



# Tourism Workforce Solutions

Immigration Options for Employers

February 2<sup>nd</sup>, 2023





# RCIC

Regulated Canadian  
Immigration Consultant

## Kelly MacKinnon

Labour Market & Immigration Advisor

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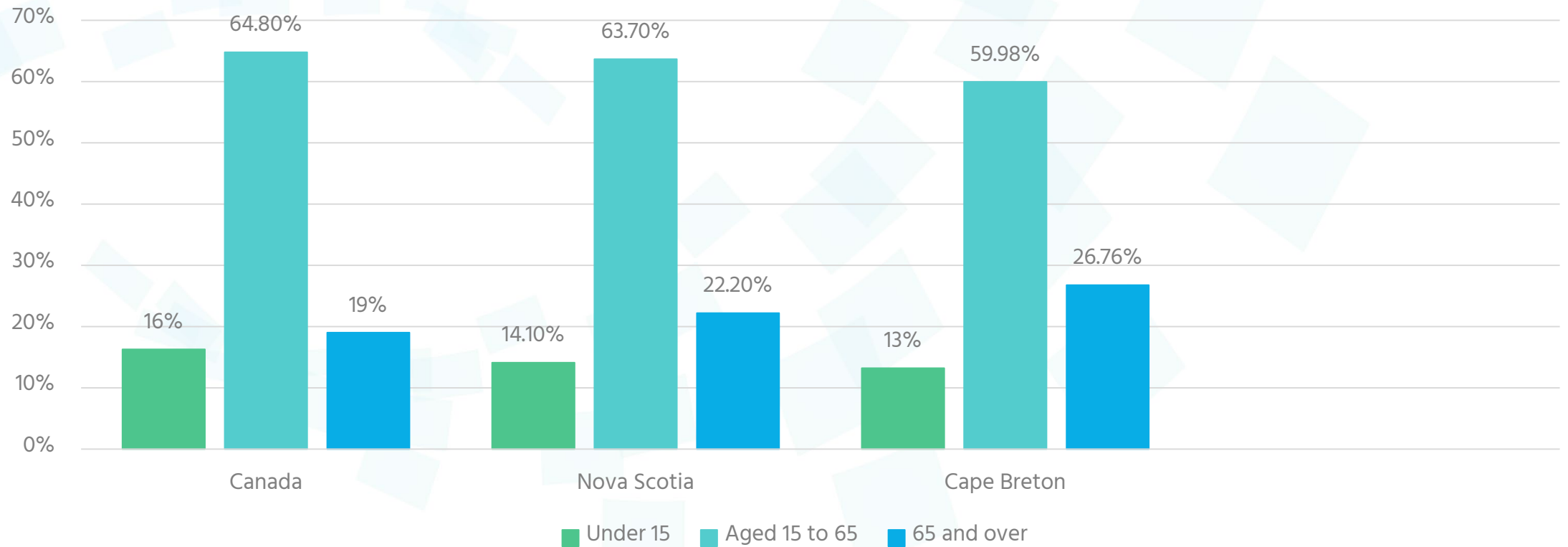




# Cape Breton Population

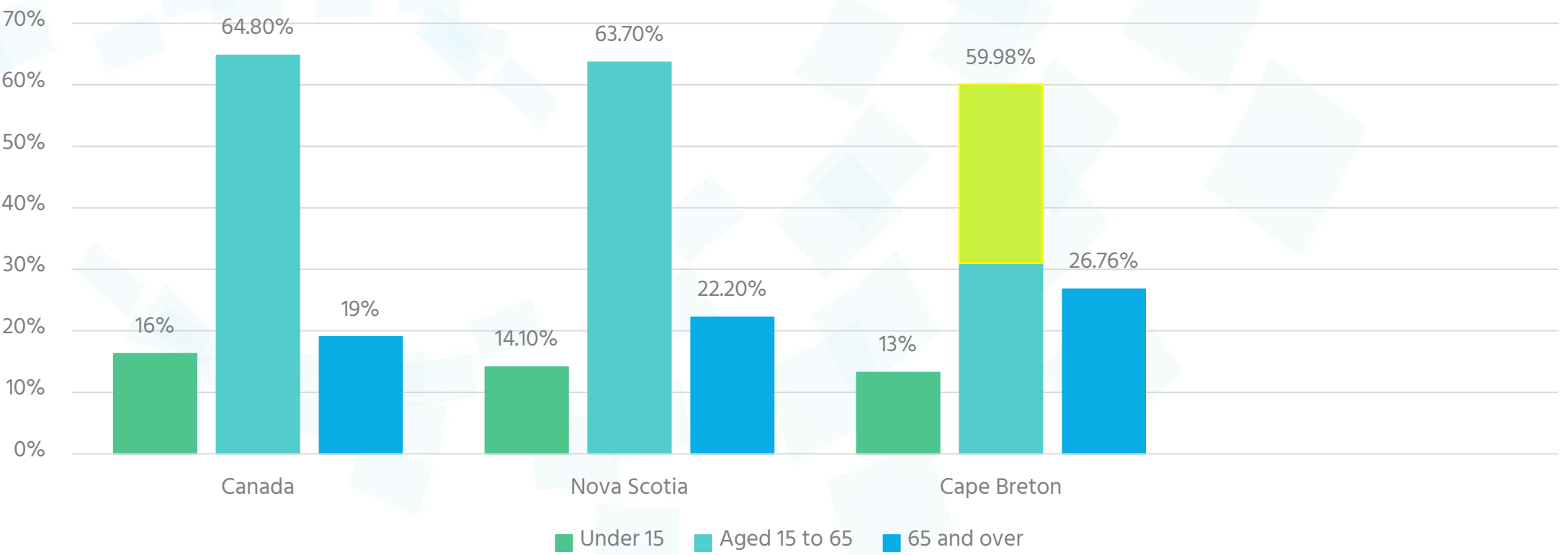


## Population of Cape Breton vs. Canada





# Population of Cape Breton vs. Canada





## Cape Breton Population







# Current Population of Cape Breton: 132,019

- Rising from 132,010 in 2016
- First increase since 1976
- 0.0% change



Population  
of Nova  
Scotia  
reaches one  
million







# How does this relate to immigration?

	2016	2021	% increase
Immigrants (permanent residents or naturalized Canadian citizens)	2,930	3,485	18.9
Non-permanent residents (work or study permits)	800	2,545	218.1





# Growing Population of Students, Graduates, and Workers

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- Many international students stay here after graduation
- This doesn't include workers, other international students or graduates, spouses, etc.
- These groups have been growing in Cape Breton as well
- Without these residents, we'd still be shrinking





# Permanent Residence Admissions 2016-2021

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- Nova Scotia: 37,580
- Cape Breton: 1,550
  - Immigration has been increasing
    - 503 in 2021
    - 660 in 2022



# Permanent Residence Admissions 2022

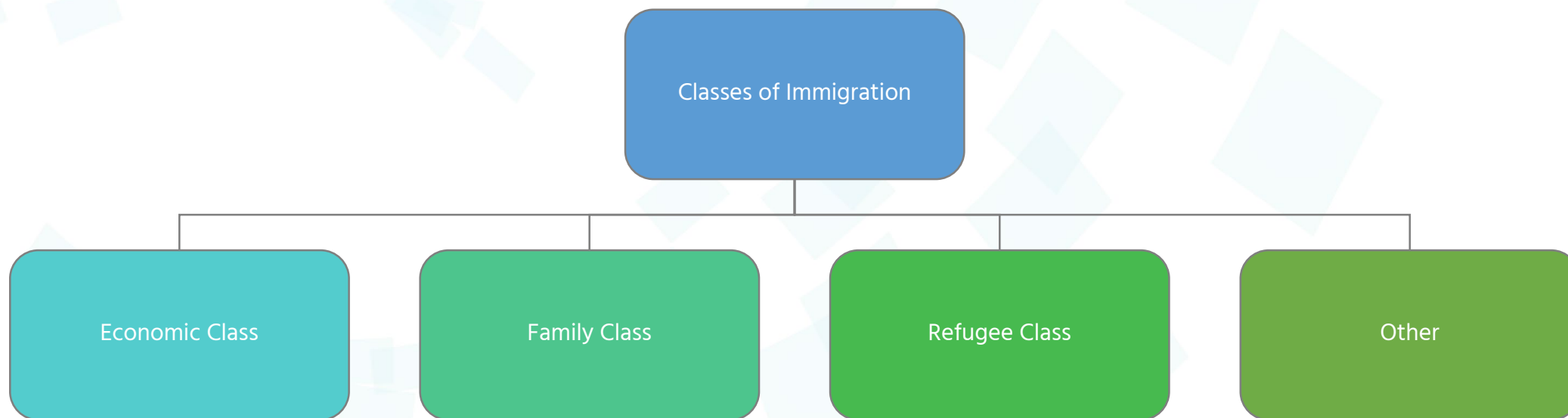
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- Nova Scotia: 11,985
- Cape Breton: 660

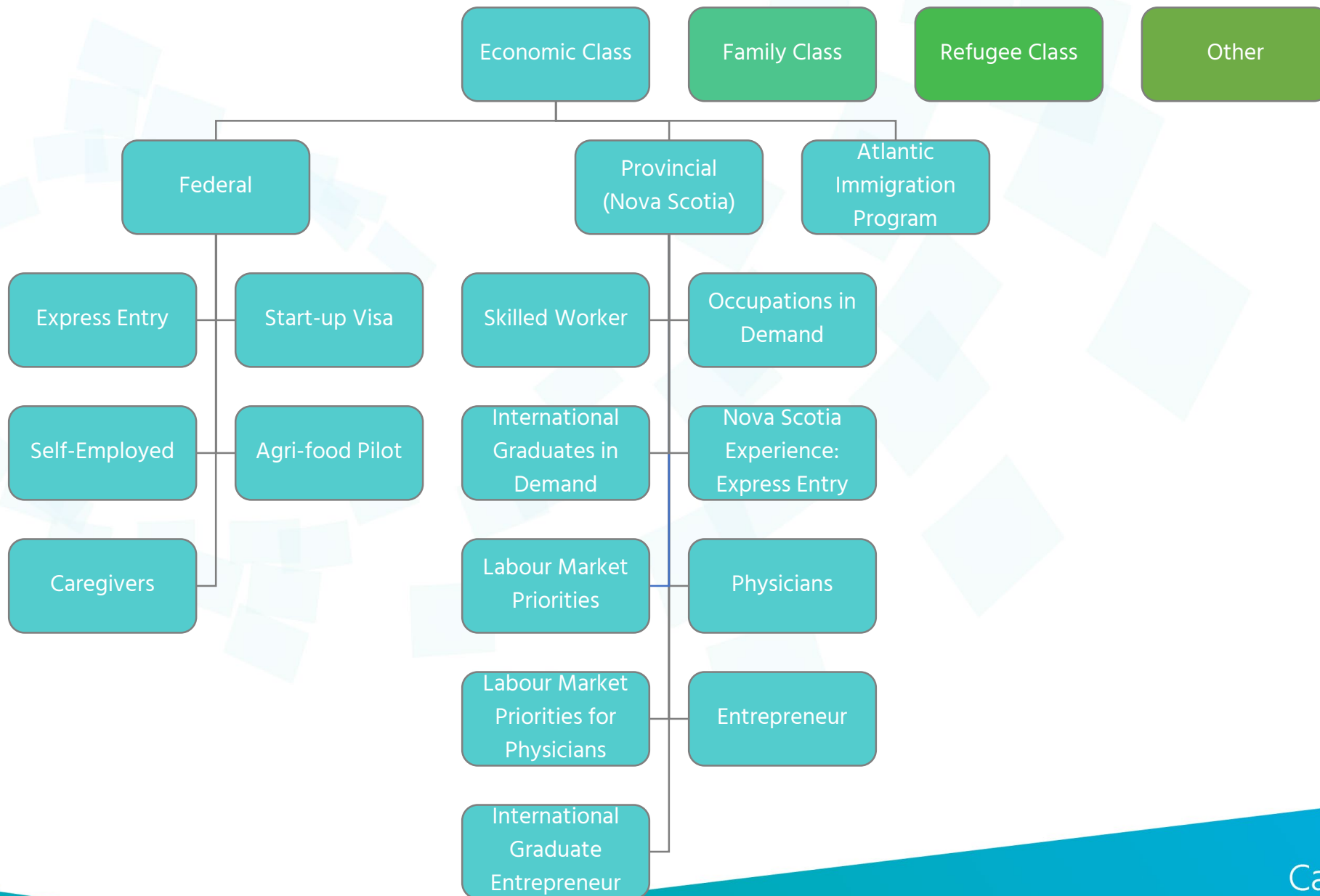


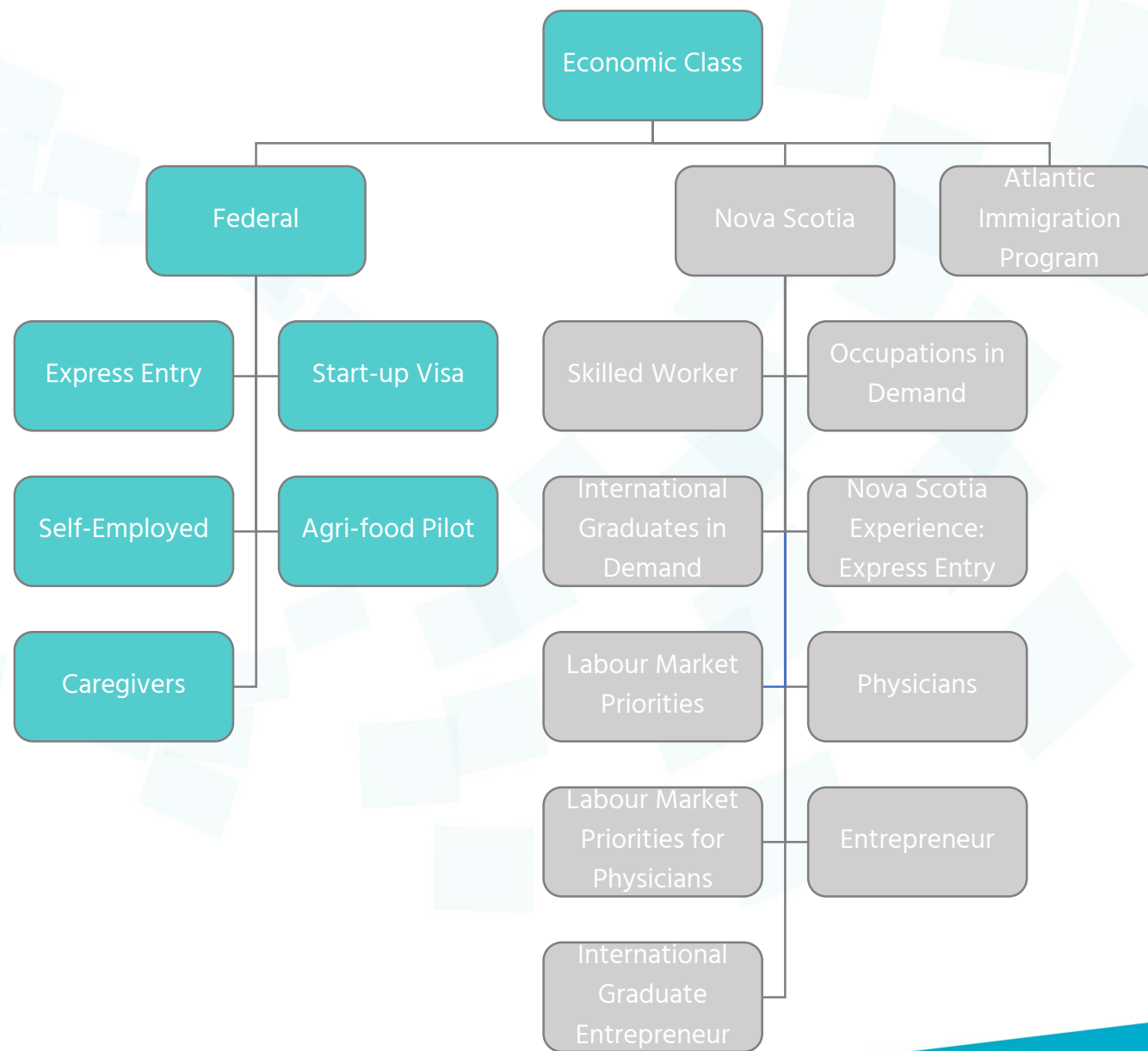
An aerial photograph of a coastal town, likely in Cape Breton, Nova Scotia. The town is nestled along a bay, with numerous sailboats anchored in the water. In the foreground, a small peninsula features a white lighthouse with a black lantern room. The background shows rolling hills under a clear sky. The entire image is overlaid with a semi-transparent teal filter.

# Overview of the Canadian Immigration System

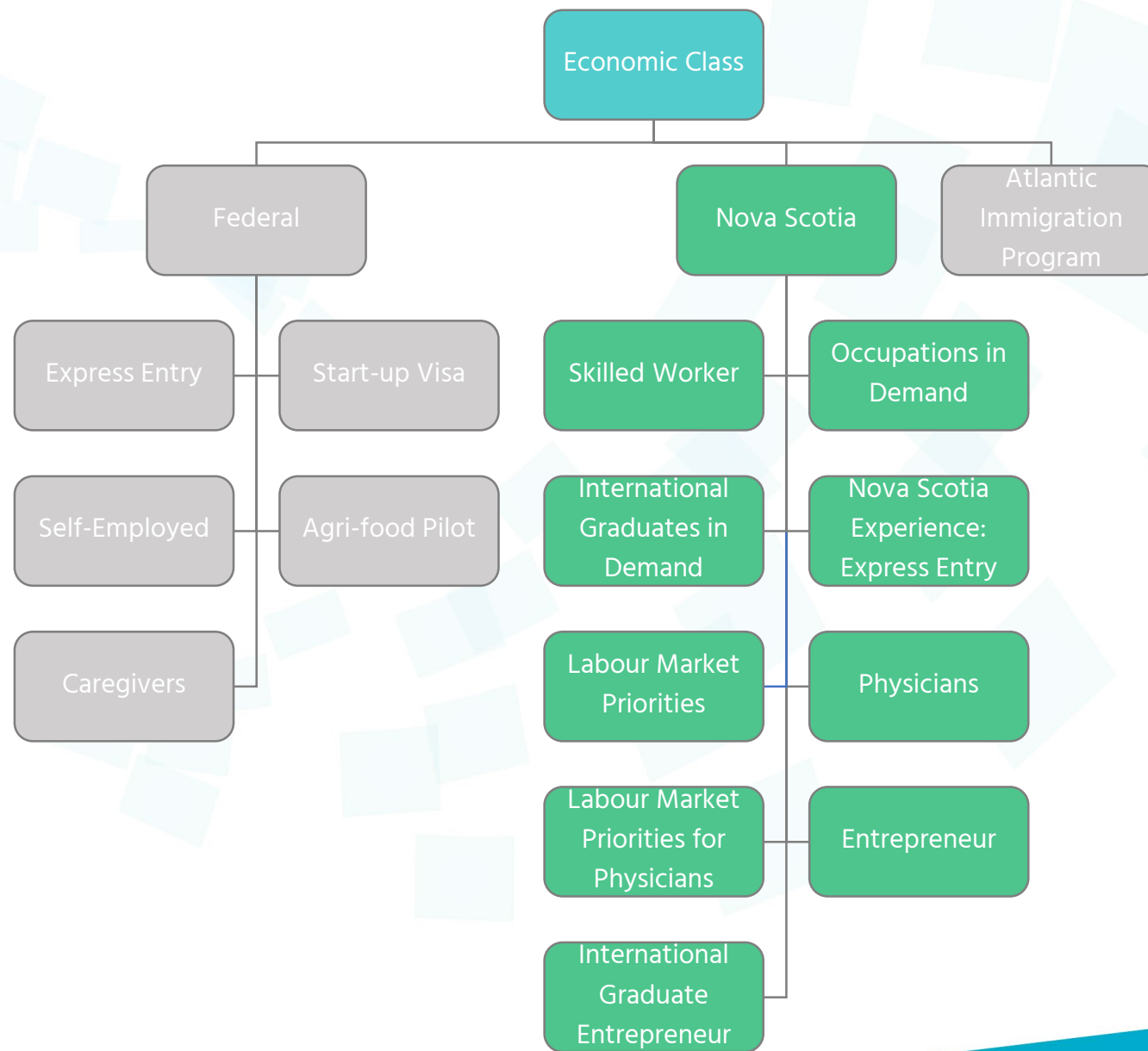


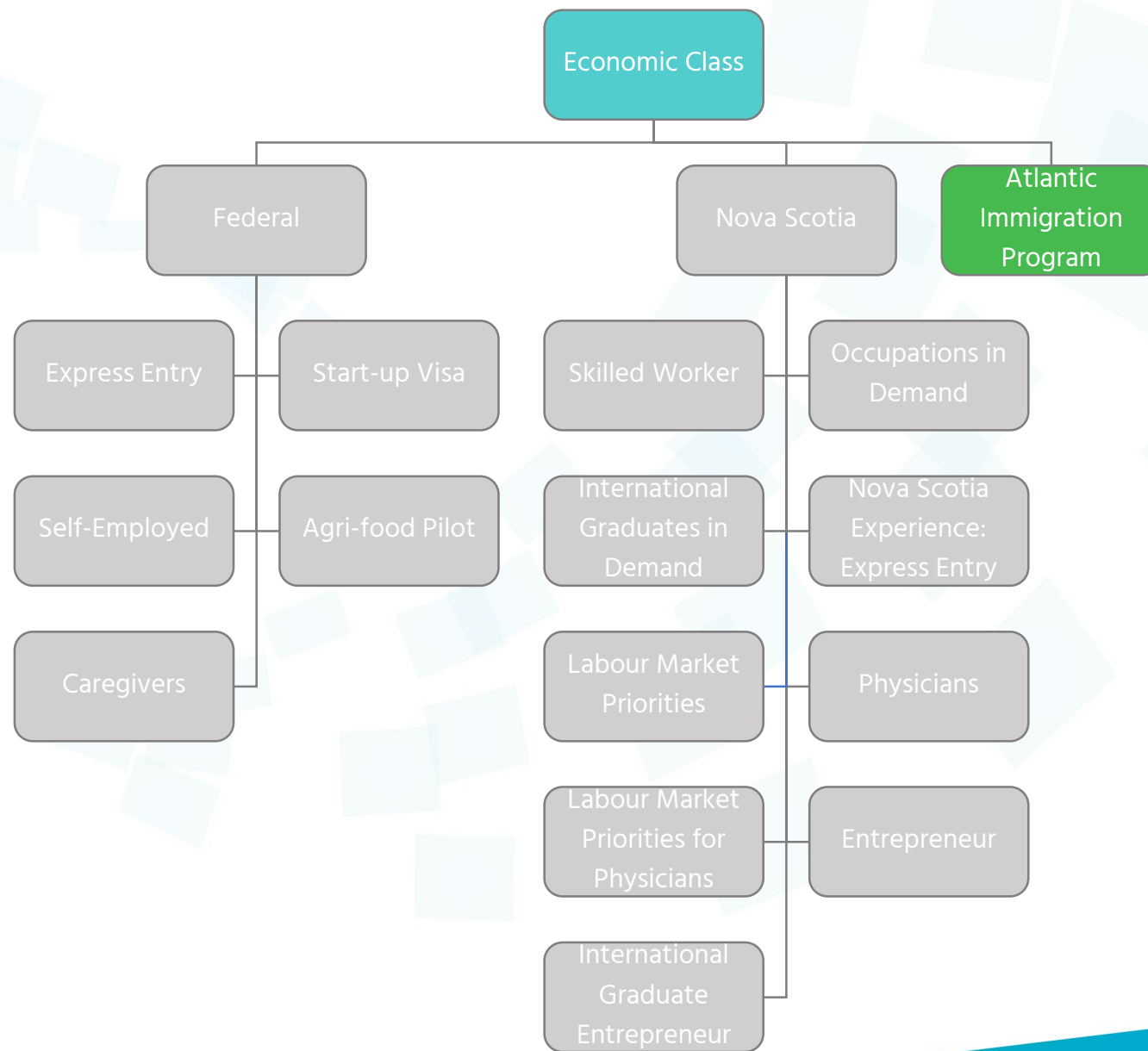




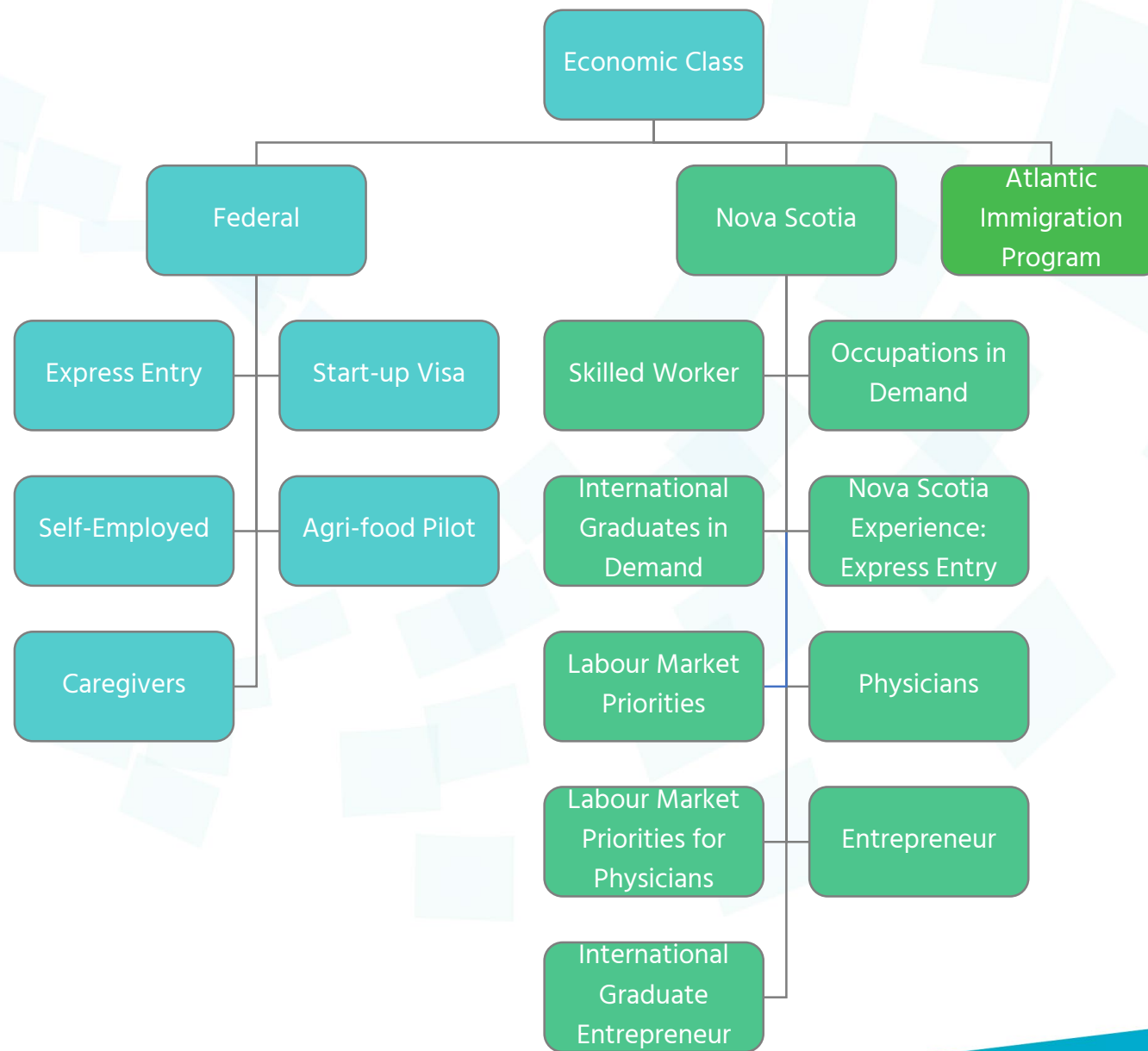














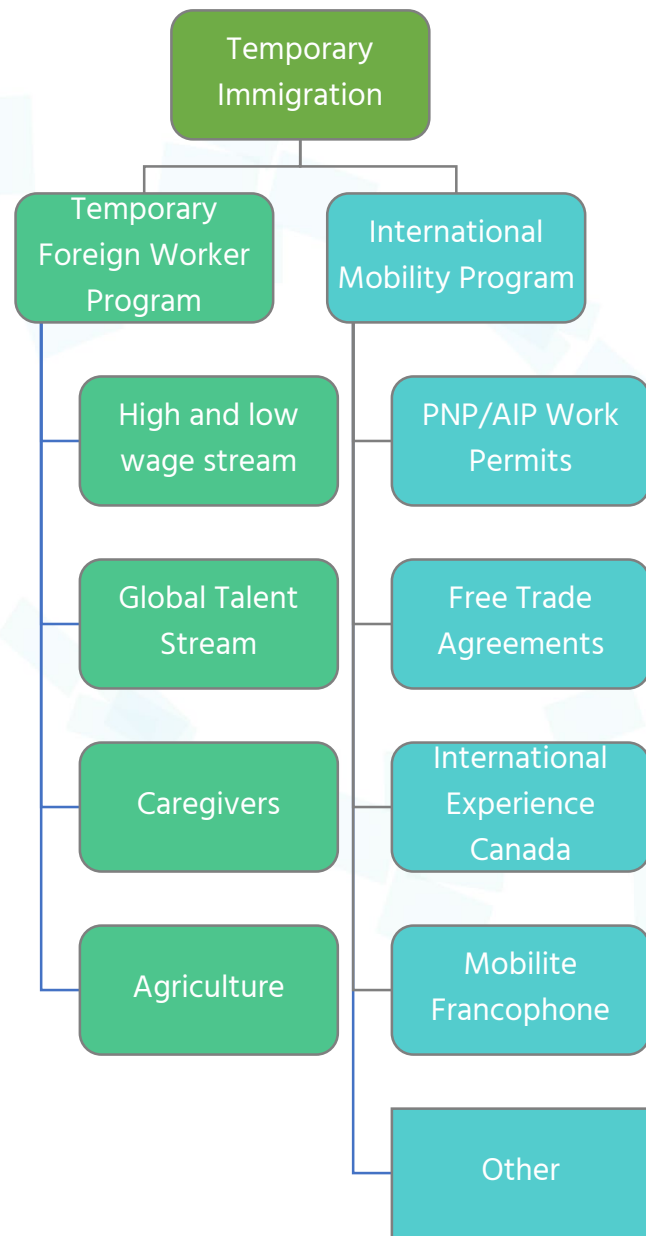




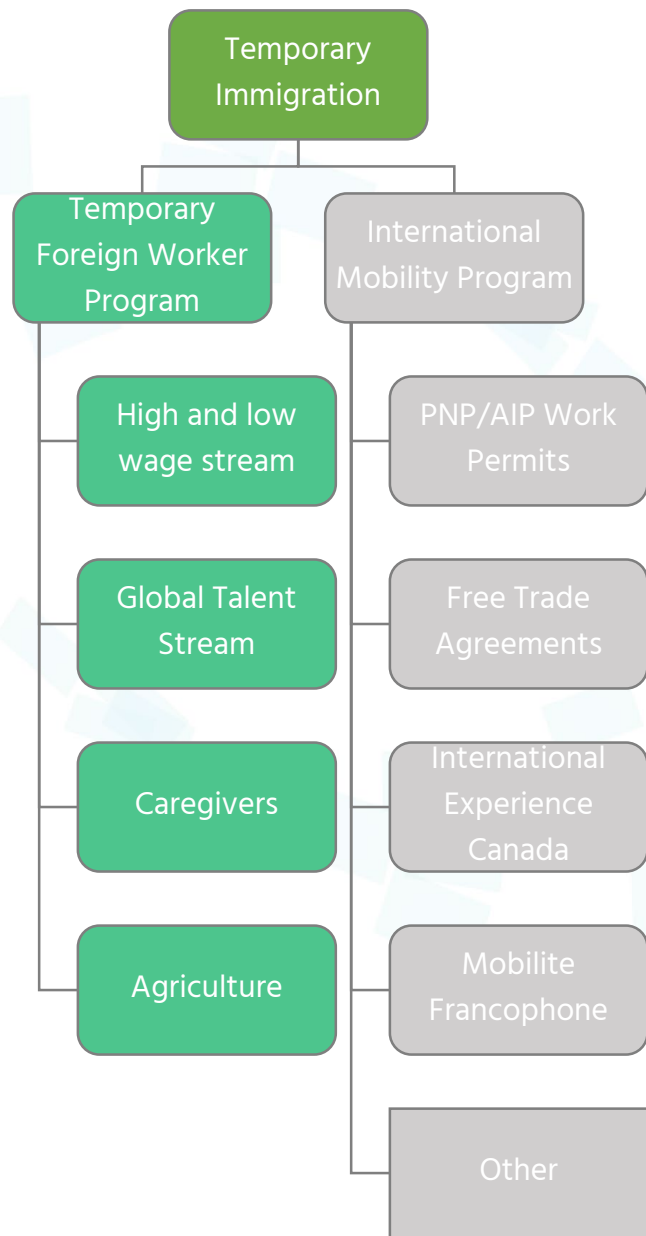
An aerial photograph of a coastal village, likely in Cape Breton, Nova Scotia. The village is situated on a green hillside overlooking a rocky coastline and the ocean. Several small houses and buildings are scattered across the hillside, connected by a winding road. The foreground shows a steep, rocky cliff face meeting the water. The entire image is overlaid with a semi-transparent teal color.

# Immigration Options for Seasonal Businesses

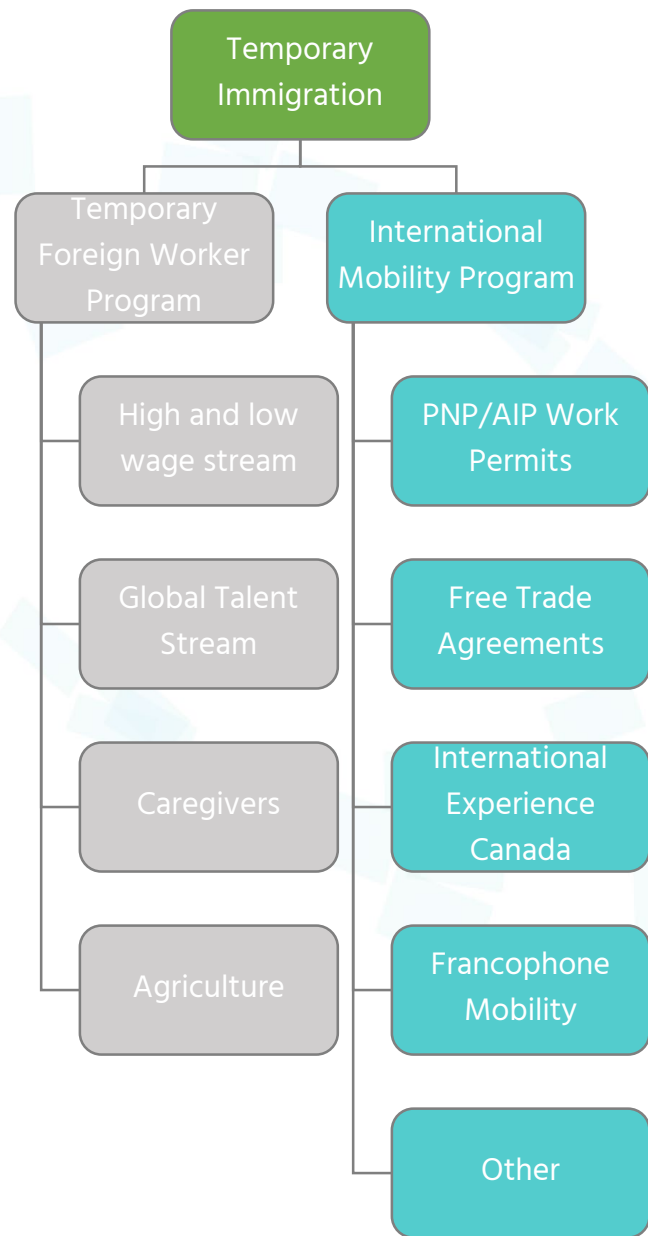




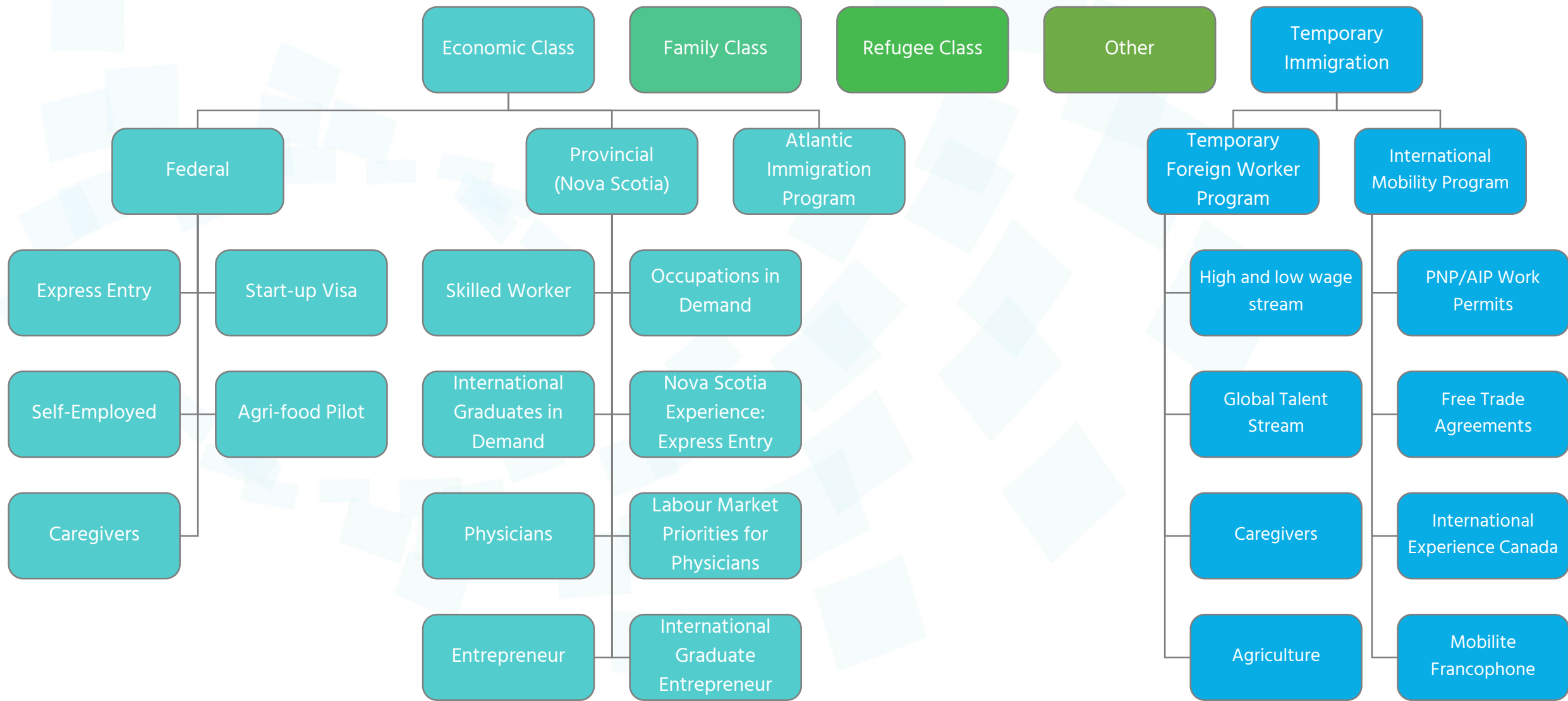


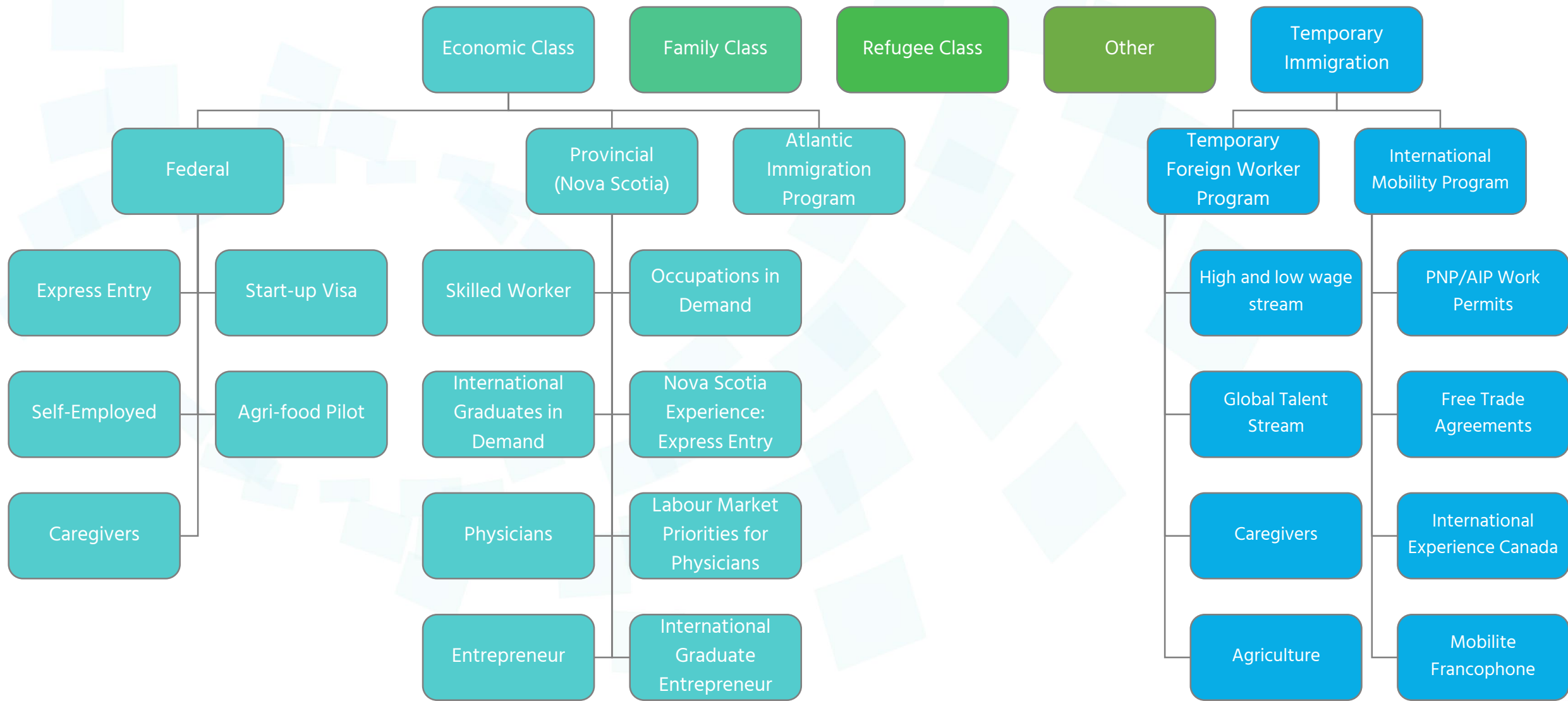




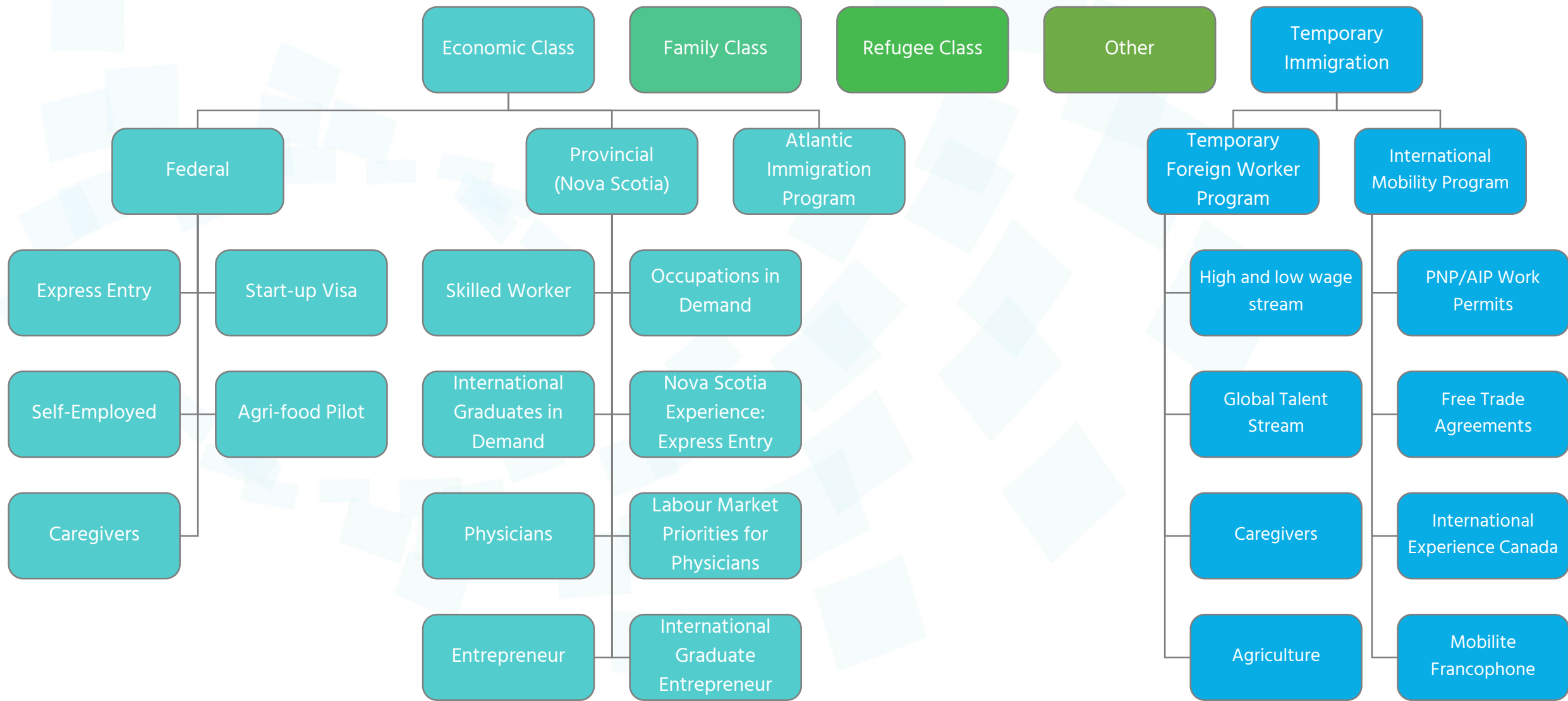












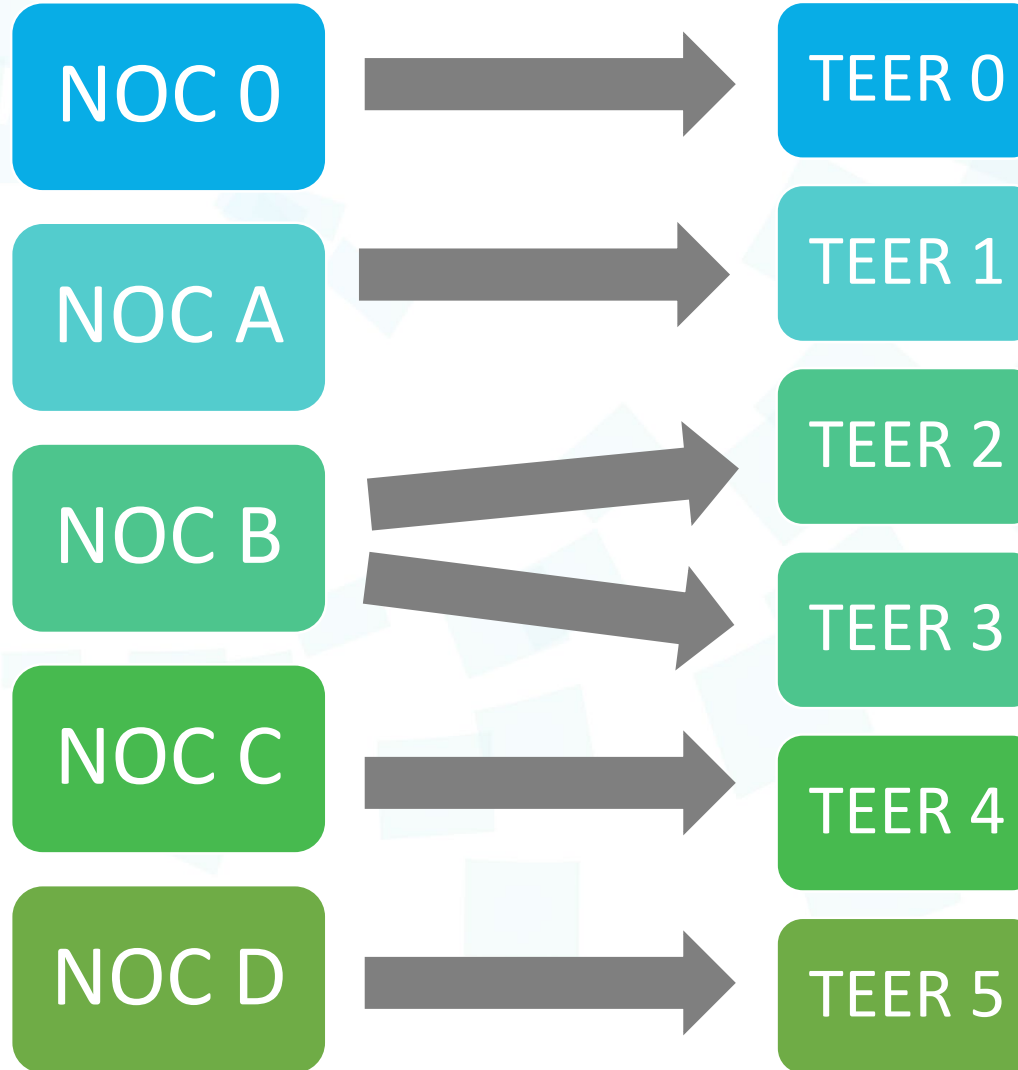
# NOC System: 2021 Update





## NOC 2016

## NOC 2021



## NOC 2016

## NOC 2021

NOC 0



TEER 0

Management occupations

NOC A



TEER 1

Occupations that require a university degree

NOC B



TEER 2

Occupations that require college or apprenticeship, and supervisory occupations

NOC C



TEER 3

Occupations that require college or apprenticeship, or 6+ months training

NOC D



TEER 4

Occupations that require high school or <6 months training

NOC D



TEER 5

Occupations that need short-term demonstration and no formal education



# NOC 2016

# NOC 2021

NOC 0



TEER 0

Management occupations

- Accommodation/restaurant managers

NOC A



TEER 1

Occupations that require a university degree

- Human resources professionals

NOC B



TEER 2

Occupations that require college or apprenticeship, and supervisory occupations

- Supervisors (food, cleaning, etc.)

NOC C



TEER 3

Occupations that require college or apprenticeship, or 6+ months training

- Cooks, bakers

NOC D



TEER 4

Occupations that require high school or <6 months training

- Bartenders, hotel front desk clerks

TEER 5

Occupations that need short-term demonstration and no formal education

- Servers, counter attendants, cleaners, etc.

# Cape Breton Partnership Services & Supports





## Immigration Services

# Immigration Support

### Immigration Engagement Coordinator

- Guidance on the Atlantic Immigration Program & Nova Scotia Nominee Program
- Answer eligibility questions on eligibility, required documents, etc.
- Support full-time, year-round businesses to complete applications

### Labour Market & Immigration Advisor

- Consultation meetings with employers to identify options
- Help employers with both Provincial and Federal programming
- Support for Labour Market Impact Assessments & exemptions

### Referral Partners

- Global Skills Strategy & Global Talent Stream
- Provincial referrals
- Mobilite Francophone

# Finding the Right Candidate

## Human Resources Services

### Human Resources Services

- Support employers to build their own strategic HR Plan to sustain and grow
- Check for compliance with Labour Standards, Ensure employers immigration ready
- Offer support in the fundamental HR building blocks

## CAPE BRETON **JOB BOARD**

A job board specifically for employers and job-seekers in Cape Breton

- Over 1100 positions posted to date! 290+ employers, 650+ job-seekers
- Job-seeker accounts: upload resume & language results, get notified when jobs matching their profiles are posted

## CAPE BRETON **CONNECTOR** PROGRAM

### Cape Breton Connector Program

- Matches community and business leaders (Connectors) with local and international graduates, newcomers, and other qualified professionals (Connectees)
- Connects driven individuals with industry leaders
- Keeps talent in Cape Breton!





# Finding the Right Candidate

## Recruitment Opportunities

### Recruitment Events

- International recruitment events
- Virtual recruitment events
- Local job fairs

### Mailing List

- Participation in international recruitment events
- Participation in local job fairs
- Immigration programming and sessions
- Networking opportunities

# Settling in Cape Breton



## Cape Breton Local Immigration Partnership

- A collaborative initiative designed to foster welcoming communities
- Supports the full participation of newcomers in life in Cape Breton-Unama'ki



## Belonging is For Everyone Campaign

- Highlights newcomer stories and the roles that individuals, businesses, and organizations can play in building welcoming communities.



## Cape Breton Welcome Network

- Network of volunteer-led Welcome Groups
- Connect with newcomers to provide information on life in Cape Breton as well as opportunities for local connection
- 11 groups around Cape Breton Island







# Connect with Cape Breton Partnership



# How to Connect With Us: Immigration

## Labour Market & Immigration Advisor

Kelly MacKinnon

[kelly@capebretonpartnership.com](mailto:kelly@capebretonpartnership.com)

- Regulated Canadian Immigration Consultant
- Immigration consultations to identify options
  - Learn about immigration pathways & recruitment opportunities

## Immigration Engagement Coordinator

Dani Mombourquette

[dani@capebretonpartnership.com](mailto:dani@capebretonpartnership.com)

- Guidance on Provincial immigration pathways & the Atlantic Immigration Program



# How to Connect With Us: Other Services

## Cape Breton Local Immigration Partnership

Kailea Pedley, Program Manager  
kailea@capebretonpartnership.com

- Learn about welcoming & inclusive communities

## Cape Breton Welcome Network

Jessica Fogarty, Program Coordinator  
welcomenetwork@capebretonpartnership.com

- Welcome newcomers to your community

## Cape Breton Connector Program

Katie Jamieson  
connector@capebretonpartnership.com

- Connect with new grads and newcomers to help grow their networks

## Human Resources Support

Jessica MacDonald, Human Resources Advisor  
jessica@capebretonpartnership.com

- Get support with job descriptions, recruitment strategy, and HR best practices





# Cape Breton Partnership

Thank you!