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HRM Immigration Forum

June 10, 2005

Halifax Hall, City Hall

**Challenges, Opportunities
and Solutions**



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Universities are Key

Metro's six universities have a vital role to play in effective, municipal immigration attraction and retention strategies.



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'Creative Hubs'

- “More than 30 per cent of the North American workforce is in the creative class and **universities act as the creative hubs** for vibrant and thriving communities, progressive lifestyles and affluence.”

» *Richard Florida, The Rise of the Creative Class*

- “Let’s think brainy city.”

» *Halifax Chronicle-Herald Editorial
December 13, 2004*



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Background

- 6 universities in HRM
- Total university community of 86,000 people!
 - 22,295 degree students
 - 6,595 continuing education students
 - 5,000 employees
 - 50,000 alumni



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International Students

- 2,207 visa students in 2004-05
- Representing 160 countries!
- Average visa student spends \$25,000 annually!
- Annual impact - \$55,175,000!



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Countries of Origin

1. China
 2. West Indies/Bermuda
 3. U.S.A.
 4. Middle Eastern countries
 5. India
- Competition is fierce!



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A Smart Solution

- Attract more, well-educated young people to HRM
- How?
- Universities as magnets, creative hubs and growth centres



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The Big Opportunity!

- Attract more international students & link recruitment to permanent residence status
- Set aggressive targets & timelines
- Achieve a higher retention rate following graduation



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Benefits

- Add to the diversity of our community
- New entrepreneurs
- New professionals
- Community leaders
- International outreach, connections & public diplomacy



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Partnerships

- ACOA
- Citizenship & Immigration
- Provincial Nominee Programs
- HRM
- Atlantic Metropolis Centre
- M.I.S.A.
- Special Interests



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Collaboration & Partnerships

- Leadership from all sectors
- Strategic alignment
- Stimulate economic growth
- Create and promote a welcoming, vibrant community



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Conclusion

- Universities will:
- make a significant contribution to effectively solving demographic challenges
- deliver at least one third of the new immigrants required in HRM annually!