

The Importance of Immigration for Cities

Municipalities, more than any other level of government, stand to gain with the attraction, retention and integration of new immigrants.

The issue

New Brunswick is facing urgent and unprecedented demographic and labour market challenges.

- Based on current trends, it is estimated that in merely 10 years, over 110,000 people will exit the workforce in our province, primarily through retirements. In this same time-frame, we are only graduating 74,000 students. This represents a shortage of over 36,000 workers.
- This forecasted loss of workers could lead to hundreds of millions of dollars in lost tax revenue and billions in lost economic activity.
- But immigration could profoundly alleviate these pressures and lead to a more economically sustainable province.

Why this is important?

- The 8 Cities of New Brunswick serve as the economic engines for the Province. They are home to the largest percentage of our population and most of the Province's jobs. They help drive economic growth, help attract new investment and are becoming the location for new skilled immigrants looking to make a life in New Brunswick.
- Immigration is an essential part of the population equation and future success of the province.
- Immigrants bring new ideas, investments and revenue to cities and the province.

The progress

The Cities of New Brunswick Association has added Immigration as a key priority issue recognizing that the sustainability and future growth of the Cities and the Province will be dependent on maintaining and growing our population. The 8 cities can and will play an important leadership role in attracting, retaining and integrating newcomers, and ensuring the issue is a priority for other levels of government.

What's next?

The 8 Cities are recommending that the Province of New Brunswick partner with the Cities to:

- set targets to increase immigration levels to facilitate an annual population growth of at least 1%.
- develop a targeted urban immigration strategy and action plan in conjunction with the Province.
- identify and mobilize the local opportunities, settlement services and partnerships required to attract, retain and integrate newcomers to New Brunswick.