

Prince Edward Island Settlement Strategy



We envision a welcoming One Island Community
whose service and support to new Islanders continues
to contribute to a culturally diverse and prosperous province.

November 2010

A Prince Edward Island Settlement Strategy

November 2010

MESSAGE FROM THE MINISTER

On behalf of the Government of Prince Edward Island, I am pleased to launch the Provincial Settlement Strategy.

This strategy outlines initiatives which will improve newcomer settlement and retention efforts in the Province. New Islanders are an important component of the Province's Island Prosperity agenda, and these efforts complement other provincial strategies that promote innovation and development in the Province.

Immigration is an important economic and social tool for future population growth and economic sustainability. This strategy outlines how the Government of Prince Edward Island will work with newcomers in a collaborative approach to improve the settlement process and provide improved pathways to newcomer retention.

Our vision for Prince Edward Island is to see this community grow and maintain a diverse population, with economic growth that results in a prosperous lifestyle for all residents. Increased immigration will contribute to the population growth of both urban and rural Prince Edward Island, will strengthen the economy and the labour market, and will increase cultural diversity.

The Settlement Strategy is the result of broad community and newcomer consultation and demonstrates the importance of involving key stakeholders.

I thank those who helped develop this strategy and look forward to working with all of our partners as we move forward in developing a prosperous future for all Islanders.

Allan V. Campbell, Minister
Department of Innovation and Advanced Learning

FOREWORD

Prince Edward Island has historically been a province of immigrants. Early settlers from France, Ireland and Scotland joined the province's original inhabitants, the Mi'kmaq, to create systems of habitation and commerce. These settlers were later joined by immigrants from Lebanon, Holland, China and many other countries. One can imagine that early immigrants were attracted by the province's beautiful landscapes and its potential for industrial, agricultural, economic, political and social development. They had a vision to make Prince Edward Island their home, their community and a place to settle for generations to come. Today's provincial landscape is thanks, in large part, to the vision of these newcomers and their values of family, hard work, adaptability and entrepreneurship.

Prince Edward Island is currently experiencing an increased wave of newcomers as the province's annual immigrant inflows have strategically and steadily increased in recent years to meet the challenges of an ageing population. Recent newcomers have come to the Island through various avenues and for various reasons. Some have been actively recruited because of their skills, training, education and their ability to contribute to the economic growth of the Island. Some are ex-patriots, or former Islanders, who have chosen to return and reconnect with family and community. Some are refugees, seeking political and social stability. Others are drawn by the chance to experience the uniqueness of Maritime culture, the distinctiveness of Island living and the common hope for new experiences and a life filled with opportunities.

For Prince Edward Island to continue to thrive socially and economically, we require a vibrant and diverse population. Successful inclusion and engagement of newcomers is affected by the quality of our settlement services, which include policies and initiatives to be implemented or expanded by the Province. Not only must the province focus on the attraction of newcomers, it must also provide infrastructure that facilitates the success of these newcomers and encourages them to stay and prosper in their new home.

It is important that as a province we are all aware of current and future challenges. The negative implications of a declining population such as decreasing tax bases and a lower standard of living are facing many countries, including Canada. Newcomers are part of the solution to address our economic needs, but we must first embrace their diversity. Newcomers are valuable and resourceful members of our society.

The primary mandate of Prince Edward Island's Population Secretariat is to achieve population sustainability and explore opportunities for population growth. This is achieved through recruitment, repatriation, settlement and retention. Much of this work is done by through understanding the current labour market, promoting career opportunities and recommending policy that enhances a person both personally and professionally through collaboration with government, industry and other stakeholders. The initiatives within the Prince Edward Island Settlement Strategy will enhance the ability of the PEI Population Secretariat to provide newcomers with the most appropriate and reliable tools for successful settlement and inclusion.

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List of Acronyms

CIC	Citizenship and Immigration Canada
CLB	Canadian Language Benchmarks
EAL	English as an Additional Language
EAS	Employment Assistance Services
ESL	English as a Second Language
FAL	French as an Additional Language
FQR	Foreign Qualification Recognition
IEHP	Internationally Educated Health Professional
IIDI	Island Investment Development Inc.
IMGs	International Medical Graduates

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ISAP	Immigrant Settlement and Adaptation Program
LMDA	Labour Market Development Agreement
LMA	Labour Market Agreement
LINC	Language Instruction for Newcomers to Canada
PEIANC	Prince Edward Island Association for Newcomers to Canada
PNP	Provincial Nominee Program
PSC	PEI Public Service Commission
RAP	Resettlement Assistance Program
SAM	Settlement Allocation Model
SPO	Service Providing Organization

PART ONE: THE CONTEXT FOR SETTLEMENT SERVICES IN PRINCE EDWARD ISLAND



1.0 INTRODUCTION

This strategy is being released as a guide and resource for the Government of Prince Edward Island to engage all residents of our province in a dialogue on the most timely and effective ways to ease the settlement of newcomers to PEI. In the last five years our province has attracted an increasing number of newcomers and together we have a unique opportunity to positively affect their desire and ability to make permanent lives for themselves and their families in PEI.

During the last eighteen months, the PEI Population Secretariat has commissioned research and sought input from over 40 non-government organizations and interested parties representing newcomers, service providers and communities. Opinions on and experiences with settlement were solicited from all provincial government departments through the Deputy Minister's Task Force on Immigration.

Based on these consultations, it has been agreed that a PEI Settlement Strategy must:

- provide services over a continuum; from a newcomer's arrival until successful settlement;
- address identified barriers to successful integration through implementation of effective initiatives;
- engage all stakeholders;
- be scalable and able to adapt to changes in population;



“Greater emphasis will be placed on building our population – including increased support to help newcomers integrate and settle, placing emphasis on attracting skilled immigrants, and higher priority on recruiting international students.”

Island Prosperity Strategy

Prince Edward Island Settlement Strategy

- clearly communicate the benefits of increased retention and diversity to Island residents;
- integrate with current provincial policies and programs;
- provide rural communities and newcomers living within those communities, with access to programs and support.

The Settlement Strategy will be linked with larger efforts by the Government of PEI to support and stimulate the sustained growth of our population and economy through initiatives set forth in the *Island Prosperity Strategy* and the *Rural Action Plan*.

Collectively with these strategies and plans, PEI is fostering an environment that will drive economic and social development through the settlement of newcomers and the utilization of Island self-reliance and ingenuity to adapt to a global marketplace. Island industry is moving towards a model based on “unique, differentiated premium products and sustainable production approaches”. Innovation is vital to building productivity and developing new higher-value products which are “founded purely on human skill and advanced infrastructure” (Island Prosperity: A Focus for Change). Other jurisdictions have found that skilled newcomers help to build a workplace culture grounded in diverse thinking at a time when the true potential of businesses rests more than ever on innovation.

A Toronto Star article in 2008 noted that contrary to conventional wisdom, “immigrants in smaller Canadian cities and rural areas fair better financially than those who flock to Toronto, Vancouver and Montreal”. As



“The provincial government is committed to encouraging immigration and population retention in rural Prince Edward Island.”

Rural Action Plan

Prince Edward Island Settlement Strategy



a province with many rural communities, we can capitalize on this asset to the benefit of our newcomers and our economy.

PEI has many dedicated individuals and organizations, internal and external, to government

that have been working and will continue to work diligently to provide an array of settlement services that meet the needs of newcomers. **With the introduction of a PEI Settlement Strategy, we invite all Islanders to learn more about what newcomers bring to our province and to become involved in making PEI a welcoming and inclusive society.**

2.0 THE NEED FOR A PEI SETTLEMENT STRATEGY

2.1 PEI Demographics

PEI is facing a population decline. Natural population growth (births minus deaths) in the province has shrunk to almost zero. Fertility and birth rates are low and life expectancy and death rates are relatively stable. We are expecting the same negative population growth that other provinces and developed nations around the world are experiencing.

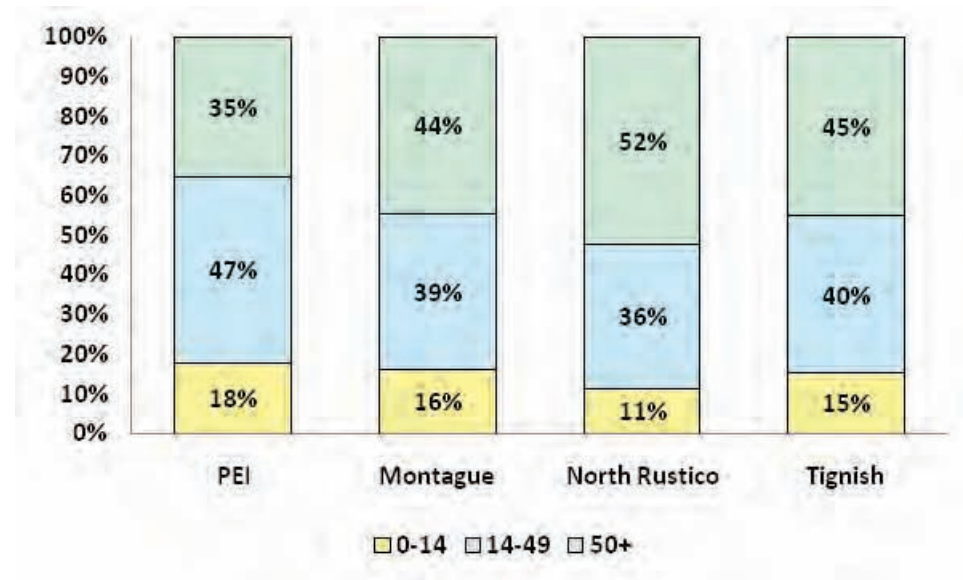


The demographic of the population is also changing and by 2011 it is projected that retirees from the labour force will exceed the number of new entrants and that this gap will increasingly widen until 2025. Prince Edward Island, like other provinces in the Atlantic Region, is experiencing challenges in retaining our youth while an increasing number of former Islanders who had moved away for their

working years are coming home to retire. These trends are even more pronounced in rural areas of the province.

Figure 1 illustrates the aging trend in the province as a whole and in communities across the province.

Figure 1 - Age Distribution of Province of PEI and Selected Communities



Source: 2006 Census Counts by Age and Census Subdivision-PEI, Statistics Canada, Demography Division

Our population must to grow to ensure the economic and social prosperity of the province. As the baby boomers leave the workforce in large numbers, we need new labour market entrants to fill these vacancies. These gaps in the labour market cross many different sectors, from highly skilled positions in aerospace, biotechnology, and information technology, to those supporting our primary sectors of agriculture, aquaculture and tourism. PEI itself is not able to supply all the workers with the requisite skills to fill these positions. **We need a larger workforce and we have the opportunity to recruit that workforce nationally and internationally.**

2.2 Benefits of Attracting and Retaining Newcomers to Our Province

Newcomers bring a wealth of resources, skills and cultural benefits. Many newcomers are entrepreneurial, having successfully owned and operated businesses prior to moving to PEI. Encouraging and supporting these entrepreneurs to establish new businesses spurs investment and increases employment opportunities. Many of these commercially-savvy newcomers also maintain close economic ties in their home countries, and this expanded global network can boost international trade opportunities.



Immigrants in Prince Edward Island are on average more highly educated, earn higher wages and have lower unemployment rates than the total population.¹ An ethnically diverse

workforce also has positive impacts in the workplace that include increased innovation and productivity, decreased turn-over rates, and an improved ability to compete globally.

Because of the many contributions that newcomers bring to their new communities, attracting and retaining newcomers is highly competitive. Jurisdictions worldwide working just as we are to attract newcomers and retain them. Compound this fact with the lure of major immigrant communities in Toronto, Montreal and Vancouver and it is clear that **we must be ever vigilant about the quality and quantity of our current service offerings to retain newcomers and support them in making PEI their permanent home.**

¹ Akbari, Ather H., MacDonald, James Ted, and Rankaduwa, Wimal, Socioeconomic and Demographic Profiles of Immigrants in Prince Edward Island, December 2007

2.3 Federal and Provincial Government Roles and Responsibilities

The Government of Prince Edward Island has an agreement with the Government of Canada that allows the province to play a more direct role in selecting immigrants who wish to settle in the province. The province receives applications and nominates eligible individuals and their families to Citizenship and Immigration Canada (CIC) for permanent residency in Canada. This shared/collaborative approach to immigration has facilitated larger numbers of newcomers arriving in PEI. There has also been an increase in the number of newcomers who are not eligible for federal programming support. These factors (shared jurisdiction, ineligible newcomers) have made the delivery of services, to help newcomers settle in our province, more complex. In response to newcomer needs, the Province of Prince Edward Island has dedicated significant funding towards increased and specialized services as detailed in Section 4.0.

The Government of Canada, through departments and agencies, such as CIC and Canadian Border Services Agency, controls the entry of all foreign nationals to Canada. The federal government has final authority on who may or may not enter the country.

The federal government provides funding to Service Providing Organizations (SPOs) such as the PEI Association for Newcomers to Canada (PEIANC) to assist in the settlement of newcomers through various programs. Some of these programs are limited to specific classes of immigrants. Typically, newcomers with temporary status or who have become Canadian citizens, are ineligible for these programs. **It is important to note that the Province contributes supplementary funding to almost all of the federally funded programs delivered by the PEIANC.**

The largest portion of federal funding for settlement services is provided based on the Settlement Allocation Model (SAM). SAM uses a three year

rolling average of the 'permanent resident' intake for each province or territory to allocate funds. The 'permanent resident' intake is calculated based on the number of immigrants destined to each province as a percentage of total immigrants to Canada. The rolling average approach was intended to minimize the impact of severe annual fluctuations. However, it has also caused some challenges. There can be a decrease in funding even when there are more immigrants to a province because the overall percentage of newcomers destined to the province is decreasing. Alternatively, regions with lower immigration receive less settlement funding making it difficult to offer the level of settlement services needed to attract and retain newcomers.

3.0 AN OVERVIEW: OUR NEWCOMERS

3.1 International Immigration to PEI

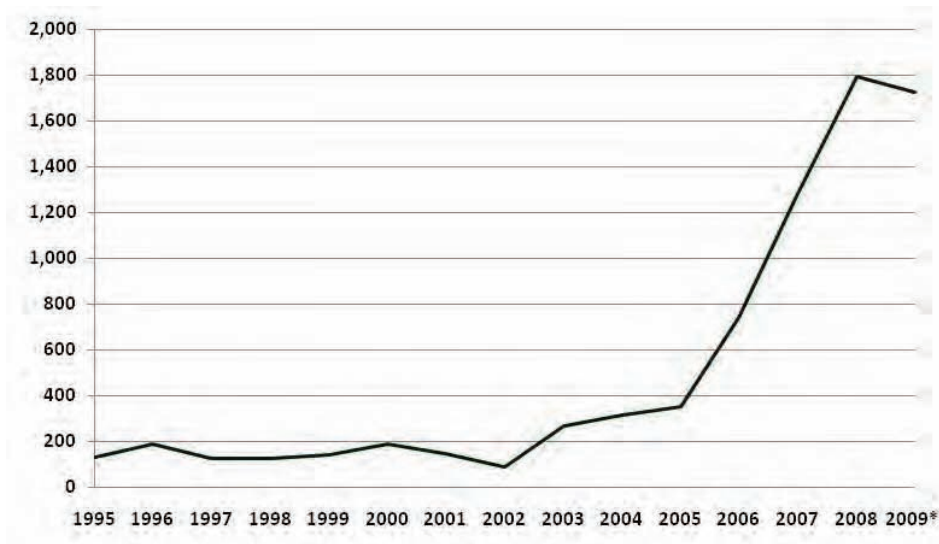
Individuals who are experiencing Canadian culture for the first time are most likely to need some level of assistance adjusting to the province. International newcomers are defined as individuals who have come to Canada and PEI from another country. Furthermore, the characteristics of newcomers have a direct bearing on the type and level of settlement services



that need to be offered, therefore it is important to understand the characteristics of our newcomers when developing a strategy. This section presents historical levels of international immigration to the province. It also provides an overview of how recent international newcomers have entered the country, their country of origin, their demographics (including age, gender, education), and why they've chosen to emigrate here.

Figure 2 shows the number of international immigrants that have come to PEI each year for the last fifteen years. For many years it was relatively constant from year to year but beginning in 2003, steady and sometimes dramatic increases were achieved each year. While the 2008 level of newcomers to PEI is not expected to continue in the long term due to changes in the Provincial Nominee Program (PNP), it can be reasonably assumed that immigration will continue to be higher than pre-2003 levels.

Figure 2– PEI International Immigration (Permanent Residency): 1995-2009



3.2 Method of Entry

People wishing to come to Canada make an application for either temporary or permanent residency. Under these two streams, there are a number of categories and the following tables identify the number of newcomers in each of these categories in PEI as of July 1, 2009 as per Statistics Canada population data. This data is provided with an important caution: It does not include immigrants who have become citizens but who still require settlement services.

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Table 1 – PEI Permanent Residents as of September 2010

Permanent Residency	2008	2009	2010
Family Class	81	73	43
Economic Class ²	1307	1600	2360
Refugee Class	46	79	51
Other	20	7	8
Total	1454	1759	2462

Table 2 - PEI Temporary Residents as of July 1, 2009

Temporary Residency	2008/2009	% of Total
Foreign Worker	443	61
International Student	260	36
Humanitarian	11	2
Refugee	9	1
Total	723	100

The largest class of immigrants to PEI in recent years has been economic class, more specifically through the Provincial Nominee Program, which welcomed 1,398 newcomers in 2008, representing seventy-eight percent (78%) of total immigration for the year. The PEI Population Secretariat estimates that over the next two years 2,800 registered newcomers will seek settlement services.³

² Economic class includes Federal Skilled Worker, Provincial Nominee Program, Canadian Experience, Live-in Caregiver and Business. Business has three sub-classes, Investor, Entrepreneur and Self-Employed.

³ The estimate is based on PEIANC historical data.

3.3 Country of Origin

Newcomers to PEI in recent years have come from over sixty (60) countries around the world. Table 3 identifies the top ten countries of origin. The majority of newcomers to PEI are arriving from countries in Asia and the Middle East.

Table 3 – PEI Permanent Residents by Top 10 Countries of Origin

Country	2007-2008	2008-2009
1. China	535	1392
2. Iran	100	291
3. South Korea	56	42
4. Taiwan	30	32
5. Egypt	4	19
6. Vietnam	2	19
7. United Kingdom	13	17
8. Russia	6	14
9. India	3	12
10. Turkey	2	11

Source: IIDI Annual Report 2008/2009

With many of our newcomers arriving from non-English speaking countries, the provision of English language training and interpretation and translation services is integral to the quality of the settlement experience.

3.4 Demographics

The demographic composition of our province is an important factor in how we plan for the future. The reality for PEI is that the fastest growing segment of the population, the Baby Boomers, will be the most expensive to serve under current programs. As a group, newcomers improve the overall demographics of our population.

The demographic profile of newcomers to PEI is presented with caution as data specific to PEI was not available. The data was drawn from CIC annual statistics and is based on total Canadian data.

AGE

Extrapolating from Canadian data, sixty-four percent (64%) of the newcomers in PEI were between the ages of 15 and 44 in 2008, for a total of 1,147 people. This age bracket is commensurate with a population that is contributing to our labour force.

Comparing this data to all Island residents, only thirty-eight percent (38%) of the population was between the ages of 15-44 in 2008, a much lower percentage than within the newcomer group. The lower average age of newcomers will have many positive impacts on PEI's capacity to grow and prosper.

Table 4 – 2008 Canada Permanent Residents by Age

Age	Population	% of Total
0-15	50,303	20%
15-24	37,425	15%
25-44	120,788	49%
45-64	31,773	13%
65+	6,954	3%
Total	247,243	100%

GENDER

In 2008, forty-eight percent (48%) of the total permanent residents of Canada were male, with fifty-two percent (52%) female. Applying these national averages to our PEI immigrant population, of the 1,793 permanent residents, 860 were male and 933 were female. This is on par with the distribution of all Island residents.

EDUCATION

Table 5 shows CIC data on the level of education of total Canadian permanent residents aged 15 and older in 2008.

Table 5 – 2008 Canada Permanent Residents by Level of Education

Level of Education Acquired	Percentage of Canadian Permanent Residents 2008/2009
0-9 years of schooling	15%
9-13 years of schooling	16%
13+ years of schooling	7%
Trade Certificate	6%
Non-University Diploma	12%
Bachelors Degree	30%
Masters Degree	13%
Doctorate	2%
Total	100%

Additional analysis has also been done on the source region and the level of education of permanent residents from those countries. Table 6 shows data for the regions of Asia/Pacific and Africa/Middle East which include the top 5 source countries for PEI's immigrant population.

Table 6 – 2008 Canada Permanent Residents by Education Level and Source Area

Percentage of permanent residents by level of education acquired	Africa & Middle East	Asia & Pacific
Bachelors Degree	28%	33%
Masters Degree	13%	13%

3.5 Reasons for Choosing PEI

There are many reasons why newcomers are choosing to come to PEI. For some it is educational opportunities, many come for business/career opportunities, others desire a different lifestyle, or in more extreme cases they come to escape war and brutality in their home country. Regardless of their individual reason(s), collectively they are seeking to build a better life and future for themselves and their families. As a host province, it is not enough to simply attract newcomers; we must work hard to retain them.

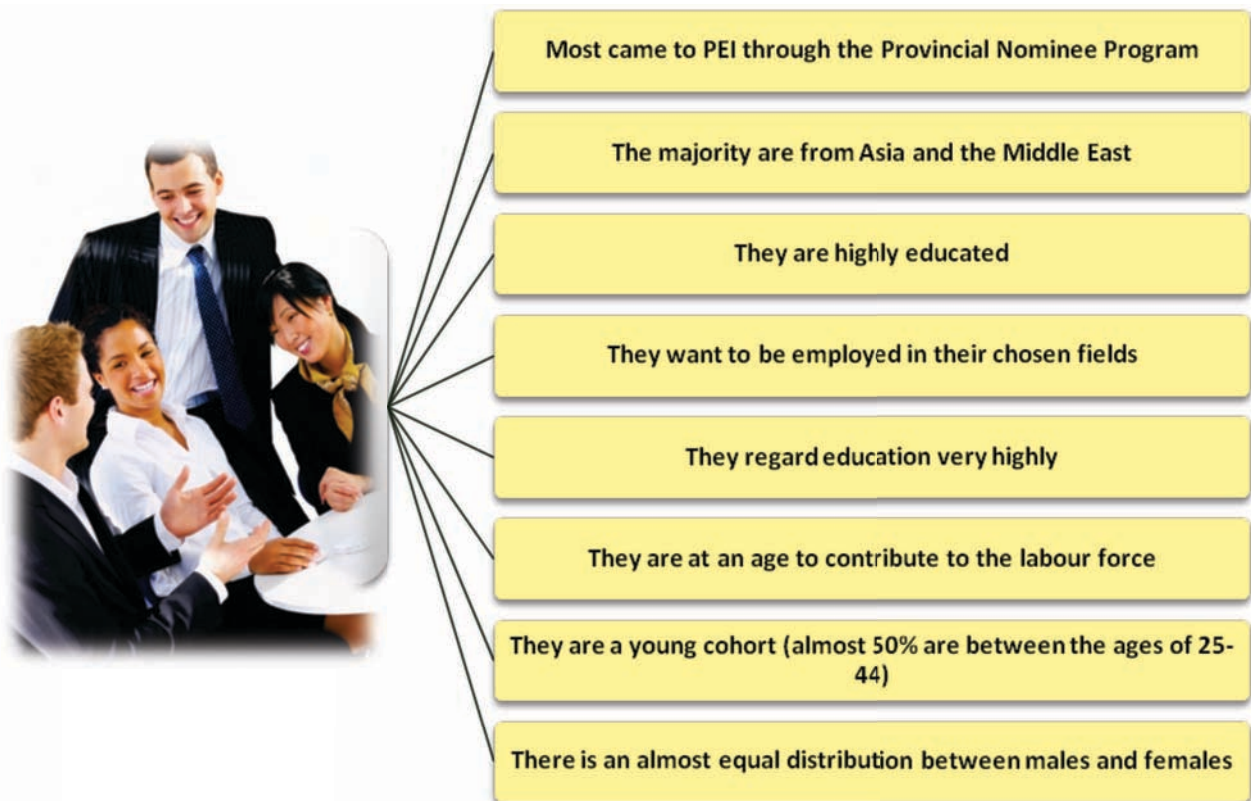
A significant portion of newcomers are arriving with expectations of being able to live an independent life, just as they did in their own country, after, of course, a period of adaptation. They anticipate being able to work and provide for their family with little outside support, as they had successfully been doing in the past. Many also strongly desire to work in the field in which they've trained, and after obtaining the requisite level of language skills, want to return to work in their chosen profession. Families are also choosing to come here because they recognize and appreciate the importance of an education for their children and the wider opportunities their children will have open to them by obtaining their education in English.

Newcomers to PEI come from many different countries and backgrounds but in general they share many of the characteristics shown in Figure 3.



***“We came to PEI because we want our children to play on grass, not concrete.”
Newcomer to PEI***

Figure 3– A Profile of PEI Newcomers 2008/2009



The potential of newcomers to contribute to a place where all Islanders wish to live, work and play is immense. Recognizing this potential, the Government of Prince Edward Island has been providing settlement services government wide through departmental initiatives and through support of service providing organizations as detailed in Section 5.0.

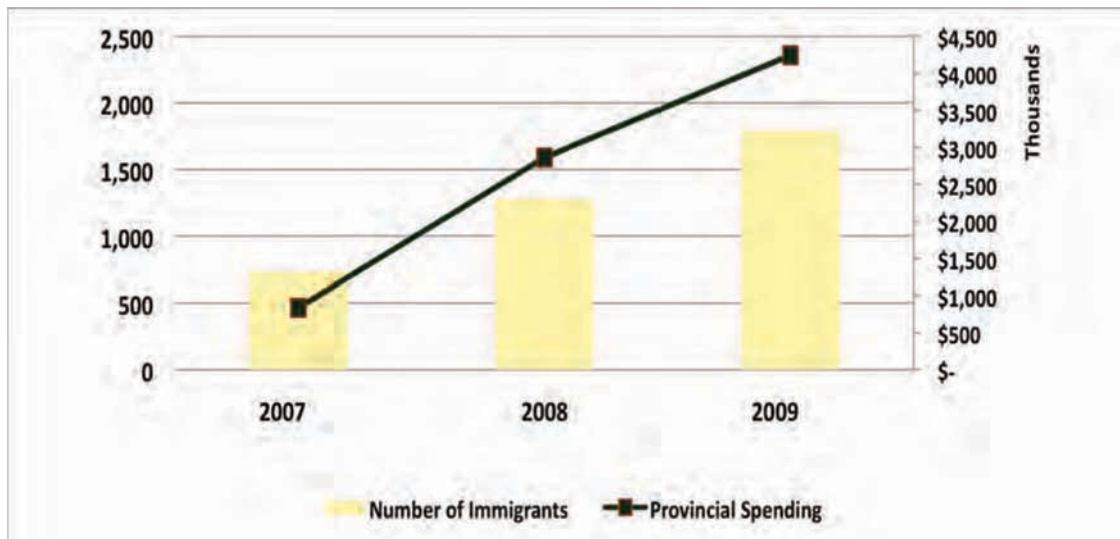
4.0 PROVINCE OF PEI'S PRESENT ACTIONS

4.1 Current Provincial Expenditures

The Government of PEI has for a number of years, been successfully recruiting and welcoming newcomers to help address demographic trends and economic and labour market conditions. In recent years, newcomers have been the largest driver of our population growth. The Province of PEI and other stakeholders have been responding to settlement needs and supporting and delivering settlement service programs for quite some time.

Despite the considerable involvement of the Province, it can be challenging to accurately reflect the level of spending for newcomers alone as they are accessing many of the same services as all Islanders. Additionally, both the federal and provincial governments share responsibility for the provision of settlement services to newcomers to Canada. What can be detailed is the financial commitment the province has made to specific settlement programs. The provincial level of spending on settlement services has grown along with the population and totaled over \$4.2 million in 2009 as shown in Figure 4. This is a forty-eight percent (48%) growth rate over 2008 allocations.

Figure 4– Increases in Provincial Spending and Number of Newcomers to PEI, 2007-2009



Source: Population Secretariat, PEI Department of Innovation and Advanced Learning

As stated, newcomers access many of the same programs and services as Island residents do, the only difference being how they access them. In fact, the ultimate goal of settlement is to help newcomers use community resources to the same degree as any other Canadian. Because immigrants access many of the same programs, almost all provincial government departments are interacting with the immigrant community to some degree.

Current departmental activities and initiatives to support newcomer integration are identified in the following sub-sections. These activities and initiatives will continue to be delivered in a coherent, progressive fashion as part of the Settlement Strategy.

4.2 Department of Innovation and Advanced Learning

The Department of Innovation and Advanced Learning is the provincial government department with overall responsibility for Settlement Services. It contributes funding and departmental support to a variety of settlement initiatives, primarily through the **Population Secretariat**. The Population Secretariat was established in 2004 to retain



youth, repatriate former Islanders and attract and retain newcomers. The Secretariat reviews the need for policies and initiatives in each of these areas as it works to increase the province's population. In its efforts to attract and retain newcomers, the Population Secretariat currently oversees funding support directed to: 1) language training for newcomers through external service providers, 2) the PEIANC, and 3) settlement service initiatives in other departments. The Secretariat also administers settlement tools such as www.OpportunitiesPEI.ca, an online immigration and employment portal for newcomers, and publishes the Prince Edward Island Newcomer Guide, a provincial orientation resource. The ANC also has an on line version of a Newcomers Guide www.peianc.com.

In recognition of the growing number of immigrants in PEI, the Secretariat received additional staff in 2008/2009 to enhance its ability to document settlement issues, identify gaps and challenges and plan effective solutions. The Population Secretariat will utilize the PEI Settlement Strategy to continue to fulfill its mandate and ensure PEI has an effective suite of settlement services. More information on the Department of Innovation and Advanced Learning and the Population Secretariat can be found at www.gov.pe.ca/ial and

www.gov.pe.ca/popsec . Websites for other Government departments, agencies and divisions referenced are provided at the end of the relevant sections that follow.

In addition to the Population Secretariat, the Department includes Island Investment Development Inc., Skills PEI and the Post Secondary and Continuing Education division that also have an interest in settlement services and outcomes as presented below:

Island Investment Development Inc. (IIDI) was established in 1993 to



administer the Island Funds, the Prince Edward Island Century 2000 Fund and oversee the Provincial Nominee Program through the Agreement for Canada/PEI Cooperation on

Immigration. Under IIDI, the Provincial Nominee Program is the main vehicle through which the Province can affect changes to the demographic profile of PEI. The Provincial Nominee Program helps to address the economic, population and labour market needs of the Province through a variety of programs that allow potential applicants to become nominated for permanent residency to Canada on behalf of the Province.

Part of IIDI's work is the administration of the skilled worker category of newcomers, which saw a retention rate of eighty-two percent (82%) of applicants in 2008/2009. www.gov.pe.ca/immigration .

Skills PEI was established in 2009 to manage the delivery of training and skills development programming funded by the Canada-Prince Edward Island Labour Market Development Agreement (LMDA) and Labour Market Agreement (LMA). All persons legally authorized to work in Canada and who meet program eligibility criteria can access programs. In addition, the division has an Immigrant Work Experience PEI program that provides immigrants with work exposure opportunities that help them in transitioning to PEI's labour market. The program accommodates flexible work hours to permit language training to continue.

www.skillspei.com

Skills PEI is also the lead provincial body for matters relating to Foreign Qualifications Assessment and Recognition. On November 30, 2009, A Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications was announced by the Federal Government and Provinces/Territories. A working group was established with representatives from all the provinces and territories (with the exception of Nunavut). The Pan-Canadian Framework articulates a joint vision for improved foreign qualification assessment and recognition systems and will enhance workforce integration programming for immigrants across Canada, including those that choose Prince Edward Island as their new home. PEI is a signatory to the Pan-Canadian Initiative on Foreign Qualifications Assessment and Recognition and has had a representative on the Foreign Qualification Recognition (FQR) Working Group since it was established. PEI also participates in two additional task teams working on program and communications development.

Consultations with PEI's Regulatory Authorities were held in October 2009 to announce PEI's participation in the Pan-Canadian FQR initiative. Regulators were provided a copy of the Framework document and given preliminary information about programs that are currently under development. Regulated occupations that have been initially targeted for the FQR initiative are shown in Table 7.

Table 7 – Foreign Credential Recognition National Target Occupations

2010	2012
Pharmacists	Engineering Technicians
Registered nurses	Physicians
Architects	Teachers
Physiotherapists	Licensed practical nurses
Occupational Therapists	Medical Radiation Technologists
Financial Auditors and Accountants	Dentists
Medical Laboratory Technologists	
Engineers	

The **Post Secondary and Continuing Education** division helps newcomers with equivalency recognition for learning that has been completed in other countries. This is achieved through evaluation, assessment (where necessary) and comparison of skills acquired prior to moving to Canada to similar training available in schools and colleges located in Prince Edward Island. Professional organizations are consulted when needed for cases of specific professional training. www.gov.pe.ca/ial/psace-info/dg.inc.php3

4.3 Department of Education and Early Childhood Development

The Prince Edward Island Department of Education is dedicated to providing a high quality curriculum and extracurricular experiences to Island learners. Educators and administrators are committed to providing newcomer students



with a comfortable transition to the PEI education system. Prince Edward Island course offerings are on par with national standards and are designed to maximize the learner's experience and provide a strong education base for those seeking further post-secondary studies. Upon graduation from the PEI school system, students are effectively prepared to enroll in all varieties of local, national or international post-secondary institutions including academic and research institutions, applied studies, technical schools, arts and cultural institutions and community-based training facilities. Educators also recognize the importance of athletics and extracurricular activities in shaping a healthy, inquisitive and well-rounded learner. Students have access to a variety of programs and services as a practical outlet to develop social and integration skills while applying people and life skills outside of the classroom. Social integration in the education process is strongly valued and newcomer students are encouraged to become active members of the student body and experience all facets of the education experience. Educators and Administrators also emphasize the importance of a welcoming environment and an atmosphere that is inclusive of all members of faculty and students.

Responding to the surge in school-aged newcomers entering the school system, the Department of Education and Early Childhood Development has established the English as an Additional Language (EAL)/French as an Additional Language (FAL) Section. This section houses a complete in-take centre where children [Kindergarten to Grade 12 (K-12)] are assessed for English/French language proficiency and then registered into the school system at the appropriate grade level. Based on assessment results, Itinerant Teachers may provide English language support to EAL/FAL learners in the school system. The intake, assessment and support services are offered across the province with continuous monitoring and ongoing support to educators. This also involves the provision of interpretive services to EAL learners and their families who do not access these services from another provider. The section also contracts an external service organization to provide language tutoring support to EAL/FAL learners at the very early stage of English language proficiency.

The EAL/FAL has grown from a staff of six to twenty-nine people in only three years and works with over 640 international students in forty-one (41) schools across the Island. Approximately fifteen percent (15%) of the students at Colonel Gray High School are international. **The division maintains a comprehensive database of international student data. Between the 2008/2009 and 2009/2010 school year there was a retention rate of seventy-eight percent (78%) of international school-aged children.** The section estimates that at the end of the current school year the number of international students will grow to between 675 and 700. www.gov.pe.ca/education

4.4 Department of Health and Wellness

In some provinces in Canada, newcomers are restricted from accessing health services until three months following their arrival. In Prince Edward Island, newcomers are granted immediate access to all provincial health programs. The Department also works to ensure newcomers are as protected from disease as all Island residents. The Department assesses and meets the immunization needs of newcomers in a timely and efficient manner using service providers such as PEIANC. **In 2009, over 300 newcomers were immunized at clinics designed specifically to meet their needs with translation and interpretation services on site.**



The Department also receives funding from Health Canada for collaborative projects intended to reduce wait times and increase the supply of health professionals to the Canadian Health Care system. In PEI, the Internationally Educated Health Professionals (IEHPs) initiative is being supported with these funds. The IEHP project is delivered by the

PEIANC and works with Internationally Educated Health Professionals to navigate the process of having their foreign qualifications recognized here in PEI and to give them greater access to employment opportunities within the provincial health care system. **This program has experienced steady growth since its inception and now has a client base of over 90 individuals who have received various supports including employment counselling, English for the Health Professional classes, and an Orientation to the PEI and Canadian Healthcare System.**

The Department hires International Medical Graduates (IMGs) to work as family physicians and specialists for the province. **Approximately twenty-eight percent (28%) of family physicians and twenty percent (20%) of specialist physicians in PEI are IMGs.** The Department provides advice and support to these individuals as they move through immigration and licensure processes. www.gov.pe.ca/health

4.5 Department of Community Services, Seniors and Labour

The mandate of this department is to provide social services for all Islanders. The federal government's Resettlement Assistance Program (RAP) provides a one year subsidy to eligible immigrants. After that time, the province is responsible for necessary social services as mandated by the Child Protection and Social Assistance Acts and available through the Child Care Subsidy Program. The Department is also the central authority for approving international adoptions by Island families and is **working with the Federal government to establish new protocols that will help to support the fair treatment of temporary foreign workers within PEI's labour force.** www.gov.pe.ca/ssss

4.6 Department of Transportation and Infrastructure Renewal



Newcomers wishing to obtain a driver's license undergo testing just as all residents do. The Department of Transportation and Public Works has taken a number of steps to make the process easier for newcomers. The current

English exam has been translated to simplified Chinese and additional driver examiners are being trained to meet the greater volume of licensing exams. **Since 2006, approximately 1,950 newcomers have taken the drivers license exam.** The Department will continue to monitor the services it provides and respond to new demands as warranted.

www.gov.pe.ca/tir

4.7 Department of Tourism and Culture

The Department of Tourism and Culture is the lead department for multicultural issues and contributes to the settlement experience of newcomers through activities of the Culture, Heritage and Libraries division.

Multicultural activities are eligible for Community Cultural Partnership Program funding and the PEI Public Library Service provides a range of products and services to newcomers. Front-line library staff reflect the increasing cultural diversity within our province and the library system continues to acquire new materials which match the needs of newcomer populations.



The library service pioneered and continues to offer a volunteer based English as a Second Language (ESL) Tutoring Program using the services of PEIANC. The program involves first training the tutors who are then matched with an immigrant to deliver English Tutoring. **Since its inception in 2006/2007, the service has enabled fifty (50) to sixty (60) active student-tutor pairs annually.** Based on the positive results of the tutor program the library service is now developing additional services including a volunteer-based citizenship training program to help landed immigrants become Canadian citizens. www.gov.pe.ca/tourism

4.8 Department of Finance and Municipal Affairs – Public Service Commission

The PEI Public Service Commission (PSC) can be the first point of contact for newcomers seeking employment with the provincial government. In this role the PSC becomes involved in determining whether an individual's qualifications (education and/or work experience related) from their home country are relative to PEI requirements. Trying to equate degrees/diplomas and other credentials from foreign educational institutions to Canadian/PEI standards takes extra time and can be challenging.

There may also be issues regarding an individual's eligibility to work arising from their status relative to Federal Immigration rules. PSC has developed a good working relationship with local/regional representatives of CIC so that this process can be hastened and relevant information obtained.



The PSC has a Diversity Consultant on staff that has fostered good relationships with various newcomer groups and non-governmental organizations serving newcomers. The Commission continues to champion the cause of diversity hiring within the Public Service and the number of applications to the program continues to increase.

The PSC is directly involved in diversity training within Government and is modifying the current diversity program so it better serves all diversity clients (aboriginal peoples, persons with disabilities, members of visible minorities, women in leadership and management and men in non-traditional occupations) including immigrant groups. **The Commission has trained trainers from every government department to deliver training to other staff on issues that may arise when dealing with clients from various cultures.** www.gov.pe.ca/finance , www.gov.pe.ca/finance/psc-info/dg.inc.php3

4.9 Department of Justice and Public Safety

The Department oversees programs and activities in the areas of Justice, Public Safety and Consumer and Corporate Services. **The H1N1 vaccine information sheet and the Victim Services information sheet were both published in five languages in 2009 to assist newcomer communities and protect public safety.** Building on that experience, the department is now assessing how cultural, ethnic and religious factors can best be considered and addressed in public safety alerts, shelter and reception center planning and emergency management consultations.

www.gov.pe.ca/jps

4.10 Department of Agriculture



The Department of Agriculture offers the Future Farmer Program, which assists new entrants, including interested newcomers to PEI, enter the PEI farming community. Under the program, a Department of Agriculture staff member

is assigned to work closely with each applicant in a facilitation and coaching role. Applicants are also provided access to a one-on-one business mentoring program whereby the new farmer is matched with an experienced business person to discuss business-related challenges. The business person serves as a counselor who is willing to share experiences and offer advice which can help immigrants gain an insight into the PEI Business Community. **Five PEI newcomers are either enrolled or in the process of enrolling in the program.** www.gov.pe.ca/agriculture

4.11 Department of Fisheries, Aquaculture and Rural Development



Access PEI, a division of the Department, is the gateway to the Provincial Government for newcomers and Islanders looking for a variety of Government Services. Newcomer needs can range from exchanging foreign drivers licenses' to taxation and permits.

Access PEI worked with the Department of Transportation and Infrastructure Renewal on translating the written licensing exam into several languages. Department staff are encouraged to engage newcomers and offer assistance to make the newcomers experience of accessing government services as smooth as possible. **Efforts are ongoing for all front line staff to take the Cultural Diversity training course to improve their awareness of the needs and traditions of other cultures.** www.gov.pe.ca/fard

4.12 Department of Environment, Energy and Forestry



The Department has a mandate to manage wildlife and wildlife habitat in the province. This includes the licensing of anglers and the licensing and training of hunters, fur harvesters and registered hunting guides. The

Department became aware that many new Islanders enjoy these pursuits

and have participated in their countries of origin. A cooperative project with members of the Chinese Association created specific firearm and hunter safety training. A newcomer, fluent in Mandarin has been certified to deliver both the firearms and hunter safety programs. In addition, he is also a registered hunting guide. **To date, over 50 people have taken this customized training.** The Department, in cooperation with various wildlife groups sponsors a Youth Waterfowl Workshop to train youth 12-17 with all aspects of waterfowl hunting. This past fall a group of Chinese students attended for the first time.

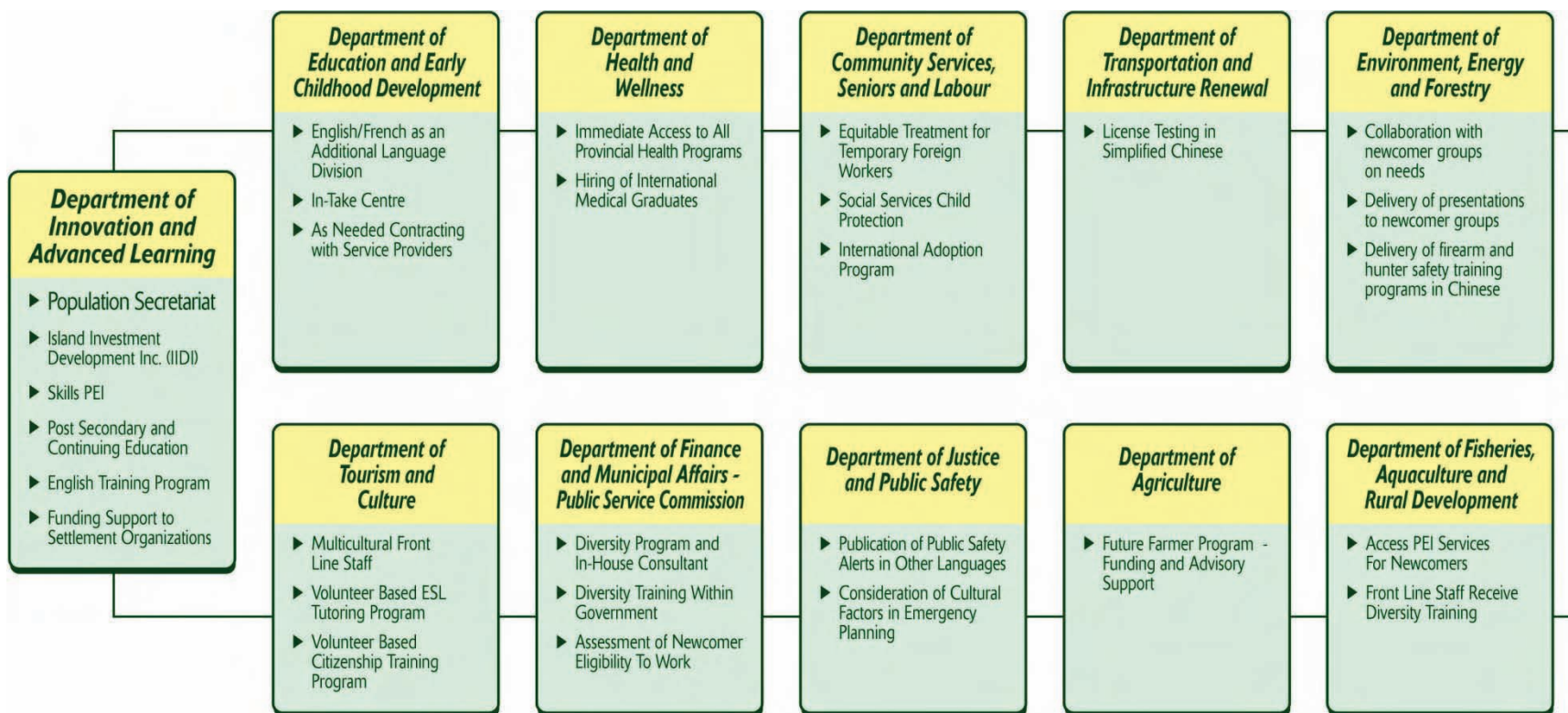
The Department also became aware that newcomers may not be fully familiar with wildlife laws in the province. Joint presentations have been held with the Department of Fisheries and Oceans to inform potential anglers about some of the nuances of fishing on the Island. These presentations have been well attended and have included slide translation and live interpreters.

The Department, with help from members of the newcomer community has built a solid partnership. The Department fully intends to increase both satisfaction and participation for all Islanders. www.gov.pe.ca/eef

4.13 Summarizing PEI's Demonstrated Commitment to Newcomers

Figure 5 shows the range of provincial government commitment to activities related to settlement services. While not necessarily representative of total provincial government support it does illustrate how broad government's involvement in settlement is. All departments supply some level of information or service to the public and thus have an opportunity to interact with newcomers. Departments are committed to delivering excellent service to new and established Islanders.

Figure 5– Summary of Provincial Government Activities Related to Settlement Services



Government is also committed to working with established and new partners to support innovative ways to bring Islanders and newcomers together in the settlement process. Grassroots initiatives as well as a demonstrated commitment from Government let newcomers know in a very personal way that they are valued part of PEI's future and that there are opportunities to become a part of supportive social networks.

PART TWO:THE PRINCE EDWARD ISLAND SETTLEMENT STRATEGY



5.0 DEVELOPING THE STRATEGY

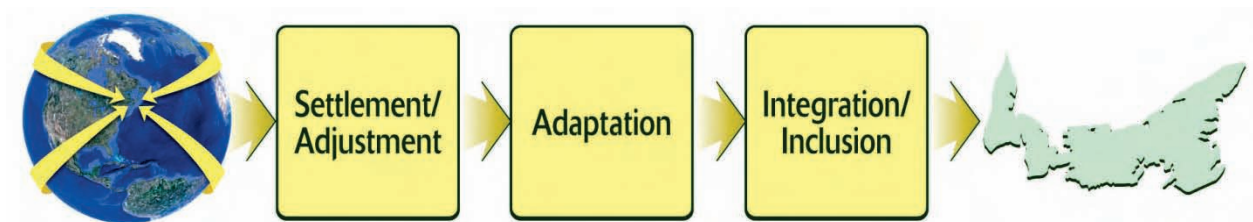
5.1 Settlement Defined

Settlement is the long-term, dynamic, two-way process through which, ideally, immigrants achieve full equality and freedom of participation in society and society gains access to the full human resource potential in its immigration communities (integration-net.ca).

Two things are important to note about settlement:

Firstly, settlement is a **long-term process** that can be viewed as a continuum. Newcomers move from settlement (also known as acclimatization or adjustment) to adaptation to integration/inclusion as illustrated in Figure 6.

Figure 6- Phases of Settlement



As newcomers move through the settlement process, the types and levels of service they require also change. An effective Settlement Strategy recognizes and addresses the long term and evolving nature of settlement needs.

Secondly, settlement is a **two-way process** that involves both the newcomer and their new community.

Figure 7 – Settlement: An Interactive Process



5.2 Vision Statement

The PEI Settlement Strategy is an important document that will lead to an increasingly targeted, systematic and cooperative approach to addressing the needs of PEI's newcomer community and supporting the social and economic prosperity of PEI into the future. We want all Islanders to become engaged in settlement. We are a small province with a big opportunity; to work together to retain the newcomers that have recently arrived and that PEI will attract in the future. This Settlement Strategy has been developed to achieve the following vision.

A welcoming One Island Community whose service and support to newcomers is contributing to a culturally diverse and prosperous province.

5.3 Underlying Principles for a PEI Settlement Strategy

It is proposed that the Settlement Strategy be founded on several key principles (Figure 8) which will form the foundation of its success. These principles will be used to evaluate singular actions and initiatives within the broader context of the Settlement Strategy as a whole. They will also serve to ensure that the strategy remains focused on the goal of making PEI a welcoming place to live and work for all residents.

Figure 8- Settlement Strategy Principles





Inclusive

The Government of PEI is committed to working collaboratively with all Islanders and our key partners, including the Government of Canada, the newcomer community, the PEIANC, municipalities, employers, health service providers, and ethnic, religious and business organizations to implement the strategy. Including all stakeholders in implementing the strategy ensures that it will be delivered efficiently and effectively. Co-operative efforts will be made in order to align with actions in other government strategies such as the Island Prosperity Strategy, Rural Action Plan and various

tourism campaigns to maximize incremental change and achieve the desired future.



Equitable

Government is committed to using a fair and equitable approach to the provision of settlement services. Settlement services that are within the mandate of the Province to

provide, will be made available to newcomers without distinction. The strategy will also make certain that settlement services to newcomers are consistent with the service and delivery principles for programs accessed by all residents.



Accountable

The strategy will deploy resources to achieve identified targets in a timely and efficient manner. Government will hold itself accountable for strategy initiatives, and to the partners with whom it is being developed, the newcomer community, and the residents of PEI.



Respectful and Ethical

Government is committed to working with partners to ensure a safe and welcoming society for newcomers while being mindful of maintaining and promoting respectful and productive

working relationships with all residents of the province. Recognizing the distinctive contributions of newcomers to our cultural diversity, initiatives will respect the distinct cultures of newcomers and residents alike.



Community Based

In recognition of the unique needs and situations of individual communities and regions, the strategy will work to support, build and sustain communities by providing access to settlement services within the Province.

Government is committed to using a comprehensive approach, addressing the needs of the newcomer community of PEI. To ensure this continuity, linkages will be made to other government initiatives such as the Rural Action Plan to help communities build their own strategies and approaches based on local strengths and opportunities.

The vision and principles are reference points for Government and other stakeholders as the PEI Settlement Strategy is implemented in the coming months and years. They will help to ensure that the focus of resulting activities, programs and initiatives is firmly on people. People are our strength and greatest asset. Working together in a collaborative and concerted manner we can achieve what we envision. We need look no further than some of our newer and traditional economic clusters such as bioscience, aerospace, IT, financial services, health, agriculture, fisheries and aquaculture to see how our province can be enriched by new knowledge, skills and experience. A PEI Settlement Strategy will enable us to maximize the contribution of current and future newcomers to our economy and our society.

6.0 GOVERNMENT OF PRINCE EDWARD ISLAND LEADERSHIP

The Government of Prince Edward Island is committed to taking a leadership role in the development and implementation of a Settlement



Strategy, recognizing that in many cases it will work in partnership with other organizations responsible for and dedicated to welcoming newcomers to PEI.

Prior to 2005, the number of international immigrants (permanent

residency stream) arriving in PEI annually was less than 400 and the demand for settlement services was less. However, in collaboration with the Government of Canada, PEI has succeeded in attracting a larger number of immigrants in recent years and has taken a larger role in the settlement experience of newcomers as a result. While the Province is committed to continuing this expanded role it is important to note that this role can only be executed within the Federal Government's overall legal authority for immigration to Canada.

The larger role that the Province has assumed is reflected in the delivery of settlement related activities by almost every government department. The PEI Settlement Strategy will build on these existing activities and allow for the introduction of new initiatives in a coordinated and cohesive manner. The proposed Strategy includes initiatives that are both internal and external to government. The internal Government initiatives will serve as the foundation for the development and implementation of the other Settlement Strategy initiatives presented in Section 7.0. For the purposes of measuring retention, the Population Secretariat, on behalf of the Provincial Government, will implement new protocols for

interdepartmental information sharing which improve our understanding of newcomer needs while respecting and ensuring privacy rights. The recently passed Statistics Act will be the basis of this initiative.

In addition to the interdepartmental information sharing initiative, other internal government initiatives that will be implemented to support the Settlement Strategy include:

- *Recognize the Population Secretariat of the Department of Innovation and Advanced Learning as the lead group responsible for implementation of this strategy with the mandate to conduct an annual review on the effectiveness of the strategy, report on progress, and incorporate revisions.*
- *For the purposes of measuring retention, the Population Secretariat on behalf of the Provincial Government will implement new protocols for inter-departmental information sharing which will improve our understanding of newcomer needs while ensuring privacy rights.*
- *Establish a Provincial Government Inter-Departmental Committee on Immigration and Settlement mandated to meet regularly to discuss issues affecting retention, share work plans and information ensuring a comprehensive government-wide approach to service delivery.*
- *Ensure newcomer attraction and retention efforts are harmonized with identified labour gaps in the Island labour force.*
- *Foster the Province's relationship with the Federal Government and in particular CIC to plan for and address issues related to settlement in a proactive manner. These issues may include protocol on receiving up-to-date immigration landing data in a timely fashion, the Settlement Allocation Model and related*

funding, building refugee communities from same source countries or settlement and retention policies and programming.

- *Create a mechanism within the Population Secretariat to ensure government and non-governmental organizations that are collectively working towards the mutual goal of increased settlement and retention of newcomers have the opportunity to communicate and share information.*

These formal commitments and the supporting structures and procedures will work to ensure that settlement services are relevant, responsive and effective upon implementation and over time.

7.0 THE PEI SETTLEMENT STRATEGY

7.1 Strategy Initiatives

There are many types and levels of service needed to assist newcomers move through the phases of settlement, adaptation and inclusion. Based on what our newcomer communities have told us and the experience of other provinces and jurisdictions, the PEI Settlement Strategy will focus on three priority areas; areas that can positively influence a newcomers' desire and ability to settle in and contribute to a community. These areas are shown in Figure 9.

Figure 9 - Successful Settlement Influencers



Like settlement itself, this strategy represents a process; the process of obtaining ever more reliable data and of developing and implementing ever more effective programming for the settlement of newcomers. initiatives related to each of the positive settlement affecting areas- Language Skills, Business and Employment Opportunities, and Quality of Life - are outlined in the sections that follow.

7.2 Language Skills

A large barrier to successfully settling in Island society is language. English language skills are essential for newcomers to continue and/or obtain their education, to become employable in their chosen field, and to fully participate in the Island community. This is an area where much progress has already been made. What is now required is improved matching of language training programs to newcomer needs. This may include assessing accelerated models of language training and those specific to workforce participation and integration.

7.2.1 Language Training for Adults

Adult newcomers primarily receive language training through the language instruction for Newcomers to Canada (LINC) program funded by CIC and the Province of PEI and delivered by service providers. This program of learning follows Canadian Language Benchmarks (CLB) to assist newcomers in developing communication skills through reading, speaking, listening and writing to a degree that enables them to integrate into Canadian society. Newcomers have indicated



Because of its size, PEI is a great place to learn English quickly. You meet and talk with Islanders every day.

PEI Newcomer

that (a) the speed and level at which they are receiving English Language Instruction could be accelerated and (b) that acquiring language skills for the workplace is critical.

Initiatives:

- *Develop a comprehensive language training framework that will help to ensure that newcomers receive appropriate language training to support their inclusion in the workplace and the community.*
- *Work with service providers to Introduce Canadian Language Benchmark English language training opportunities that offer accelerated, evening, weekend or summer scheduling options.*
- *Issue a call for proposals for qualified service providers to offer conversational language training sessions. Sessions could be offered in English to assist newcomers with their language skills. Sessions could also be offered in other languages for Islanders wishing to learn a second language.*

7.2.2 Language Training for K-12 Students

Secondary education is an essential service that the province of PEI is responsible for delivering. The EAL/FAL section of the Department of Education and Early Childhood Development has been successful in responding to the needs of newcomers of school age. The provision of these services is very organized and well managed, and required throughout the entire province.



Initiatives:

- *Build on current success by continuing to work closely with the Department of Education and Early Childhood Development to monitor demand and address the needs of newcomer children.*
- *Continue to respond to the needs of educators who are working with international students, ensuring they have access to the tools they require.*

7.3 Business and Employment Opportunities

A significant factor influencing settlement and retention is employment. The importance of being employed is repeatedly noted in research literature and in consultations with the immigrant community and those interacting with the community. Newcomers to PEI come with diverse financial and educational resources, but regardless of an immigrant's reasons for seeking employment (financial necessity, personal and/or cultural influences), the majority wish and need to work. It is important to reiterate that not only do newcomers want to work, but that the province is experiencing labour market gaps and needs skilled workers to fill these gaps.

7.3.1 Job Search and Employment

The search for employment can be a daunting task for anyone; to newcomers faced with cultural and language barriers it is an even greater challenge. The good news is that newcomers aren't navigating through this search alone and there are many programs already in place that they can access to a greater degree. Just as with all facets of settlement, employment is a two way partnership whereby the employee must conduct the



search, but the employer must be open and accepting of newcomers within their organizations. To do this they must understand how to integrate diverse employees and the benefits of doing so.

Initiatives:

- *Improve the connectivity between existing provincial government employment support programs such as Skills PEI Immigrant Employment Experience Program and Training PEI, and the PEIANC Employment Assistance Service (EAS) to promote and increase “bridge to work” experience and employment opportunities for newcomers.*
- *Work with service providers to provide more employment, business and current events information to newcomers in their own language through a central web portal.*
- *Build on the experience of the PEI Public Service Commission diversity training program within government to work with Island businesses to develop a new initiative/program that will help to integrate newcomers into the workforce and convey the benefits of doing so.*
- *Develop and implement a program to support job experience placements for newcomers within the public sector.*
- *Investigate avenues for developing better linkages between employer needs and the recruitment of temporary foreign workers with the skills to address labour market gaps.*
- *The Government of Prince Edward Island will work with Island Chambers of Commerce to offer business specific programming for newcomers.*

7.3.2 Entrepreneurship and Business Investment



Many newcomers to PEI come with an entrepreneurial spirit, and a successful history of having owned and operated businesses in their home country. This presents an ideal opportunity for newcomers and Islanders

to come together and participate in a two way process whereby both parties benefit from the business skills and acumen of the other. As well as learning from our newcomers we must be willing to teach them about doing business in Canada. Buying or starting a new business is a very involved process that Islanders themselves can find frustrating. Couple that frustration with a newcomers introduction to a new government system of taxes, regulations and 'red tape', all in a new language, and it is clear that newcomers experience additional challenges in trying to establish and operate their own businesses or invest/participate in an existing business.

Initiatives:

- *Develop and deliver business workshops and seminars in partnership with service providers that allow newcomers to increase their understanding of Canadian and PEI business environments. These workshops should be structured such that Islanders can learn from the business knowledge and experience of newcomers.*
- *Improve promotion and outreach of Innovation PEI's existing suite of business development services to newcomers with the hiring of additional program officers.*

- *The Government of Prince Edward Island will work with Island Chambers of Commerce to establish a Business Mentorship Program for newcomers. One already exists for Island born residents and is very successful. The program will assist newcomers in setting up their own business on Prince Edward Island by pairing newcomers with established business owners.*
- *The Government of Prince Edward Island will co-fund PEI Connectors: Connecting Newcomers, Business and Opportunities. The Greater Charlottetown Area Chamber of Commerce will coordinate this program designed to assist newcomers making connections with local residents. Its goal is to shorten the time necessary for newcomers to make important contacts in PEI. The project will focus on introducing newcomers, who are interested, willing and able to do business in the Greater Charlottetown area to key business and government contacts.*
- *The Government of Prince Edward Island, the Greater Charlottetown Area Chamber of Commerce, and their partners will work together to offer series of quarterly Immigration Forums with the goal of educating Island businesses regarding the importance of immigration. The forums will feature presenters from across the country offering promising practices regarding the economic integration of newcomers. Specific forum goals are:*
 - *To identify the role(s) of business in integrating newcomers into the community*
 - *To increase understanding with the business community of the need for immigration to our province*
 - *To generate media coverage of the forum to inform the public about the importance of immigration and the community's role in retention*

7.3.3 Post-Secondary Students

PEI's post-secondary institutions have responded to the challenge of fewer children being born in our region and enrolling in our post-secondary institutions, by successfully recruiting and educating international students. The Government of Canada has recognized the valuable resources that international graduates have in terms of their knowledge, skills, language capabilities and familiarity with Canadian culture. In September of 2008, CIC made revisions to its programs, giving international students (temporary residents) greater opportunity to transition to permanent residents, primarily through the Canadian Experience Class. PEI must analyze our data to see how many international graduates are choosing to transition to permanent residents under this program and determine how the Province can take full advantage of this opportunity.

There are also opportunities to capitalize on the growing international interest in coming to and being educated in Canada. Post-secondary institutions in Central Canada are currently experiencing a high level of demand from international students that they are unable to meet.

Initiatives:

- *Assess the level of transition of international post-secondary students into the PEI labour market.*



A survey of international students attending Holland College reported that sixty-two percent (62%) of them would like to stay in PEI after graduation if they could find meaningful employment.

- *Work with educational institutions to provide international students with more opportunities to become aware of and engaged with employment opportunities in PEI.*
- *Work collaboratively with PEI's post-secondary educational institutions to build an International Student Strategy that identifies strategic markets, is linked to PEI labour market demands and helps to grow PEI's priority sectors.*

7.4 Quality of Life

Housing options, clean communities, low crime rates, short commutes, and accessible health care are just some of the attributes that make PEI an attractive place to live and work for Islanders and newcomers. Additionally, depending on individual needs, specialized service providers such as the PEIANC are in place to help with the immediate and ongoing settlement needs of newcomers. The PEIANC conducts an intake process that includes an initial needs assessment, an orientation to life in PEI, and additional information on what newcomers need to begin their life here. Depending on the in-take and assessment process, newcomers are referred to additional services available to them through the Provincial and Federal Governments and the PEIANC.



7.4.1 Settlement Information

Newcomers arrive with a host of information needs. Having more information about essential government and community services, in more languages, is key in assisting newcomers maintain their independence and autonomy as they learn English and adapt to the PEI environment.

Initiatives:

- *Revise, translate and distribute the Newcomer Orientation Handbook both in print and on-line.*
- *Create a translation and interpretation policy that includes but is not limited to:*
 - *qualification criteria for interpreters,*
 - *service standards for emergency medical, legal and child protective situations, and*
 - *guidelines for translation of departmental and agency materials.*
- *The Government of Prince Edward Island will investigate the effectiveness of two Settlement Case Workers for the PEI Association of Newcomers to Canada over the next year. The new positions will fill a gap identified in the consultation process whereby some newcomers may need more intensive orientation services when they first arrive.*

7.4.2 Health Care

Newcomers, like all Islanders, are entitled to quality medical care. PEI provides health-care services to permanent residents upon their arrival or 'landing'. However, there are challenges related to assessment and screening for communicable diseases, immunization, testing and follow-

up. These services are essential for the safety and health protection of both newcomers and the general public.

Initiative:

- *Consult with the Department of Health and Wellness to ensure policies and procedures are in place to address the immediate and necessary health needs of newcomers in an effective and timely fashion that enhances overall public health and safety.*
- *The Government of Prince Edward Island will work with the PEI Association for Newcomers to Canada to ensure that newcomers have access to interpreters when filling prescriptions. This will facilitate newcomers understanding of dosage and safety precautions and allow them to ask questions directly to the pharmacist.*

7.4.3 Community Networks

The degree to which welcoming and including newcomers into social and business networks positively affects retention levels cannot be overstated. Newcomers want to feel that they belong and are a part of Canada and of PEI. Their reasons for initially coming here are varied, but what they all want to achieve is a better life and more opportunities for themselves and their families. PEI is certainly a hospitable and welcoming place, but our level of hospitality has traditionally been dictated by our tourism industry, where interactions are with visitors, not those permanently making a home here. We must build on this foundation of warmth and openness, extending it deeper into our newcomer community. This is an area where again much progress has been made,



but also in which new initiatives can have a big impact while requiring modest financial resources.

Initiatives:

- *Develop an education and awareness campaign to inform Islanders on how to welcome newcomers into our communities, highlighting the social and economic benefits of doing so and to profile PEI settlement success stories.*
- *Work with the Rural Action Plan to help rural communities use existing resources such as the Toolbox of Ideas for Smaller Centers to develop local approaches and solutions for sustainable and inclusive settlement outcomes.*
- *Collaborate with the Department of Tourism and Culture and federal partners to develop and launch a pilot initiative (on a call for proposals basis) to develop new special events, cultural, sport, culinary and/ or business events that will both strengthen our Settlement Services Strategy and benefit the PEI tourism sector.*
- *The Government of Prince Edward Island will work with the PEIANC to provide newcomers and long-term residents with cultural and integration instruction. This will facilitate integration and cultural understanding.*
- *The Government of Prince Edward Island will work with the Charlottetown Area Chamber of Commerce to offer business specific programming for newcomers.*

8.0 STAKEHOLDERS WORKING TOGETHER

Government is accountable for this strategy but success cannot be achieved by government working alone. The engagement of a wide range of stakeholders and partners is necessary to ensure that a comprehensive suite of programs and services that foster social and economic integration are available.

Additionally, newcomers often have similar, but not necessarily identical needs. A successful settlement experience is not based on using a one size fits all approach but on having a wide range of services supported by a wide range of stakeholders from which to draw upon to meet various individual needs and situations. Figure 10 illustrates some of the many stakeholders that can make a positive contribution to the settlement experience of newcomers to our Province.

Figure 10–Settlement Stakeholders



The sections that follows discusses the types of initiatives that some stakeholders are doing now and could do in the future to support this Strategy and successful settlement practices.

8.1 The People of PEI

This strategy is for all Islanders. By welcoming newcomers and implementing initiatives that support their settlement, adaptation and inclusion into Island society we are creating welcoming and sustainable communities and making a better Island for all residents. Government will lead the way, but must have the support of all Islanders to truly make this strategy a success that will help to ensure the future prosperity of the Province of PEI.

8.2. The PEI Association for Newcomers to Canada

The PEIANC is the largest non-governmental Service Providing Organization (SPO) in the Province and delivers services to all newcomers. It receives funding from the Government of Canada through CIC to provide many valuable and essential programs, including RAP, the Immigrant Settlement and Adaptation Program (ISAP) and the Host Program. Different CIC funding programs are directed toward different immigrant classes. The Province of PEI contributes funding to the PEIANC to enhance the ANC's ability to better serve their clients.



The PEIANC “Holiday Host” program which matches newcomers with host families over the Christmas season has been used as a model for other Settlement Providing Organizations.

The association's client base is the majority of all newcomers to PEI. With a staff of twenty-six (26), PEIANC offers a large complement of programs including:

- **Information and Awareness Services**
 - In-take and referral services
 - Individual orientation and group information services
 - Web-based information and orientation
 - Canadian Life Skills Program
 - Immigrant Student Liaison Program
 - Interpretation
 - Translation
- **Community Connections**
 - Community events
 - Host Program
 - Multicultural Education Program
 - Diversity
 - Francophone Settlement Program
 - Communications and Information Sharing
 - Women's Happiness Group
- **Employment Related Services**
 - Employment Assistance Service
 - Internationally Educated Health Professional Program (funded by Health Canada)

Within each of these programs PEIANC has developed documents and initiatives to assist newcomers with particular aspects of settlement. For example, the PEI Driver's Handbook has been translated into Mandarin and Arabic.

The PEIANC's current location has many challenges. The Government of Prince Edward Island will work with the PEIANC to find opportunities for a new facility to meet their current needs.

The Government of PEI recognizes the important role that the PEIANC plays in the settlement experience of newcomers. The Population Secretariat and other government departments have been working collaboratively with the Organization to address the settlement needs of newcomers. It is expected that the PEI Settlement Strategy will serve to enhance the collaborative working relationship between government and the PEIANC and benefits to newcomers.

8.3 The Government of Canada

The Government of Canada oversees all immigration to Canada. It shares responsibility with the province for the provision of settlement services to newcomers to Canada. The Government of Canada administers funding for programs and services primarily through CIC; however, other federal departments such as Health Canada and Service Canada are also becoming more involved in service delivery.

Because the federal and provincial levels of government have both distinct and overlapping roles and responsibilities, the delivery of settlement services is complex. This complexity makes it essential to carefully monitor and foster a high level of cooperation and collaboration between the two levels of government. A good working relationship between all departments and agencies involved will help to enhance the success of this strategy.

8.4 Business Community



The business community has much to benefit from this strategy and engaging their support and participation is essential to retaining a greater number of newcomers. Business owners are being asked to support a diverse workforce and business

community by welcoming newcomers employees and entrepreneurs into their workplace, their community and their business associations.

Our local business associations are active in a range of initiatives that help promote, grow and support local business. Mentoring, recruitment,

education and other specific activities developed to benefit members can also be used to reach out and connect more specifically with immigrant entrepreneurs. Promoting cultural competence in the workplace, developing toolkits and sharing best practices are but some of the ways the business community can play a greater role in settlement efforts.

8.5 Service Groups

Aside from the workplace there are many ways in which newcomers can be assisted in building stronger ties to the community. PEI is home to many men's and women's groups, ethnic associations, and church groups, volunteer and charitable organizations. Our volunteer sector is a significant resource that can add value and new approaches to welcoming and supporting newcomers and responding to individual needs and circumstances.

8.6 Other Provinces



The Province of PEI has been working with our sister provinces on many issues that affect settlement. Through the Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications and other

national and regional initiatives, the Province will continue to participate in improving the assessment and recognition of foreign qualifications in regulated occupations in Canada. While acquiring capacity to conduct assessments and recognize qualifications is an important step, work will

also continue on finding provincial and regional training and educational solutions for gaps identified in the assessment process.

The Foreign Qualification Recognition project is a pan-Canadian Federal/Provincial/ Territorial initiative that is led in Prince Edward Island by Skills PEI, a corporation of the Department of Innovation and Advanced Learning too many spaces. The FQR initiative focuses on improving employment pathways for newcomers so that they may find employment in their profession when they arrive in Canada. The initiative focuses on enhancing pre-arrival information and services, improving the assessment and recognition process for Canadian regulatory bodies, improving gap-training and bridge-to-work programs and increasing employer engagement and mentoring opportunities. Prince Edward Island recently received federal funding to establish a provincial advisory committee for information sharing and the development of a provincially based FQR strategy. Work of the Pan-Canadian group will conclude by March 31, 2012, with a possibility of extension beyond that.

9.0 AN EFFECTIVE STRATEGY

9.1 Assessment and Evaluation

The Population Secretariat of the Department of Innovation and Advanced Learning is the lead body for the implementation of this strategy, and will be diligent in assessing progress in implementing strategy initiatives. The Province will continue to build a strong working relationship with our Federal and SPO partners in settlement. A summary table of all strategy initiatives and their expected outcomes is appended.

9.2 Recommendation for Successful Settlement

The primary goals of implementing this Settlement Strategy are:

- the retention of as many newcomers that arrive as possible, and
- the social and economic integration of these newcomers.

It could be assumed that simply counting the number of newcomer permanent residents in PEI from one year to the next would provide a retention rate that indicates how successful our settlement services are. Unfortunately, measuring retention rates by this method is not a reliable indicator at this time. Newcomers have the same mobility and privacy rights afforded to all persons living in Canada. When this mobility is combined with census data limitations, for example not tracking intervening events such as becoming a citizen and data being masked where numbers are low and only capturing data from a single point in time every five years, it becomes challenging to arrive at an accurate retention rate. This situation is not specific to PEI, all provinces are faced with similar limitations on the accuracy of retention data and rates. The Province has recognized this and as identified in Section 6.0 is planning to establish a database and information sharing protocols that will provide more timely and accurate information.

The province does receive information on immigrant landings from CIC and when combined with Statistics Canada data and the information gathered from the new strategy initiatives, the Province's capacity to more accurately measure the retention of newcomers will improve.

The only retention rate currently available for PEI is fifty-three percent (53%) from Statistics Canada Census data for the period from 2001 to 2006.

While retention rates are one indicator of success, there are many other markers that can let us know if we are successfully facilitating the social and economic integration of our newcomers. The approach of this strategy is to address the needs of newcomers by looking at three primary influencers, 1) language skills, 2) business and employment opportunities, and 3) quality of life. How well the services in these areas are being provided and utilized will provide an overall picture of how well the strategy is being implemented.

The factors that influence a newcomer's decision to come to and stay in PEI, as identified in section 3.4, are wide ranging; from obtaining employment in their chosen field to how safe and included they feel. Measuring the success of strategy initiatives will involve collecting and analyzing both quantitative and qualitative data as discussed below. Ultimately, the overall success of this strategy is equivalent to individual newcomers' success at reaching their personal goals.

9.2.1 Recommendations

As the starting point for assessment, provincial and national averages will be used as targets for benchmarking success. Following year one, a more accurate base-line of PEI newcomers will be developed and the recommendations will be assessed and benchmarked against the baseline. The yearly data for analysis will be gathered through the new provincial database. Statistics Canada data and accessing more detailed CIC information. Table 8 presents recommendations to enhance retention.

Table 8- Recommendations to Enhance Retention

Indicator	Recommendation
Obtaining English/French Language Training	Seventy-five percent (75%) of newcomers, who have a language deposit with the province and are enrolled in language classes, attain a combined minimum score of 13 in all four Canadian Language Benchmark skill areas in one year.
Obtaining an education (K-12)	Monitor the retention rate of school aged newcomers (K-12)
Entering the job market	A minimum labour market participation rate of sixty-eight percent (68%) among PEI newcomers
Establishing a business	Create clear and distinct pathways for newcomers interested in starting new businesses on PEI
Finding employment following graduation from a post secondary institution	Increase number of International Students who obtain employment in PEI upon graduation and become permanent residents. A specific target number will be set following analysis of current rate (an initiative under this strategy)

9.2.2 Recommendations

Although more difficult to obtain, valuable qualitative information can be gathered by maintaining open and ongoing dialogue with the newcomer community and SPOs that work closely with newcomers. Qualitative indicators help to provide a broader picture of settlement outcomes, particularly in the areas of social integration and inclusion, and may include:

- ✓ Experiencing job advancement and/or entry into field of prior employment
- ✓ Feeling safe, welcome and accepted
- ✓ Finding and participating in social networks
- ✓ Knowing how to access information and services and being comfortable in doing so
- ✓ Becoming a Canadian citizen, and
- ✓ Participating in the democratic process and affecting change.

It is also important to remember that people settle at different rates depending on their unique situation. “Sustainable and inclusive settlement outcomes require a move away from focusing exclusively on the initial cycle stage of welcome services, to the full spectrum of community connections and access to local social, political and economic institutions.”⁴

People, newcomers and Islanders, are at the core of this strategy. The ultimate indicator of success will be achieving outcomes that make a positive difference in the lives of all Islanders.

⁴ PROMPT, Smart Settlement: Current Dispersion Policies and a Community Engagement Model for Sustainable Immigrant Settlement in Ontario’s Smaller Communities

10.0 CONCLUSION

During the past three years Prince Edward Island has experienced new levels of growth in immigration. To a large extent, settlement services to help newcomers have evolved reactively rather than proactively. A number of dedicated individuals, inside and outside of government, have worked tirelessly to implement initiatives for newcomers. It is time to recognize what has been accomplished but also to move to a new stage in our growth and development as a welcoming One Island Community. PEI is in a desirable position in that our recent efforts to attract newcomers have been successful. But we must realize that there is a limited window of opportunity to address the volume and needs of this immigrant population before they leave in search of places where they feel their needs may be better met.



We are not the only province experiencing declining population growth, an ageing population and shortages of skilled labour. Jurisdictions across Canada are competing to attract new residents. The number of locations that are actively recruiting and working to retain newcomers shows that this is indeed a competitive arena. Attracting and retaining newcomers is an important component of building a strong economy and prosperous future. Newcomers enrich the society in which they settle in many ways. Government has an important role to play in ensuring settlement services are timely and effective, but Government cannot do it alone.

This Settlement Strategy serves as an invitation to all Islanders to become involved and interested in improving the settlement experience of newcomers to our Province. There will be challenges; we are a small province that traditionally has not experienced a high volume of immigration. The newcomers that need settlement services today may be very different from the newcomers of tomorrow. What will remain the same; however, is that we are all united in what we desire from a life in

Prince Edward Island Settlement Strategy

PEI - a safe and happy place to live, work, and raise families, with equal access to opportunities.

Newcomers and long-term residents collectively comprise employers, employees, students, parents, children, government officials, volunteers, business owners, and service providers. By working collaboratively to provide the supports and tools newcomers need to settle, adapt and participate fully in Island society, we improve services and supports to all residents. Simply put; our settlement efforts are about people. Successfully growing our One Island Community will require leadership from Government, a welcoming attitude from all Islanders and a supporting network of programs and initiatives to ensure our Island continues to grow and prosper in coming decades.



A welcoming One Island Community whose service and support to newcomers is contributing to a culturally diverse and prosperous province.

APPENDIX:SUMMARY OF INITIATIVES AND EXPECTED OUTCOMES



Government of PEI Leadership

Initiatives	Expected Outcomes
<p>1. <i>For the purposes of measuring retention, the Population Secretariat on behalf of the Provincial Government will implement new protocols for inter-departmental information sharing which will improve our understanding of newcomer needs while ensuring privacy rights.</i></p>	<ul style="list-style-type: none"> • Improved capacity to gather accurate and relevant data • Improved capacity to assess the success of settlement initiatives • Improved coordination of Settlement Service delivery within government
<p>2. <i>Recognize the Population Secretariat of the Department of Innovation and Advanced Learning as the lead group responsible for implementation of this strategy with the mandate to conduct an annual review on the effectiveness of the strategy, report on progress, and incorporate revisions.</i></p>	
<p>3. <i>Establish a Provincial Government Inter-Departmental Committee on Immigration and Settlement mandated to meet regularly to discuss issues affecting retention, share work plans and information ensuring a comprehensive government-wide approach to service delivery.</i></p>	
<p>4. <i>Ensure newcomer attraction and retention efforts are harmonized with identified labour gaps in the Island labour force.</i></p>	



Government of PEI Leadership

Initiatives	Expected Outcomes
<p>5. <i>Foster the Province’s relationship with the Federal Government and in particular CIC to plan for and address issues related to settlement in a proactive manner. These issues may include protocol on receiving up-to-date immigration landing data in a timely fashion, the Settlement Allocation Model and related funding, building refugee communities from same source countries or settlement and retention policies and programming.</i></p>	<ul style="list-style-type: none"> • Improved alignment between labour market gaps, immigrant recruitment efforts and settlement services • Improved communication and information sharing between all partners involved in Settlement Service planning and delivery • Enhanced ability to build awareness and appreciation of the cultures and traditions of newcomers
<p>6. <i>Create a mechanism within the Population Secretariat to ensure government and non-governmental organizations that are collectively working towards the mutual goal of increased settlement and retention of newcomers have the opportunity to communicate and share information.</i></p>	



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Language Skills

Initiatives	Expected Outcomes
Language Training for Adults	
<p>1. <i>Develop a comprehensive language training framework that will help to ensure that newcomers receive appropriate language training to support their inclusion in the workplace and the community.</i></p>	<ul style="list-style-type: none"> • Framework is developed and implemented by the Population Secretariat in collaboration with service providers • Newcomers can access language training while pursuing workforce integration • Conversational second language classes are available to Newcomers and Islanders
<p>2. <i>Work with service providers to introduce Canadian Language Benchmark English language training opportunities that offer accelerated, evening, weekend and/or summer scheduling options.</i></p>	
<p>3. <i>Issue a call for proposals for qualified service providers to offer conversational language training sessions. Sessions could be offered in English to assist newcomers with their language skills. Sessions could also be offered in other languages for Islanders wishing to learn a second language.</i></p>	
Language Training for K-12 Students	
<p>4. <i>Build on current success by continuing to work closely with the Department of Education and Early Childhood Development to monitor demand and address the needs of newcomer children.</i></p>	<ul style="list-style-type: none"> • Schools are resourced to meet the special needs of newcomer children in a cost effective manner • International student educators have access to relevant training and classroom resources
<p>5. <i>Continue to respond to the needs of educators who are working with international students, ensuring they have access to the tools they require.</i></p>	



Business & Employment Opportunities

Initiatives	Expected Outcomes
<i>Job Search and Employment</i>	
<p>1. <i>Improve the connectivity between existing provincial government employment support programs such as Skills PEI Immigrant Employment Experience Program and Training PEI, and the PEIANC Employment Assistance Service (EAS) to promote and increase “bridge to work” experience and employment opportunities for newcomers.</i></p>	<ul style="list-style-type: none"> • Increased participation of newcomers in the PEI labour market • Increased newcomer understanding of PEI labour market conditions • Increased understanding of workplace practices that encourage and support cultural diversity • Decreased labour market gaps
<p>2. <i>Work with service providers to provide more employment, business and current events information to newcomers in their own language through a central web portal.</i></p>	
<p>3. <i>Build on the experience of the PEI Public Service Commission diversity training program within government to work with Island businesses to develop a new initiative/program that will help to integrate newcomers into the workforce and convey the benefits of doing so.</i></p>	
<p>4. <i>Develop and implement a program to support job experience placements for newcomers within the public sector.</i></p>	
<p>5. <i>Investigate avenues for developing better linkages between employer needs and the recruitment of temporary foreign workers with the skills to address labour market gaps.</i></p>	



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Business & Employment Opportunities

Initiatives	Expected Outcomes
<i>Job Search and Employment</i>	
<p>6. <i>The Government of PEI will work with Island Chambers of Commerce to offer business specific programming for newcomers</i></p>	
<p>7. <i>A pilot project which assists newcomers to obtain Canadian job training and experience on PEI</i></p>	<ul style="list-style-type: none"> • Assist newcomers to gain employment commensurate with experience
<i>Entrepreneurship and Business Investment</i>	
<p>8. <i>Develop and deliver business workshops and seminars in partnership with service providers that allow newcomers to increase their understanding of Canadian and PEI business environments. These workshops should also be structured such that Islanders can learn from the business knowledge and experience of newcomers.</i></p>	<ul style="list-style-type: none"> • Increased opportunities for newcomers and Islanders to improve their business skills and grow their businesses
<p>9. <i>Improve promotion and outreach of Innovation PEI's existing suite of business development services to newcomers with the hiring of additional program officers.</i></p>	
<p>10. <i>Work with Island Chambers of Commerce to establish a Business Mentorship Program for newcomers</i></p>	<ul style="list-style-type: none"> • Assist newcomers who are ready to start their own business on PEI



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Business & Employment Opportunities

Initiatives	Expected Outcomes
<i>Entrepreneurship and Business Investment</i>	
<p>11. <i>The Government of PEI will co-fund PEI Connector: Connecting Newcomers, Business and Opportunities.</i></p>	<ul style="list-style-type: none"> • Enable newcomers to connect with key people in the Island business community
<p>12. <i>The Government of Prince Edward Island, the Greater Charlottetown Area Chamber of Commerce, and their partners will work together to offer series of quarterly Immigration Forums with the goal of educating Island businesses regarding the importance of immigration.</i></p>	<ul style="list-style-type: none"> • Educate the Island business community about the importance of immigration and related issues.



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		Initiatives	Expected Outcomes
Post-Secondary	<i>Post-Secondary Students</i>		
	1.	<i>Assess the level of transition of international post-secondary students into the PEI labour market.</i>	<ul style="list-style-type: none"> • Increased understanding of international post-secondary student retention factors • Increased participation of international post-secondary students in PEI labour force • Increased labour force capacity
	2.	<i>Work with educational institutions to provide international students with more opportunities to become aware of and engaged with employment opportunities in PEI.</i>	
	3.	<i>Work collaboratively with PEI's post-secondary educational institutions to build an International Student Strategy that identifies strategic markets, is linked to PEI labour market demands and helps to grow PEI's priority sectors.</i>	



Quality of Life

Initiatives	Expected Outcomes
Settlement Information	
<p>1. <i>Revise, translate and distribute the Newcomer Orientation Handbook both in print and on-line.</i></p>	<ul style="list-style-type: none"> • Newcomers receive the introductory information they need in a format that is easily accessible and understood • Qualified translators, interpreters and translated documents are available to assist newcomers • Ensure that newcomers have specialized service if required
<p>2. <i>Create a translation and interpretation policy that includes but is not limited to:</i></p> <ul style="list-style-type: none"> a. <i>qualification criteria for interpreters,</i> b. <i>service standards for emergency medical, legal and child protective situations, and</i> c. <i>guidelines for translation of departmental and agency materials.</i> 	
<p>3. <i>Investigate the effectiveness of two Settlement Case Workers at the PEIANC over the next year. The positions will fill a gap identified in the consultation process whereby some newcomers may need more intensive orientation when they first arrive.</i></p>	
Health Care	
<p>4. <i>Consult with the Department of Health and Wellness to ensure policies and procedures are in place to address the immediate and necessary health needs of newcomers in an effective and timely fashion that enhances overall public health and safety.</i></p>	<ul style="list-style-type: none"> • Newcomers receive the supports they need to access the PEI healthcare system to the same degree as all Islanders
<p>5. <i>The Government of PEI will work with the PEIANC to ensure that newcomers have access to interpreters when filling prescriptions. This will facilitate newcomers understanding of dosage and safety precautions and allow them to ask questions directly to the pharmacist.</i></p>	



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Quality of Life

Initiatives	Expected Outcomes
Community Networks	
<p>6. <i>Develop an education and awareness campaign to inform Islanders on how to welcome newcomers into communities, highlighting the social and economic benefits of doing so and to profile PEI settlement success stories.</i></p>	<ul style="list-style-type: none"> Islanders develop a greater appreciation of newcomers and take individual and collective steps to make their communities more welcoming to newcomers
<p>7. <i>Work with the Rural Action Plan to assist rural communities use existing resources such as the Toolbox of Ideas for Smaller Centers to develop local approaches and solutions for sustainable and inclusive settlement outcomes.</i></p>	<ul style="list-style-type: none"> Rural communities experience success in attracting and retaining newcomers
<p>8. <i>Collaborate with the Department of Tourism and Culture and federal partners to develop and launch a pilot initiative (on a call for proposals basis) to develop new special events, cultural, sport, culinary and/or business events that will both strengthen our Settlement Services Strategy <u>and</u> benefit the PEI tourism sector.</i></p>	<ul style="list-style-type: none"> Cross-cultural interaction, understanding and partnerships are fostered
<p>9. <i>The Government of PEI will work with the PEIANC to provide newcomers and long-term residents with cultural and integration instruction. This will facilitate integration and cultural understanding.</i></p>	



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