Southwest
New Brunswick
Service Commission

Division Report

Division:	*Economic Development*	Committee Meeting Date:	*11/12/2024*
Reporting Period:	*01/2025*	Prepared By:	*Charlane Hatt*

Activities:

Workforce Development

- We were approved for funding of a Zonal Immigration Resource (ZIP) resource. Immigration, Refugee, and Citizenship Canada (IRCC), requires a feasibility study to be completed in 2025/26 (which they pay for), to substantiate the need. Resource Funding is approved for 2026/27 and 2027/28, after which an additional funding application will be required. The resource will assist with the integration of newcomers in the community in various forms.
- Due to changes in immigration policies at the Federal Level, the number of International Students at NBCC has been reduced this year, which will likely impact the seasonal workforce in hospitality and tourism in Saint Andrews for the upcoming season. Sherri Deveau will provide employers with information on alternative solutions for recruiting both international, and domestic workers. It will be held in SA on Tuesday, January 28th, 2025.
- An HR lunch and learn is being held Thursday, January 23rd, 2025.
- HR Consultants (PHRS) continued to work with employers in need of recruitment assistance.

Healthcare

- Financial Assistance was provided to a Nurse Practitioner student doing their placement in Campobello to cover rent. Communication is ongoing to retain the resource in the region.
- Ongoing efforts are underway to secure additional Primary Healthcare options.
    - To assist residents, a registration event is being held on Wednesday, January 22nd, 2025.

Other

- A buy-local campaign was rolled out in December 2024 with the goal of bringing awareness to the local workforce and economic impact of buying local, as well as educating the public about 'Southwest' regional businesses.
- Southwest Business Summit 2025 is being planned for May 27th, and 28th at the Algonquin Resort, in SA. This year's theme is the 'Future of Business'. Efforts are underway to secure speakers, sponsors as well as new registration software.
- New Federal Housing Infrastructure funding was rolled out and communicated with CAO's.

Committee Report:

- Committee met on December 11th, 2024. Year-end workplans were reviewed, as well as upcoming tasks for 2025. No actions were identified.

Motion Recommendations:

N/A