

**13th International Metropolis Conference  
Mobility, Integration and Development in Globalised  
World**

**Settlement Institutional Architecture and Empowering  
Stakeholder Coalitions**

**Settlement and Multiculturalism Branch  
Population Growth Secretariat  
New Brunswick, Canada**

**Ashraf Ghanem**





New Brunswick – a province on the east coast of Canada



# Our Location

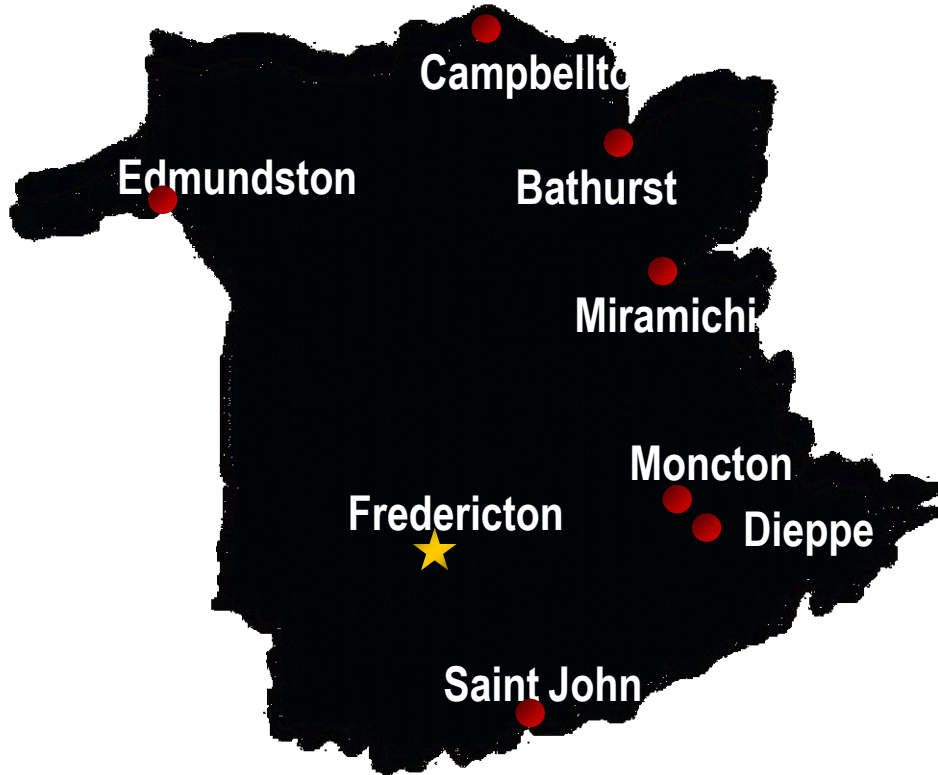


## Quick Profile

Land Mass: 74,000 sq. km.

Population: 749,800

Languages: English  
French



# NB Demographic Realities

- **Low fertility rates;**
- **Declining birth rates;**
- **Declining and aging population;**
- **Significant out-migration, particularly of youth;**
- **Relatively small immigration intake.**



# NB Immigration Opportunities

- **High quality of life:**
  - Clean environment; low crime rate; friendly communities; quality public healthcare and education.
- **Economic opportunities:**
  - Booming energy sector needs labour; relatively low cost-of-living; cost of buying a home among lowest in Canada.
- **Bilingual Province**
  - Opportunities for newcomers who speak either French or English.

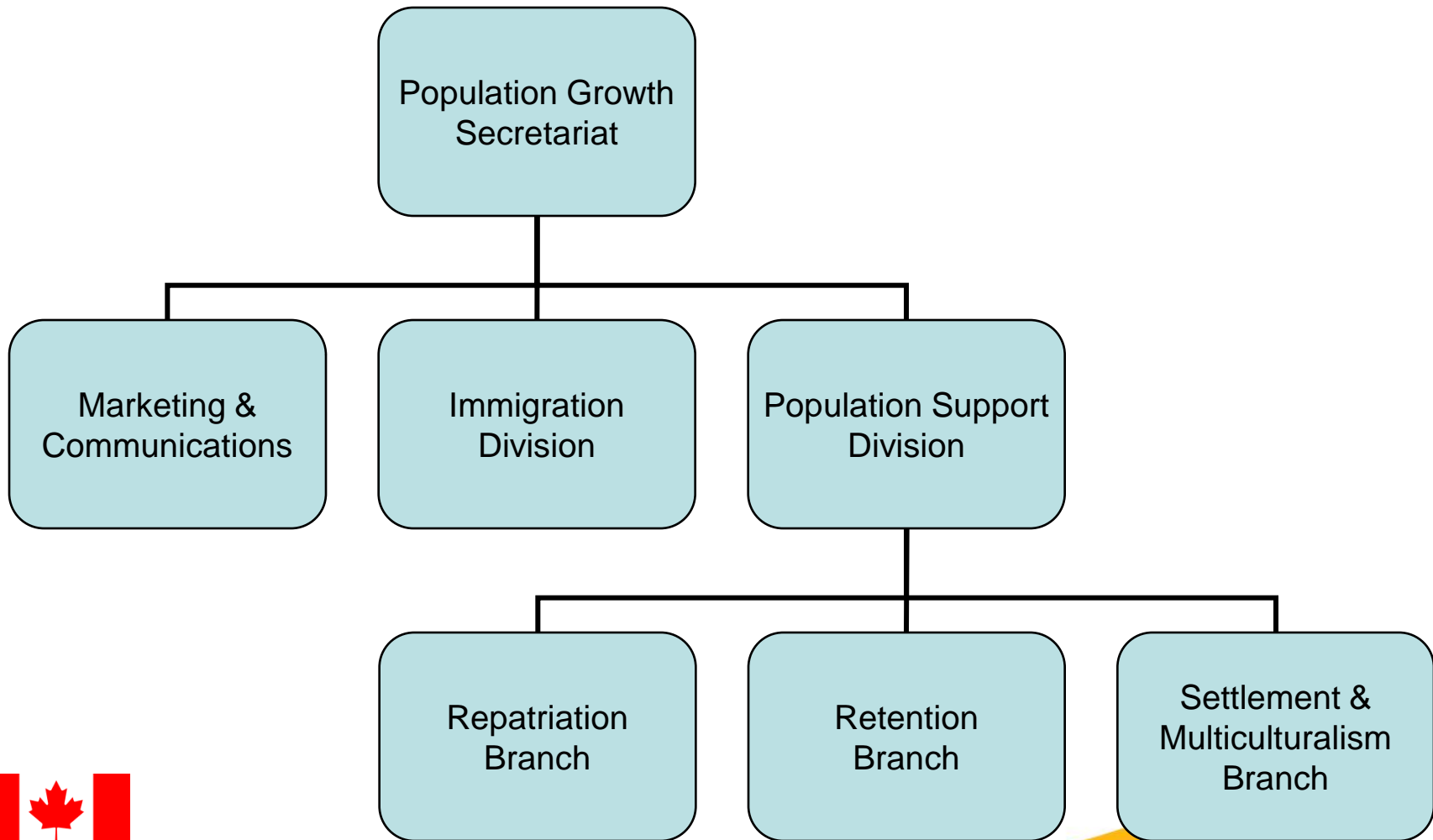


# Population Growth Secretariat

- Created in 2007 to facilitate population growth
- Focus on four areas:
  - Immigration
  - Repatriation
  - Retention
- Settlement & Multiculturalism Branch is responsible for settlement, integration and multiculturalism in the province.



# Organizational Structure



# Settlement & Multiculturalism Branch

## Mandate:

- Assist immigrants with their social and economic integration into New Brunswick society;
- Provide support services to community organizations working to meet settlement and integration needs of newcomers;
- Creating welcoming communities by developing initiatives and building capacity within settlement agencies;
- Support a strong multicultural and diverse society;
- Increase general cross-culture awareness within the Province of New Brunswick.



# New Brunswick Settlement Realities

- Largely rural province
- Homogenous population
- Bilingual
- Settlement services currently limited to 3 small urban centers and 3 rural areas.



# The New Brunswick Model

- **Community organizations – usually local, non-profit multicultural associations run by a volunteer Board of Directors – offer settlement services through paid staff.**
- **Government’s role (Federal and Provincial) is as funder, advisor, partner.**
- **Strong partnerships with other community agencies, organizations and government departments stretch and share existing resources.**



# A Strategic Settlement Plan

- **Expand the NB Model of settlement services to northern, francophone and rural areas of the province.**
- **Engage municipalities, local service organizations, economic development agencies, business groups, employers.**
- **Form community coalitions dedicated to creating settlement infrastructure.**



# A Strategic Settlement Plan

- In areas without settlement services, PGS is encouraging and facilitating creation of volunteer Stakeholder Coalitions.
- Stakeholder Coalitions form Immigration and Settlement Boards.
- These Boards can apply for funds to set up Immigrant Resource Centers.
- Immigrant Resource Centers:
  - Provide Referral
  - Offer Advice
  - Offer basic settlement service
  - Share Information
  - Provide the foundation upon which more comprehensive settlement services can be offered



# A Strategic Settlement Plan

- **Once Immigrant Resource Centers are established they can offer more comprehensive services tailored to community need:**
  - Language Training
  - Employment Counseling
  - Assistance with Credential Recognition
  - Health education
  - Workshops on Canadian life and institutions
  - Public Education Programming

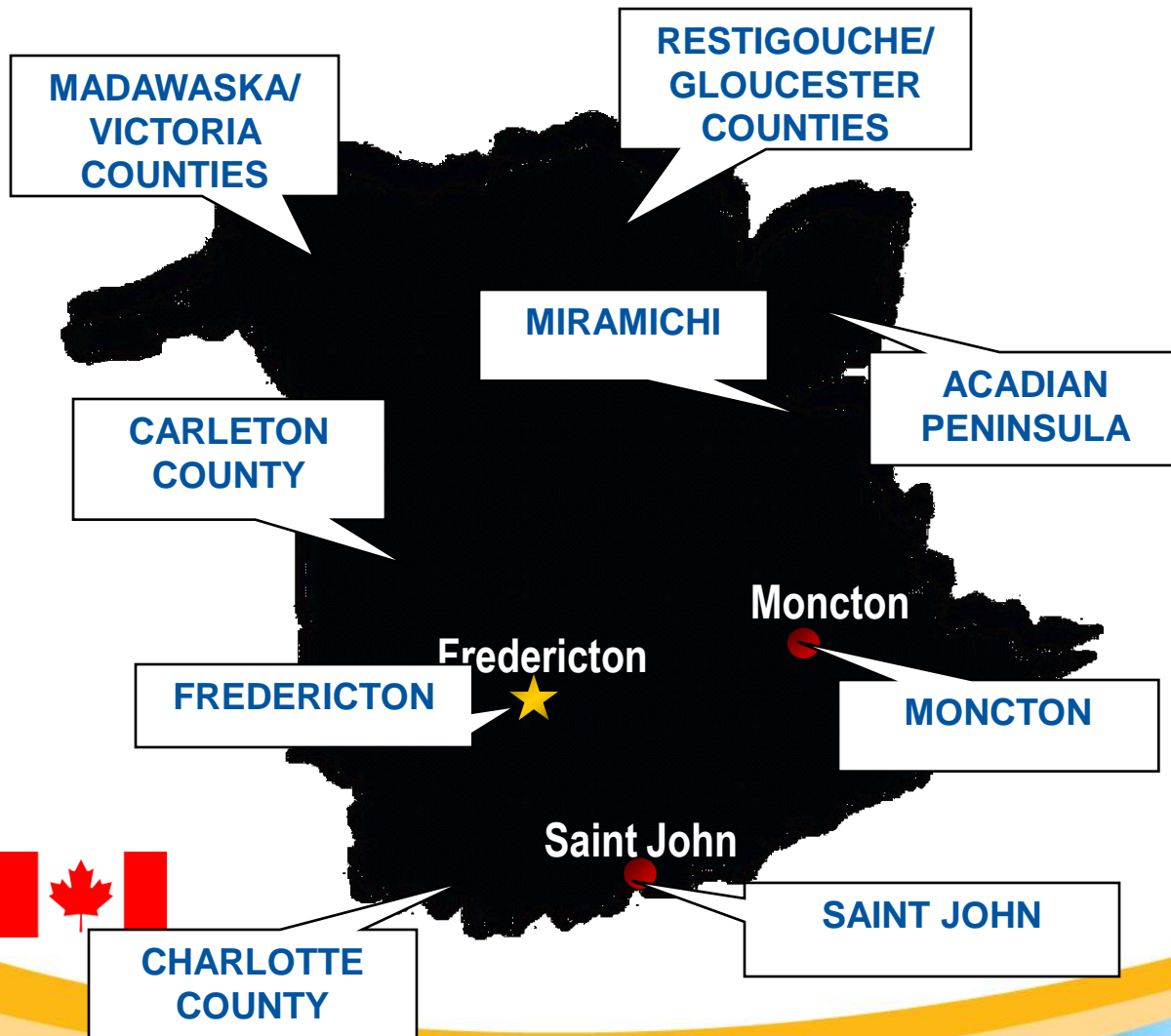


# A Strategic Settlement Plan

- Immigrant Resource Centers offer a “One-Stop Shopping” model where newcomers can access many services in one location.
- This model has been very successful in New Brunswick.
- “Strategic Settlement Plan” to spread it to all areas of the Province.



# Strategic Settlement Plan



- Immigrant Resource Centers set up in partnership with community stakeholders in regions throughout the province.
- Existing settlement infrastructure in urban centers are supported, strengthened.

# Institutional Architecture

- **Makeup of Stakeholder Coalitions is flexible based on community resources, settlement patterns and needs**
- **Immigration & Settlement Boards formed by Stakeholder Coalitions take the lead on direction, policy and programming and oversee Immigrant Resource Centers where actual service delivery takes place.**



# Empowering Community Coalitions

- Province's role is to support these community organizations.
- “Be our Future: New Brunswick’s Population Growth Strategy” commits to strengthening multicultural associations and community settlement organizations.
- Create an environment that’s supportive of their work (through public education and visible government support for immigration).



# Empowering Community Coalitions

- We provide guidance, assistance, funding support; they deliver settlement programming.
- We assist with setting up institutional architecture, strengthening it, and improving it
- This enables settlement organizations to expand the catalogue of services offered to newcomers.



# Empowering Community Coalitions

- **Supporting Community Organizations through Capacity-Building**
  - **Government provides not only funding, but training, resources, opportunities to learn best practices.**
  - **Funding to travel to regional and national conferences and symposia.**
  - **Funding for professional development for staff.**



# Empowering Community Coalitions

- **Emphasize flexibility with accountability when disbursing funding. Encourage settlement organizations to “think outside the box”.**
- **Locally-developed solutions to local challenges.**
- **Fund new ideas as pilot projects and, if successful, expand to the entire Province.**



# Empowering Community Coalitions

- **Build strong partnerships with other Government stakeholders to ensure cooperative approach to working with immigrant-serving agencies (including co-funding projects).**
- **Encourage the political education of newcomers – their rights and responsibilities, and democratic values in Canada.**



# Empowering Community Coalitions through Funding Support

- **Immigrant Settlement Support Funding**
  - **Community Capacity Settlement Funding**
  - **Settlement and multiculturalism services funding**



# Empowering Community Coalitions through Funding Support

- **Community Capacity Settlement Funding**
  - Funds capacity-development, including establishment of new settlement organizations and enhancement of existing ones.
  - Infrastructure: office and classroom space, staff, resources.
  - Training and professional development.



# Empowering Community Coalitions through Funding Support

- **Settlement and multiculturalism services funding**
  - Funds special projects or programs that will benefit the community by delivering needed services to newcomers.
  - Includes labour market integration programming and programming for women, youth, or seniors.



# Empowering Community Coalitions through Funding Support

- **Multicultural Grants Program**
  - Funds multicultural or ethnocultural organizations which want to highlight a specific culture or celebrate multiculturalism and diversity in general.
  - Funds cultural events (festivals, performances) and educational activities (displays, workshops, lectures).



# Government in partnership with empowered Community Coalitions

- Strong, focused, effective community organizations.
- Supportive, flexible, responsible government partnership.
- Client-based, responsive programming.
- “One-stop shopping” for settlement services.
- Integrated approach to settlement.



**Population Growth Secretariat  
Settlement and Multiculturalism Branch**

**Ashraf Ghanem,  
Manager**

**Telephone: 1 506 453 2491**

**Fax : 1 506 453 3899**

**[Ashraf.Ghanem@gnb.ca](mailto:Ashraf.Ghanem@gnb.ca)**

**<http://www.gnb.ca/population/>**

