement services was also noted as important in the survey.
- **Timelines:** There is overall frustration with the speed of the system, both federal and provincial. There is a desire for special attention to be paid to regional municipalities during the immigration process. There is a need to improve and streamline processing times. There is also frustration that permanent resident processing times are not consistent among different programs and that has a negative impact on individuals, families and businesses. Accelerating the immigration application process, and speeding up the process to recognize foreign credentials, was also noted as important in the survey.

- **Regional municipalities:** Some of Manitoba's regional economies have faced longstanding, severe labour shortages, and there is a desire to see more immigrants settle in communities outside of Winnipeg.
- **Skills matching:** There is a perceived mismatch between skills that are in demand in Manitoba and those of immigrants settling in our province.
- **Recognition of credentials:** There are barriers to working in regulated professions with foreign credentials. Newcomers go through difficult processes to be able to practise in their areas of expertise and may not have the time and resources to do so. Speeding up the process to recognize foreign credentials was also noted as important in the survey.
- **Points system:** There is a general feeling that the MPNP points-based system needs to be overhauled. Specific feedback identified differences of opinion in terms of point values assigned for criteria such as language requirements and settlement in regional municipalities.
- **Diversity and racism:** Concerns were raised over institutional racism in humanitarian and refugee categories. There is a perception that immigrants from racialized countries (and in dire circumstances) are not prioritized in the same way as immigrants from non-racialized countries, leading to additional frustration in the immigration and settlement process. We also heard that people from racialized backgrounds can experience discrimination in Manitoba communities that can interfere with settlement. In 2021, the top 10 countries of citizenship of newcomers to Manitoba were India, People's Republic of China, the Philippines, Nigeria, Brazil, Eritrea, the United States of America, Republic of Korea, Vietnam and Pakistan.

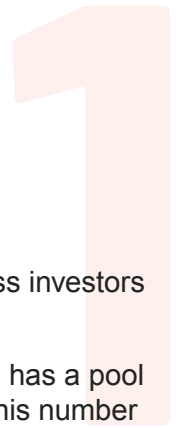


Fourteen town halls sessions were held across the province including the sessions pictured above, in Winnipeg and Brandon. All town hall sessions were well attended.



RECOMMENDATION AREA #1:

Recruitment



About the issue

These recommendations relate to the mandate: Attract more immigrants and business investors to the province.

Manitoba is an attractive settlement destination for newcomers. Currently, the MPNP has a pool of over 13,030 candidate profiles to draw from, as of December 20, 2022; however, this number is constrained by annual nomination allocations set by IRCC. The MPNP's 2022 allocation is 6,367 candidates, up from 6,275 in 2021.

Manitoba works to attract and recruit newcomers through employer recruitment fairs, overseas missions and partnerships with economic development agencies. Employers are actively involved in planning and executing recruitment missions through the MPNP's Employer Demand Strategic Initiative. During the COVID-19 pandemic, in-person recruitment missions were paused. Immigration Pathways went on its first recruiting mission since the pandemic in November 2022 to France and Morocco.

Manitoba also works with specific stakeholders on targeted recruitment initiatives. For example, Immigration Pathways works with local francophone partners — including the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) — to determine and facilitate the immigration needs of Manitoba's francophonie.

Overall, while attracting newcomers to Manitoba is not a significant challenge, we heard in town halls that attraction efforts need to be more specific, focusing on applicants who have skills most needed to support Manitoba's economy.

What we heard

In town hall sessions, email submissions and survey responses, we heard that immigration pathways could be streamlined for francophone immigrants and business investors to improve recruitment. In terms of demand-side factors in Manitoba, employers and post-secondary institutions need help in the form of incentives, strategic alignment and settlement programs from the province to support the recruitment of immigrants. Lastly, the public has misconceptions about aspects of the immigration system, including the level of immigration to communities outside the capital region and mandatory exploratory trips. Manitoba could do a better job of communicating this information to applicants and the public.

The following recommendations were provided in cluster reports, town hall meetings and email. They are organized by sub-themes.

Recommendations

1.1 Increase immigration to Manitoba

- 1.1.1 As the Premier of Manitoba is currently Chair of the Council of the Federation, encourage collaborative dialogue between levels of government to boost provincial nominee allocations for Manitoba. The Council requests that IRCC increase the MPNP nomination allocation to one per cent of Manitoba's population per year. The MPNP's 2022 allocation of 6,367 nominations is insufficient to fill current, estimated labour supply gaps.

- 1.1.2 Maximize all other non-MPNP options to increase the number of immigrants landing in Manitoba instead of putting all of them through the MPNP. Advocate to increase Manitoba's allocation in the Economic Mobility Pathways Pilot, which helps skilled refugees immigrate to Canada through existing economic programs. With the priority to grow francophone immigration and with the current influx of Ukrainian arrivals to Manitoba, work with the federal government to have specific francophone and Ukrainian allocation categories under the federal economic immigration class outside of regular MPNP allocations.
- 1.1.3 As allotments to the MPNP are increased, ensure that Immigration Pathways has sufficient staff to maintain current processing times of six months or less.
- 1.1.4 Develop and implement a provincial immigration strategy, taking into consideration factors such as: maintaining and growing Manitoba's francophone population; fostering economic development in areas outside the capital region; labour shortages and unique labour needs in the capital region and other regions throughout the province.

1.2 Recruitment

- 1.2.1 Be more proactive and competitive in recruiting international students, skilled workers and business investors overseas. Diversify source countries and expand outreach activities to regions with large numbers of potential immigrants with strong professional credentials and family/community connections to Manitoba and/or established diaspora communities in Manitoba.
- 1.2.2 Be transparent about opportunities and eliminate miscommunication with internationally educated professionals about availability of careers in the region to avoid potential issues.

1.3 Address labour market needs

The following concrete actions were suggested to collaborate with employers to meet labour market needs:

- 1.3.1 Align nominations of skilled workers and business investors through the MPNP with strategic industry growth areas for Manitoba. This initiative could also consider other provincial strategies and plans, such as the Skills, Talent and Knowledge Strategy and A Made-in-Manitoba Climate and Green Plan. The majority (81 per cent) of people who responded to the survey were in favour of aligning MPNP applicants with growth areas in industries/sectors.
- 1.3.2 Government of Manitoba encourage businesses to help with recruitment and integration of international skilled workers. Providing a subsidy to employers would help develop those programs. When developing these programs, consider the needs of smaller organizations without human resources capacities or departments.
- 1.3.3 Establish a single source recruitment portal for Manitoba employers and global talent to connect.
- 1.3.4 Create a list of trusted employers to facilitate an expedited process to fill labour market needs.

1.4 Immigration outside the capital region

Immigration Pathways engages with regional municipalities and is successful in recruiting immigrants to communities outside of Winnipeg (e.g., in 2021, approximately 23 per cent of immigrants destined for Manitoba declared intended destinations outside of Winnipeg). Despite these achievements, there remains the perception that Immigration Pathways does not do enough to prioritize immigration to regional municipalities.

The following concrete actions were suggested:

- 1.4.1 Immigration Pathways communicate landing statistics by region to municipalities by making its data portal easily accessible from the Immigrate Manitoba home page
- 1.4.2 Immigration Pathways establish economic immigration regional hubs to work closely with partners outside the capital region and in northern Manitoba
- 1.4.3 Establish and communicate targets for the number of MPNP nominees destined to areas outside the capital region, including northern Manitoba
- 1.4.4 Have special Expression of Interest (EOI) draws based on regional labour market needs and adaptability factors

1.5 Francophone immigration

Participants noted that Manitoba is uniquely situated to acquire more francophone immigrants due to the bilingual nature of our province.

The following concrete actions were suggested:

- 1.5.1 Adopt a specific and separate francophone economic immigration policy, with the objective of maintaining the proportion of Manitoba's total population as francophone.
- 1.5.2 Increase the Manitoba government's capacity to process immigration applications from French-speaking source countries.

1.6 Business investors

- 1.6.1 Create virtual options. Although exploratory/research trips are not mandatory, they can be beneficial. When issuing Letters of Advice to Apply, the MPNP could include a preliminary virtual submission to move the process forward.
- 1.6.2 Encourage international entrepreneurs to invest in communities outside the capital region by creating new businesses and purchasing existing businesses. Creating new businesses in these communities increases the number of businesses and the size of the business pool and can increase job creation and available community services. Business investors purchasing existing businesses can provide a succession plan for current business owners.
- 1.6.3 To be consistent with other provinces, Manitoba should reduce or remove the language requirement for the Business Investor Stream (BIS) and explore ways of providing interpretation services as needed to business investors.

1.7 International students

- 1.7.1 Work with IRCC to reduce their backlog and improve processing times for international students to ensure these applicants receive their visas by the date needed to start their education in Manitoba.

- 1.7.2 Expand programs for young investors to include international student graduates from across Canada and globally, and lower the language requirement for young investors.
- 1.7.3 Promote opportunities for careers in trades for international students by waiving the six-month work requirement for Apprenticeship Manitoba graduates who have job offers.

1.8 Enhance marketing efforts

- 1.8.1 Improve the Immigrate Manitoba website and marketing campaigns to promote the affordability, low cost of living and robust job market in Manitoba.
- 1.8.2 Revamp the Immigrate Manitoba website to make it visually appealing and easy to navigate. This could include:
 - Adding testimonials from newcomers, international students, employers, etc., and using success stories
 - Having a video showcasing Manitoba and our sector needs (e.g., IT sector, health care, etc.)
 - Connecting the Immigrate Manitoba website to one of the partners, such as YES! Winnipeg's website, which provides much of the needed videos/ testimonials and clear links to employers
 - Allocating funding for marketing campaigns related to benefits, acceptance, understanding, etc. This could include:
 - Explaining the benefits of choosing Manitoba, including the affordability and low cost of living in Manitoba compared to other Canadian cities
 - Building a brand: Manitoba is the home for every person
 - Publicizing our efforts by doing promotion on social media and through immigrant groups, and by using foreign media, relevant organizations and international partners to publicize the advantages of our province





RECOMMENDATION AREA #2: Streamlining the MPNP and balancing needs



About the issue

This recommendation relates to the mandate: Streamline the MPNP and other immigration pathways currently offered, striking the right balance between the province's regional labour market, economic development and community needs.

To apply to the MPNP, prospective skilled worker immigrants start by completing an online Expression of Interest (EOI) profile where they complete a declaration of their language proficiency, age, work experience, education, adaptability (Manitoba connection) and risk factors. To apply to the MPNP as a business investor, a declaration of the applicant's net worth and business investment plans in Manitoba are also required as part of their EOI profile.

Applicants to the MPNP are awarded EOI points for human capital factors (age, education, work experience, language ability, Manitoba connection) and business investment factors (for Business Investor applicants) that are most likely to help them to successfully establish themselves as an economic immigrant in Manitoba. On the skilled worker side, the MPNP awards up to fifty per cent of total points to candidates based on their connection to Manitoba, such as Manitoba work experience, a long-term job offer and family. On the business side, net worth and business knowledge and experience receive the greatest weighting, alongside official language competency. Some points criteria in the MPNP, such as language requirements, are aligned with IRCC criteria to ensure that provincial nominees meet federal requirements for immigration.

On a regular basis, Immigration Pathways conducts draws of the highest-scoring EOI profiles and issues letters of advice to apply to those highest-scoring candidates who meet the criteria of the draw. Next, the prospective immigrant applies to the MPNP, and the program conducts a full assessment. The assessment confirms the declaration made by the applicant in their EOI, verifies that the applicant qualifies for the MPNP stream to which they have applied, and assesses their ability and intention to successfully establish in Manitoba and contribute to its economy. If the application is successful, the MPNP issues a Confirmation of Nomination, which allows the candidate to apply for permanent residence to IRCC to complete their immigration application process. In all cases, IRCC has the sole authority to grant permanent residence in Canada. If the applicant is successful, they will receive permanent resident (PR) status from IRCC.



The first town hall session was held at the Manitoba Legislative Building on June 22, 2022.

What we heard

Through town hall sessions, email submissions and survey responses, we heard that processing times could be improved, particularly at the federal level. Respondents also said that file processing should be changed to prioritize applicants who have accepted employment, are willing to move to regional municipalities, have family in Manitoba, and work or have education in key industry sectors. Note that many of these areas currently receive points in the MPNP system. Most participants suggested that the points system should be reviewed to give more weight to one or more of these areas.

The following recommendations were provided via cluster reports, town hall meetings, email and survey responses. They are organized by sub-themes.

Recommendations

2.1 Collaborate with IRCC

- 2.1.1 Work with IRCC to reduce their backlog and improve processing times at the federal level, particularly for applicants with skills that are in high demand in Manitoba.
- 2.1.2 Work with the federal government to bypass the Labour Market Impact Assessment (LMIA) process for sectors/positions that have been identified as being in dire need in Manitoba.

2.2 Address labour market needs

- 2.2.1 Give priority to industry sectors and occupations that are identified as being in greatest need of skilled labour, based on federal and provincial data as well as input from the business community. This may require reviewing and adjusting EOI points and conducting draws designed to ensure that provincial nominees are selected to address labour market needs for workers with various levels of education and language proficiency.
- 2.2.2 Review points allocated for language proficiency to ensure that the MPNP is open to applicants in occupations that have a labour shortage in Manitoba and where lower language proficiency may be acceptable. If needed, collaborate with IRCC to address this via MPNP stream design and enhancement or pilot projects.
- 2.2.3 Work with regions to ensure EOI draws address their unique local labour market needs.

2.3 Criteria for EOI points and draws

- 2.3.1 Move prospective immigrants with a family connection to Manitoba higher up at every stage of the process; this could include increasing the EOI points for family connection and holding draws to select those with a family connection.
- 2.3.2 Prioritize candidates who are francophone and plan to settle in an area outside the capital region.
- 2.3.3 Allocate human capital points to the spouse like the federal economic immigration programs.
- 2.3.4 Set targets for the number of EOI profiles to be drawn per MPNP stream, and communicate these clearly. Immigration Pathways also should communicate clearly the frequency of draws and the pool of applicants to which the draw applied (e.g., Skilled Workers in Manitoba, Skilled Workers Overseas, and International Student).

2.4 Immigration outside the capital region

- 2.4.1 Lead the development of a strategy, in collaboration with municipalities, to support immigration outside the capital region. This should include outreach and communication to regional municipalities about the resources and supports offered by Immigration Pathways, including a dedicated MPNP contact.
- 2.4.2 Develop a strategy to promote immigration to Northern communities. For example, the recognition of the unique needs of Northern Manitoba communities may be recognized in stream designs or assessment points.

2.5 International students

- 2.5.1 Provide an expedited process within the MPNP for international students who live in or move to communities outside the capital region after graduation to find employment.
- 2.5.2 Reduce the current point deduction for international students who have studied and worked in other provinces, and provide incentives for them to settle outside the capital region by offering them processing through the MPNP after working 12 months outside the capital region or 18 months in the capital region.
- 2.5.3 Consider additional points for international graduates from Manitoba post-secondary institutions with family connections.
- 2.5.4 Increase the minimum amount of Manitoba work experience required for spouses of study or work permit holders to one year to become eligible to apply to the MPNP.
- 2.5.5 Revisit the International Student Entrepreneur Pilot to assess its success and effectiveness.

2.6 Business investors

- 2.6.1 Streamline the process and financial verification of funds checklist.
- 2.6.2 Incentivize the business application to focus on industrial clusters in communities outside the capital region.
- 2.6.3 Review and adjust the point allocations for age for business investors to reflect that older investors (aged 45 to 54) often have the greatest means and experience to invest in a business.





RECOMMENDATION AREA #3:

Settlement and retention



About the issue

This recommendation relates to the mandate: Enhance Manitoba's settlement, integration and foreign credential recognition (FCR) programs and services for all newcomers to Manitoba to encourage labour market attachment, improve foreign qualification recognition and bolster immigrant retention.

Individuals who intend to work in a regulated occupation may face barriers preventing their full labour market participation due to foreign credential recognition processes by licensing bodies. Foreign credential recognition (FCR) for Manitoba's 31 self-regulated professions is handled by the licensing bodies for each profession. Some of these bodies are provincial while others are national. Each organization has its own FCR process and professions differ in terms of whether individuals can practise in their field without a licence. For example, engineers can practise with the supervision of a licensed engineer and the financial sector has created steppingstone careers that allow accountants to work in their field while attaining certification.

The Manitoba government has labour mobility obligations that extend to regulated occupations, under both Chapter 7: Labour Mobility of the Canadian Free Trade Agreement (CFTA), and Article 13: Labour Mobility of the New West Partnership Trade Agreement (NWPTA). In Manitoba, regulated professions are required to comply with labour mobility obligations under The Fair Registration Practices in The Regulated Professions Act (s. 4(1)), The Labour Mobility Act (s. 3(1)) and for health professions, under The Regulated Health Professions Act (s. 32(3)). In the regulated occupations, the purpose of these obligations is to provide labour mobility through licence-to-licence recognition. Restrictions or non-compliance with labour mobility may disproportionately impact internationally educated applicants. For example, under CFTA and NWPTA, requiring applicants already registered in another Canadian jurisdiction to meet mandatory practice hour requirements is non-permissible. Particularly for internationally educated applicants who have just recently registered in another provincial jurisdiction, this requirement may pose a barrier.

Retention is difficult to measure but can be reasonably estimated based on the province of residence declared in immigrants' personal income tax filings. At the time of writing, 2019 was the most recently available tax year through Statistics Canada's Longitudinal Immigration Database. On this basis, the most recent five-year retention rate for Manitoba provincial nominees (e.g., the 2014 permanent resident landing cohort) was 75.3 per cent. In other words, of all the provincial nominees admitted as permanent residents of Canada in 2014 who declared Manitoba as their intended destination — and who filed personal income taxes in 2019 — 75 per cent still declared Manitoba as their province of residence five years after landing.

Retention may be enhanced by settlement services that are provided throughout Manitoba by local, not-for-profit agencies, and funded by both the federal and provincial governments. In general, the federal government provides funding to agencies to provide services only to newcomers with permanent resident status while the provincial government funds agencies to provide services to temporary residents and address unmet needs of newcomer youth, families and refugees and refugee claimants.

What we heard

Through town hall sessions, email submissions and survey responses, we heard that settlement supports could be improved for applicants before, during and after the immigration process to increase retention. Some participants mentioned relationship managers for business investors to guide them through the application process and service hubs for all applicants that could provide job matching, connections to services, English or French language courses and housing resources. Others advocated for improved recognition of credentials and driver's licences, tuition rebates and co-op work experience. The majority (75 per cent) of people who responded to the survey are in favour of creating centralized communication hubs that act as one source for all settlement resources (including residency, employment, housing). Supporting immigrants to stay in communities outside the capital region was also noted as important in survey responses.

The following recommendations were provided via cluster reports, town hall meetings, email and survey responses. They are organized by sub-themes.

Recommendations

3.1 Enhance and streamline settlement services

- 3.1.1 The provincial government should work with settlement service agencies to streamline and enhance settlement services for all newcomers to Manitoba. There is a need for all newcomers to be directed to a one-stop shop that is connected to resources in their communities. This should include:
- Conducting a review of Manitoba's settlement system to identify best practices, duplication of services, gaps in services and systems or processes that are not working. The review should also identify any gaps in funding between current federal and provincial programs for settlement services.
 - Reviewing the settlement and employment sectors to create common intake and assessment processes.
 - Using the response to Ukrainian displaced persons as an arrival and settlement model. Review the supports that were provided to these immigrants, including first contact at the airport, the Canada-Ukraine emergency response and the manitoba4ukraine.ca website, to identify successes and lessons learned that can be applied to other newcomers to set them up for success.
 - Having one common portal for all employment-focused programming.
- 3.1.2 Explore options for creating a shared digital platform that all settlement agencies and government departments can access to refer newcomers to employers and other resources, collect and analyze data, and inform decision-making. The idea is to help international talent every step of the way. The platform would initiate a needs assessment and be a matchmaking program to help skilled workers connect with employers and other key local individuals and organizations (e.g., community organizations, family doctors, etc.).
- 3.1.3 Ensure every region has a single-source hub for settlement services that provides training and learning spaces, as well as auxiliary supports, such as translation or housing supports. These regional hubs may leverage partnerships with other provincial organizations that already have or are setting up satellite locations to share infrastructure.

3.2 Effective co-ordination among all stakeholders

Throughout the town hall sessions, local organizations expressed their eagerness to partner with the provincial government on immigration.

Recommendations to improve co-ordination among stakeholders include:

- 3.2.1 Work with ethnocultural groups to enhance settlement services.
- 3.2.2 Commit 100 per cent of the MPNP application fees to settlement services.
- 3.2.3 Improve access to a driver's licence by making changes to Manitoba Public Insurance to reduce wait times between written tests and road tests for individuals who are at least 18 years of age, and providing incentives for newcomers to take driving classes to increase likelihood of success and better utilize MPI resources. Newcomers who do not have a driver's licence from their country of origin can experience significant barriers and limitations.

3.3 Employers

- 3.3.1 Engage Economic Development Winnipeg and regional economic development units, business councils, chambers of commerce and employers to explore how they can be engaged as part of the settlement and integration system. This strategy should include opportunities for engagement in areas outside the capital region.
- 3.3.2 Provide a subsidy to employers who help develop or contribute to programs for the integration of international employees.
- 3.3.3 Educate employers on the use of "Canadian work experience" in recruitment and selection and the need to prove it is a bona fide job requirement before using it as a criterion for recruitment and hiring.

3.4 Municipalities outside the capital region

At town halls, we heard that all services (immigration and otherwise) are underfunded in the North, where the population of cities (e.g., The Pas, Thompson) does not reflect the total population they service regionally.

Recommendations to address this issue include:

- 3.4.1 The provincial government should offer regional settlement incentives to augment what communities can offer locally.
- 3.4.2 Provide better access to post-secondary education in communities outside the capital region to improve retention of newcomer families in those communities. Often, when children of newcomers move to Winnipeg or larger centres for post-secondary education, their families move with them to support their children.

3.5 Language training

Language acquisition is essential, yet there are multiple barriers to training.

Recommendations to increase access to language training include:

- 3.5.1 Recognizing that virtual language training is not a viable option for some newcomers due to bandwidth limitations, digital literacy skills, etc. Create small language training hubs by working with local organizations such as libraries, chambers of commerce and settlement agencies to provide wraparound support and Wi-Fi.

- 3.5.2 Offer government-subsidized occupation-specific language training in the workplace. This initiative would involve the employer in the process and ensure the employee does not have to leave work to learn English.
- 3.5.3 Explore private-public partnerships to increase access to general language training for newcomers who have become Canadian citizens or arrived as naturalized Canadian citizens.

3.6 Foreign credential recognition

- 3.6.1 Work with regulatory bodies to develop and implement consistent timeframes for reviewing foreign credentials and advising applicants of the steps they need to take for licensing in Manitoba.
- 3.6.2 Work with regulatory bodies to improve and streamline the FCR process. This could include working with regulatory bodies to reduce barriers to providing internationally educated professionals with information about the FCR process.
- 3.6.3 Explore offering a pre-arrival foreign credential assessment service in collaboration with regulatory bodies and professional associations to ensure an applicant has the right experience and academic credentials to work in Manitoba. The majority (79 per cent) of people who answered the survey are in favour of offering pre-arrival foreign credential recognition with professional and regulatory bodies before immigrants land in Manitoba.
- 3.6.4 Consider a credential match tax credit for Manitoba businesses that hire newcomers and help them acquire work experience in a related field while working on getting their credentials recognized by professional associations and licensing bodies.
- 3.6.5 Work with stakeholders to develop bridge programs, micro-credentials or postgraduate certificates for internationally educated professionals to support language and technical training as well as work-ready programs. These programs could work with regulatory bodies to reduce barriers for internationally educated professionals working in their field.

3.7 International students

- 3.7.1 Support international students to get more work experience in their fields of study with Manitoba companies while they are completing their post-secondary program.
- 3.7.2 Improve job-matching programs with post-secondary institutions and educate businesses on the benefits of hiring international student graduates to encourage labour market attachment and retention in Manitoba.



The Immigration Advisory Council meetings were held every two weeks. There was a lot of great input and discussion from every IAC member.

3.8 Business investors

Participants felt that the current pathway of Temporary Resident to Permanent Resident for immigrants in the business investor stream has many challenges that could be frustrating for families and businesses.

Recommendations to improve this pathway include:

- 3.8.1 The MPNP should assign a relationship manager to approved business investors to provide support throughout the immigration process. Create provincial employer and newcomer entrepreneur relationship managers like the ones IRCC has for strategic investment programs.
- 3.8.2 Improve settlement and integration resources and supports available to investors once they arrive, such as housing in communities outside the capital region. For example, access to housing is critical and was brought up by previous provincial nominees from the business investor stream (BIS). BIS applicants need support with housing and this is particularly an issue in regional municipalities where there are few housing options available. It was noted that arrivals liaisons in Morden have been a helpful resource with matching new arrivals with housing; offering transition apartments or rent-to-own housing subsidies were other helpful resources for new immigrants.
- 3.8.3 Create a soft-landing toolkit including information about financing, taxation, etc.
- 3.8.4 Provide greater provincial insight and resources to support newly integrated businesses from newcomers for the benefit of the individuals and communities (e.g., health and safety compliance).

3.9 Data

- 3.9.1 Review the data used to determine funding and supports. Stakeholders in some regions, particularly the North, felt that the most recent census data did not accurately reflect the population of towns and cities. In addition, northern communities in particular often provide services to a much larger regional population, and this should be taken into account, instead of census data, to reflect funding and support needs more accurately.
- 3.9.2 Publish clear metrics on Manitoba-funded settlement agencies.





Other considerations in immigration policy

While this report is oriented towards building on the success of Manitoba's Provincial Nominee Program, the council and co-chairs identified other areas of consideration that extend beyond the recommendation areas. One such growing concern is for people who are displaced and moving in the context of natural disasters, the effects of climate change, or as a result of other factors such as food insecurity, political instability, and poverty. The council and co-chairs recognize that Manitoba can play a lead role in collaboration with the Government of Canada in refugee and humanitarian settlement, and can work towards tailoring solutions to the needs of Manitoba. One specific recommendation raised by the council is for the province to work with IRCC to expand Manitoba's participation in the Economic Mobility Pilot Program, which helps skilled refugees immigrate to Canada through existing economic programs.

Another area of concern is temporary foreign workers, who are essential to key sectors of Manitoba's economy, such as agriculture. The council recommends that Manitoba review the programs and policies in place for temporary foreign workers and ensure that their health and safety are protected when they are working in the province.

The council and co-chairs understand that the Government of Canada intends to welcome 500,000 immigrants each year, beginning in 2025, with almost 1.5 million new immigrants coming to the country over the next three years. Manitoba should be a leader in attracting and retaining these newcomers, and further thought should be given to ways of recognizing and respecting their education and experience to meet local needs.

Manitoba may choose to pursue pilot programs in collaboration with the Government of Canada and other partners towards those ends, or in the service of other shared goals and priorities. The council and co-chairs recognize that success in the implementation of recommendations contained within this report and further deliberation on these other considerations will require ongoing coordination, which should be facilitated by the Minister of Advanced Education, Skills and Immigration, but should also include representatives from other levels of government.

Additionally, the council would like Manitoba to revisit the contingencies in place for international student health care coverage.





Conclusion

The IAC was created in February 2022 with an ambitious mandate to improve upon the success of the MPNP program and look at provincial immigration policies and programs to meet labour shortages in Manitoba.

The recommendations in this report are aligned with the IAC's mandates: to attract and recruit more immigrants and business investors to the province; to streamline the Manitoba Provincial Nominee Program and ensure the right balance between the province's regional labour market, economic development and community needs; and to foster Manitoba's settlement and integration programs and services, as well as foreign credential recognition programs, to encourage labour market attachment, improve foreign credential recognition and bolster immigrant retention.

After months of outreach and collaboration with organizations, community members and industry, the IAC has put forward three recommendation areas:

1. Improve recruitment in terms of efficiency and breadth of efforts to attract applicants by collaborating with community and business in Manitoba.
2. Streamline the MPNP through collaboration with the federal government and aligning the program to the evolving labour needs within the province.
3. Enhance settlement services so more immigrants choose to stay in Manitoba, to the benefit of businesses, the economy and our communities.

The three recommendation areas span the continuum of the immigration process and are built on the needs of both employers and prospective immigrants. The report will be presented to government, and they will determine the actions they will take in response. The council recognizes that many of the recommendations contained in this report may require additional investment in Manitoba's recruitment, immigration and settlement systems and services. This report is the first step towards strengthening immigration in Manitoba.



Appendix A: Town hall participants

- Accueil francophone
- Afghanistan Task Force Manitoba
- African Communities of Manitoba
- Arabic Community
- Assiniboine Community College
- Association of Manitoba Bilingual Municipalities
- Beausejour Brokenhead Development Corporation (BBDC)
- Beausejour Town Council and Deputy Mayor
- Brandon Chamber of Commerce
- Brandon School Division
- Businesses
- Canada Sierra Leone Friendship Society
- Canadian Federation of Independent Business (CFIB)
- City of Thompson
- Deputy Mayor of Neepawa
- Eastman Immigration Partnerships
- Education sector
- Employment services
- Health care (as employer)
- HyLife
- Immigrant and Refugee Community Organization of Manitoba
- Immigrant services
- Immigration consultants
- Individuals
- Keystone Agricultural Producers
- Manitoba Pork
- Manitoba Start
- Melita Economic Development
- Muslim Student Association
- Neepawa Salvation Army
- Neepawa Settlement Services
- Newcomers
- Red River College Polytechnic
- Reeve of Brokenhead
- Settlement services
- Students
- Sunova
- Thompson Chamber of Commerce
- Volunteer organizations (Ukraine task force)
- Westman Immigration Services

Appendix B: IAC plenary sessions, topics and requests for information

IAC plenary sessions

| Meeting date | Topic | Presenter |
|----------------------------|--|---|
| Monday, April 4, 2022 | Overview of Immigration System and MPNP | Immigration Pathways |
| Tuesday, April 19, 2022 | Attraction and Recruitment of Immigrants to Manitoba | Immigration Pathways |
| Monday, May 2, 2022 | Francophone Immigration | Société de la francophonie manitobaine |
| Monday, May 16, 2022 | MPNP – Process and Scoring | Immigration Pathways |
| Monday, May 30, 2022 | MPNP – Business Stream; Profile of an MPNP Business | Immigration Pathways |
| Monday, June 13, 2022 | Dedicated Service Channel Outreach | Immigration, Refugees and Citizenship Canada |
| Monday, June 27, 2022 | <ol style="list-style-type: none"> 1. Manitoba's Labour Market Outlook 2. EDW International Talent Recruitment & Labour Market Data | <ol style="list-style-type: none"> 1. Department of Economic Development, Investment and Trade 2. Economic Development Winnipeg |
| Monday, July 11, 2022 | Questions and Answers (summary of topics to date) | Immigration Pathways |
| Monday, August 8, 2022 | <ol style="list-style-type: none"> 1. Foreign Qualification Recognition and Self-Regulated Professions 2. Registration Process for Internationally Educated Nurses | <ol style="list-style-type: none"> 1. Fair Registration Practices Office 2. College of Licensed Practical Nurses of Manitoba |
| Monday, August 22, 2022 | Settlement and Employment Services | Manitoba Start |
| Tuesday, September 6, 2022 | <ol style="list-style-type: none"> 1. Expression of Interest (EOI) Points 2. Processes for Internationally Educated Applicants to Regulated Professions | <ol style="list-style-type: none"> 1. Immigration Pathways 2. Fair Registration Practices Office |
| Monday, September 26, 2022 | <ol style="list-style-type: none"> 1. Settlement Services 2. Growing Together | <ol style="list-style-type: none"> 1. Westman Immigrant Services 2. HyLife |
| Monday, October 3, 2022 | Integration Programs | Immigration Pathways |

IAC requests for information

As IAC members worked on their recommendations, they could request additional information from Advanced Education, Skills and Immigration. The table below lists the requests for information submitted by members of the IAC to the department.

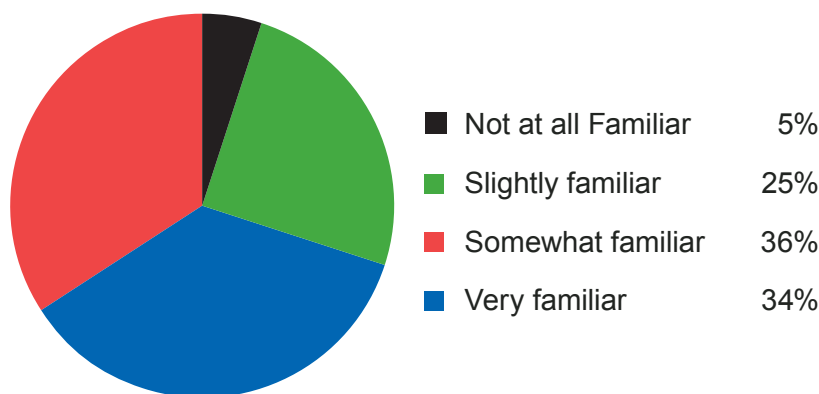
| # | Date of Request | Information Requested |
|----|-----------------|---|
| 1 | 2022-04-04 | 2018-2021 MPNP-SW Nominees by Connection to Manitoba |
| 2 | 2022-04-04 | Retention Rates, NOC, Language and more |
| 3 | 2022-04-06 | MPNP, CMIA and Points System |
| 4 | 2022-04-06 | Breakdown of PRs |
| 5 | 2022-04-16 | Budget 2022 for Immigration Programs |
| 6 | 2022-04-18 | Public Policy to support the Economic Mobility Pathways Pilot (EMPP) |
| 7 | 2022-04-22 | (Follow up) Retention Rates |
| 8 | 2022-04-25 | Data from MPNP BIS 2009 to 2021 + Reports |
| 9 | 2022-05-05 | Rural and Northern Immigration Pilot (RNIP) |
| 10 | 2022-05-09 | Number of immigrants landing in MB through Federal immigration programs |
| 11 | 2022-05-09 | EOI Factor 3 – Work Experience |
| 12 | 2022-05-09 | English and French Languages Test |
| 13 | 2022-05-27 | MPNP officers, and support staff as applicable |
| 14 | 2022-05-31 | MPNP Points Form and Industry Needs |
| 15 | 2022-05-31 | MPNP Limit number of applications that individuals can support |
| 16 | 2022-06-02 | Business Stream: Landed Operating Businesses in Manitoba |
| 17 | 2022-06-02 | Removal of credentials; Immigration processing time; French immigration |
| 18 | 2022-06-15 | Ban periods for misrepresentation |
| 19 | 2022-06-20 | Partnership with the Ethnocultural Communities |
| 20 | 2022-06-27 | Report: Differential Treatment in Recruitment and Acceptance Rates of Foreign Students in Quebec and in the Rest of Canada: Report of the Standing Committee on Citizenship and Immigration |
| 21 | 2022-08-08 | Questions raised during the August 8th IAC Meeting |
| 22 | 2022-08-22 | In-Demand Occupations List (IDOL) |
| 23 | 2022-09-26 | Permanent Resident landings by immigration stream from 2019 - June 30, 2022 |

Appendix C: Survey results

The following graphs represent the results from a public survey on Manitoba's immigration system, hosted on the province's EngageMB.ca civic engagement portal. A total of 338 people responded to the survey.

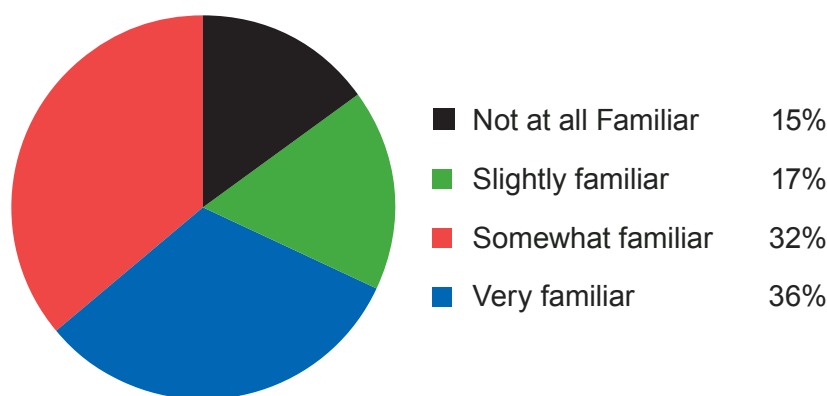
How familiar are you with Canada's immigration process/system?

The majority of respondents (70 per cent) were very familiar or somewhat familiar with Canada's immigration system.



How familiar are you with the Manitoba Provincial Nominee Program (MPNP)?

A majority of respondents (68 per cent) were also very familiar or somewhat familiar with the MPNP.



To the best of your knowledge, please rank (in order of importance, 1 being highest importance and 6 being lowest importance) the strategies you feel are most important to improve the immigration process and outcomes of the MPNP.

*Ranking number represents average ranked score

| Strategy | Ranking |
|--|---------|
| Accelerating the application process (Ranking) | |
| <ul style="list-style-type: none"> Based on respondents' rankings, "accelerating the application process" was considered the most important when it comes to improving the immigration process and outcomes of the MPNP. | 2.66 |
| Speeding up the process to recognize foreign credentials | 2.74 |
| Aligning the skills coming into Manitoba with the roles/jobs we need to fill | 2.89 |
| Increasing the number of people immigrating to Manitoba under the MPNP | 3.04 |
| Increasing funding for settlement services (e.g., health care access, language supports) | |
| <ul style="list-style-type: none"> Overall, respondents ranked "increasing funding for settlement services" the least important when it comes to improving the immigration process and outcomes of the MPNP. However, it is worth noting there is less than one rank difference between the strategy ranked most important and that ranked least important. | 3.53 |

On a scale from 1 to 10 (10 being most important) how should the Manitoba Immigration Advisory Council prioritize the following issues:

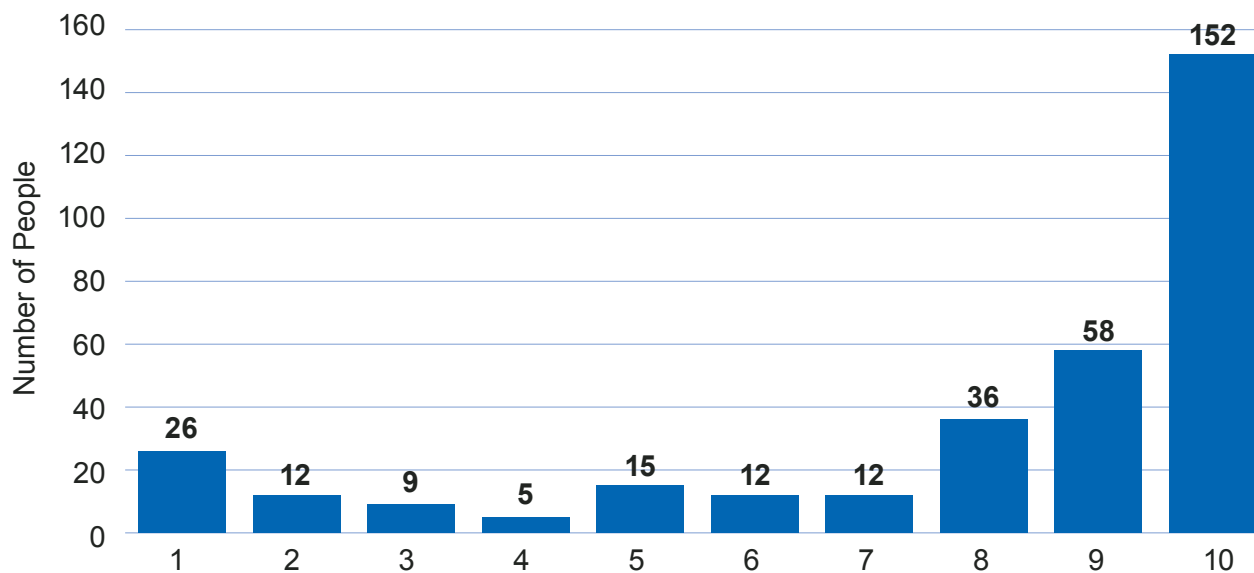
- **Aligning skills to available jobs**
- **Speeding up the process to recognize foreign credentials**
- **Supporting immigrants to stay in rural areas**
- **Addressing wait times for immigration applications**
- **Improving collaboration between different levels of government**
- **Creating a supportive, welcoming environment for immigrants**

Overall, all issues were ranked as high priority (many people ranking each issue near 10). The issues, in ranked priority, are:

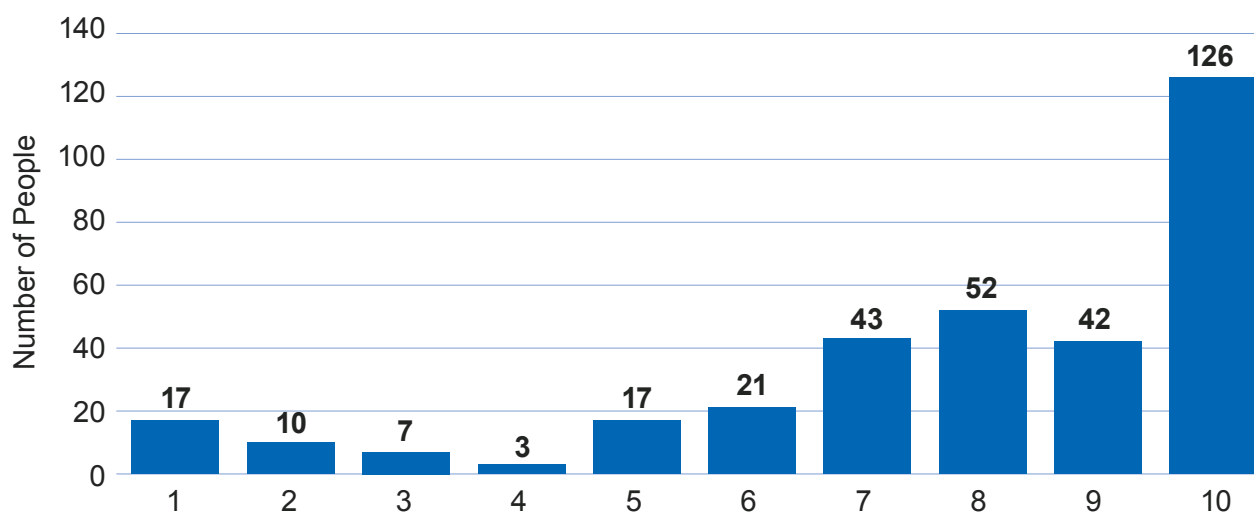
1. Addressing wait times for immigration applications
2. Improving collaboration between different levels of government
3. Speeding up the process to recognize foreign credentials
4. Creating a supportive, welcoming environment for immigrants
5. Aligning skills to available jobs
6. Supporting immigrants to stay in rural areas

The following graphs show the rankings for each item.

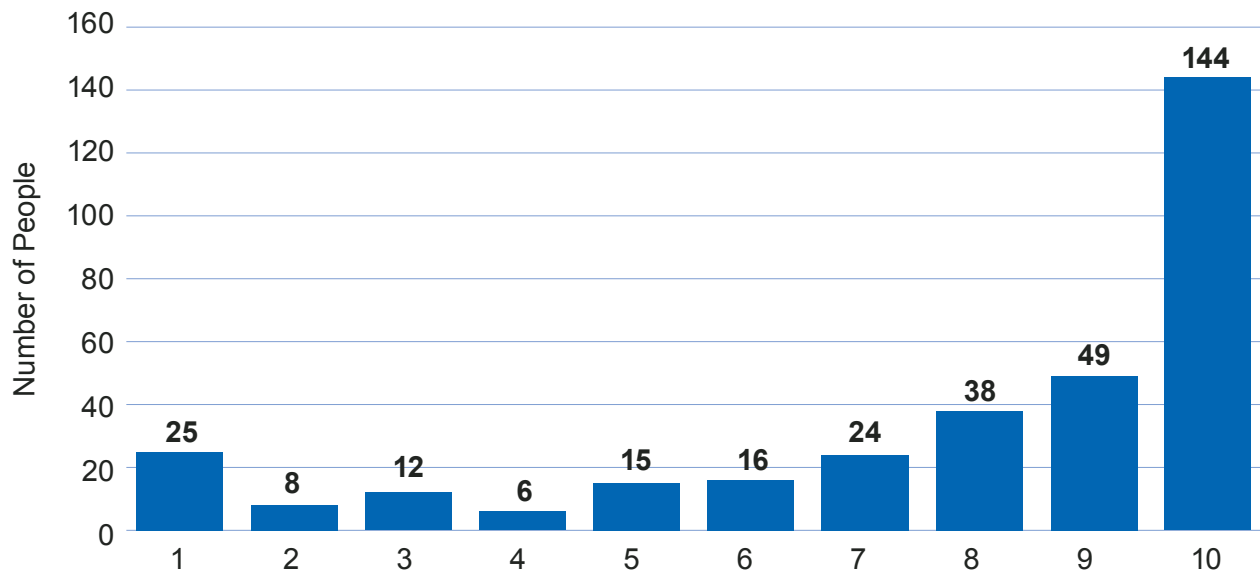
Addressing wait times for immigration applications



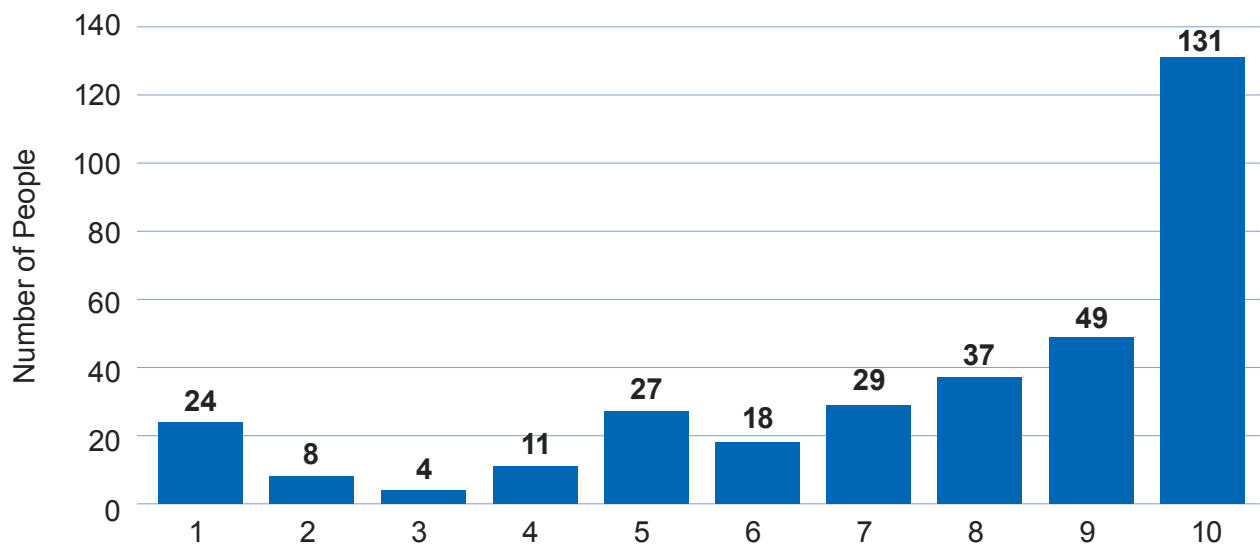
Improving collaboration between different levels of government



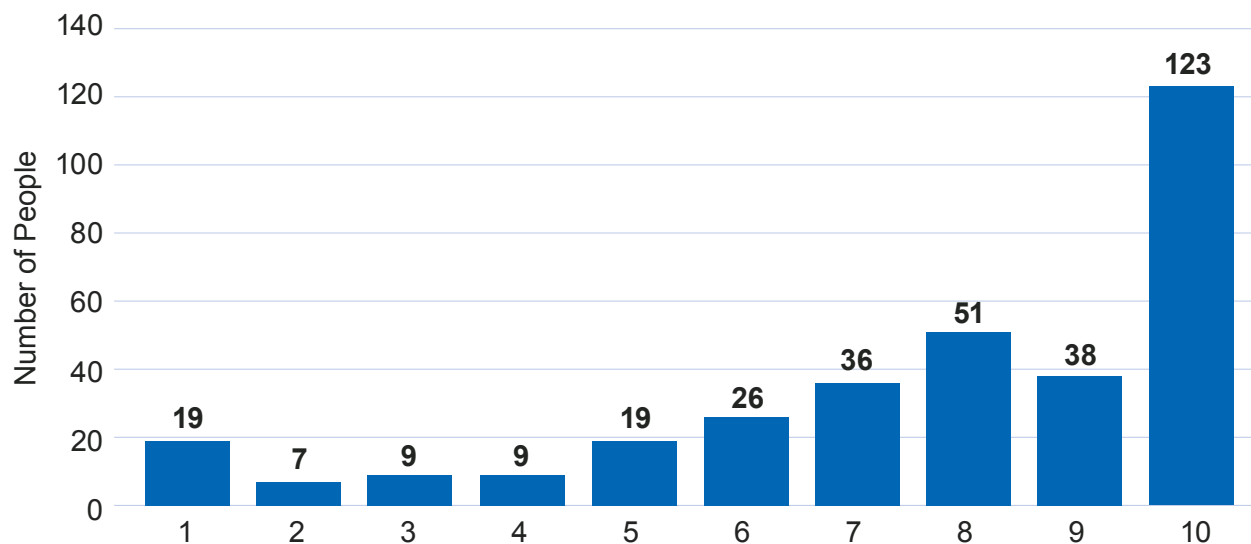
Speeding up the process to recognize foreign credentials



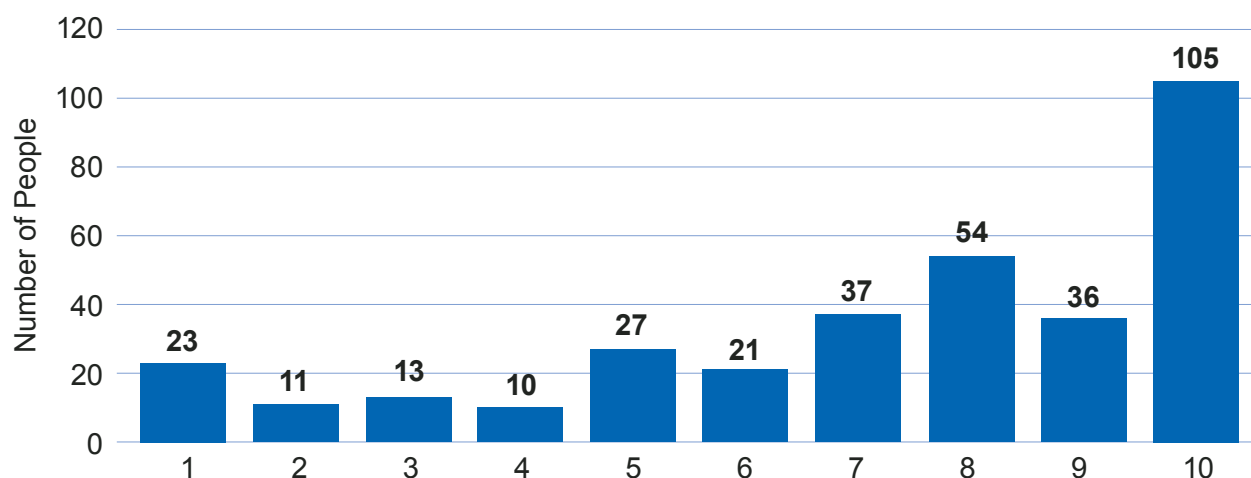
Creating a supportive, welcoming environment for immigrants



Aligning skills to available jobs



Supporting immigrants to stay in rural areas



Engagement and research to date have identified potential tactics to support the strategies outlined above. To what extent do you support each one?

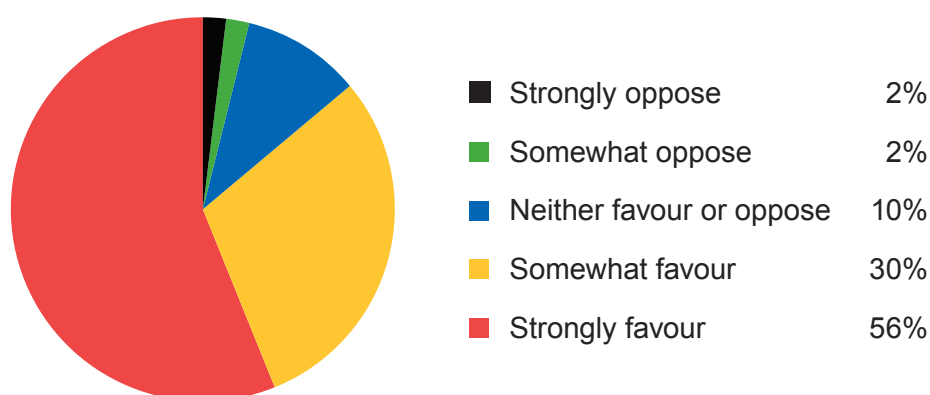
- **Aligning MPNP applicants with growth areas in industries/sectors**
- **Offering pre-arrival foreign credential recognition with professional and regulatory bodies before immigrants land in Manitoba**
- **Creating centralized communication hubs that act as one source for all settlement resources (including residency, employment, housing)**
- **Hiring additional provincial employees to review immigration files**
- **Ensuring greater collaboration among different levels of government as well as local stakeholders**

Overall, between 75 and 86 per cent of respondents strongly favoured or somewhat favoured all of the tactics. The tactics in order of greatest support are:

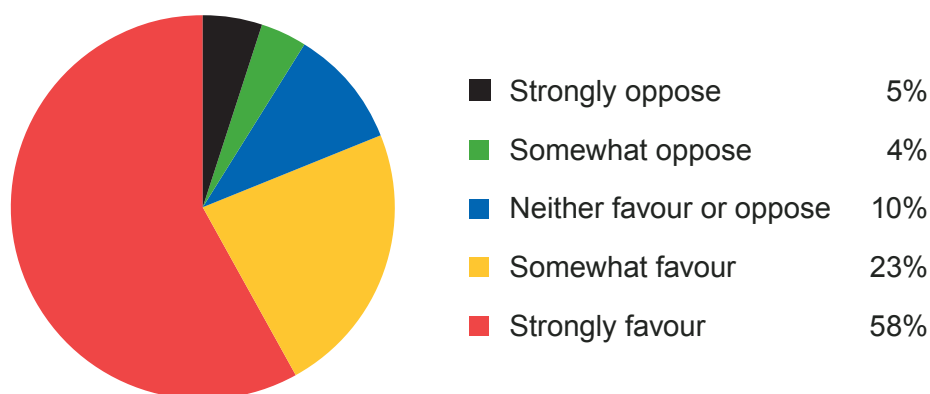
1. Ensuring greater collaboration among different levels of government as well as local stakeholders
2. Hiring additional provincial employees to review immigration files
3. Aligning MPNP applicants with growth areas in industries/sectors
4. Offering pre-arrival foreign credential recognition with professional and regulatory bodies before immigrants land in Manitoba
5. Creating centralized communication hubs that act as one source for all settlement resources (including residency, employment, housing)

The following charts show levels of support for each tactic.

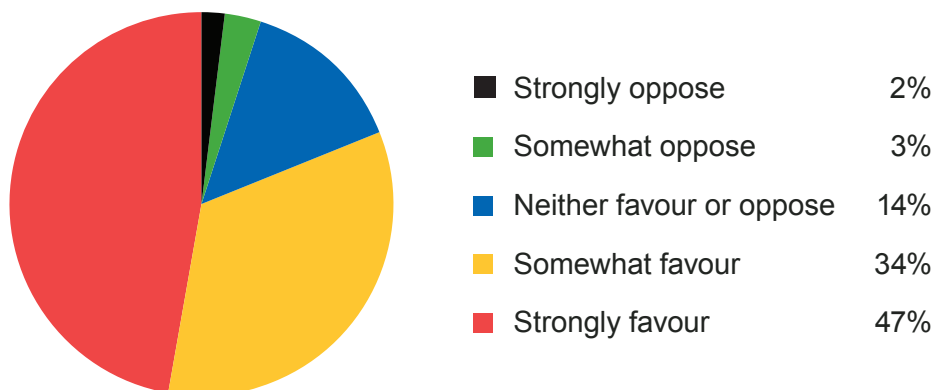
Ensuring greater collaboration among different levels of government as well as local stakeholders



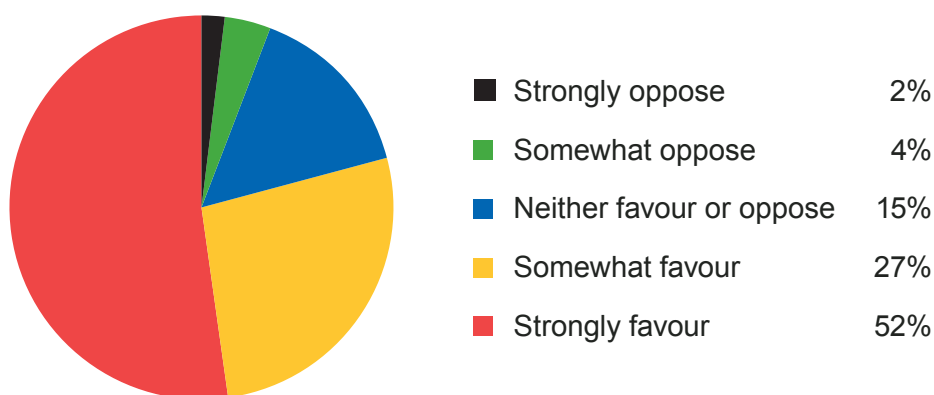
Hiring additional provincial employees to review immigration files



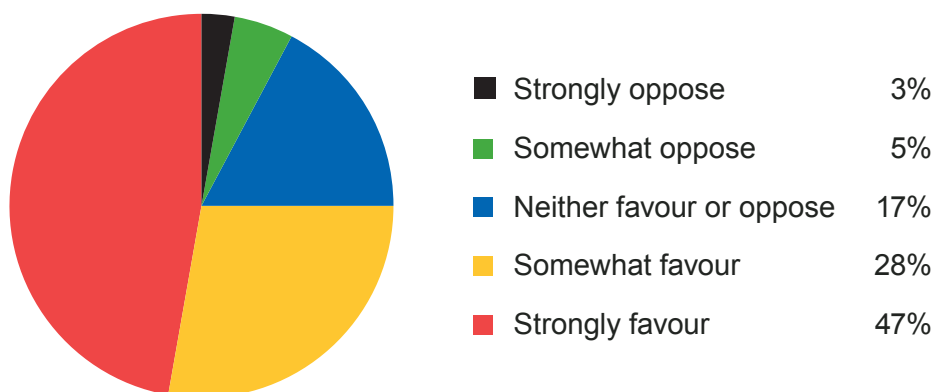
Aligning MPNP applicants with growth areas in industries/sectors



Offering pre-arrival foreign credential recognition with professional and regulatory boddies before immigrants land in Manitoba



Creating centralized communication hubs that act as one source for all settlement resources (including residency, employment, housing)



Imagine Canada’s immigration system and MPNP 10 years from now. Many of the improvements being discussed today have been implemented. What stands out?

There were 243 responses to this question. Main themes from responses can be seen below.

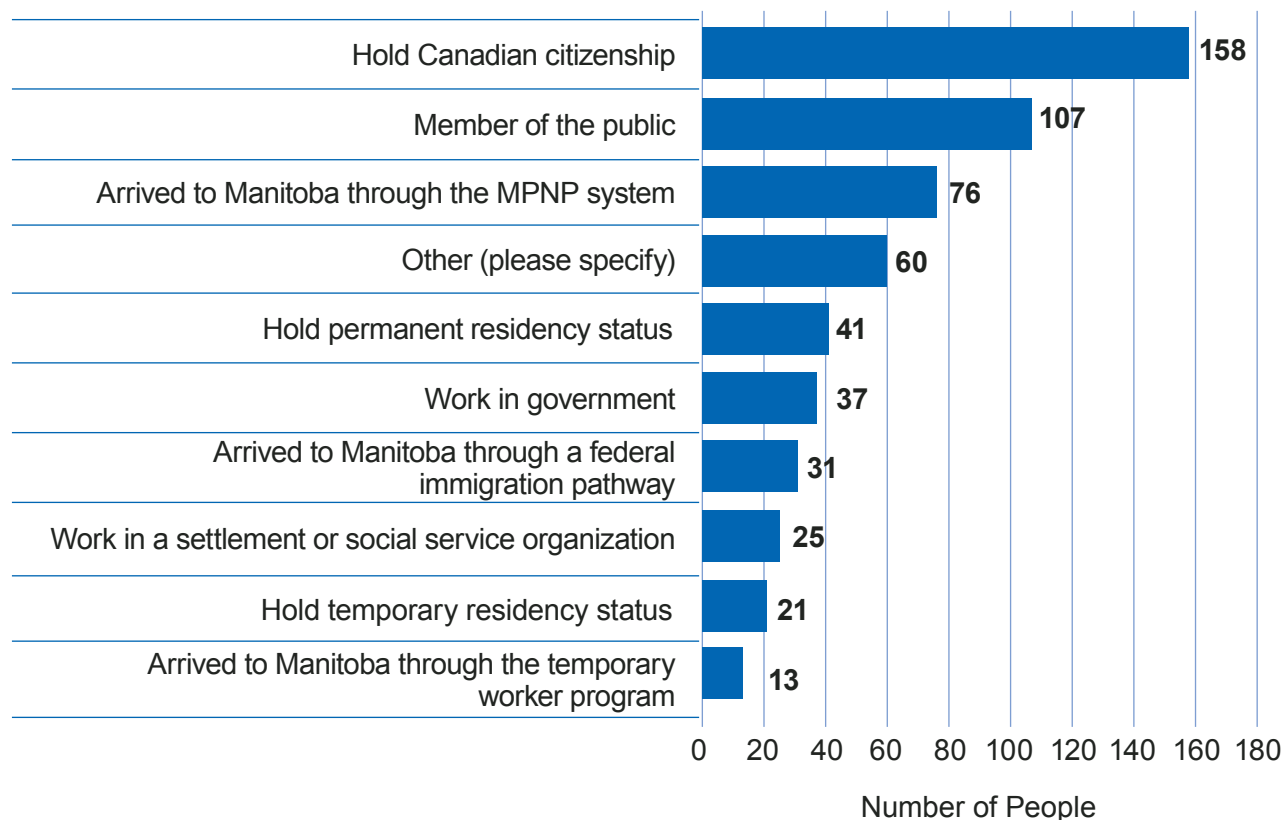
* Percentages will not equal 100 per cent, as many comments had more than one theme in them. Only themes representing more than 10 per cent of comments are reported on.

| Theme | Sub theme | Description |
|---|--------------------|--|
| Labour Market (34%) | Vacancies (21%) | Comments suggested general concern over labour market vacancies. |
| | Job Matching (10%) | Comments suggested general concern over applicants not being employed in areas matching their education and skillsets. |
| Processing Inefficiencies (31%) | Wait times (15%) | Comments suggested concern with processing efficiencies, specifically around wait time for applications. |
| | Barriers (15%) | Comments suggested concern with processing efficiencies, specifically around barriers to completing applications. |
| Settlement/ Retention (19%) | | Comments suggested a need for more settlement supports and/or a focus on retention in Manitoba for new immigrants. |
| Foreign credential recognition (18%) | | Comments suggested a need for foreign credential recognition. |
| Point system (11%) | | Comments suggested a need to review how points are awarded. |



Which of the following represents your role/your experience in answering this survey?

*Results may not equal 100 per cent as people were able to choose multiple answers

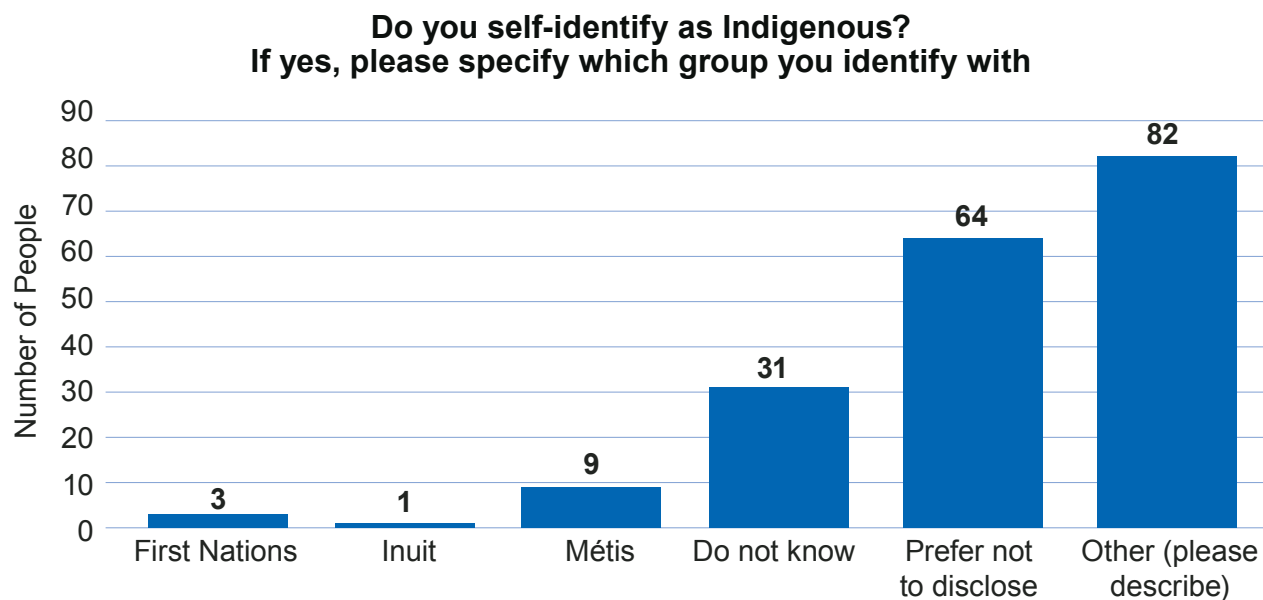
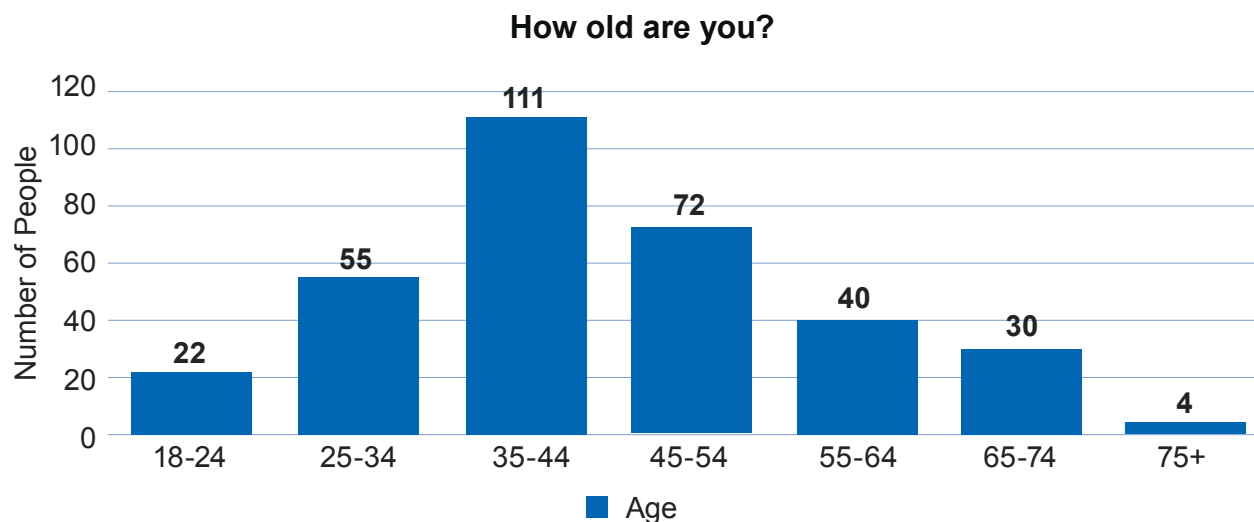


Of those that said other, top responses included:

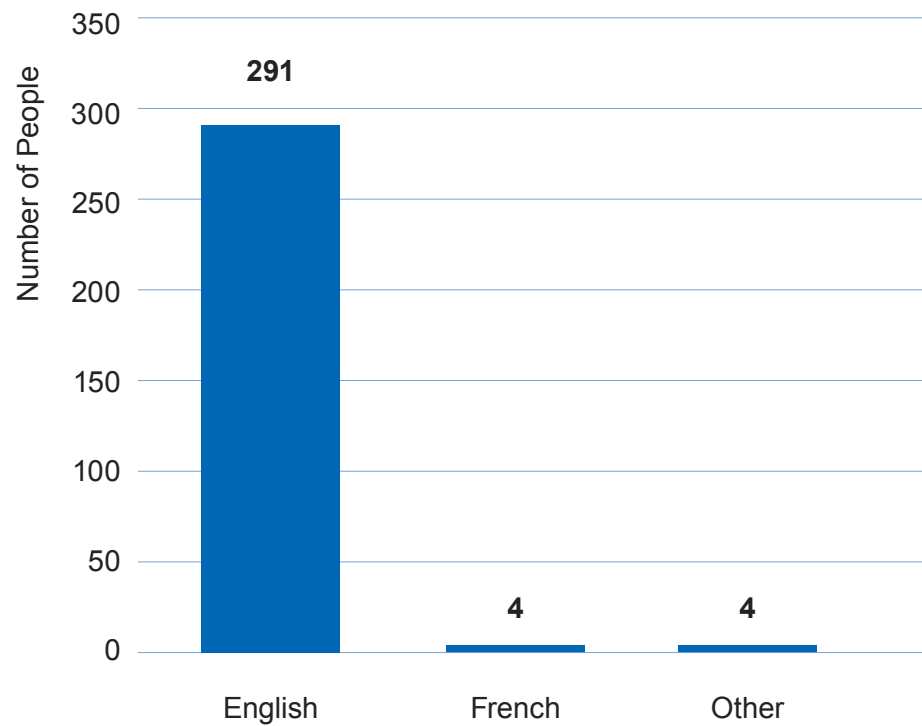
- Employers and business owners
- Those who work in settlement-related support services
- Those who work in health care
- Applicants of the MPNP
- Partners or family members of immigrants who have history with the MPNP
- Those who sponsored people through the MPNP program
- Those working for a company that employs workers through the MPNP or federal programs

Demographic data

*Results may not equal 100 per cent as people were able to choose multiple answers



What is your preferred language?





Available in alternate formats upon request.