



**CAPE BRETON**  
LOCAL IMMIGRATION  
PARTNERSHIP

# STRATEGIC PLAN 2019-2022





# MESSAGE FROM CO-CHAIRS

It is with great excitement that the Cape Breton Local Immigration Partnership (CBLIP) presents its Strategic Plan for 2019-2022. This Strategic Plan represents the culmination of engagement and input by community members, stakeholders, and Rights based holders committed to fostering welcoming communities across Cape Breton Island.

**As Co-Chairs of the Cape Breton Local Immigration Partnership Council, we are proud of the CBLIP's continued commitment to newcomers to Cape Breton, as well as its hard work and support in the development of this Strategic Plan.**

Bringing together 28 organizations, who represent a broad range of industry and service providers with aligned and diverse interests from across Cape Breton Island, was no easy task. The CBLIP has already launched the first of many initiatives to come, with an island-wide service map featured on our website, [www.newtocapebreton.com](http://www.newtocapebreton.com).

The focus of the CBLIP Council's effort moving forward will be on four strategic priorities: improving the coordination of services, raising awareness, supporting research and planning, and fostering welcoming communities. This Strategic Plan will guide our ongoing approach to collaboration.

We believe that immigration will continue to be a key component of sustainable population growth in Cape Breton. In this context, the CBLIP plays a key role in increasing newcomer retention rates by ensuring that our communities are ready to welcome newcomers with open arms.

The contributions and insights offered by new and established community members and our Immigrant Advisory Table (IAT) have been essential to the Strategic Planning process and we value their time and enthusiasm. Focusing on building positive experiences and welcoming everyone, we look forward to working together to achieve an inclusive island that everyone is proud to call home.



**Trina Hall-Samson**  
CBLIP Co-Chair  
Immigrant Settlement,  
YREACH Port  
Hawkesbury



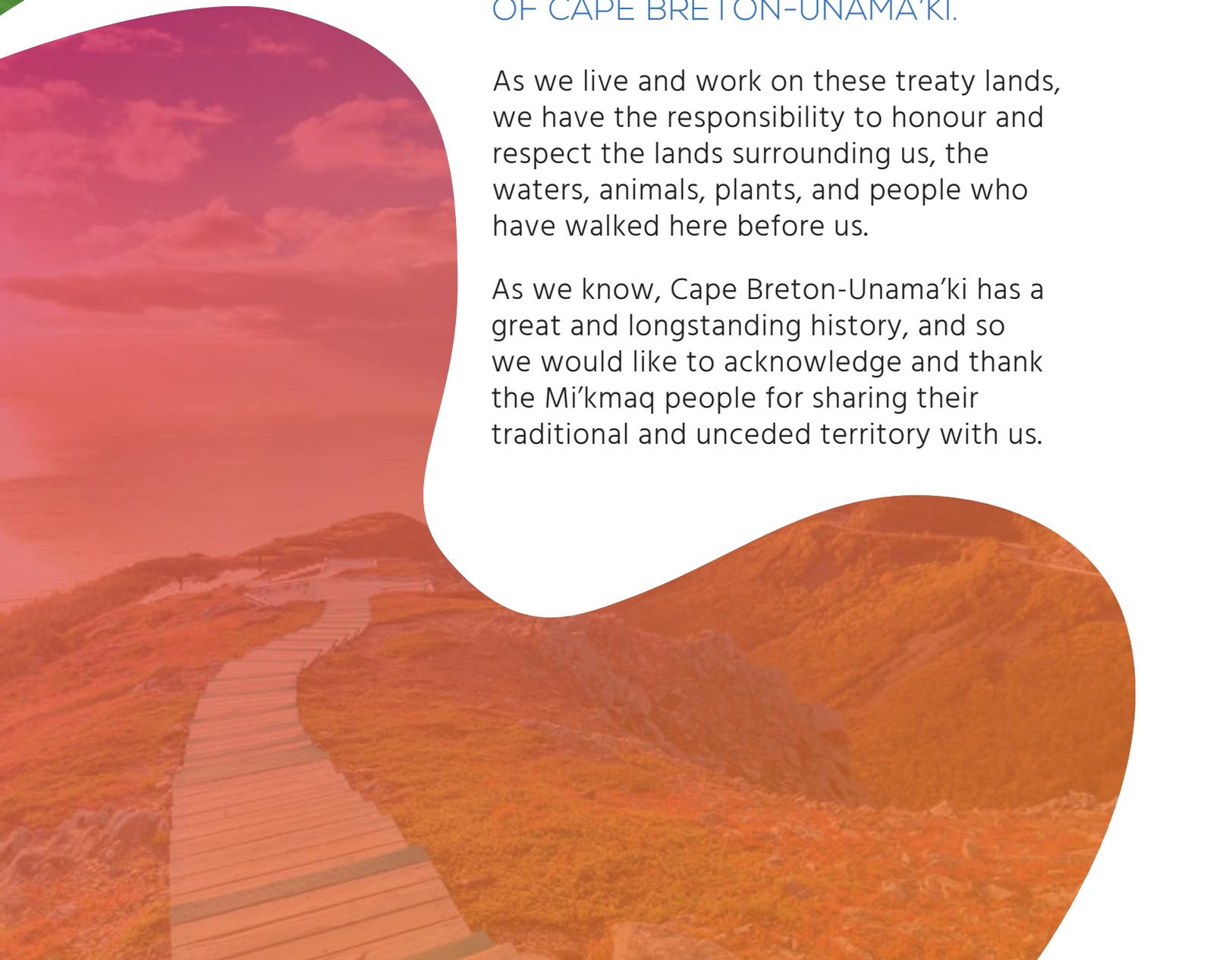
**Perla MacLeod**  
CBLIP Co-Chair  
Councillor,  
Victoria County



WE WOULD LIKE TO THANK  
THE MI'KMAQ PEOPLE AND  
ACKNOWLEDGE THE TERRITORY  
OF CAPE BRETON-UNAMA'KI.

As we live and work on these treaty lands,  
we have the responsibility to honour and  
respect the lands surrounding us, the  
waters, animals, plants, and people who  
have walked here before us.

As we know, Cape Breton-Unama'ki has a  
great and longstanding history, and so  
we would like to acknowledge and thank  
the Mi'kmaq people for sharing their  
traditional and unceded territory with us.



# WHO WE ARE

Launched in June 2017, the CBLIP works at the local level to foster a community that is welcoming and inclusive and to support newcomers to become fully engaged in the social, economic, political, and cultural life of Cape Breton-Unama'ki.



The CBLIP is administered by the Cape Breton Partnership - Cape Breton-Unama'ki's private sector-led economic development organization. The Cape Breton Partnership recognizes that immigration will continue to play a key role in the economic future of Cape Breton. To support better immigration outcomes, the Cape Breton Partnership has been pleased to administer and support the CBLIP.

**How can we work together to make it easier for newcomers to settle here?**

**How do we build a more welcoming and inclusive Cape Breton?**

These are the questions at the heart of the Cape Breton Local Immigration Partnership (CBLIP).

The CBLIP is one of many Local Immigration Partnerships (LIPs) sponsored by Immigration, Refugees, and Citizenship Canada (IRCC). This federal initiative addresses the growing need for systematic community planning around immigrant attraction and retention.

LIPS ARE UNDERPINNED BY THE UNDERSTANDING THAT:

- Newcomers play an important role in the Canadian economy and society;
- In the near future, some industries and regions will depend on immigration to fulfill their labour needs;
- Municipalities and community groups are best positioned to improve settlement and integration outcomes for newcomers; and
- The provision of basic settlement services is not sufficient to ensure success – consideration of newcomer needs must be incorporated into all aspects of community planning.

# CBLIP COUNCIL

Drawing on the experience and expertise of its member organizations, the CBLIP council provides leadership, advocacy, and governance for the CBLIP.

The CBLIP Council is comprised of 28 individuals representing municipalities, settlement agencies, chambers of commerce, schools, libraries, non-profits, employers, and other key partners in newcomer settlement. Together, the CBLIP Council has an immense collective understanding of the newcomer experience in Cape Breton.

## ROLES AND RESPONSIBILITIES OF THE CBLIP COUNCIL MEMBERS INCLUDE:

- Championing the CBLIP vision in the community and in their sector specifically;
- Participating in CBLIP meetings (a minimum of four per year);
- Evaluating the implementation of the settlement strategy and addressing key challenges;
- Facilitating strategic relationships among existing and new stakeholders and Rights based holders to further the objectives of the CBLIP;
- Serving as a liaison between the CBLIP and their sector;
- Aiding in the development of a local settlement strategy and corresponding action plan; and
- Identifying data that would be most beneficial in order to discover and address community assets and gaps in immigrant inclusion.

## COUNCIL MEMBERS

Adult Learning Association of Cape Breton County  
Cape Breton Island Centre for Immigration  
Cape Breton Regional Chamber of Commerce  
Cape Breton Regional Library  
Cape Breton Regional Municipality  
Cape Breton Regional Police Service  
Cape Breton University  
Cape Breton Victoria Regional Centre for Education  
Ecology Action Centre  
Literacy Nova Scotia  
Marine Atlantic  
Municipality of the County of Inverness

Municipality of the County of Richmond  
Municipality of the County of Victoria  
NNF Inc. Business Consultants  
NSCC Marconi Campus  
NSCC Strait Area Campus  
Strait Area Chamber of Commerce  
Town of Port Hawkesbury  
United Way Cape Breton  
YREACH Port Hawkesbury  
YREACH Sydney  
Réseaux en immigration francophone de la Nouvelle-Écosse (RIFNE)

## EX-OFFICIO MEMBERS

Cape Breton Partnership  
Immigration, Refugees, and Citizenship Canada (IRCC)  
Atlantic Canada Opportunities Agency (ACOA)

Nova Scotia Office of Immigration  
Nova Scotia Department of Education and Early Childhood Development

# IMMIGRANT ADVISORY TABLE (IAT)

The CBLIP includes an Immigrant Advisory Table (IAT) to ensure that newcomer perspectives guide the work of the CBLIP Council and its working groups. IAT members are immigrants who reside in Cape Breton and bring lived experiences to their roles as IAT members.

## PRIMARY OBJECTIVES OF THE IAT:

○ Provide input in the development of the CBLIP Strategy, action plans, and projects;

○ Increase public awareness of cultural diversity in Cape Breton;

○ Act as cultural ambassadors to the CBLIP;

○ Help to improve connections between newcomers and available services; and

○ Represent the vision of the CBLIP.

“I am so glad that there are many settlement and not-for-profit organizations in the local community that are helping newcomers to adapt to the work and living environment in Cape Breton.”

# THE 2018 STRATEGIC PLANNING PROCESS

In 2018, the CBLIP embarked on an extensive research and consultation process in order to best understand the work required to make Cape Breton a more welcoming and inclusive place for newcomers. We also explored how the efforts of the CBLIP could be best directed in the coming years. This strategic planning process included:

- Thirteen community consultation sessions hosted in communities across Cape Breton;
- Two surveys: One for newcomers living in Cape Breton and one for the community at large;
- Consultation sessions with the CBLIP Council and the IAT; and
- A literature review.

**The CBLIP asked new and established Cape Bretoners:**  
How are we doing in how we welcome and include newcomers in Cape Breton? What's working and what do we need more of?

This input will help to direct and focus the efforts of the CBLIP over the coming years.

Here's some of what Cape Breton had to say!

## WHAT'S WORKING?

- Natural beauty
- Opportunities to engage with community
- Educational opportunities
- Festivals and events
- Entrepreneurial opportunities
- Library services
- Approachable political representatives
- Safety
- Rural living
- Friendly people

## WHAT WE NEED TO DO MORE OF?

- Employment opportunities
- More access/improvements to public transit
- Language training
- Cultural events
- Political participation
- Island-wide programming/support
- Education and awareness events/training for all
- More quality/affordable rental options
- Welcoming program



“Every other newcomer I know loves our community, and Cape Breton in general”

## STRATEGIC PRIORITIES



### IMPROVE COORDINATION

WE ACHIEVE MORE WHEN WE WORK TOGETHER

The CBLIP works to ensure that newcomers are easily able to find the resources and support they need to settle in to Cape Breton. Bringing together mainstream and settlement partners to share knowledge and identify common goals, the CBLIP helps to ensure strong and well-coordinated community efforts.

TO 2022, THE CBLIP WILL:

- **Engage** community partners through active participation in the CBLIP Council and working groups;
- **Share** information through the Island Insider newsletter; and
- **Promote** the CBLIP Service Map to ensure that newcomers can quickly locate the services they need.



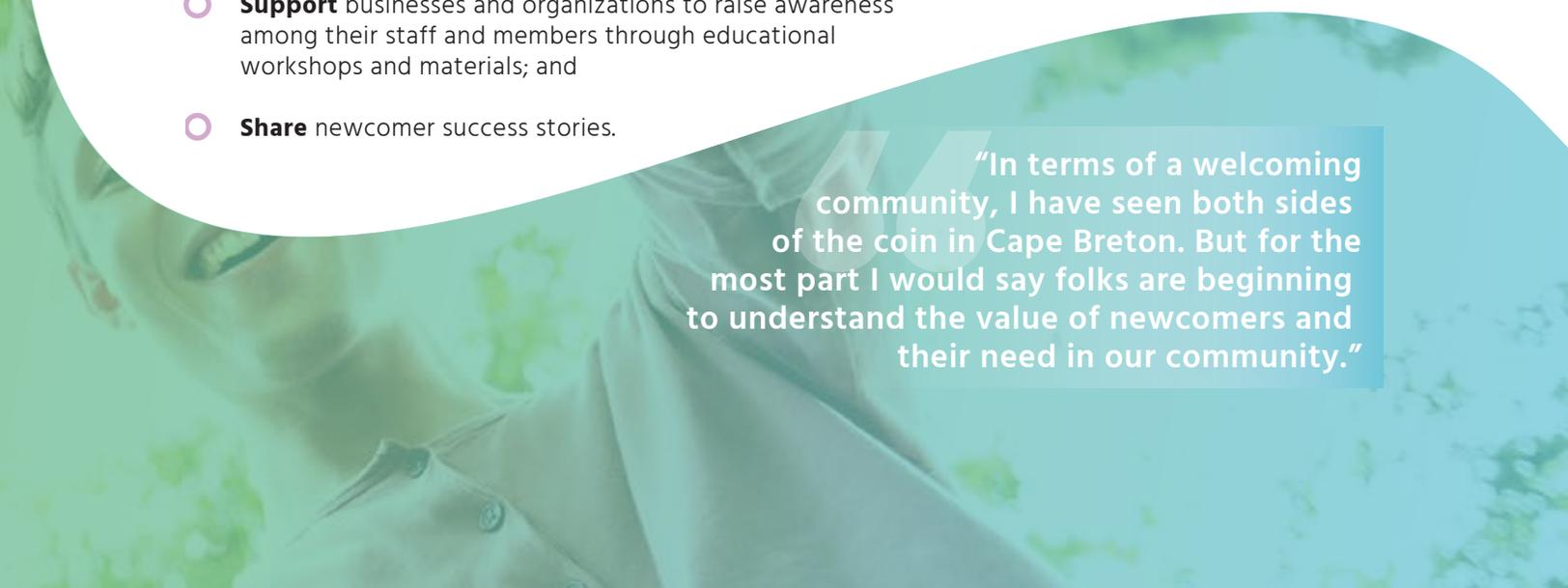
### RAISE AWARENESS

NEWCOMERS ADD VALUE TO CAPE BRETON

The CBLIP raises awareness of the needs of newcomers and the value of immigration in Cape Breton. By finding creative ways to share knowledge and ideas with the community at large, the CBLIP helps to ensure that Cape Breton is well-prepared to attract and retain newcomers in our communities.

TO 2022, THE CBLIP WILL:

- **Develop** annual awareness-raising campaigns with themes including: the value of cultural diversity, the needs of our labour market, and the spurring of innovation;
- **Support** businesses and organizations to raise awareness among their staff and members through educational workshops and materials; and
- **Share** newcomer success stories.



“In terms of a welcoming community, I have seen both sides of the coin in Cape Breton. But for the most part I would say folks are beginning to understand the value of newcomers and their need in our community.”



## SUPPORT RESEARCH & PLANNING

COMMUNITY-LEVEL RESEARCH AND PLANNING CAN IMPROVE SETTLEMENT OUTCOMES

The CBLIP coordinates and supports research and planning initiatives surrounding the settlement of newcomers in Cape Breton. By working with diverse community partners, the CBLIP helps to ensure that local organizations can engage in strategic planning based on current immigration trends and the realities of the newcomer experience in Cape Breton.

TO 2022, THE CBLIP WILL:

- **Identify** research gaps and coordinate the research to fill those gaps;
- **Form** ad-hoc CBLIP working groups to address systemic issues;
- **Consult** regularly with newcomers and the community at large regarding perceptions of immigration and settlement in Cape Breton; and
- **Support** organizations to incorporate the needs of newcomers into their policy and planning processes.



## FOSTER WELCOMING COMMUNITIES

WELCOMING AND INCLUSIVE COMMUNITIES WILL BOTH ATTRACT AND RETAIN NEWCOMERS

The CBLIP works to foster welcoming and inclusive communities across Cape Breton. By ensuring that individuals feel valued in their new communities, the CBLIP helps to ensure that their personal and professional needs are being met, that barriers to inclusion are identified and removed, and that newcomers have an overall sense of belonging.

TO 2022, THE CBLIP WILL:

- **Establish** regional welcoming committees to serve as local resource groups for newcomers across Cape Breton;
- **Foster** opportunities for newcomers to become more involved in their communities (e.g. job and volunteer fairs, training opportunities, cultural and community events, etc.);
- **Organize** island-wide events to welcome newcomers.

## NEXT STEPS

The CBLIP's Strategic Plan provides an exciting blueprint to guide the work of the CBLIP from 2019 through to 2022. Corresponding action plans will move the Strategic Plan forward into implementation. Regular evaluations will help to monitor and track progress so that changes and improvements to the work of the CBLIP can be made as needed.





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Funded by:



Immigration, Refugees  
and Citizenship Canada

Financé par :

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