

Nova Scotia Labour, Skills and Immigration (LSI)

Immigration and Population Growth Branch

Immigration Information Session:
Bridgewater and Area Chamber of Commerce
January 2023



Immigration and Population Growth: Attraction & Engagement Team



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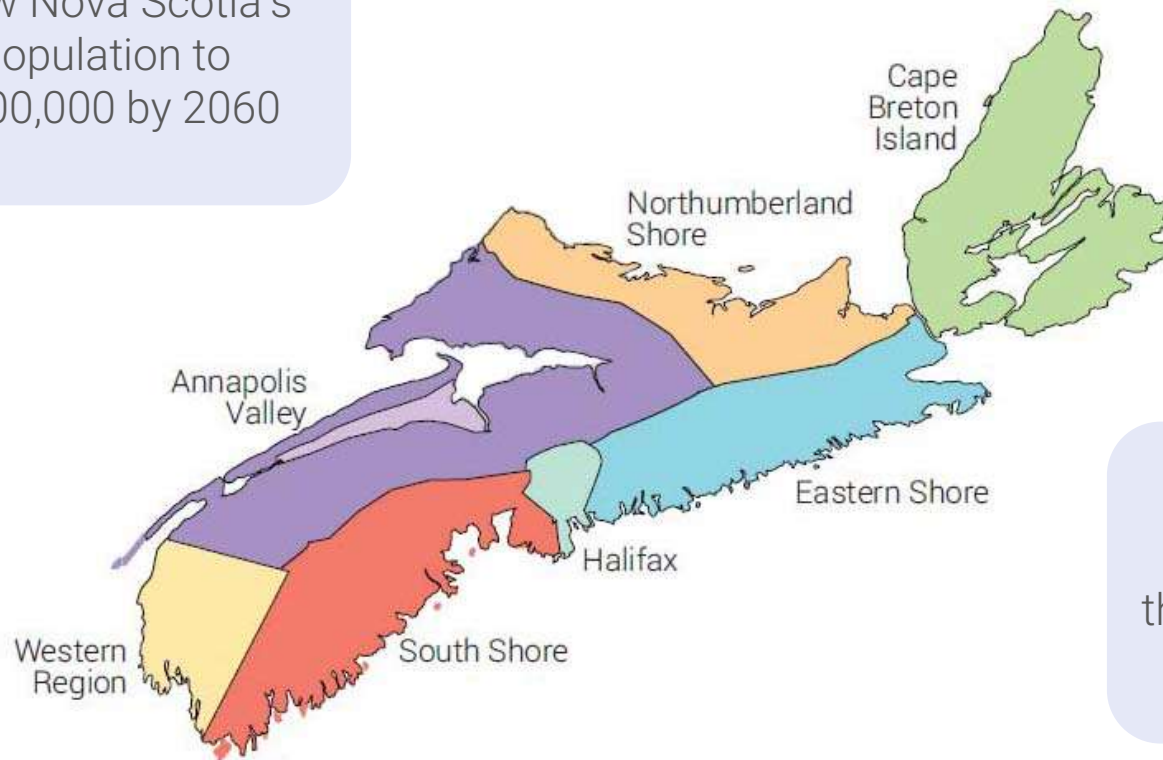


Patty Culbert
Community Navigator

Immigration and Population Growth: Mandate

Grow Nova Scotia's
population to
2,000,000 by 2060

Attract on average
25,000 people per
year



Focus on recruiting key
groups and attracting
them to rural areas of our
province

International Attraction: Recruitment Events

23 Recruitment events outside of NS in
2022
23 in-person events
3 virtual events

Gathered 7,677 contacts interested in
relocating to NS in 2022

Can participate through:
Attending in-person/virtually
Sending job postings



Domestic Marketing Campaign: Live in Nova Scotia

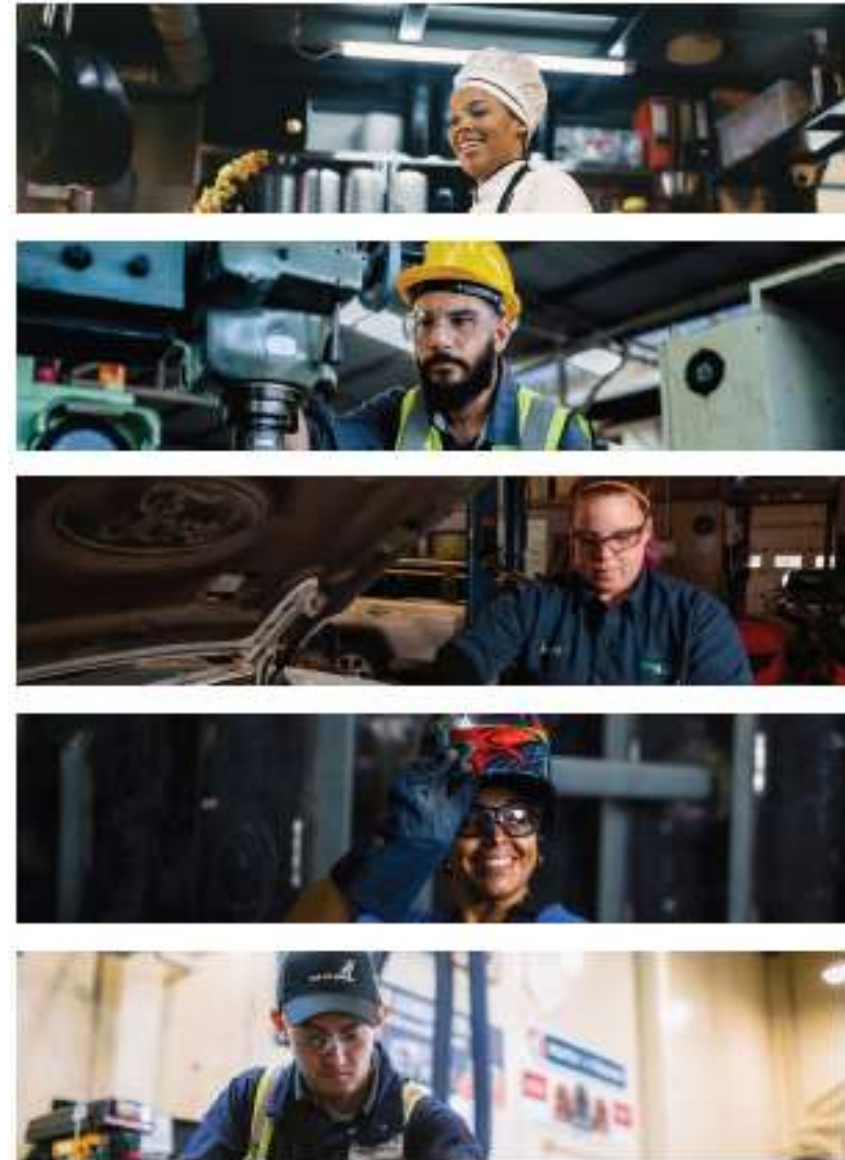
Building on success of 2021-22 Domestic Campaign

Launched October 2022, running Fall through Winter
2022-23

Targeting job seekers 25-40 in key markets (Ontario
and Alberta) of Nova Scotia's skilled trades careers

Raise awareness that Nova Scotia is hiring
Leveraging More Opportunity for Skilled Trades (MOST)
program

Directing job seekers to liveinnovascotia.com



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

International Graduates in Demand

Physician

Nova Scotia Labour Market Priorities

Labour Market Priorities for Physicians

International Grad Entrepreneur

Entrepreneur

Nova Scotia Experience

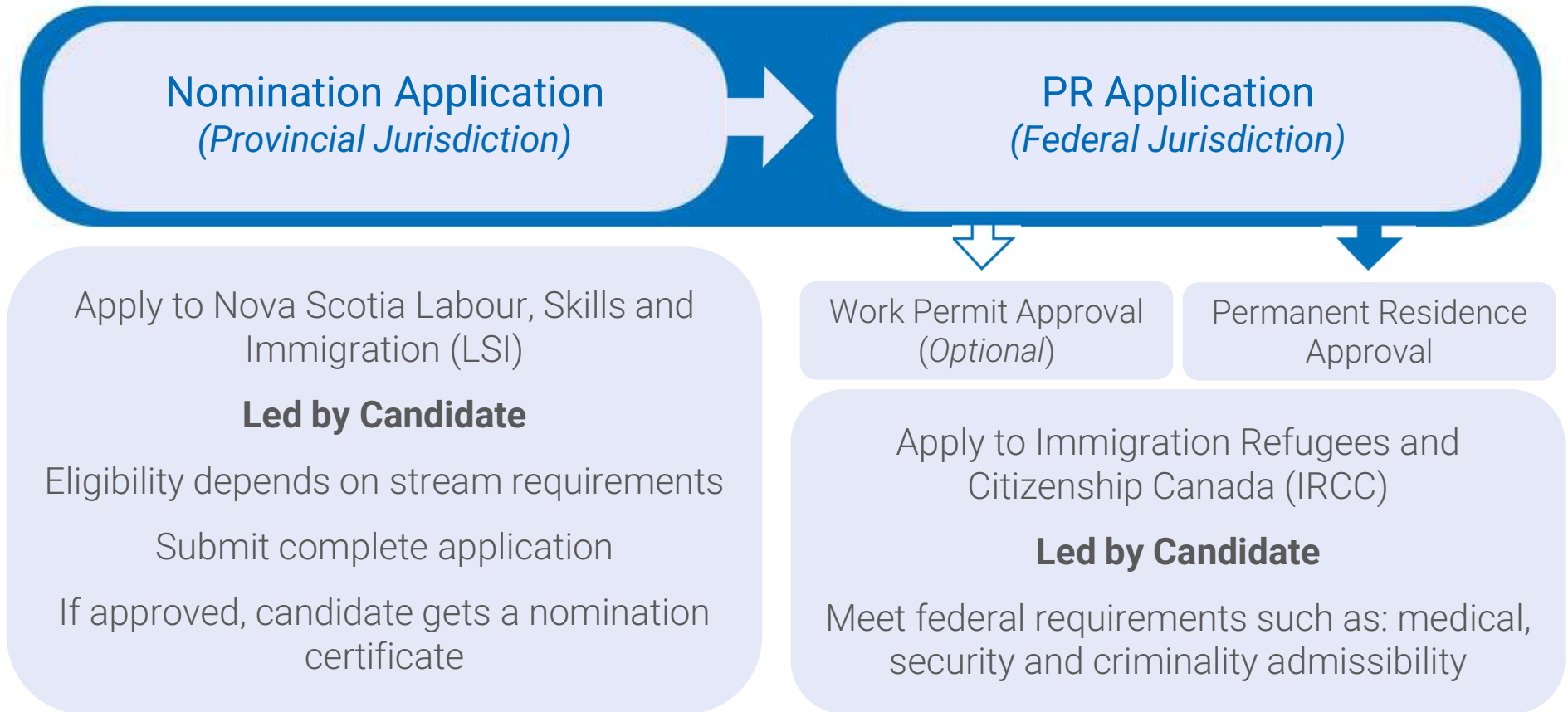
Provincial program, agreement with federal immigration (IRCC)

Some flexibility/autonomy

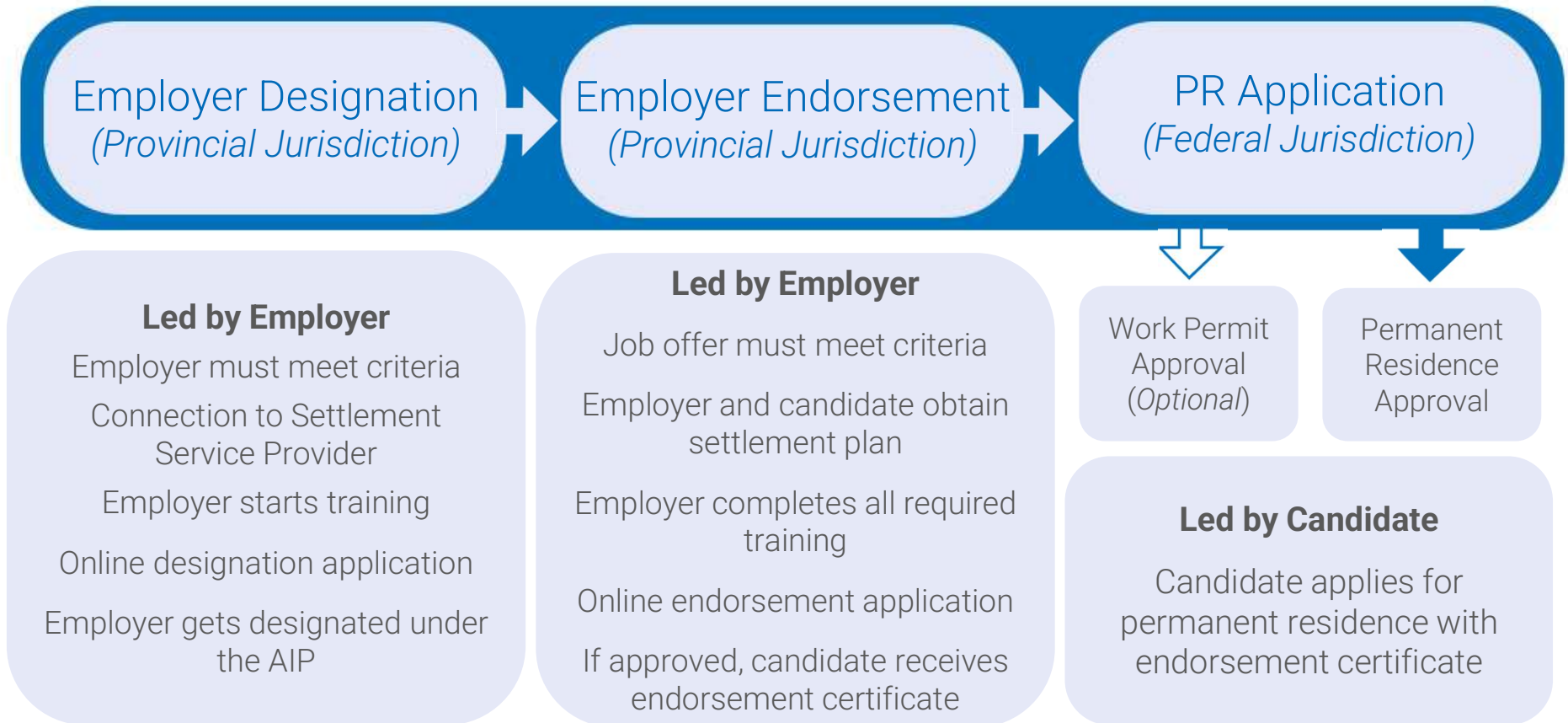
Continually evolving to respond to labour market needs

Candidate leads application process

Nova Scotia Nominee Program: Two Step Process



Atlantic Immigration Program: Three 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

The Atlantic Immigration Program is a federal immigration program that helps employers recruit skilled foreign workers and international graduates to meet labour needs.

This new employer-driven program builds on the success of the Atlantic Immigration Pilot Program, which closed in 2021. Participants in the pilot program must reapply to use the permanent program.

HOW TO APPLY

- Review the guides and resources listed below
- Complete the online application form and include all required information

Applications for designation and endorsement must be submitted using the online system. Sample application forms below are not an accepted form of submission.

[Apply Online](#)

[EMPLOYER SUPPORT](#) >

[ATLANTIC IMMIGRATION PROGRAM](#)

[HIRING A PERMANENT RESIDENT](#) >

[HIRING A TEMPORARY FOREIGN WORKER](#) >

[HIRING AN INTERNATIONAL STUDENT](#) >



AIP and NSNP Recruitment Test

Job must be posted on 3 different platforms for
4 consecutive weeks and meet criteria

*Tip for Employers: Keep accurate and detailed records,
incl. copies of ads with posting and expiry dates*

Proof of job advertising NOT required if:

- ✓ *Person already working for employer*
- ✓ *Employer wants to hire someone with open work permit*
- ✓ *Employer has labour market impact assessment (LMIA)
from Service Canada*

Recruitment and Retention: 5 things your business can do

- 1** Apply to be a designated employer with the Atlantic Immigration Program (AIP) at novascotiaimmigration.com
- 2** Advertise your job vacancies using platforms that are tailored to your specific audience
- 3** Create a welcoming environment in your workplace through employer training, educating staff on customs and traditions, etc
- 4** Be flexible and open to change by recognizing that new people bring new and fresh ideas and diversified skillsets
- 5** Look at your community through the lens of a newcomer and be mindful of the assets of the community as well as the gaps







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