



Immigration in Maritime Provinces: New Realities, Policy Challenges posed by Current Pandemic and Response

Nova Scotia Office of Immigration
October 2020



Immigration to Nova Scotia

Federal and provincial governments share jurisdiction:

- The **provincial government** nominates candidates that contribute to the labour market and economy in the province.
- Only the **federal government** has authority to grant permission to enter/work/study/immigrate to Canada and become citizens.
- **Canada** sets immigration levels and sets national priorities.



NS Office of Immigration



Leadership at the local and national levels



Selection programs that are strong and responsive



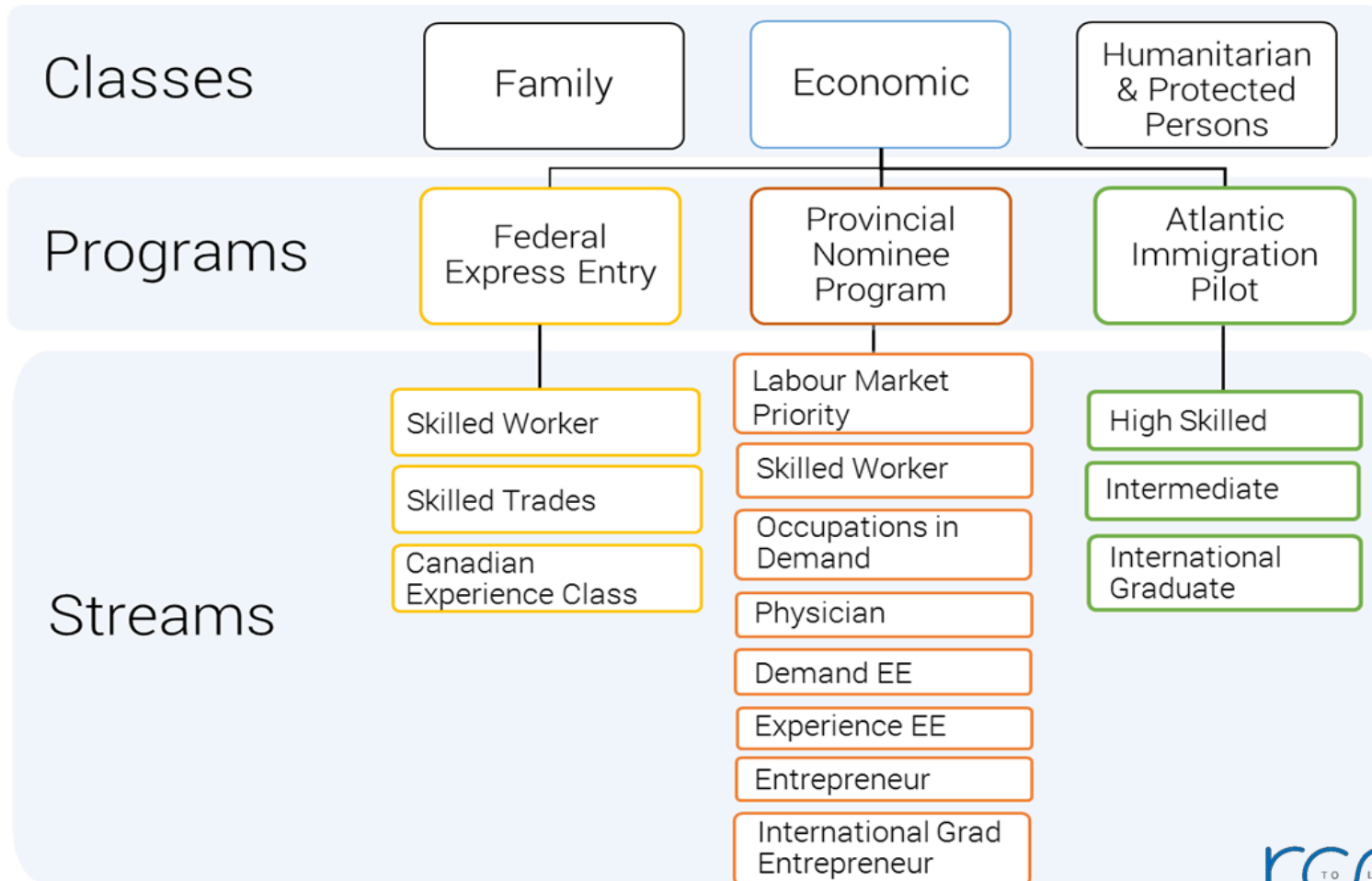
Promoting Nova Scotia as an attractive place to live



Integrating newcomers into communities and the workplace

Selection programs

that are strong and responsive



Stakeholder Engagement



Are you an employer
with labour needs?



Are you looking to fill job vacancies and grow your business?
The Nova Scotia Office of Immigration can help.

Our Employer Support Team is ready to answer your questions
and show you how internationally trained workers and international
graduates can benefit your business.

Contact us today:
1-877-292-9597 (toll-free)
immigration@novascotia.ca
novascotiaimmigration.com/employers

Our team:

- Builds a network of sector, business, community and education stakeholders
- Increases understanding of and access to our office and programs
 - Employer and international student events
 - Marketing campaigns and information tools
- Assists employers to navigate the “system”

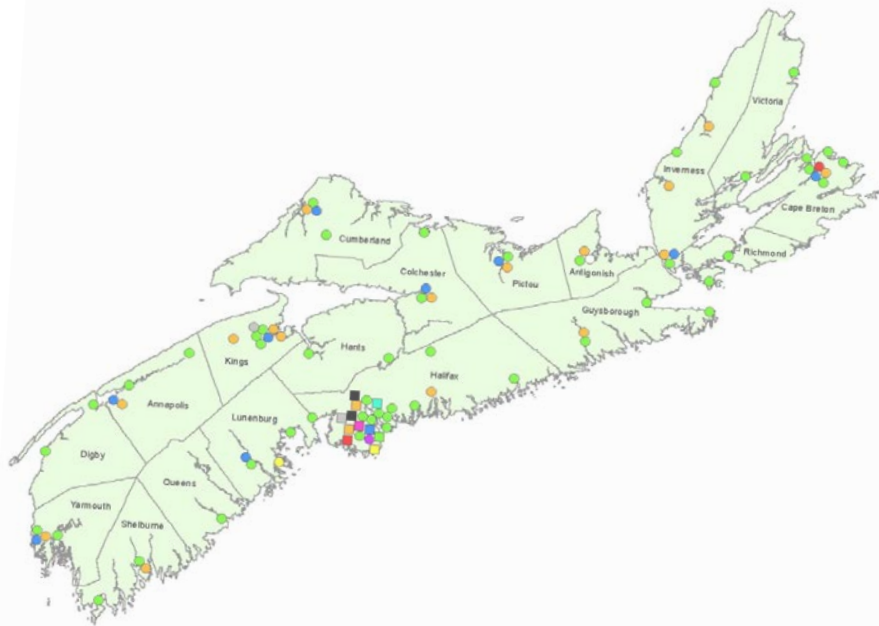
International Attraction and Recruitment

- Marketing Nova Scotia's opportunities to work and live
- ROOM brand materials
- Attendance at strategic recruitment events
- New opportunities



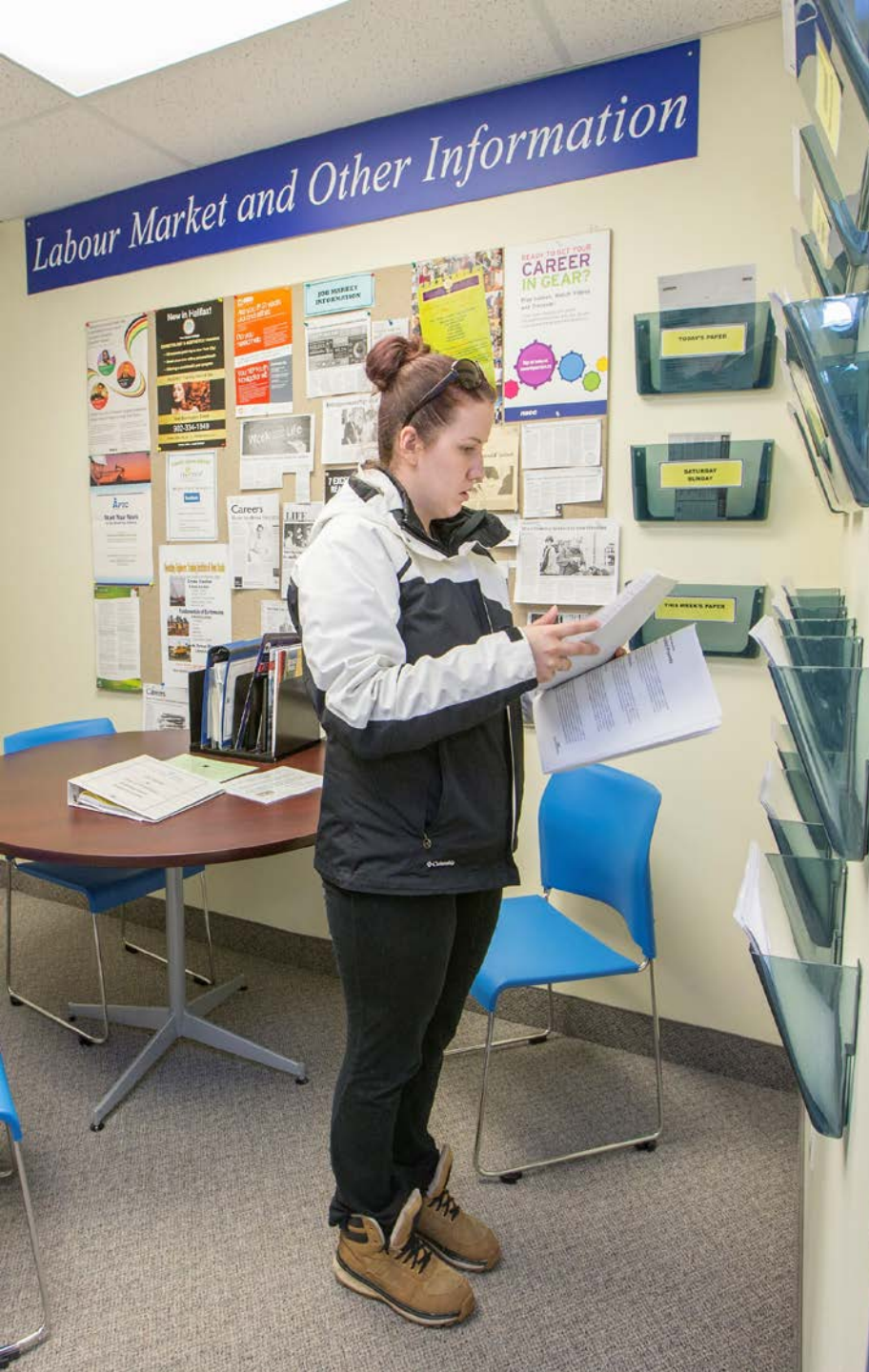
Settlement Support

Integrating newcomers
*into communities and the
workplace*



\$6.375M for
newcomer services

- Availability
 - Urban, Rural, Acadian and Francophone communities in Nova Scotia.
- Eligibility
 - NS Nominees
 - Permanent Residents
 - AIP Applicants
- Types of Services
 - Pre-arrival
 - Language Training
 - Labour Market Information



Research

- Public Opinion
- Employers
- Labour Market Information
- Immigrants and the N.S. Economy
- Immigrant Retention

2019: Impact and Results

Nova Scotia Immigration

Impacting Economic and Population Growth



2019 - A Record Year



7,580

Landings
(approximately)



175

Community
& employer
events



2,818

Approved
applications



601

International
graduates
approved



52

Physicians
nominated through
the Physician
Stream
(Since 2018)



2

New streams:
Occupations in Demand
and Labour Market
Priorities for Physicians



12

International
recruitment
events



26

Businesses
operating through
entrepreneur
streams

Immigration Enables

- Economic & Population Growth
- Education & Healthcare Improvements
- Innovation
- Community Diversity
- Labour Needs
- Retention of Newcomers & Students



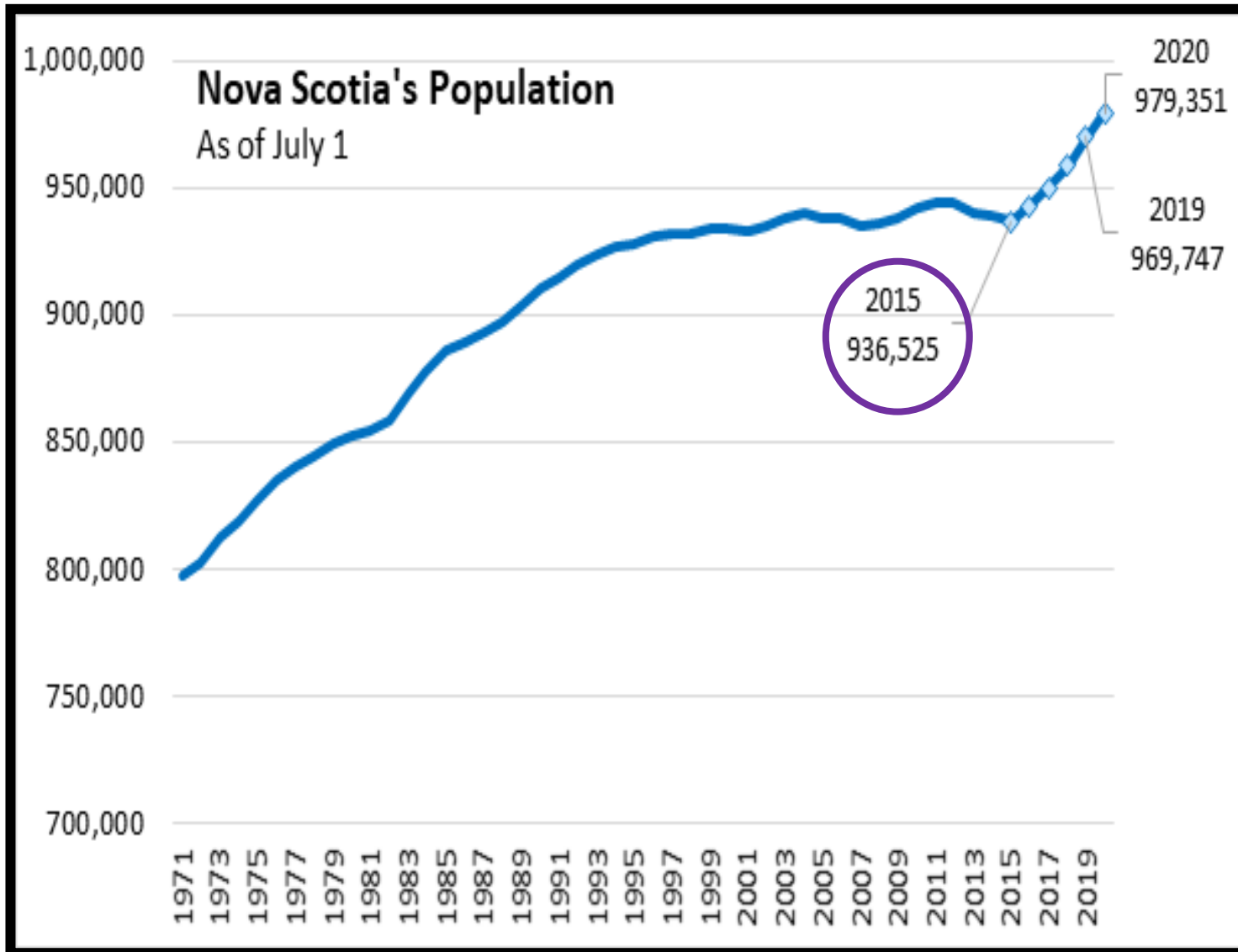
International Students

- Outreach and engagement
- Partnerships
- Innovative programs
 - Skilled worker, Experience, Occupations in Demand
 - International graduate entrepreneurs
 - Atlantic Immigration Pilot, International Graduate stream
- Settlement supports

Immigrant Outcomes

Immigrants to Nova Scotia:

- Earn more and have higher rates of employment than immigrants to other parts of Canada.
- Have higher earnings and are receiving less government assistance compared to the Nova Scotian average.
- Are more likely to be self-employed and generate higher self-employment incomes than the average of Nova Scotians.
- Are more likely to have a university degree compared to the Canadian average for immigrants.



Population Change by NS County, 2007-2019

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Shelburne	-2.5%	-1.5%	-1.5%	-0.7%	-1.0%	-1.3%	-1.4%	-0.5%	-1.1%	0.4%	-0.4%	-0.8%	-0.8%
Yarmouth	-0.6%	-1.1%	-0.8%	-1.0%	-0.9%	-0.8%	-1.4%	-1.3%	-0.5%	0.4%	0.1%	0.1%	0.0%
Digby	-1.7%	-1.3%	-1.1%	-0.7%	-0.6%	-1.7%	-1.3%	-0.6%	-0.5%	-0.2%	0.0%	-0.7%	-0.3%
Queens	-0.9%	-0.5%	-0.7%	0.2%	-0.8%	-0.6%	-2.0%	-1.8%	-1.0%	-0.7%	-1.1%	-0.6%	-0.5%
Annapolis	-0.9%	-0.8%	-0.9%	-0.3%	-0.6%	-0.4%	-0.7%	0.0%	-0.3%	0.5%	1.3%	1.1%	1.0%
Lunenburg	-0.3%	0.0%	0.0%	0.1%	0.3%	-0.2%	-0.5%	-0.5%	0.0%	0.4%	0.3%	0.2%	0.2%
Kings	-0.3%	0.0%	0.3%	0.3%	0.3%	-0.3%	-0.4%	-0.2%	0.0%	0.4%	0.6%	0.7%	0.5%
Hants	0.2%	0.2%	0.4%	0.9%	0.5%	0.3%	-0.2%	-0.1%	-0.1%	0.2%	0.2%	0.3%	0.5%
Halifax	0.5%	0.9%	1.0%	1.2%	0.9%	0.6%	0.3%	0.4%	0.2%	1.5%	1.9%	2.1%	2.3%
Colchester	0.1%	0.4%	0.7%	0.0%	0.4%	-0.2%	-0.4%	-0.6%	-0.6%	0.7%	-0.1%	0.2%	0.4%
Cumberland	-0.6%	-0.4%	-0.4%	-0.7%	-0.5%	-1.2%	-1.3%	-0.8%	-0.9%	-0.6%	-0.1%	-0.2%	-0.3%
Pictou	-1.2%	-0.7%	-0.1%	0.0%	-0.2%	-0.7%	-1.0%	-1.1%	-1.2%	-0.7%	-0.4%	-0.3%	-0.2%
Guysborough	-2.9%	-2.3%	-1.8%	-2.6%	-1.1%	-0.8%	-2.2%	-2.0%	-1.7%	-0.3%	-1.3%	-1.7%	-1.5%
Antigonish	0.4%	0.6%	0.9%	1.3%	0.4%	-0.6%	-1.1%	-0.7%	-0.1%	0.4%	0.3%	0.3%	0.7%
Inverness	-2.7%	-1.5%	-1.1%	0.1%	-0.9%	-1.4%	-1.4%	-1.0%	-0.7%	0.1%	0.0%	-0.3%	-0.3%
Richmond	-1.7%	-0.9%	-0.4%	-0.4%	-1.8%	-0.6%	-1.2%	-1.3%	-1.0%	0.4%	0.1%	0.1%	-0.2%
Cape Breton	-1.3%	-0.9%	-0.7%	-0.6%	-0.8%	-0.5%	-0.8%	-0.7%	-0.9%	-0.3%	-0.7%	0.0%	1.6%
Victoria	-1.5%	-1.4%	-1.4%	-1.1%	-1.3%	-1.2%	0.1%	0.3%	0.1%	-0.2%	-0.4%	-0.3%	-0.4%

Red = population decline >0.5%

Orange = population decline 0.0 to 0.5%

Green = population increase up to 1.5%

Dark green = population increase greater than 1.5%

Support for Immigration

In Winter 2020:

- 84% agree that immigration is important for the economy
- 89% are in favour of immigrants coming to N.S.
- 75% agree that immigration increases the number of jobs in N.S.
- 79% agree that immigration is critical to growing the population

2020: Adapting to Rapid Change

NSOI's Pandemic Response

- NSOI continues to process applications
- Targeting essential services
- Targeting candidates who are in NS including those on PGWP



NSOI in 2020

- Focus on immigration to address labour needs - critical services and candidates in the province are a priority.
- Engagement – online, webinars, partnering with stakeholders to reach key audiences
- Settlement – ensure continued programming to support integration and retention.
- Research to support policy and program development with a COVID lens.

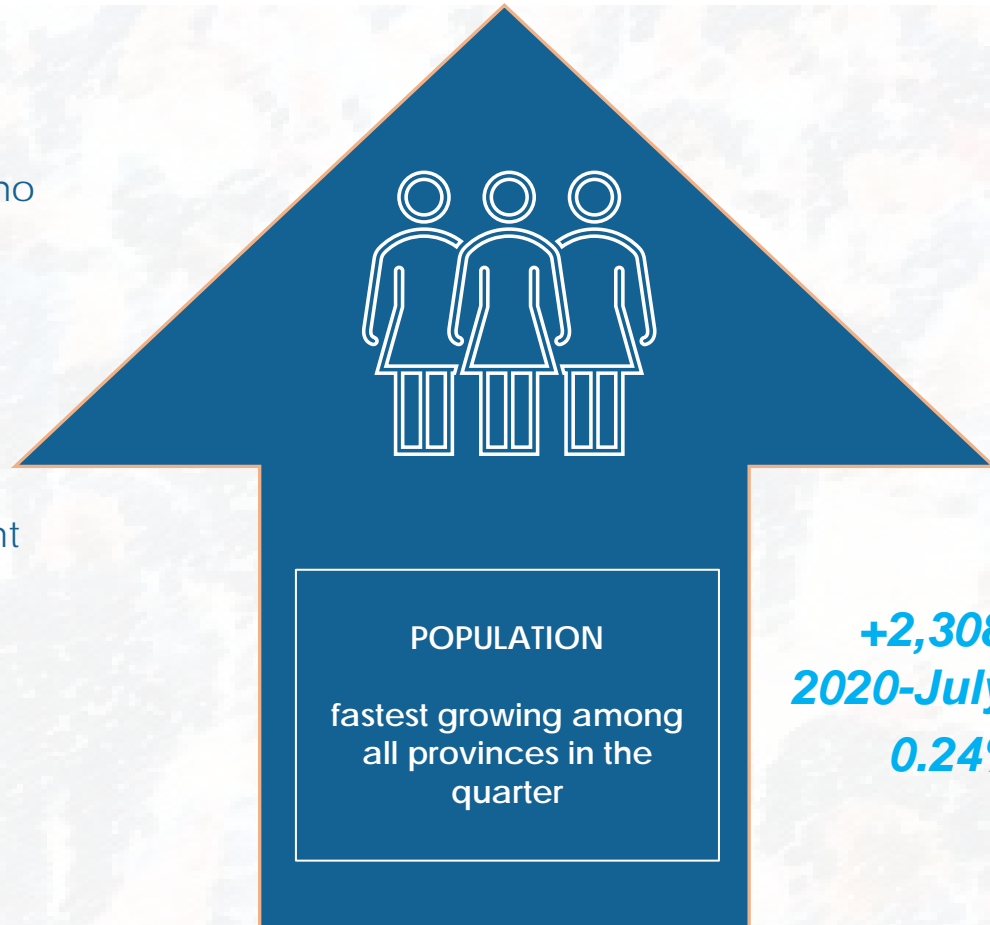


POPULATION GROWTH

SINCE COVID-19

“You’re dealing with people who are learning about the community. They want to move here because it’s getting them away from whatever they are coming from.” According to the Canadian Real Estate Association, residential sales in Nova Scotia were up 38 per cent in September [2020], versus September 2019.”

The Chronicle Herald,
Oct. 16, 2020



Growing Immigration 2021 and Beyond



Evidence Base



Program Integrity



Stakeholder Empowerment and Engagement



Service Excellence




Francophone Immigration



Telling Our Story

room

TO LIVE

NOVA SCOTIA • CANADA 

www.novascotiainmigration.com