

Attraction Working Group

Southeast Labour Market Partnership Attraction Working Group – Council Update

Chair: Kevin Silliker

Last Meeting: 2021-06-22

Information / Update(s):

- 1) Update from LMI on labour force, total employment trends.
- 2) Received update on Remote Worker Campaign – 20 moves to NB in total; 5 confirmed to Southeast; 12 more probable; key learnings – perceptions of NB, affordable housing, pride of place discussions;
- 3) Workplan review – development of value proposition; shared language; toolkit(s) for attracting other segments of workforce populations;
- 4) Working NB provided update on upcoming job fairs;
- 5) Update on Destination Canada fall event;
- 6) Local Immigration Partnership action planning exercise ongoing – more information to follow in the coming weeks.
- 7) Onboarding marketing RFP awarded – next step building out info online related to onboarding pillars.

Recommendation(s):

- 1) Present update on immigration population growth numbers at next Attraction Working Group Meeting.
- 2) Review LIP action plan as information becomes available (related to LIP Labour Market and Attraction Working Group).
- 3) Proceed with RFP related to value proposition, shared language
- 4) Discuss consultant services with Working NB related to under represented populations.
- 5) Proceed with building out info online related to onboarding pillars.