



LOCALLY FOCUSED | REGIONALLY CONNECTED | GLOBALLY AWARE

MISSION | GOALS | OBJECTIVES

Since 1998, Ignite has led an innovation and knowledge-based approach to help people thrive and businesses grow. It is through this leadership, combined with municipal reform, that Ignite now offers strategic economic development support to the Capital Region.

OUR MISSION

LEADING REGIONAL ECONOMIC DEVELOPMENT GROWTH THROUGH BUSINESS GROWTH & WORKFORCE ATTRACTION

WHAT DOES THAT MEAN?

We are committed to service excellence to every business owner or entrepreneur along their journey. We will partner for impact and to remain competitive as a region.

WE ARE COMMITTED TO:

- **HEALTHY BUSINESS COMMUNITY** enabling businesses to grow and thrive in our region
- **WORKFORCE DEVELOPMENT AND LABOUR FORCE GROWTH** resulting in an increased skilled population
- **INVESTMENT READINESS** activities, enabling businesses and their families to land and succeed in our region



WORKFORCE DEVELOPMENT

Creating pathways for labour force connections through skilled worker/newcomer attraction

ATTRACT | CONNECT | INTEGRATE | RETAIN

Workforce **ATTRACTION, CONNECTION,** and **INTEGRATION** is fundamental to **RETENTION** which is vital in achieving economic growth. Ignite creates pathways for labour force connections through skilled worker & newcomer attraction. Ignite supports workforce by providing opportunities for networking, skills development, programs, and other resources to pair skilled job seekers with local businesses seeking talent.

ATTRACTION

Global recruitment events
Investment ready for business attraction

RETENTION

Working with community stakeholders
and settlement agencies to ensure
newcomers have the support they need

INTEGRATION

Programming focused on the non-
primary applicant (partners and families)

CONNECTION

Job fairs and tailored recruitment
offerings



VISION

Connecting People, Transforming Futures.



WORKFORCE DEVELOPMENT STRATEGY : The Capital Region – a place where employers, people, and stakeholders come together to align skills with opportunities and connect businesses with the talent they need.

CAIR STRATEGY: The Capital Region- a place where newcomers build their futures hand-in-hand with locals, fostering a vibrant and welcoming home that champions a rich and vibrant community.



CORE VALUES

WORKFORCE

- Collaboration
- Skill Development
- Opportunity
- Employer Support



CAIR- Connection, Attraction, Integration, Retention

- Inclusivity
- Shared Vision
- Shared Accountability
- Impact Driven



A JOURNEY WORTH WATCHING



Bhargavi Vijayaraghavan - Ignite Success Story



LINKING STRATEGY TO IMPACT

WHAT? – Connector Program & Ignite Strategies

An initiative that brings the Workforce and CAIR strategies to life, building connections, skills, and mentorship opportunities.

WHERE? – Capital Region of New Brunswick

A unique blend of urban and rural communities, rich in workforce and community assets, with diverse population and business needs.

WHY? – Strengthen Workforce & Opportunities

To create meaningful professional opportunities, support employer recruitment, and foster a resilient, connected workforce that benefits both individuals and businesses.

HOW? – Connector Program

Through the Ignite Connector Program, participants develop workplace-ready skills, expand professional networks, and gain guidance from leaders, supporting long-term workforce success.



IGNITE CONNECTOR PROGRAM

Driving workforce success through collaboration and measurable impact

MATCH | CONNECT | REFER

The **IGNITE CONNECTOR PROGRAM** matches Connectees with local leaders to expand networks, gain career guidance, and build long-term workforce connections.

Workforce Team

- Sources Connectors
- Guides Connectees
- Ensures quality matches



Marketing Team

- Runs campaigns
- Shares success stories
- Boosts visibility



64

Successful
Matches

10+

Participants
Employed

Data from Jan – Aug 2025



FROM VISION TO RESULTS



 **Sep 2022:** Arrived in Canada – UNB student

 **Oct 2022:** Joined Ignite as Connectee

 **Jul 2023:** Business Growth Counselling Program

 **Aug 2023:** Integration Success Program

 **Sep 2023:** Joined Teledyne Geospatial

 **Sep 2025:** Joined as Ignite Connector

Karthik Beedubail- Ignite Connector



WHY THE IGNITE LINKEDIN COMMUNITY GROUP?



EXPANDING OUR COMMUNITY REACH



Serving the Entire Capital Region – Expanding beyond Fredericton roots.



Reaching More Communities – Understanding the interests of local communities such as Grand Lake, Hanwell, Oromocto, and beyond.



Building Awareness – Promoted at municipal meetings and partner led events through community outreach.



Stronger Growing Participation – 28 engaged members from across multiple communities.



KEY BENEFITS FOR MEMBERS – Supporting Leaders and Learners Alike

CONNECTORS

- Empower others with your expertise and insights
- Build and expand a powerful professional network
- Drive success for newcomers and graduates
- Gain recognition through community spotlights and awards

CONNECTEE

- Unlock mentorship and career growth
- Learn from industry leaders
- Forge meaningful professional connections
- Discover exciting job opportunities





IGNITING SUCCESS TOGETHER



Expand outreach to engage more professionals and communities.



Build meaningful relationships and mentorship



Empower newcomers and graduates to thrive professionally



Inspire the community with success stories



START FUNDING SKILLS **ATTRACT**

DEVELOPMENT

PROGRAMMING

INTEGRATE

GROW

CONNECT

WORKFORCE



IGNITE

IMPACT

THRIVE

BUSINES GROWTH

MENTORING

RETAIN

ENGAGEMENT