

# Bringing you a world-class workforce

ANNUAL REPORT 2022 – 2023



# Message from the Chairperson

To begin, we acknowledge that Manitoba Start is situated on ancestral lands, Treaty 1 territory, traditional territory of the Anishinabek, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the National Homeland of the Red River Métis.

Manitoba Start takes pride in connecting businesses to a world-class workforce and is the leading provider of career services for newcomers to the province. As we work with newcomers from all over the world, the organization directly sees the impact of the world events. In 2022-23, Manitoba Start's team worked with federal and provincial governments as a response developed to Ukraine's rapidly changing situation. As the organization adjusted to this new clientele, the profile of which is different from the Provincial Nominees, we continued finding ways of providing service to clients to meet their needs.

In addition, the organization quickly adapted to serving over 8,000 clients in 2022-23, which was a 284% increase over last year's numbers. I cannot thank our staff enough for all the hard work that they have put in to assist our clients – whether it is the Intake team who worked tirelessly to provide registration and referral services and provided settlement plans to our clients, or our Career Services team who quickly changed our programming to meet the immediate employment needs of our Ukrainian clients, or the Job Matching team who organized large scale career fairs to help connect them with businesses.

This year, we were very fortunate to receive funding supports from the Province for our core programming and REDI programs; from Immigration, Refugee and Citizenship Canada for the MNAARS and Labour Market Connections program; and from Service Canada for the Youth Work Experience programs.

This year has emphasized shaping a strong and diverse world-class workforce and community within Manitoba. We are grateful than ever to Manitoba Start's staff members, funders, and partners. I look forward to what the next year has in store hoping that Manitoba accepts more newcomers into the province.

Thank you for your support!



**Alisha Miguez**

BOARD OF DIRECTORS  
MANITOBA START

# Message from the Executive Director

In the year 2022-23, Manitoba Start as an organization was witness to the impacts of the Russia- Ukraine conflict. As Canada and Manitoba received many Ukrainian newcomers under the Canada Ukraine Authorization for Emergency Travel (CUAET) initiative, Manitoba Start was amid action from the onset.

Manitoba Start has an integral part of the provincial Reception Centre (near the airport) for Ukrainians, providing registration, needs assessment, orientation, and referral services to facilitate settlement supports linking people to language training and the workforce. The Manitoba Start Career Service team developed specialized workshops for Ukrainian Clients, and the Job Matching Unit assisted with many Career Fairs and targeted programs to support our Ukrainian clients.

From the beginning of 2022, our Intake Team has been delivering the Manitoba Needs and Assets Assessment and Referral (MNAARS) Program, a detailed needs assessment resulting in an individualized Settlement Plan for newcomers. Under the program, Manitoba Start is now the centralized registration service for all federally funded newcomers and settlement organizations.

Intake Services registered 8,175 new clients. 66% of the clients were Work permit holders (majority from CUAET initiative). Provincial Nominees, traditionally our major client group, formed only 18% of the client base this year. The top source countries were Ukraine, Nigeria, and India.

In 2022-23, Career Services had over 5,500 client registrations. Over 50% of clients from Ukraine had immediate employment needs. For clients with lower English levels, in-person workshops were delivered. For clients with higher language levels, the organization continued utilizing technology through e-learning curriculum, virtual and live coaching to support clients in career development and employment preparation.

The Job Matching Unit has increased outreach to employers actively engaging with new employer contacts. Manitoba Start supported 2,126 clients to enter the labor market. This was a result of Career Services and Job Matching Unit working together in supporting the clients' employment goals.

Manitoba Start values technology and data management, has expanded our presence on social media with 14,000 followers for its social media channels and over 27,000 subscribers for its newsletter. The Manitoba Start dashboard was updated and a new MNAARS dashboard was created and shared with partner organizations. Our website was updated with new resources for Qualifications Recognition for newcomer clients as well as Diversity Resources for our Employer partners.

We are pleased to recognize our Board of Directors and funders—core funder Province of Manitoba; Service Canada; and Immigration, Refugees and Citizenship Canada. Without this support, we would not be able to continue the high level of client service our staff provides to newcomers.

Thank you.



**Judith Hayes**

EXECUTIVE DIRECTOR  
MANITOBA START

# Strategic Framework

## Vision

A stronger Manitoba workforce built on cultural diversity and global talent.

## Mission

To welcome and empower newcomers as they build their careers in Manitoba by establishing and strengthening connections between skilled newcomers and businesses for mutual success and prosperity.

## Values

### Cultural Competence

Demonstrating an understanding and respect for different cultures

### Solution-Driven Approach

Finding innovative ways to deliver programs and services

### Partnerships

Collaborating with others

### Learning-Centered Philosophy

Supporting and encouraging ongoing continuous learning by all

### International Training and Expertise

Benefiting from and enhancing newcomers' skills

## 2022-2023 Board of Directors

Alisha Miguez  
CHAIR

Perri Jorek  
VICE CHAIR

Stephanie Olson  
SECRETARY

Mwansa Bwalya  
TREASURER

Kenny Hazell  
DIRECTOR

Timothy Lorne Scott McGorman  
DIRECTOR

# Core Services

## Centralized Intake

Manitoba Start is the first step for all new immigrants, including successful Manitoba Provincial Nominee Program applicants. Each year, approximately 5,000 newcomers from over 11 countries visit Manitoba Start to connect to settlement, orientation, language, and employment services.

## Career Services

Manitoba Start is the leading provider of career development services to newcomers to the Province. Newcomers benefit from employment workshops, personalized career coaching, resume development, interview skill practice, qualification recognition supports, job search assistance, and networking opportunities to achieve their professional goals.

## Job Matching

Manitoba Start addresses employers' hiring needs by connecting employers to highly skilled, job-ready newcomers. Thousands of internationally educated professionals and skilled workers immigrate to Manitoba each year. Manitoba Start matches qualified individuals with employers' specific job requirements through direct placements, employer cafes, and job fairs.

## Diversity Management Solutions and Business Supports

Diversity and Intercultural Training provides employers with customized tools and human resources supports to attract and retain a diverse workforce to create more inclusive workplaces.

## Cross-Cultural Coaching

Cross-Cultural coaching is a powerful tool for organizations that are committed to investing in the development of their diverse workforce and assists both managers and employees to better understand and adapt to new ways of interacting in the workplace.



# Intake Services

Intake Services were extremely busy in 2022-23 as Canada and Manitoba received the Ukrainian newcomers under the Canada Ukraine Authorization for Emergency Travel (CUAET) initiative. Manitoba Start has been an integral part of the provincial reception centre for Ukrainians. At the centre, Manitoba Start provided registration, needs assessment, orientation, and referral services to facilitate awareness of settlement supports that link people to language training, the workforce and longer-term settlement needs.

At the main downtown location, Intake Services utilized a blended model for service delivery. Clients were welcomed in-person and virtually by emails and phone and, if eligible for Intake services, permission was sought to collect their information in our database. Clients were provided with registration forms to gather information and assess their needs and assets as well as their reading and writing skills in English, after which, they were informed of the referral process. Intake Advisors met one-on-one with clients, in-person or virtually through Microsoft Teams or by phone, to register them into Better Outcomes and to develop a referral pathway reflecting their assessed needs and identified priorities.



## Welcome to the World

## Intake: Registrations and Outputs

**Eight thousand one hundred seventy-five (8,175)** new clients were registered, assessed, and referred for settlement, language, and employment services this year. It was 284% increase from the same period of last fiscal year (2021-2022).



## Profile of the Clients: (\* % is based on total annual clients)

<b>TOP 10 Immigration Categories</b>	<b>Clients</b>	<b>%</b>
Work Permit	5417	66%
Provincial Nominees	1483	18%
Study Permit	405	5%
Resettlement - Private Refugees	256	3%
FC Spouses & Partners	234	3%
Skilled Workers	156	2%
Resettlement - Government Refugees	93	1%
Canadian Citizen	28	34%
FC Parents and Grandparents	26	31%
Work Permit - Post Graduate	26	31%

<b>TOP 10 Countries of Origin</b>	<b>Clients</b>	<b>%</b>
Ukraine	4540	56%
Nigeria	912	11%
India	637	8%
Russia	193	2%
China, People's Republic	176	2%
Eritrea	175	2%
Philippines	157	2%
Colombia	97	1%
Pakistan	71	1%
Bangladesh	66	1%

The data above shows that most clients seen this year were Work Permit holders under the CUAET program.

## Manitoba Needs and Assets Assessment and Referral Services (MNAARS)

- 7825 clients were referred and connected with their Settlement Zone through the MNAARS process.
- 5080 clients were referred for internal employment support.
- 6762 clients were referred directly to WELARC by an intake advisor.
- 2643 clients were referred to Newcomers Employment and Education Development Services (N.E.E.D.S) Inc.
- 520 clients were referred to Accueil Francophone for French Settlement Services, 231 to A & O Support Services for Older Adults.
- 127 clients were referred to connect with regional connections & 333 to connect with their own or their spouse's educational institute for further support.
- 16 Refugee Claimants with work permits were referred to Welcome Place for additional settlement support.

## Intake: Program Specific Stats

- **Planning for Canada:** We received 167 My Action Plans (MAPS) from Planning for Canada. The clients then received a welcome email from Manitoba Start informing them of our post arrival services and inviting them to be in contact with us pre-arrival. There were additional 115 inquiries from Pfc clients.
- **Exploratory Visits:** A total of 11 in-person exploratory visits were hosted by Intake Advisors for clients who have applied to the Provincial Nominee Program and/or are considering moving to Manitoba.

# Career Services

## Registrations

Career Services also saw a very significant increase in clients in 2022-23 compared to previous years. However, by offering workshops and one-on-one coaching virtually, we were successful in providing career planning and job search assistance to clients. The average wait time to access Employment Services after referral through Intake was 3.8 business days.



**A total of 5516 clients accessed Career Services in this fiscal year. The 5516 registrants for Career Services during 2022-2023 fiscal year compared to the last three (3) years:**

- 182% increase from 2021/22 numbers
- 290% increase from 2020/21 numbers
- 47% increase from 2019/20 numbers
- More than 50% of clients seen in career services were for from the Ukraine.
- Over 65% of clients have 16 years of education or more, which would imply that they have at least 3 or 4 years of post-secondary education.
- Average age of clients is 34.8 years. 32% of clients are 39 years of age or less.
- Clients arrived representing 384 occupation backgrounds (pre-arrival employment). The top occupations (representing 22% of clients) are:
  - Other business services managers
  - Administrative assistants
  - Secondary school teachers
  - Financial auditors and accountants
  - Other customer and information services representatives
  - Administrative officers
  - Banking, credit, and other investment managers
  - Advertising, marketing, and public relations managers
  - Retail salespersons and visual merchandisers

**The following courses were delivered online using the e-learning platform Canvas:**

- 161 Online Career Development Workshops (includes live coaching)
- 19 International Student Work Search Program (includes live coaching)

**The following courses were delivered in person and virtually.**

- **221 Fast Track Work Search Workshop** (for Ukrainian Nationals only)
- We have started to deliver in-person workshops for the Beginner Fast Track workshop to meet the needs of Ukrainian nationals who have a CLB 4 or lower. We continue to facilitate virtual workshops for all other workshops.
- **Several Qualification Recognition Webinars offered along with Specialized Courses for Skills Upgrading.**

**NEW!**

## Materials and Resources

- Developed four new Qualification Recognition resource guides for Architects, Physicians, Trades, and Agrologists.
- Developed new curriculum for Ukrainian nationals (CUAET) for the accelerated 'Fast Track to Work Search' program that catered to beginner and intermediate (English) level clients. Facilitation materials and a resource package with resume templates and job search resources were created.
- Updated Labour Market Information resources and added additional resume samples to the career development and International Student e-learning courses.
- In the upcoming year,
  - New e-learning courses will be developed that will be accessed through our Canvas platform. Training and implementation of the e-learning course to take place next fiscal year.
  - More specialized Qualification Recognition resources will be developed for Veterinarians, Engineering Technicians and Technologists, Dentists, and Physiotherapists.

## Refugee Employment Development Initiative

In 2022-23, Manitoba Start conducted outreach to market the REDI project, identify appropriate candidates and arrange for information and assessment sessions. A total of 229 clients were recruited, assessed, and referred to service programs, well exceeding our contracted number of 161 referrals.

## Labour Market Connections

This partnership program is designed to provide Winnipeg/rural Manitoba and Francophone Internationally Educated Professionals with the skills, knowledge and connections to prepare for the Canadian labour market and ultimately enter the Canadian labour market within their pre-arrival career.

In 2022-23, the Labour Market Connections program coordinated:

- 11 Spotlight on Qualification Recognition Webinars
- 22 Spotlight on Business Webinars



## Job Matching Unit

As a result of the Job Matching and Career Services supports that provided clients with the resources to navigate the work search process, and access direct employer leads and networking opportunities,

- The Job Matching and Career Services Units helped clients achieve 2126 employment outcomes.
- Over 60% of the outcomes were related to the clients' pre-arrival or new career path.
- A further analysis shows that over 75% of the opportunities were full time positions.

As per the Canadian Job Trends Dashboard (snapshot below), a large majority of job postings were in the Sales and Service occupations, followed by Business, Finance and Administration.

If we look at the occupational breakdown of the positions that were attained by Manitoba Start clients, they are reflective of the labor market demand in Manitoba with over 50% of the clients finding work in the Sales and Service, and Business, Finance and Administration fields.

- The highest number of placements were in the fields of Sales and Service, specifically in Customer Service and Information Service Representatives.
- Second highest number of placements were in the fields of Business, Finance and Administration.
- This trend is reflective of the realities and shifts caused by Covid -19 as more and more industries move their business online.
- This is in alignment with Manitoba Start's objective to facilitate placements of Manitoba Start clients that address labor market needs.
- 1546 clients interacted/worked with/met by the Job Matching team for screening, referral, and/or follow-up.
- 723 workshop participants were met by a Job Developer through Meet and Greet sessions.

## JMU Employer Engagement:

- During 2022/23 the Job Matching Unit has been actively engaged with 493 employer contacts. Out of these employer contacts, 86% (424) are existing partners, whereas the remaining 14% (69) partnerships are new or re-established contacts.
- The Workstart Program, which provides eight weeks of paid work experience for newcomer youth, was instrumental in developing partnerships with employers.

## Top 15 active employers based on Placements 2022/23

1. Shoppers Drug Mart

2. Assiniboine Credit Union

3. Cambrian Credit Union

4. Loblaws

5. Manitoba Institute of Trades and Technology

6. Steinbach Credit Union

7. Partners for Home

8. West End Radiators

9. Norden Seal Windows

10. Altered Minds Inc.

11. eCom Customer Care Inc.

12. Jags Development

13. Central Testing Laboratories Ltd.

14. FleetHunt Technologies

15. Sarte Heating and Cooling Ltd.

## Ukrainian Response Projects:

The Job Matching Unit has been supporting the provincial response by maintaining a database of employers who are interested in supporting Ukrainian newcomers. Manitoba Start has organized virtual information sessions specifically for Ukrainian clients as well as very well attended in-person career fairs.

— July 6<sup>th</sup> —  
**Trucking Career Fair  
(Ukrainian focus)**

**9 employers  
70 attendees**

— July 14<sup>th</sup> —  
**Career Fair  
(Ukrainian focus)**

**18 employers  
267 attendees**

Manitoba Start also coordinated with government and many local organizations to support a provincially initiated Job Fair at the RBC Convention Centre that was highly successful.

The Manitoba Start Board of Directors approved the delivery of Class 3 driver's license training for Ukrainian nationals : 6 clients participated in this training.

## Social Media and Communications

To increase Manitoba Start's visibility in the Manitoba labour market, Manitoba Start has implemented a communications strategy to reach businesses, community groups, clients, and service partners.

### Communications Overview

- Programs, events, workshops, and special initiatives are advertised through social media platforms including Facebook, LinkedIn, Instagram, YouTube, and Twitter.
  - Manitoba Start has 14,300 followers collectively on LinkedIn, Facebook, Twitter, and Instagram.
  - The number of our followers grew by almost 32% in 2022-2023. 1,192 posts have been made this year, gaining 23,414 engagements.
- A monthly newsletter is sent out to our clients, employers, community partners, and other stakeholders. This newsletter includes event dates, program/workshop information, acknowledgement of the upcoming observations for that month to celebrate diversity, fun facts about Manitoba Start, and information from external organizations when requested.
  - The newsletter has 27,594 subscribers and is growing.
  - The newsletter has established an average open rate of 45%, which is higher than the non-profit industry average of 25.17%
- Each month a communications report is created to track results, set goals, identify trends and opportunities, and review strategies for smarter content creation.
- The Manitoba Start website is consistently monitored and updated to reflect any changes. This ensures that all the information and appearance is up-to-date and functioning as intended.

## New Initiatives

- A monthly newsletter is sent out to our Ukrainian clients. This newsletter includes event dates, program/workshop information, webinar recordings, and information from external organizations when requested.
- In February, we launched a new section on our website under the Career Services page: Qualification Recognition Resources. These feature Alternate Careers and Training Guides for 12 regulated occupations and trades. With these resources being featured on the website, we aim to increase the reach of Manitoba Start content and target internationally educated professionals seeking entry into a regulated occupation.
- Through LinkedIn, we reinforced our relationship with businesses through the promotion of our staffing services using different content formats (videos, carousels, graphics)
- In January, we started implementing LinkedIn poll questions to grow interactions with our followers, understand their needs, and connect them with our career services.
- Multiple short videos have been created and published on our social media channels to promote our Job Board for job seekers and employers, resources for newcomers from the Winnipeg Introduction for Newcomers website, and more.
- On our social media channels, we have created a monthly calendar that generates awareness about our upcoming events; this facilitates users to get an overview of our events and encourages them to visit our website.
- On Instagram, we have implemented a new layout for our highlights, making it easy for our followers to discover resources, events, and more.
- The Winnipeg Introduction for Newcomers website launched a new Settlement Guide in Arabic to ease newcomers' settlement journey to Manitoba.

## Information Technology

Manitoba Start adheres to a philosophy that prioritizes learning and supports continuous education for both their staff and newcomer clients. During the fiscal year of 2022-2023, the IT Department at Manitoba Start continued to focus on security, implemented technology upgrades, along with other improvements.

### For Manitoba Start

- Developed Manitoba Needs & Assets Assessment and Referral Services (MNAARS) Dashboard (Statistical Information), which is also shared with other organizations.
- Enhanced our secure automated process of emailing files to clients and settlement providers to meet business needs.
- Enhanced Manitoba Start dashboard by incorporating filters and a period selector, making it more convenient to view data.
- Automated procedures have been developed for generating frequent reports, eliminating the need for tedious and laborious manual tasks.

### For Clients

- Upgraded Manitoba Start Job Board by enhancing its features and functionality to make it more user-friendly, efficient, and effective in connecting newcomers with employers.
- Online registration has been utilized to simplify the process of registering or checking-in for in-person events.



# Diversity AND Intercultural TRAINING PROGRAM

Manitoba Start's Diversity and Intercultural Training Program is a customized diversity training for management and frontline staff to meet workplace needs and supports organizations in building cultural competence, Equity, Diversity, and Inclusion (EDI), and Belonging.

Throughout this fiscal year, Manitoba Start delivered **26 workshops** to Manitoba business partners, and trained **433 employees**. Workshops were delivered both in-person and virtually from one-hour "Lunch and Learns" to 3-hour comprehensive sessions.

## Diversity Topics

Defining and Achieving Workplace Cultural Awareness

Recognizing Cross Cultural Conflict in the Workplace

Workplace Communication: The Impact of Culture

Engaging your Diverse Work Team (Supervisory)

## New and Upcoming Diversity Topics

An Introduction to Equity, Diversity and Inclusion (EDI)

Women & Gender Inclusion (Lunch & Learn)

Unconscious Bias at Work

Celebrating World Day for Cultural Diversity for Dialogue and Development (Lunch & Learn)

Strategies to Lead Diverse & Inclusive Teams

In addition, Manitoba Start hosted one-hour 'Lunch and Learn' presentations on the following topics:

- Strategies for a Successful Diverse Workforce
- Intercultural Communication at Work
- Intercultural Awareness
- Building Diversity & Inclusion

The Manitoba Start website now features updated Diversity Resources for Employers with downloadable forms and links to helpful resources.



**THE Benefits OF International Talent**

**FROM Onboarding to Career Mobility**

**Attracting AND Recruiting Newcomers**

**BONUS** Downloadable forms and links to helpful resources

**BONUS** Downloadable forms and links to helpful resources

**BONUS** Downloadable forms and links to helpful resources

# How Can Manitoba Start help fill your Hiring Needs?

Manitoba Start is proud to create connections between employers and internationally – trained talent. Employers benefit from the opportunity to promote their workplaces and gain access to skilled, job-ready workers; and newcomers benefit from the opportunity to directly interact with employers and demonstrate their skills and expertise.



## Employer Hotline

(204) 942-JOBS (5627) for your hiring needs.



## Online Job Submissions

We can post your employment opportunity on our Job Board to have interested candidates apply directly.



## Onsite Hiring Events

Facilitated through Employer Cafes and Information Sessions. We can set-up your own hiring event and/or information sharing event, where you can hire the right candidates for your organization as well as increase your organization's visibility.



## Pre-Screening Services

We can pre-screen the most appropriate candidates based on your hiring needs and then send resumes for your review.



## Schedule Interviews On-/Off-Site

We can set-up interviews at your conveniences; whether they are at your workplace or at Manitoba Start.



## Contact us for more information:

Email: [jobs@manitobastart.com](mailto:jobs@manitobastart.com)

**1,546**

clients interacted/  
worked with/met by the  
**Job Matching Unit**

Over **65%**  
of clients have 16 years of  
education or more

**493**

employer contacts  
were actively  
engaged with JMU

Over **75%**  
of job opportunities were  
full-time positions



**2,822**

resumes were developed

**7,825**

clients were referred  
and connected  
through the  
**MNAARS process**

The newsletter has  
**27,594**  
subscribers and  
is growing

Average age  
of clients is

**34.8**  
years

**32%**

of clients are 39 years  
of age or less

**99%**

of clients said  
**Career Services met  
their expectations**

# Bringing you a world-class workforce

**5,516**

newcomers registered  
for **Manitoba Start  
Career Services**

**277%**

increase in client  
registration than  
last fiscal year

**14,300**

followers on social media

Over  
**92%**

of clients said  
information **received  
at Intake was helpful**

There were  
**3,959**  
one-on-one  
client meetings



# Successful Clients in Stepping Stone Positions



## ASSISTANT MANAGER

1

**M** was initially registered to attend a Career Development workshop but was unable to attend due to conflict with her work commitments. However, she maintained contact with her career coach, and when she realised that her employment was not in line with her career goals, she returned for one-on-one support.

She received help with updating her master resume and creating targeted resumes. She set career goals and learned to effectively explore Winnipeg's labour market. She also received support in navigating her professional development. She not only secured a temporary position that matched her short-term goals, but also earned a

placement in an accounting workshop, which then resulted in a paid internship with a major financial corporation.

All this preparation paid off – she accepted an offer to become the Assistant Manager of Financial Reporting at a large organization and is very happy there!



## MAINTENANCE TECHNICIAN

2

**B** had a college diploma in Refrigeration and Air Conditioning and a Bachelor's degree in Electronics and Engineering Technology. His short-term goal was to work as a Factory Worker or a Maintenance Technician, while his long-term goal was to become a Power Engineer.

He needed to develop his targeted resume to apply for the right jobs.

He sought guidance from Manitoba Start, where he learned how to target the right jobs, introduce himself with an elevator pitch, and navigate into the labour market using the right methods of job searching. He was also referred to the Engineering/

Trades Professions Navigator for further guidance. He attended the live coaching session and learned about the realistic jobs to search for with the right resume to send to employers.

He got two job interviews for positions related to his field of experience and was hired as a Maintenance Technician even before completing the workshop.



## CORE BANKING IMPLEMENTATION SPECIALIST

3

**T** had a successful career in technology management for 15 years in his home country, with an MBA and a Bachelor of Computer Science. He attended a Career Development Workshop to pursue his short-term goal of becoming a User Support Technician, Software Developer and Designer,

and his long-term goal of becoming an IT Manager and owning his own IT Software Development Company.

He faced some challenges in his job search, as he applied to 20 jobs but did not get an enthusiastic response back from the employers. He also had to take some competency tests for some of the positions. He received guidance from a Career Coach who taught him how to access the hidden

job market, recommended the IT sector council's website (Tech Manitoba), and helped him finalize his targeted resumes and cover letter. He also participated in Job search and networking activities with the Career Coach.

With his credentials and assistance from the Career Coach, he landed a new job related to his pre-arrival occupation, Core Banking Implementation Specialist.





## URBAN ARCHITECTURAL DESIGNER

4

**Y** has a Bachelor's degree in Architecture, but he wanted to work as an Architectural Technician / Technologist/Drafting Technician in the short term, and as an Architect in the long term. He faced some challenges in finding an alternative job that matched his transferrable skills.

Most of his experience was in teaching and he only had a few years of experience as a Junior Architect after graduation. He also needed to learn about the QR recognition process, the courses and training he had to take to update his skills, and how to develop a targeted resume and job search strategy.

He sought help from Manitoba Start, where he received live coaching sessions from a Career Coach who met with him one-on-one. The Career Coach explained

the QR process for Architects, showed him the alternative careers and training options, helped him with developing a targeted resume, and taught him different methods of job searching using the Work Search resources and the Manitoba Construction Sector Council for job searching, training/skills upgrading, and networking.

Thanks to his persistence and by applying what he learned from the meetings and workshop, he eventually got hired as an Urban Architectural Designer, full time.



## IT POLICY ANALYST

5

**O** had completed an online career development workshop offered by Manitoba Start and had a Master's degree in Computer Science. He had worked for six years in IT-related roles, four as an IT support professional and two as a research associate. His career goal was to

find a position in the IT field such as IT support or information system analyst. However, he faced challenges in creating targeted resumes for different IT positions. He had applied for over 100 jobs and had more than 20 interviews, but without success. He sought the help of a career coach who explained how to create a

functional targeted resume and finalized the first one for IT support position. He continued to apply for various IT jobs with different targeted resumes, following the regular follow-up of the career coach. Finally, he landed a job as an IT policy analyst in a government position.

# Manitoba Start

Financial Highlights for the Year Ended March 31, 2023

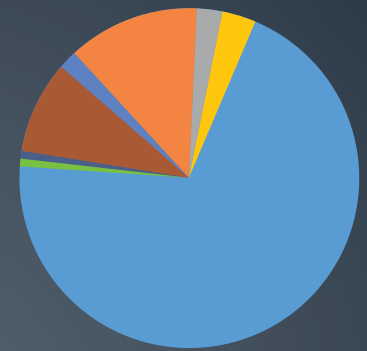
## Statement of Financial Position

CURRENT ASSETS	2023	2022
Cash	392,885	505,802
Investments	473,656	469,064
Accounts and Grants Receivable	207,110	58,544
GST Receivable	18,525	10,516
Prepaid Expenses	45,733	41,232
	<u>1,137,909</u>	<u>1,085,158</u>
<b>CURRENT LIABILITIES</b>	<b>2023</b>	<b>2022</b>
Bank Indebtedness	387,422	283,316
Accounts Payable	179,962	88,398
Deferred Contributions – Grants	78,753	350,892
	<u>646,137</u>	<u>722,606</u>
<b>UNRESTRICTED NET ASSETS</b>	<u>491,772</u>	<u>362,552</u>
	<u>1,137,909</u>	<u>1,085,158</u>

## Statement of Revenue And Expenses

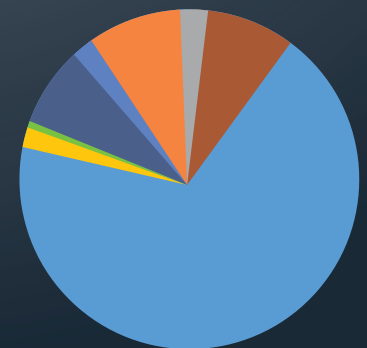
REVENUE	2023	2022
Grants	3,825,683	3,150,680
Fee for Service/ Other income	26,272	46,859
Interest	4,592	863
Donations	90	100
	<u>3,856,637</u>	<u>3,198,502</u>
<b>EXPENSES</b>	<b>3,727,417</b>	<b>3,176,119</b>

## Sources of Revenue 2022-23



- 2%** Youth Employment Services Manitoba
- 3%** Province of Manitoba (REDI)
- 1%** Fee for Service/ Other Income
- 13%** IRCC - MNAARS
- 69%** Province (Core Programming)
- 9%** Service Canada (Youth Programs)
- 2%** IRCC - Labour Market Connection
- 1%** Colleges and Institutes Canada

## Sources of Revenue 2022-23



- 2%** Youth Employment Services Manitoba
- 2%** Province of Manitoba (REDI)
- 7%** Fee for Service/ Other Income
- 8%** IRCC - MNAARS
- 69%** Province (Core Programming)
- 8%** Service Canada (Youth Programs)
- 3%** IRCC - Labour Market Connection
- 1%** Colleges and Institutes Canada



# Thank you to our Funders and Partners

**We are deeply grateful to our funders:**

**Government of Manitoba**



**Government of Canada**

Thanks to the support and goodwill of our funders and partners, we can provide career development resources to thousands of newcomers and offer staffing and diversity solutions to meet Manitoba labour market needs.





## ANNUAL REPORT 2022-2023

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