



# **new conversations**

**Economy. Immigration. Communities.**

# Agenda

- Opening / Acknowledgment of the land
- Demographic and labour market presentation
- Question period
- Panel
- Break and networking
- Open discussion
- Report back
- Comments
- Next steps



# new conversations

Economy. Immigration. Communities.

Kent County in 2030

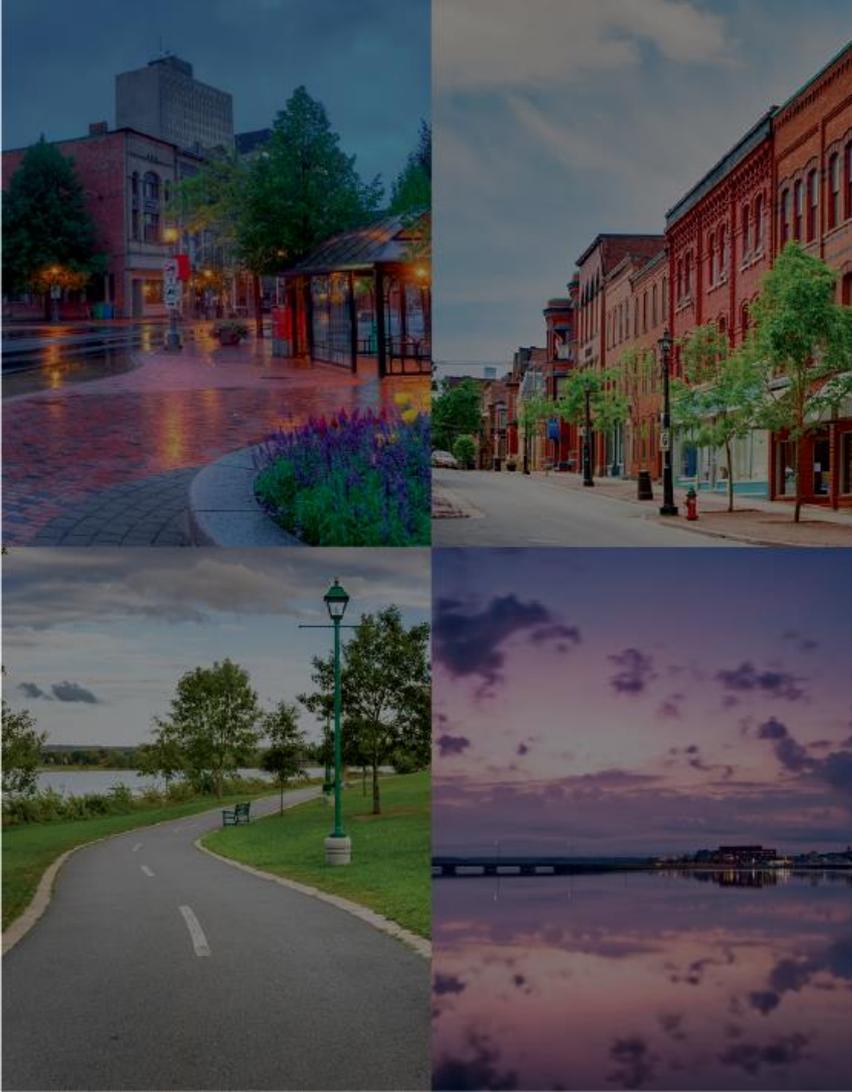
***What's wrong with an aging and declining population? Japan has little immigration and seems to be doing fine...***

***Why do we need immigrants when so many young people are leaving the province?***

***With unemployment so high, why do we need more immigrants?***

***Part of the problem is that employers don't pay enough. Will immigration just keep wages down?***

***Why should we spend money on attracting more immigrants instead of improving the lives of New Brunswickers?***



There are many  
**questions...** it's time to  
start the conversation!

# ***Our Conversation Tonight:***

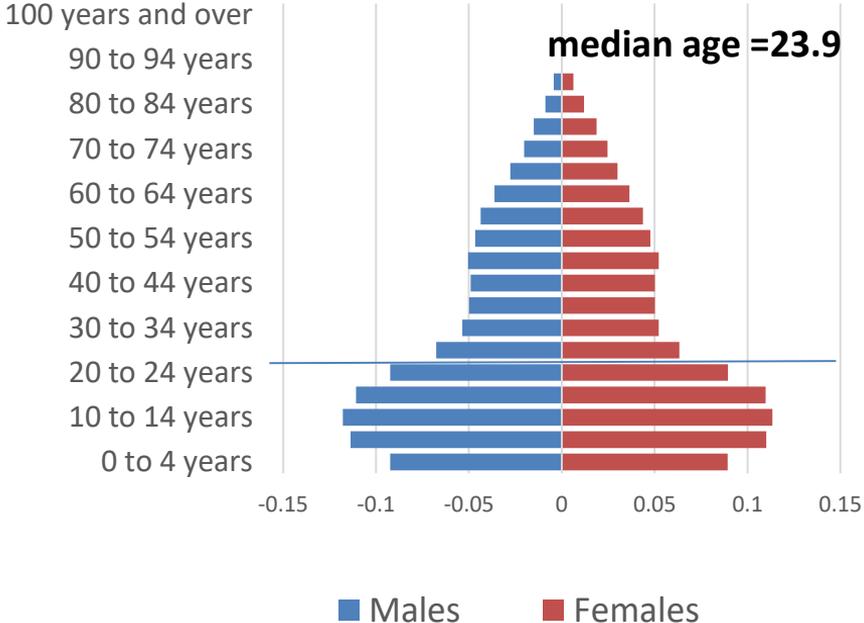
- The **aging population**: “New Brunswick’s Largest Problem”
- A **declining workforce**: What it could mean for my province and my community.
- The **immigration imperative**: Why immigration is central to our future prosperity.

# Population Aging

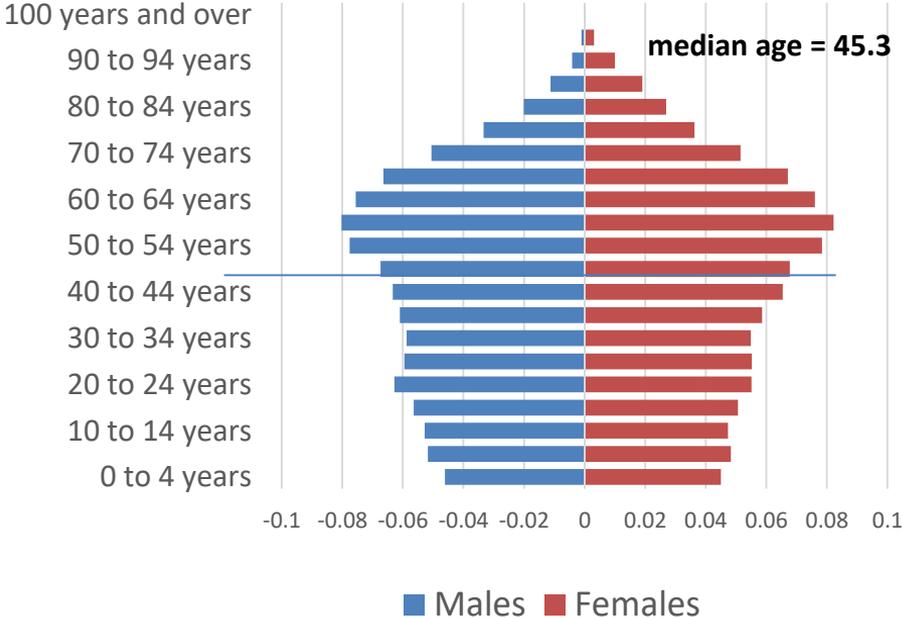
“An aging population is our province’s largest challenge.” – Premier Brian Gallant

**NB is aging fast, as baby boomers grow older and life expectancy continues to progress.**

1971

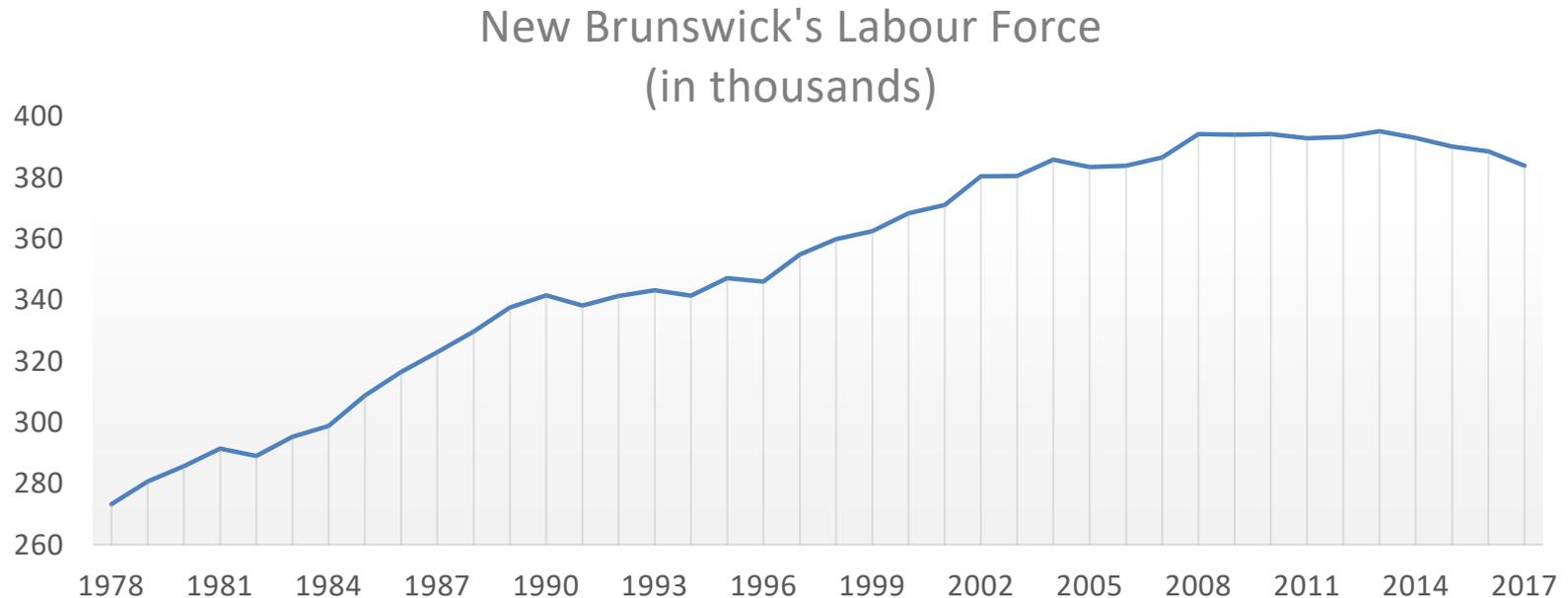


2017



Source: Statistics Canada, CANSIM, table 0510001.

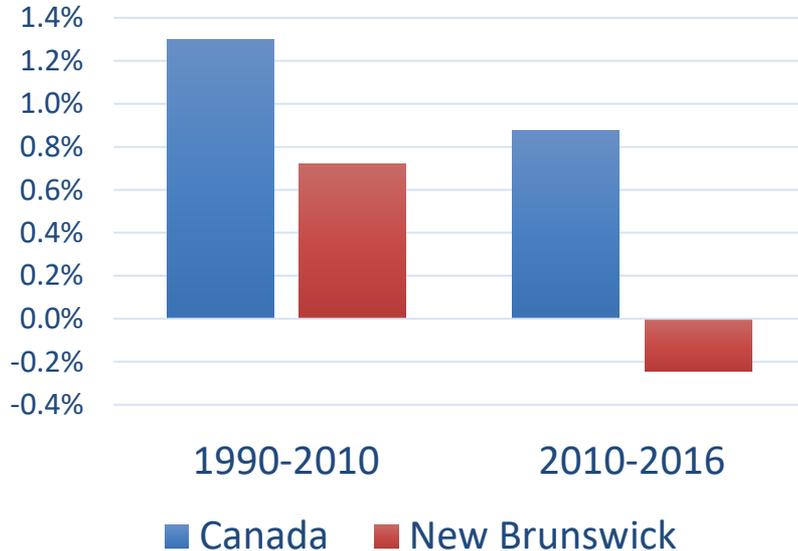
***For decades, NB's economy has been fueled by a steady flow of new workers. This is no longer the case. With baby boomers retiring, the province is now losing workers.***



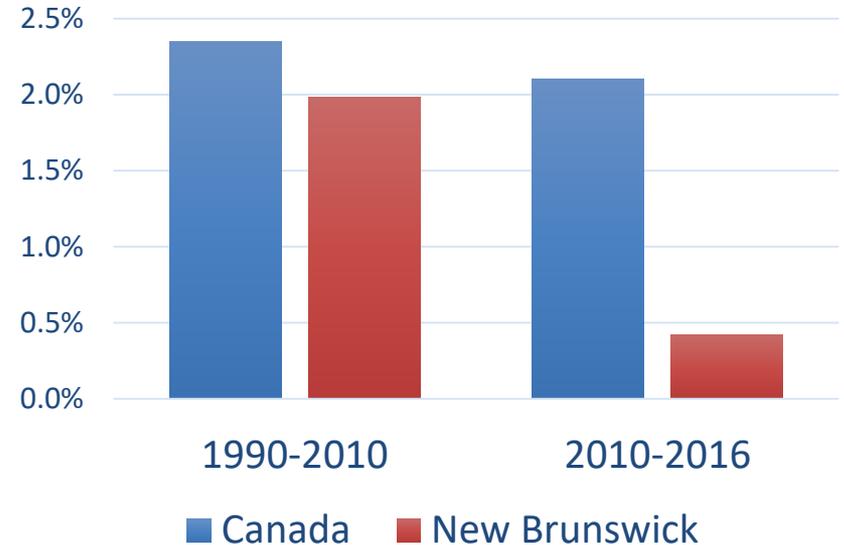
Source: Statistics Canada, CANSIM, table 2820002.

***NB's economy has slowed sharply with its recent labour force decline - much more so than Canada as a whole.***

### Labour Force Growth (annual average)



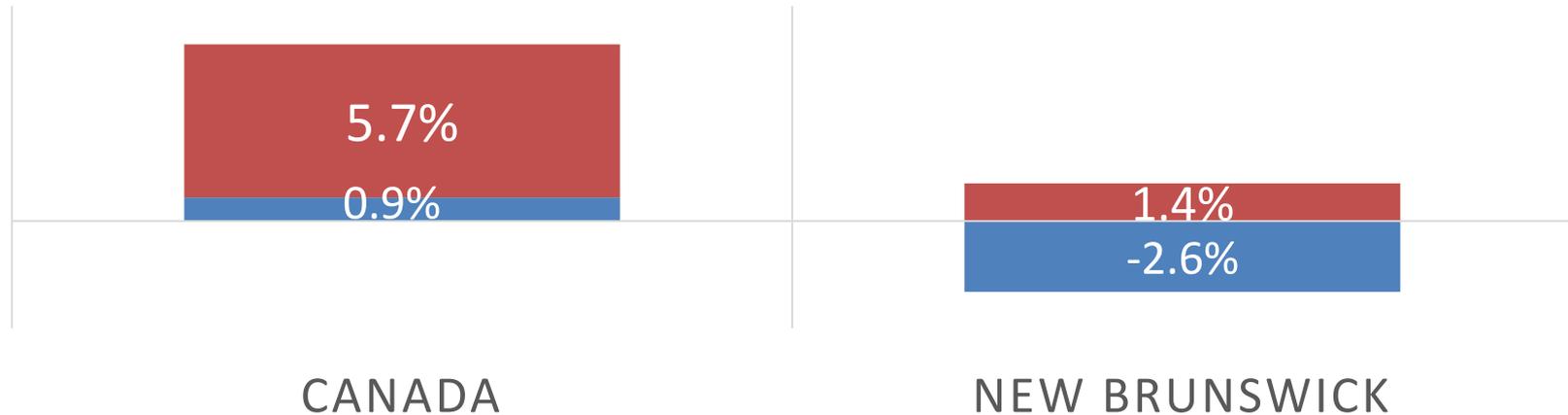
### Real GDP Growth (annual average)



***Faster aging and lower immigration are the main reasons why NB's labour force is declining, while Canada's is still growing strong.***

## LABOUR FORCE GROWTH, 2010-2017

■ Born in Canada    ■ Born outside Canada



# A Declining Workforce

What it could mean for my province  
and my community

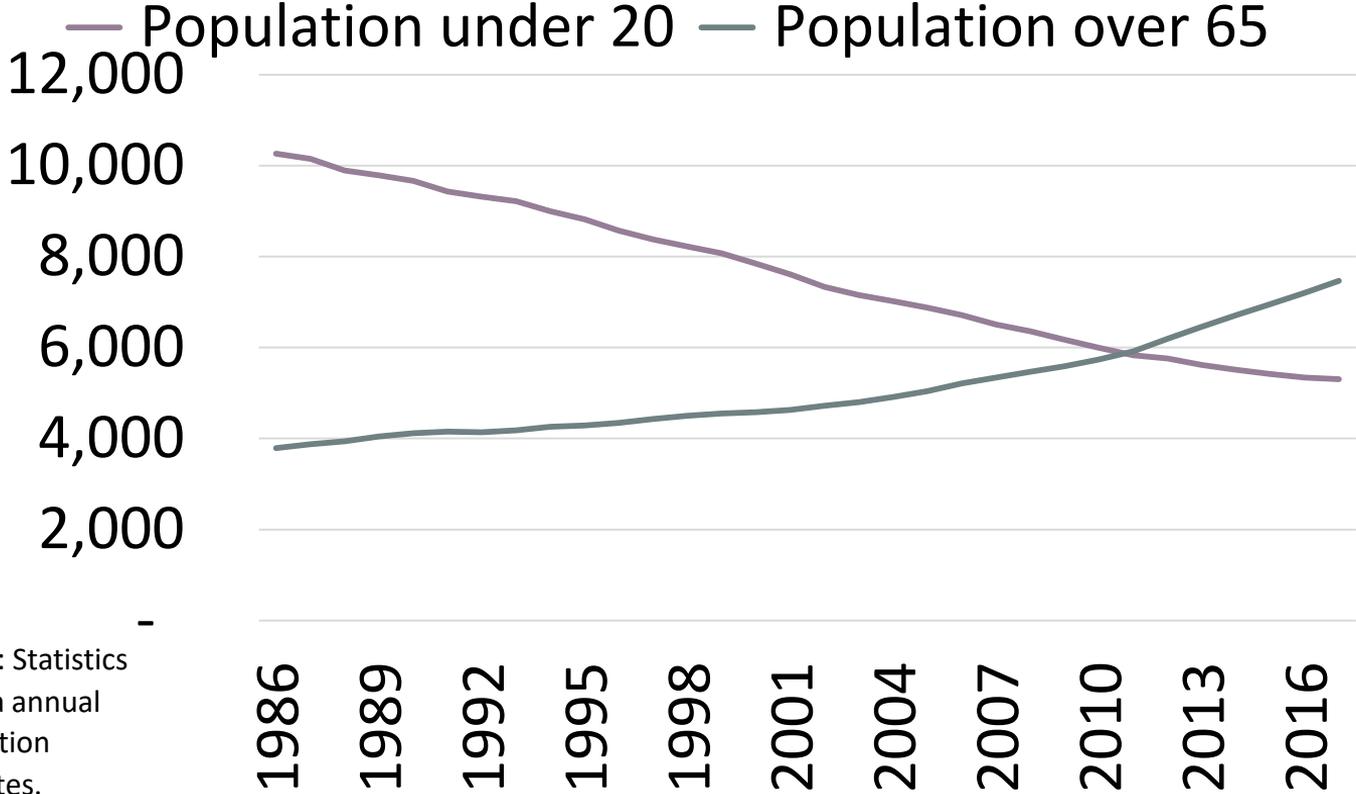
# ***What is at stake if current labour force trends continue?***

- Based on recent trends, NB could lose 30,000+ workers in the next 15 years.
  - That's billions in economic activity and hundreds of millions in lost tax revenue.
- Meanwhile, demand for public services will only grow as baby boomers continue to age.
- Health care spending rises dramatically as seniors age. Today, 65,000 people are aged 75+. In about 15 years, this number will have doubled.

# What about Kent County?

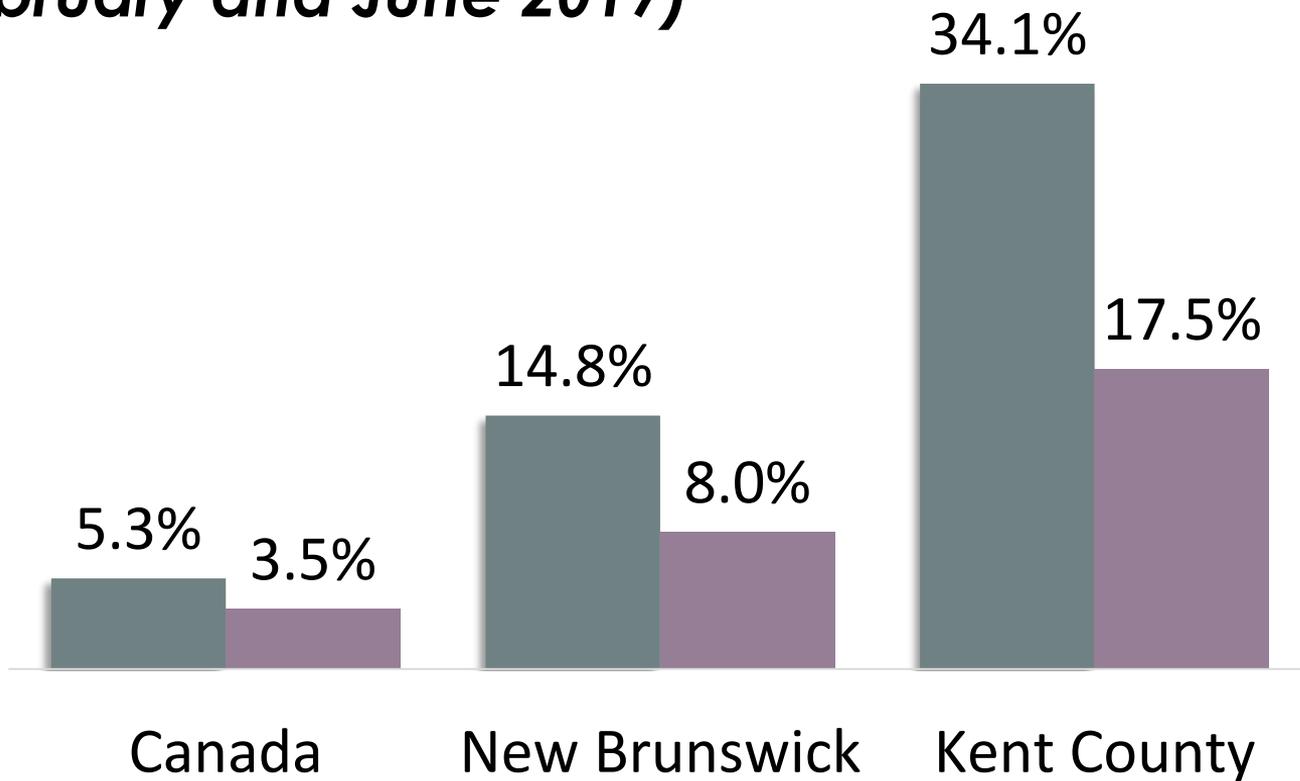
- The population is declining (from 2011 to 2016):
  - Kent County -1.2%
  - Bouctouche -2.6%
  - Saint-Antoine -2.1%
  - Rexton +1.5%
  - Richibucto -1.6%
- But. the population is also getting older, faster.
  - Median age: Kent County (50.5), Bouctouche (51.5), Saint-Antoine (47.4), Rexton (53) and Richibucto (55.8)

# Population trend in Kent County by selected age group (2001-2017)



Source: Statistics Canada annual population estimates.

# Percentage of the workforce collecting EI income (February and June 2017)



Canada

New Brunswick

Kent County



February 2017



June 2017

Sources: Statistics Canada  
CANSIM Table 276-0035  
and the 2016 Census.

## ***What about Kent County? (cont'd)***

- Kent County is strategically important to the NB economy:
  - A high concentration of workers in fishing, aquaculture and fish processing.
  - Above average share of workers in manufacturing.
  - Significant tourism assets.

## ***But, a significant number of workers are heading towards retirement.***

- Nearly 4,400 workers are 55+ (2016 Census)\*
- 29% of workers are heading towards retirement (2016 Census)
- Over 40% of entrepreneurs are 55+ \*

These factors bring serious challenges to the strength of the economy in the years ahead.

# The Immigration Imperative

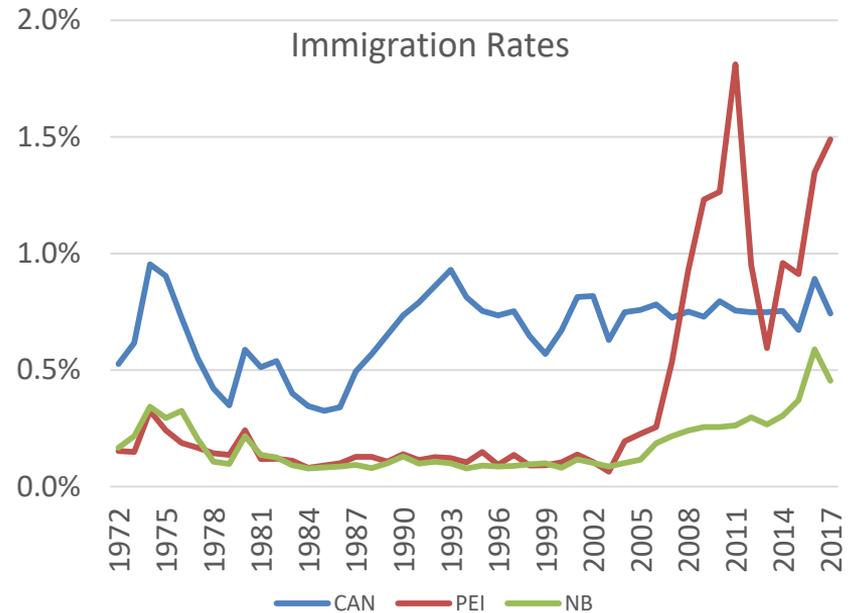
Why immigration is central to the future  
of my province and community

# *How can NB reverse the tide of a declining labour force?*

- Our province needs to:
  - Encourage more New Brunswickers to join and/or stay longer in the labour force.
  - Draw more workers from other provinces and retain more New Brunswickers.
  - **Attract and retain more immigrants.**

# The case of PEI shows the potential of immigration for NB

- For over a decade, PEI has pursued an aggressive immigration strategy. Since 2007:
  - Pop – PEI: + 10%; NB: +2%
  - GDP – PEI: +15%; NB: +6%
  - Labour force—PEI: +7%; NB: -1%
- Of note:
  - Unemployment in PEI did not increase (it is down slightly).
  - PEI is significantly younger and aging slower than NB.



Source: Statistics Canada, CANSIM, table 0510004.

## ***Some common myths about immigration***

- Wages in New Brunswick are not competitive enough to attract immigrants
- Governments subsidize immigrant wages
- Immigrants (and temporary foreign workers) are paid less than local residents
- Immigration lowers local wages
- Immigrants take the jobs of New Brunswickers

# ***Kent County in 2030***

- Will Bouctouche continue to be a hub for tourism, retail, food services and personal services? Will Richibucto continue to have a successful manufacturing sector?
- Will the region continue to be a dominant centre for fishing and aquaculture?
- Will new industries emerge related to agriculture, renewable energy and services?
- Will the workforce be there to ensure the region and its communities can take advantage?
- Will the entrepreneurs be there to exploit new opportunities?

## ***Kent County in 2030 (cont'd)***

- More than 90% of Kent County residents are at least third-generation Canadians.
- This has created a strong social cohesion that contributes to the high quality of life in the region.
- We need to ensure that newcomers will be welcomed into our communities and become a productive part of our future.

## What's your vision for NB?

- Immigration holds much promise to: (1) grow our economy, (2) slow down population aging, and (3) make our communities more vibrant.
- Our province is at a crossroads. We face the choice between:
  - **Status quo**: leads to diminished prosperity and more youth leaving; or
  - **A more dynamic, open NB**: draws talent and investment from across the world and competes successfully in global markets.



**Questions?**

**NEW BRUNSWICK  
MULTICULTURAL  
COUNCIL**



**CONSEIL  
MULTICULTUREL DU  
NOUVEAU-BRUNSWICK**