

Nova Scotia Labour, Skills and Immigration (LSI)

Immigration and Population Growth Branch

Cape Breton Tourism Workforce Solutions

February 2, 2023



Nova Scotia is 1,000,000 strong

9,018

landings in 2021 –
the highest ever!



Over
12,000
international
students
every year



94% of

Nova Scotians
in favour
of immigrants
coming here



91% of

Nova Scotians feel
immigrants make NS
more interesting



71%

Nova Scotia has
the highest retention
rate in
Atlantic
Canada



Nova Scotia's population has been
on the rise since 2015.

As our population grows, we gain
the momentum we need to invest
even more in our province to make it
a better place for all of us.

Thank you for welcoming our new
neighbours and making our province
a place where 1,000,000 people
want to stay to build their futures!

Growing our population
makes our economy
stronger

As we target a population of 2 million by
2060, recruiting newcomers will benefit us
all by increasing Nova Scotia's:

- Economy
- Productivity and wages
- Available workers to fill labour gaps
- Customer demand for goods and services
- Ability to pay for things we need
- Diversity & Culture
- And more!

Opportunities

Cape Breton posted population growth of 1.9% vs 5.0% in Nova Scotia (2016-2021)

Working age population (15-64) was 60.0% in Cape Breton vs. 63.7% in NS in 2021

Settlement Services

3 Organizations in Cape Breton with over \$650,000 invested

3 Pan-Provincial organizations

675 (11.6%)

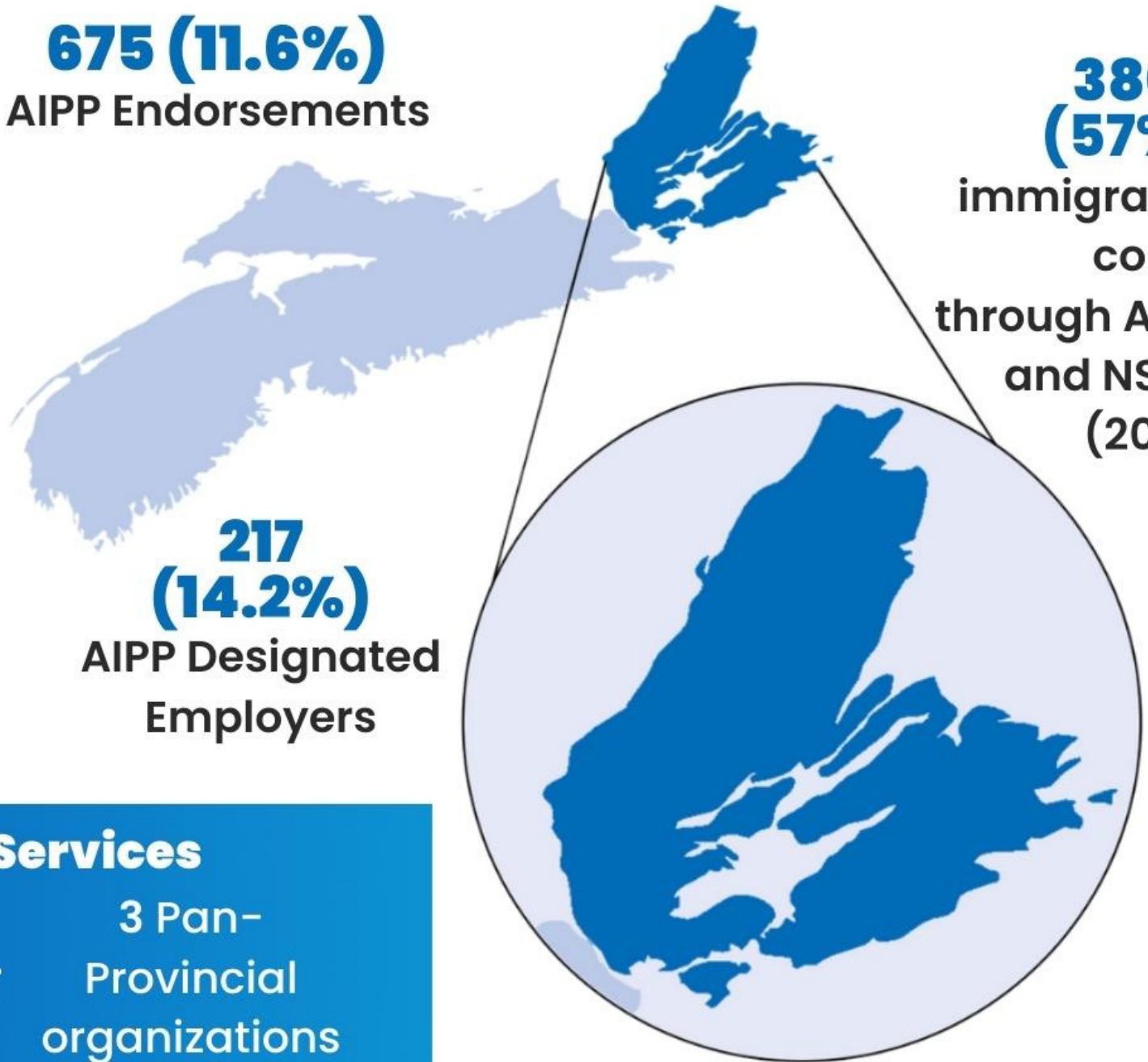
AIPP Endorsements

217 (14.2%)

AIPP Designated Employers

380 (57%)

immigrants come through AIPP and NSNP (2021)



IPG's Engagement Activities



Employer Events

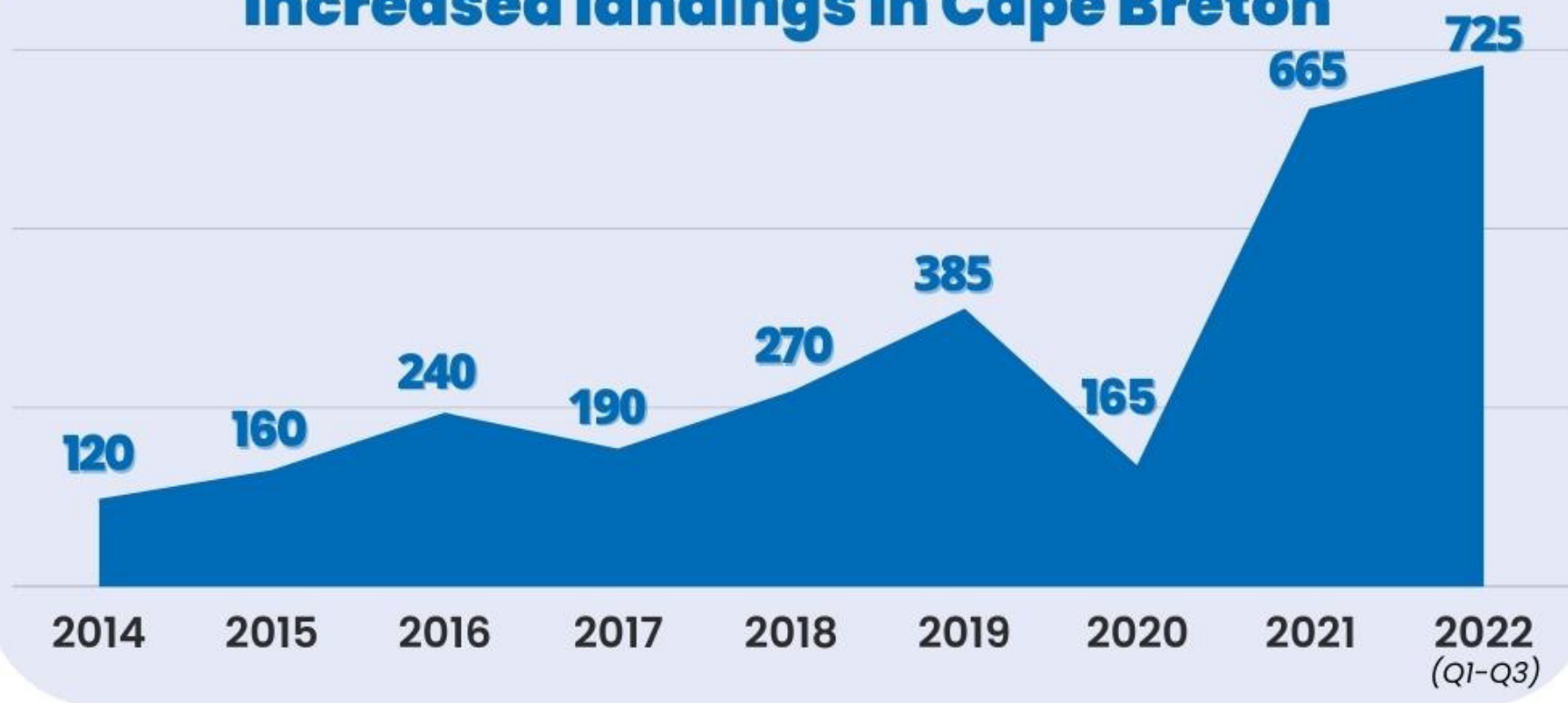


International Events



International Student Events

Increased landings in Cape Breton




NOVA SCOTIA

www.novascotiaimmigration.com

6.8% of landings are destined for Cape Breton
(2022 Q3 results)



@NSimmigration



@nsimmigration

Immigration to Nova Scotia

Federal and provincial governments share jurisdiction

Provincial government (Nova Scotia)

nominates and
endorses candidates
who contribute to the
labour market and
economy in the
province

Federal government (Canada)

Final entry into Canada
Visas (work, study, etc.)
Immigrate to Canada
(PR)

No application fees to the Nova Scotia Nominee Program (NSNP) or Atlantic Immigration Program (AIP), but there are fees for other parts of the process



Nova Scotia Nominee Program (NSNP)

Skilled Worker

Occupations in Demand

Nova Scotia Experience

Physician

Labour Market Priorities

Labour Market Priorities for Physicians

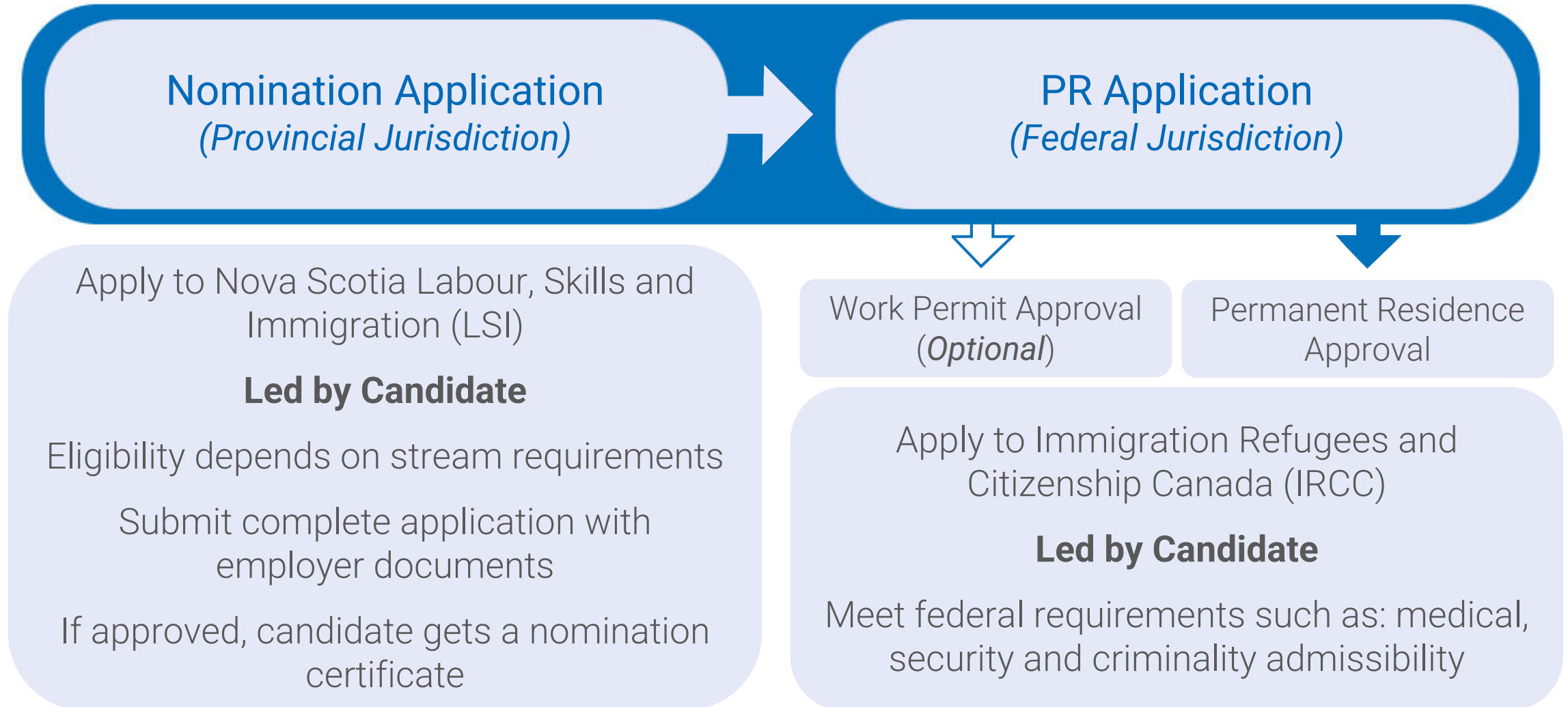
Entrepreneur

International Graduate Entrepreneur

International Graduates in Demand



Nova Scotia Nominee Program: Two Step Process



Atlantic Immigration Program (AIP)

TEER 0 job offers

TEER 1 job offers

TEER 2 job offers

TEER 3 job offers

TEER 4 job offers

Addresses regional labour market needs

Process:

Employer leads the application process

Candidate gets a job offer from designated AIP employer

Job offer is endorsed by province through the employer

Candidate eligibility requirements

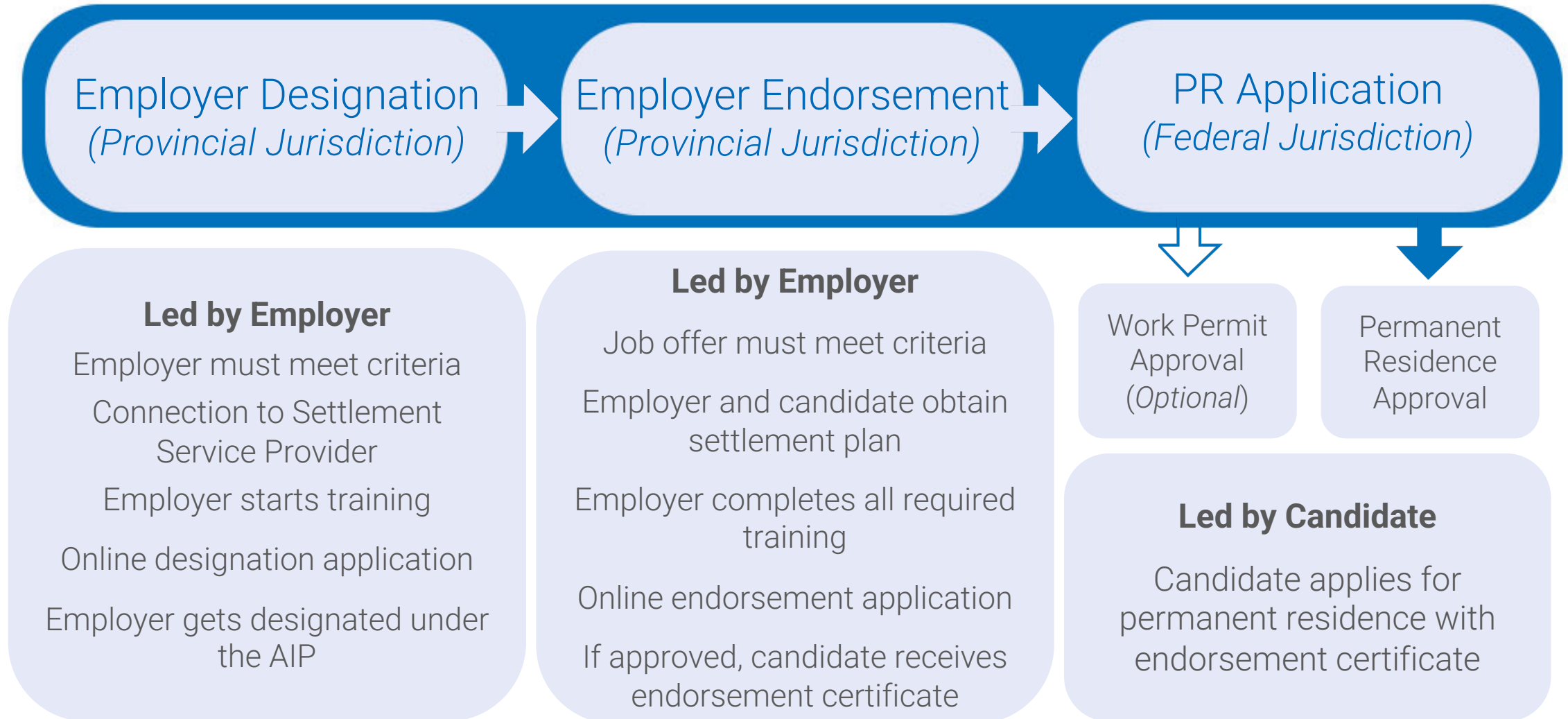
Innovative approaches:

Regional/federal agreement

Employer plays a greater role

Supports newcomer settlement

Atlantic Immigration Program: Three Step Process



International Attraction: Recruitment Events

20 Recruitment events in 2022
15 *international*
5 *in Canada*
(*virtual and in-person*)

~8,500 potential candidates reached so far in
2022

Destination Acadie

Recent success in Brussels and Namur, Belgium
In collaboration with New Brunswick and PEI

Met 400+ French/bilingual candidates: Teachers,
doctors, chefs, business administrators, and
more



Immigration and Population Growth: Attraction & Engagement Team



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