

BRINGING YOU A
**WORLD-CLASS
WORKFORCE**



ANNUAL REPORT 2024 – 2025



EXECUTIVE SUMMARY

In 2024–2025, Manitoba Start supported the successful integration of 5,328 newcomers—primarily from India, Ukraine, and Nigeria—through streamlined intake services and tailored employment supports. Career Services engaged 4,520 clients through workshops, coaching, and credential recognition, achieving a 99% satisfaction rate. The Job Matching Unit connected 2,505 clients to employment, with 1,465 job placements—63% full-time—across high-demand sectors like healthcare, manufacturing, and business administration. Additional referrals to education and skills upgrading further supported long-term employment outcomes.

Strategic partnerships and community outreach—including collaborations with sector councils, post-secondary institutions, and ethno-cultural organizations—helped promote career development and workforce integration. A key partnership with Shared Health will help improve pathways for Internationally Educated Health Professionals (IEHPs), including Nurses and Physicians to integrate into Manitoba’s healthcare workforce.

Manitoba Start advanced several strategic initiatives, including the launch of its 2025–2028 Strategic Plan, built on four priorities: Service Excellence, Strategic Collaboration, Innovation & Trends, and Staff Empowerment. The Strategic Planning Exercise was shaped by an inclusive, multi-stakeholder engagement process that harnessed diverse insights from industry leaders, government partners, community organizations, and newcomers themselves.

The organization also introduced a 3-Year Truth & Reconciliation Plan (2024–2027),

focused on building relationships with Indigenous communities and embedding Indigenous perspectives across its services. Diversity and intercultural training efforts expanded, helping employers and staff address unconscious bias and improve cross-cultural communication.

Support for internationally educated professionals (IEPs) was strengthened through a dedicated Foreign Credential Recognition (FCR) Navigator, offering licensure guidance and forging stronger ties with regulatory bodies and institutions. Key achievements include enhanced collaboration with regulatory bodies and post-secondary institutions, outreach to smaller centres, and key meetings with Shared Health, National Nursing Assessment Service (NNAS), and the CARE Network.

Manitoba Start advanced its digital infrastructure by enhancing cybersecurity with KnowBe4 training tools, integrating Teams Phone for more efficient communication, and upgrading its network protection with a next-generation firewall. These improvements support a more secure, connected, and cost-effective technology environment.

Manitoba Start prioritizes the ongoing professional growth of its staff through targeted certification programs, participation in industry conferences, and diversity, equity, and inclusion (DEI) learning. Employees across the Intake, Career Services, and Job Matching teams completed role-specific certifications and attended sector-leading events including Cannexus25, Metropolis Conference 2025, and Pathways to Prosperity.

CENTRALIZED INTAKE AND REGISTRATION

Client Volume & Registration Trends

5,328
new clients
registered,

a slight decrease from 5,773 in 2023–24
and significantly lower than 8,175 in
2022–23 (which saw a surge due to
CUAET arrivals from Ukraine).

54%
registered
in-person

while 46% registered virtually,
continuing the blended intake
service model.

5,292
eligible
clients

received Needs
Assessments and
personalized
settlement plans.

Immigration Categories

**Work
Permit holders**
remained the largest
group (30%) but
decreased from 50%
the previous
year.

**Privately
Sponsored Refugees**
(PSRs) increased to 14%
(from 8.4%), while **Provincial
Nominee** numbers slightly
declined to 14% (from 15.6%).
Temporary IRCC pause
on PSR applications
(Nov 2024–Dec 2025)
may affect future
numbers.

Country of Origin Shifts

TOP COUNTRIES: India **13%**
Ukraine **12%**
Nigeria **11%**

Ukraine's share dropped from 33%
last year to 12% this year, aligning
with the tapering of CUAET arrivals.
Broader diversity continues, with
growing numbers from **Eritrea,**
China, Philippines, and Ethiopia.

Client Age Profile

Average client age: 35 years.

67% of clients were aged 39 or younger,
aligning with Manitoba's aim to support younger, workforce-ready newcomers.

Referrals (Internal and External)

79% of clients were
referred to internal
employment supports.

- Significant external referrals to WELARC **72%**
- Accueil Francophone **15%**
- NEEDS **16%**
- Welcome Place **13%**, and others.

Clients connected with **11 Settlement Zones**,
including Immigrant Centre: **40%**
and Family Dynamics: **15%**.

Additional referrals to cultural
and special-interest organizations like
A&O Support for Older Adults,
Canadian Muslim Women's Institute,
and **IRCOM.**

Pre-Arrival & Specialized Populations

135 clients
accessed pre-arrival supports
(SOPA, PFC, AEIP).

Clients also included:

715 Ukrainian CUAET arrivals; 16 Afghan and 13 Syrian initiative participants
77 CR1 clients
627 referrals from Accueil Francophone.

Client Satisfaction

96% of survey
respondents
described their
overall experience at
Intake as excellent.



CAREER DEVELOPMENT AND JOB PREPARATION SUPPORTS

Preparation and Tools

4,520 clients supported by Career Services in 2024-25.

3,305 resumes were developed through Career Services.

1,885 personalized career plans and 2,029 assessments were completed.

143 Interview Skills Workshops (virtual and in-person) prepared 1,324 clients for success in job interviews.

Digital tools like the Resume Scanner helped clients tailor applications for applicant tracking systems (ATS).

Workshop Delivery & Participation Summary

A total of **244** workshops were delivered across four key categories:

- 1** **156** Career Development Workshops served **2,378** clients. The average attendance was 15.2 participants per session, and the overall completion rate (defined as more than 80% attendance) was approximately 87%.
- 2** **42** International Student Work Search Program (ISWSP) sessions supported **384** clients. These sessions averaged 9.3 participants and had a 78% completion rate.
- 3** **45** Fast Track Work Search Workshops engaged 346 attendees, averaging 7.6 participants per session, with a 100% completion rate.
- 4** **2** Employment Foundations Workshops had 19 attendees, with an average of 9.5 participants per session.



Webinars and Skills Training

A total of **35** webinars were delivered across key sectors including university bridging programs, health, qualification recognition, entrepreneurship, biotech, sector councils, and workplace safety. Notable partners included the University of Winnipeg and Manitoba, CPA Manitoba, SEED Winnipeg, Tech Manitoba, and regulatory bodies for health professionals.

Skills upgrading workshops reached over 1,440 clients, with high engagement in Interview Skills (615 clients), Canadian Workplace Culture (456 clients), and self-paced learning on resumes, cover letters, and job search strategies.

Occupation-specific qualification recognition sessions supported 131 clients across 13 professions, with the highest participation among teachers (29), medical lab technologists (12), and nurses (13).

Impact



99%
of survey respondents said that the services offered met their expectations.

Over 67%
of the clients who completed their interaction (i.e. whose files were closed in 2024-25) with Career Services reported to be employed or pursuing education and training.





FOREIGN CREDENTIAL RECOGNITION (FCR) SUPPORT



Over the past year, Manitoba Start has strengthened support for internationally educated professionals (IEPs) by providing specialized FCR services through a dedicated FCR Navigator. Key achievements include enhanced collaboration with regulatory bodies and post-secondary institutions, outreach to smaller centres, and key meetings with Shared Health, National Nursing Assessment Service (NNAS), and the CARE Network. Manitoba Start has positioned itself as the FCR Center of Excellence.



Specialized Services

Delivered by a dedicated FCR Navigator, offering career pathway advice and licensing guidance for internationally educated professionals (IEPs).

Held 372 one-on-one FCR Navigator meetings, with 82 clients initiating licensing processes across regulated professions.

TOP FIVE Regulated Occupational Backgrounds

1
Financial Auditors and Accountants
105
clients

2
Secondary School Teachers
92
clients

3
Elementary School and Kindergarten Teachers
78
clients

4
Registered Nurses and Registered Psychiatric Nurses
60
clients

5
General Practitioners and Family Physicians
50
clients

Occupational Focus

Targeted sessions and support were provided for clients in:

Healthcare (nurses, physicians, lab techs)
Education (elementary and secondary teachers)
Accounting
Engineering, Law, Psychology, and more.

Impact

Clients successfully attained professional licensure and employment, including:

- A Registered Nurse at HSC
- A Grade 3/4 Teacher in South Indian Lake
- A Licensed Practical Nurse at Extendicare

Manitoba Start supported 50 internationally educated physicians this year, offering specialized Foreign Credential Recognition (FCR) services tailored to their professional goals. In addition to one-on-one guidance and navigation of licensure pathways, Manitoba Start has:

- Launched NAC OSCE study groups, facilitated by a volunteer physician, with 19 physicians currently participating in regular sessions.
- Organized a physician-led Q&A session, featuring a former Manitoba Start client who is now a practicing physician in Canada, offering insights, mentorship, and practical advice to current physician clients.

EMPLOYER ENGAGEMENT AND HIRING SUPPORTS

Employer Relationships

The Job Matching Unit maintained engagement with **893 employer contacts**, a reflection of Manitoba Start’s strong employer network and commitment to understanding market demands.

Hiring & Networking Events

- **Hosted two major job fairs with 140–400+ client participants:**
 - *Refugee Hiring Event in partnership with JumpStart and WES (26 hires on-site)*
 - *National initiative connecting pre-screened refugees with Canadian employers to secure meaningful employment.*
 - *Job Fair for manufacturing and construction sectors*
- **Conducted 5 speed networking sessions** with sector-specific focus areas like healthcare, banking, and insurance.
- **Introduced Pre-Screening Sessions** (49 sessions for 268 clients), where clients meet job developers to align on goals and job readiness.

Collaboration Projects

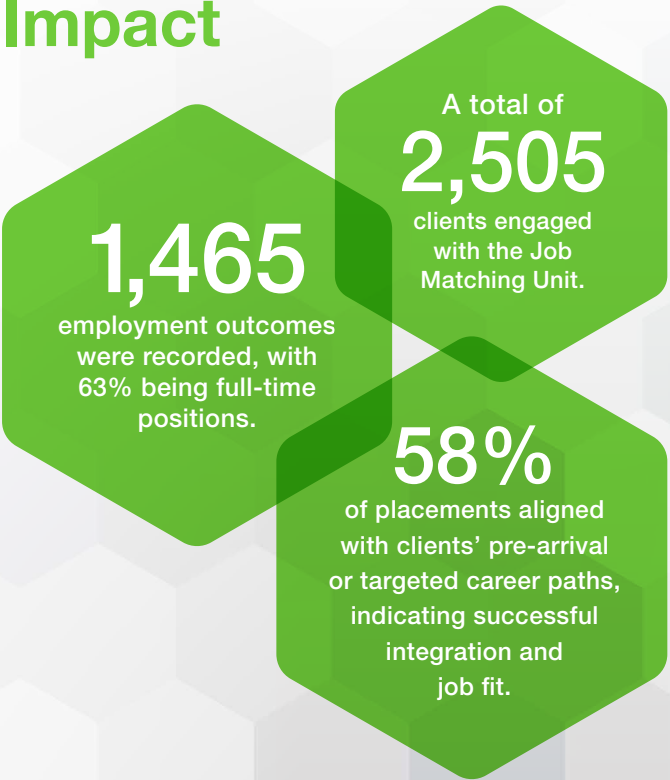
- **PitchLab** in collaboration with New Media Manitoba supported tech professionals in personal branding and job search strategy; 10 clients secured tech-sector jobs.
- **Credit Union IIP Program** trained and placed 15 clients in banking roles through two intensive sessions.

High-Demand Sectors

Clients were placed in roles across sectors aligned with Manitoba’s labour market needs:

- **Sales and Service**, particularly in customer service.
- **Manufacturing and Production.**
- **Healthcare**, including roles for nurses and support workers.

Impact



OUTREACH AND PARTNERSHIP DEVELOPMENT

This year, Manitoba Start strengthened partnerships across six key sectors — businesses, sector councils and chambers, post-secondary institutions, settlement partners, ethno-cultural organizations, and newcomers — to enhance service awareness and support newcomer workforce integration.

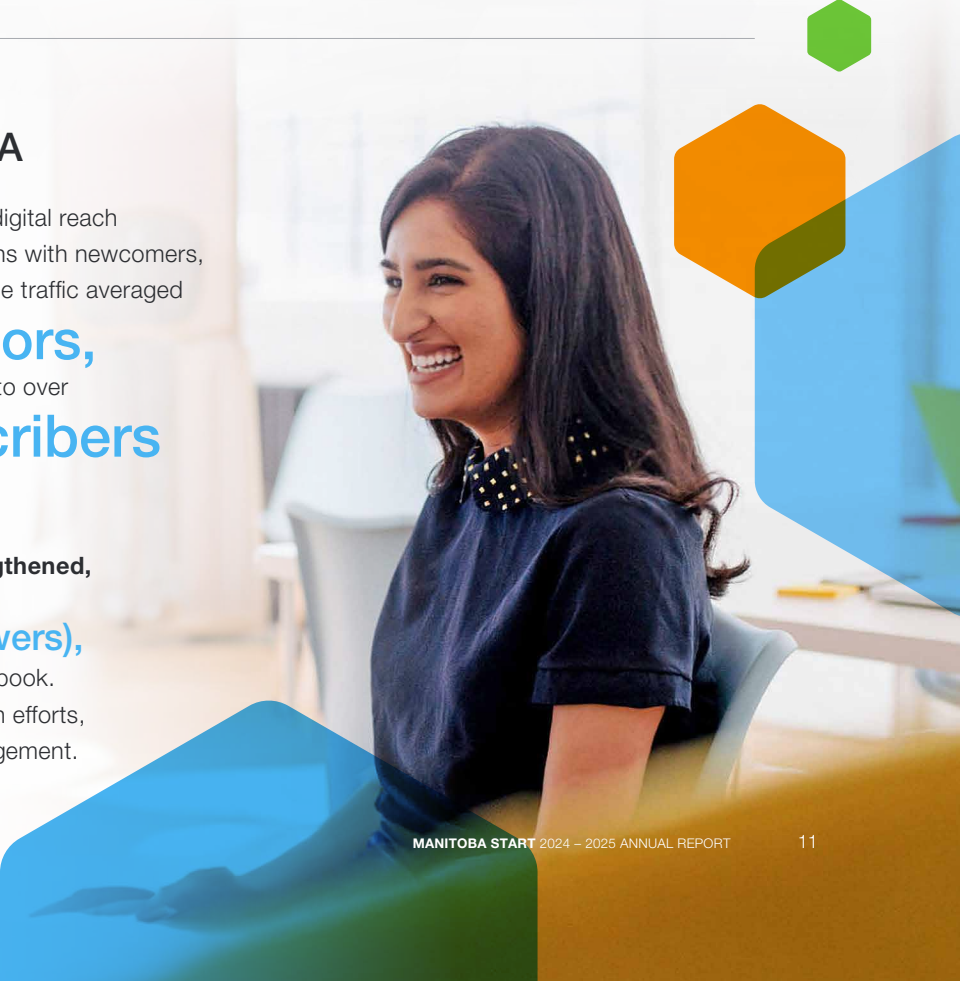
Key highlights

- **Initiated active partnerships** with 16 sector councils, and 5 post-secondary institutions.
- **Engaged and consulted with stakeholders** including the Manitoba Chamber of Commerce, Winnipeg Chamber of Commerce, Manitoba Business Council, and the Association of Manitoba Municipalities.
- **Strengthened partnerships** with Providence University, EESE, and PACE Career Services; strengthened connections with RRC Polytech, MITT, and Tech Manitoba.
- **Promoted Manitoba Start services**, FCR pathways, and career development resources through webinars and presentations to newcomer organizations and pre-arrival programs like Planning for Canada and MANSO.
- **Collaborated with sector associations** such as Bioscience Association Manitoba and CPA Manitoba to update sector-specific career resources and plan targeted webinars.
- **Participated in partner events** like the MANSO Networking Event, RRC Polytech Welcome Fairs, MITT Resource Fair, U of M Career Fair, MCSC Trades Conference, Career and Workforce Development Month.

DIGITAL MEDIA

Manitoba Start expanded its digital reach in 2024–25, boosting connections with newcomers, employers, and partners. Website traffic averaged **205 daily visitors**, while the client newsletter grew to over **35,500 subscribers** with a 54%+ open rate.

Social media presence strengthened, with LinkedIn leading **growth(+1,322 followers)**, followed by Instagram and Facebook. These efforts enhanced outreach efforts, service visibility, and client engagement.



DIVERSITY AND INTERCULTURAL TRAINING

In 2024-25, the Diversity and Intercultural Training program continued to promote and create awareness on Diversity, Equity and Inclusion (DEI), both internally amongst Manitoba Start staff and externally amongst employers and community partners.

External presentations
Manitoba Start partnered with eight organizations—including Access Credit Union, Argus Industries, and the Leukemia & Lymphoma Society—to deliver diversity, equity, and inclusion (DEI) and intercultural communication training. A total of nine sessions were delivered, focusing on inclusive workplace practices, unconscious bias, and effective communication across cultures. These partnerships support ongoing efforts to build more equitable and culturally aware workplaces in Manitoba.

Client Success Stories

At Manitoba Start, our Career, Employment and Foreign Credential Recognition (FCR) Services empower newcomers and internationally trained professionals to build meaningful careers in Manitoba. Through personalized coaching, resume and interview support, credential guidance, and connections to employers, clients gain the confidence and tools to achieve their professional goals.

The following stories celebrate clients who turned ambition into achievement — proving that with the right support, new beginnings can lead to lasting success!



Building a Teaching Career in the North

Position: Grade 3/4 Teacher
Employer: Frontier School Division – Thunderbird School, South Indian Lake, MB
Approx. Wage: \$45.19/hour
+ Armed with a Provisional Teaching Professional Certificate, S.J.C. stepped confidently into Manitoba’s education system as a Grade 3/4 Teacher. Their role with the Frontier School Division reflects dedication to lifelong learning and a passion for helping students thrive.



Advancing in Healthcare

Position: Licensed Practical Nurse (LPN)
Employer: Health Sciences Centre
Approx. Wage: \$32.02/hour
+ A.-F.A.A. successfully transitioned into Manitoba’s healthcare sector as a Licensed Practical Nurse at the Health Sciences Centre. Their story showcases resilience and a strong commitment to professional excellence in patient care.



Bringing Compassion to Long-Term Care

Position: Registered Nurse (Part-Time)
Employer: Extendicare Oakview Place
Approx. Wage: \$38.01/hour
+ With extensive nursing experience, J.J. joined Extendicare Oakview Place, contributing to the well-being of residents and strengthening Manitoba’s long-term care community.



Coding a Future with Wawanesa

Position: Application Developer
Employer: Wawanesa
Approx. Wage: \$38.46/hour
+ After arriving in Canada in 2024, D.K. immersed themselves in Manitoba Start’s career programs — including PitchLab 3 — and enhanced their skills in React and AWS Cloud. Their drive and continuous learning paid off with a full-time position at Wawanesa as an Application Developer.



Leading in Public Health

Position: Infection Prevention and Control (IPAC) Manager
Employer: Extendicare St. Catherines
Approx. Wage: \$41.35/hour
+ With a Master of Public Health and a passion for healthcare leadership, A.R. worked with Manitoba Start to tailor job search strategies and align qualifications with local opportunities. They now lead infection prevention and control initiatives in the healthcare sector.

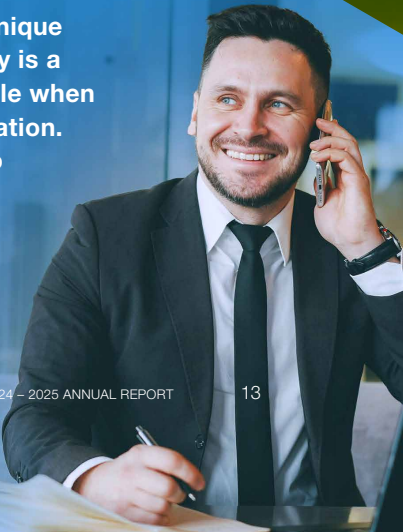


A Quick Win in IT

Position: Senior IT Specialist
Employer: Flow Form Countertops
Approx. Wage: \$31.25/hour
+ M.C. demonstrated that perseverance pays off — securing a Senior IT Specialist position in just a short time. With strong technical expertise and career guidance from Manitoba Start, M.C. made a seamless entry into Manitoba’s technology sector.



Every client’s journey is unique — and every success story is a reminder of what’s possible when opportunity meets preparation. Manitoba Start is proud to be part of each client’s path toward meaningful employment and community integration.



FINANCIALS

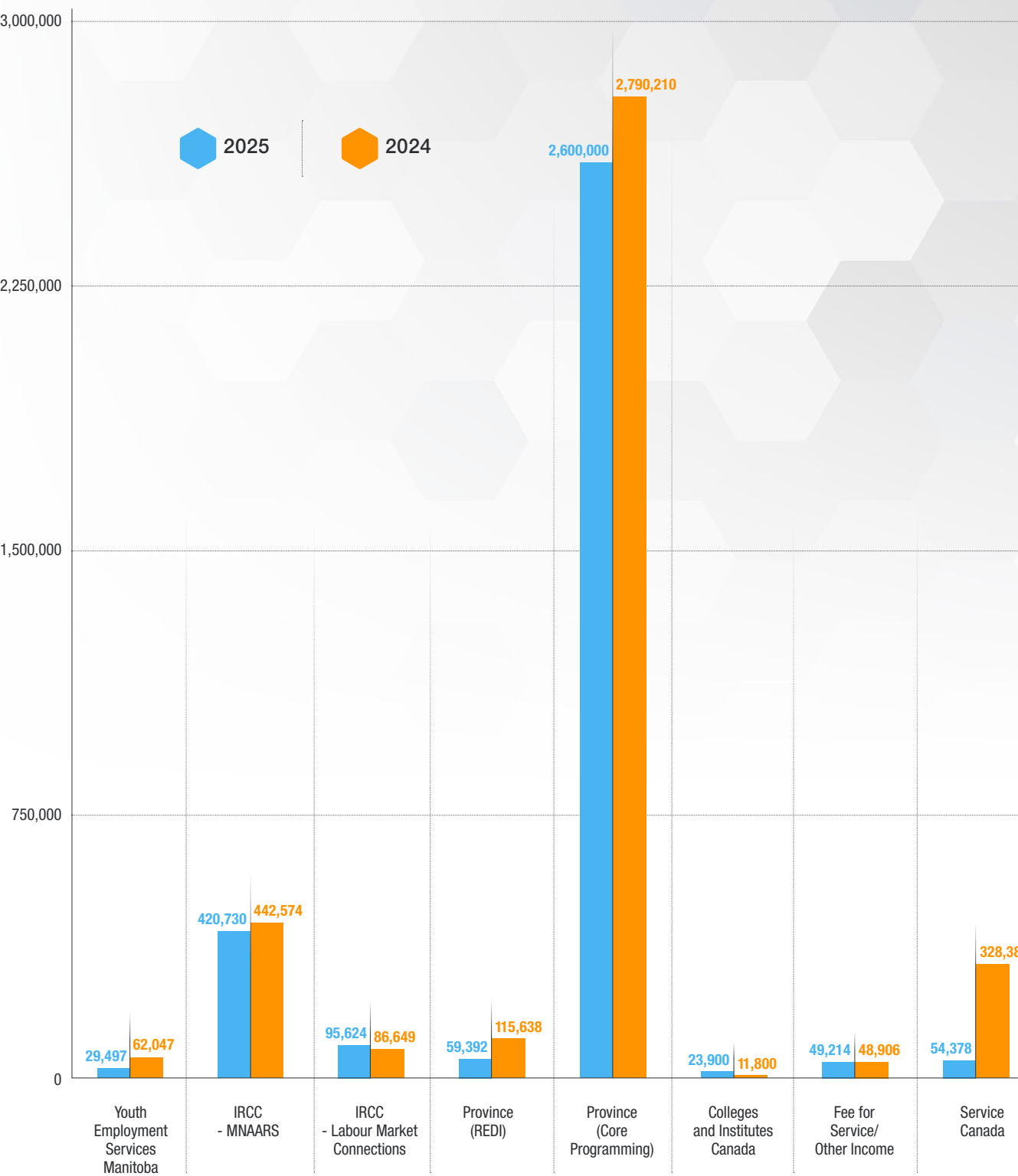
STATEMENT OF FINANCIAL POSITION

CURRENT ASSETS	2025	2024
Cash	611,903	258,974
Investments	336,491	487,228
Accounts and Grants Receivable	166,055	283,439
GST Receivable	5,865	18,352
Prepaid Expenses	10,561	18,673
	1,130,875	1,066,666
CURRENT LIABILITIES	2025	2024
Bank Indebtedness	278,120	370,770
Accounts Payable	126,982	107,292
Deferred Contributions – Grants	6,769	22,044
	411,871	500,106
UNRESTRICTED NET ASSETS	719,004	566,56
	1,130,875	1,066,666

STATEMENT OF REVENUE AND EXPENSES

REVENUE	2025	2024
Grants	3,283,521	3,837,304
Fee for Service	34,025	32,119
Interest	15,089	13,572
Donations	100	3,215
	3,332,735	3,886,210
EXPENSES	3,180,291	3,811,422

SOURCES OF REVENUE





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