

**Fred Morley
Speaking Notes
Work in Nova Scotia Launch
March 20, 2007**

My name is Fred Morley.
I'm senior vice president and chief economist with the Greater Halifax Partnership.

I'd like to welcome you
Here today to the
Work In Nova Scotia Launch and Networking Event

As the economic growth organization
For Greater Halifax,
The Partnership is committed
To stimulating discussion and debate
On issues of growth.

Today we're discussing immigration and labour force challenges

First, let me tell you about my organization
The Greater Halifax Partnership
We are a true public private partnership
We have almost 140 business partners
We call them investors
We also partner with our city, the provincial and federal government

Our partnership with the private sector
Is incredibly important to us
Not only do our investors
Provide almost 40%
Of our funding
They give us our direction
And
They give us our business approach
All our business investors believe
That growing our community
Requires their personal and corporate commitment
Many of our investors are here today
Again leading the growth of our city
Halifax is growing
Over the last 10 years
Halifax has become one of Canada's

Great places to live and work

But

As the recent census numbers show us
We're not growing fast enough
Our growth rate has slowed to 3.8%,
Which is behind Moncton, St. John's, and Fredericton.
Our population grew by 13,675 from 2001 to 2006
About 4,000 people less than the previous census period.

The decline has come from
Increased out migration of youth,
A low rate of immigration,
A decline in intraprovincial migration
Particularly from Newfoundland,
And a number of other factors.
We're going to talk about a number of these challenges today.

So what are we
As a community
Going to do about it?

Well we have a start
About a year ago
Halifax got its first economic strategy

Our strategy is about investing in **people**
It's also about investing in **Creativity**
It's about having
Confidence in ourselves
It's about building **new partnerships**
And it's about having **the best business climate**
In Canada
It's about **the world**
Getting to know us a bit Better

Our first goal
And our vision
Are all about people

"Our people are our community.
We will improve
And empower the lives
Of every citizen
By building a prosperous,
Dynamic,

Globally competitive economy
Where creativity and risk-taking
Can flourish
Alongside a quality of life
That's the envy of the world."

A big part of this people vision
Is attracting and retaining Immigrants

That's why we're here today
To educate each other
About immigration
About the benefits of hiring newcomers
About the benefits of diversity
In our workplace
And in our community

Clearly what we've done in the past
Has not been enough
So we need to try some new things
Like MISA and the Halifax Immigrant Learning Centre have done
To create a new program
A program where everyone wins

According to the Canadian Occupational Projection System,
By 2009, there will be over 50,000 job openings in NS
Almost 30,000 will come through attrition
That's the baby boom retiring
And 20,840 through job growth.

We'll need people in almost every occupation
Administrative & Business Occupations,
Clerical,
Trades and Transportation

Clerical Occupations,
Health professions,
Even middle management.

This challenge is real
And it is now
From 2001 – 2006,
Population grew by 13,675 –
4000 people less than the previous census period.

It is estimated that there have been about

8,484 immigrants in NS
Between 2001 – 2006.
A big part of our population growth
But
Not enough

Retention has been a problem
We're headed in the wrong direction.

Successful growth is about smart communities
Attracting and retaining smart people.
In a world economy
Centered on talented people,
What's important is being a place
Where the best and the brightest want to live.
Where immigrants want to come

Where immigrants want to stay !
Where they want to live and raise their families
And work
In their chosen professions.

If we work together
If we plan together
If we dream together
We can turn this vision
Our vision
Into reality.

Only then
Will we reinvent our region.

Our economic strategy says
We will look different
In 10 years,
In 20 years,
In 30 years.

Our people
And our business
Will have a global focus.

Our leaders will embrace
New approaches for economic growth,
Ones that will link communities,
Unite urban and rural,

Draw regions together,
And connect business and government.

We will welcome diversity.
We will work with partners to succeed.
If we do all this...
We will be the envy of the world.