

# **Immigrant Employment Initiatives: Local Strategies for Integration**

**Tenth National Metropolis Conference, April 2008**

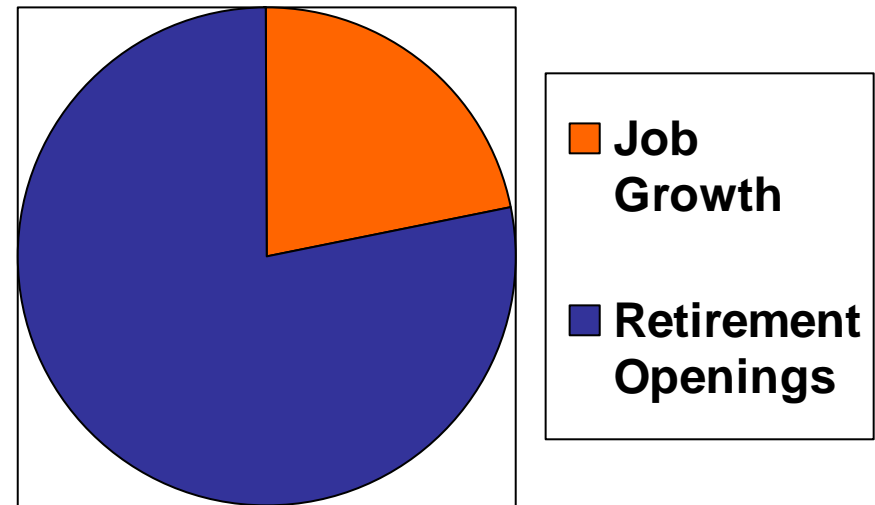
**Fred Morley**

**Executive Vice President & Chief Economist**

**Greater Halifax Partnership**

# Demand for Workers Taking Off

- 64,000 job openings from 2007 to 2012
- 50,000 retirements
- 14,000 new jobs

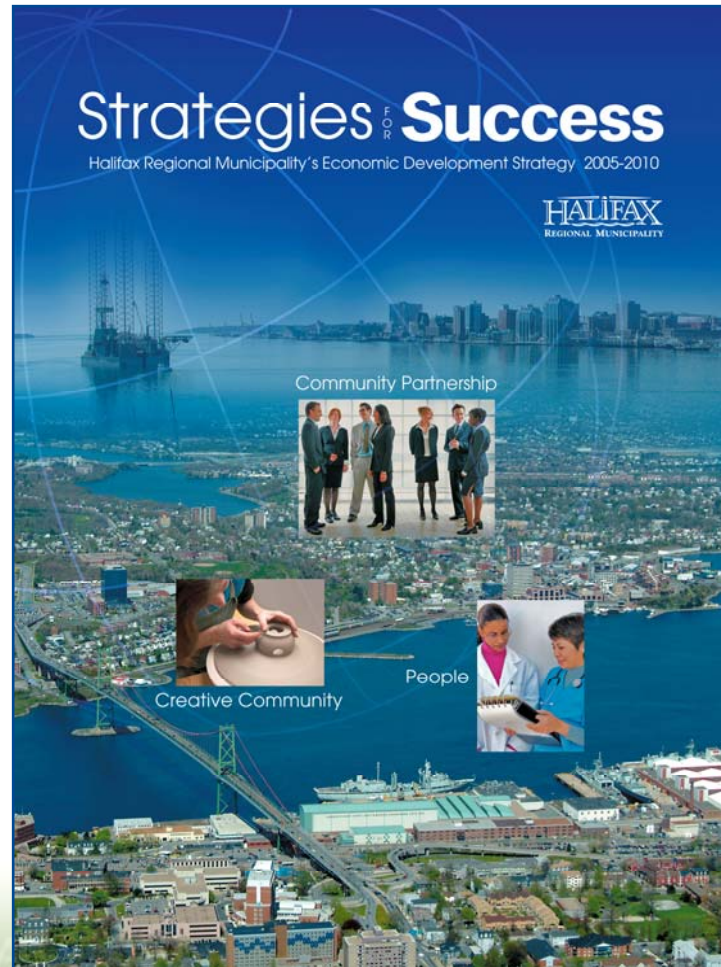


# Immigration Trends: 1996 - 2006

Attraction		
	1996 - 2000	2001 - 2006
Nova Scotia	4,445	6,900
Halifax	3,300	5,060

Retention Rates		
	1996 - 2000	2001 - 2006
Nova Scotia	39%	63%
Halifax	33%	60%

# Halifax Region Economic Strategy

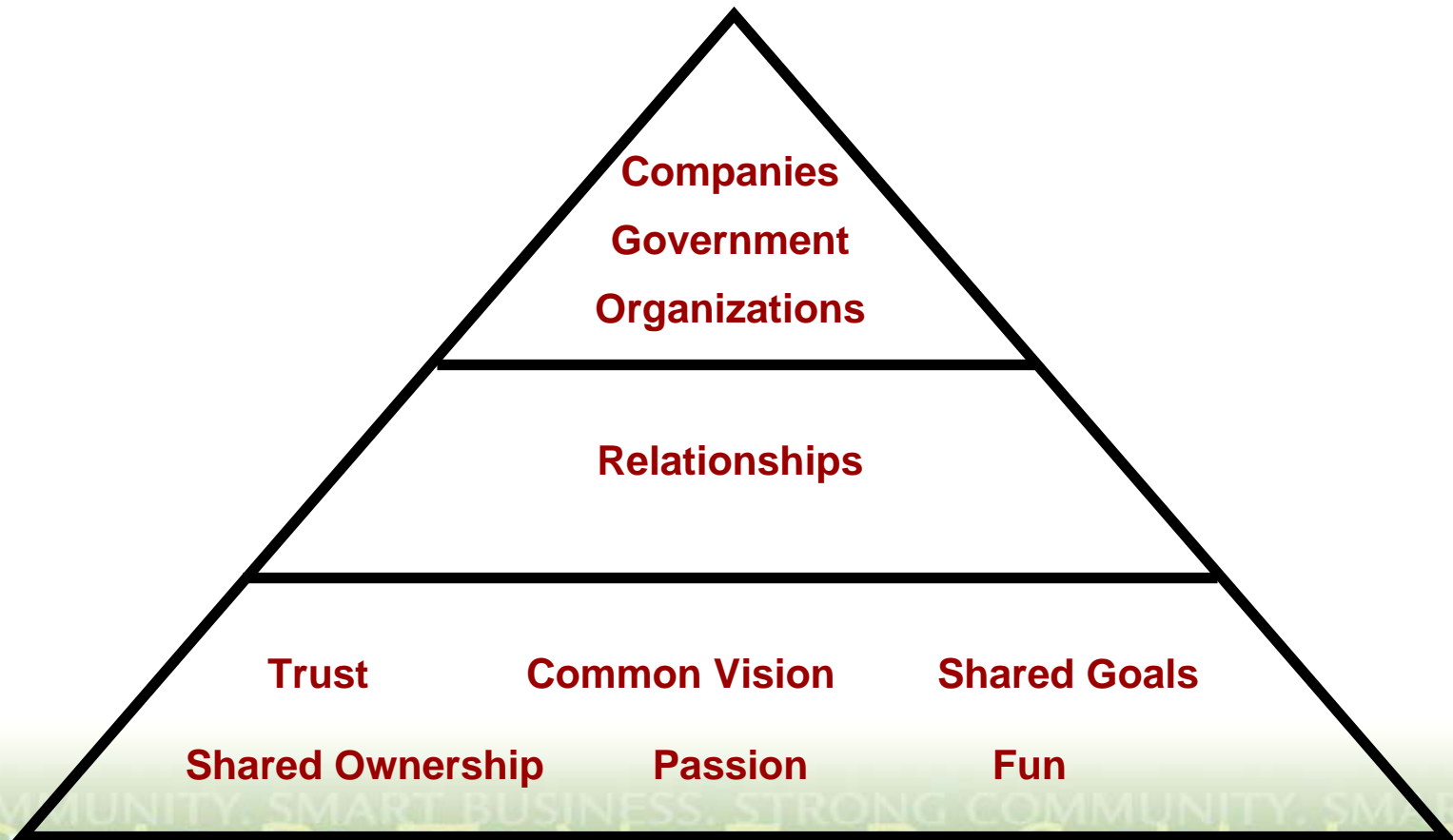


# Halifax Tomorrow

We will reinvent our region. We will look different in 10 years, 20 years and 30 years. Our business climate and our business approaches will become world-class. Our people and our businesses will have a global focus. HRM will be a municipality of distinct communities, but we will have a single brand identity known across Canada and around the globe. Our leaders will embrace new approaches for economic growth, ones that link communities, unite urban with rural, draw regions together, and connect business and government. We will welcome diversity. We will work with partners to succeed. We will be the envy of the world.



# The “Partnership Pyramid”



# Local Employment Initiatives

- NS Office of Immigration formed in 2005.
  - Nominee program – skilled worker stream to address labour shortages.
- Pier 21 Welcome Home to Canada Job Fair
- Entrepreneur's Forum
  - Launched Business Advisory Service Program for Immigrant Entrepreneurs
- Welcoming Communities Committee
  - International Potluck in partnership with HRM



# Local Employment Initiatives

- Metropolitan Immigrant Settlement Association (MISA)
  - Business advisory
  - Credentials recognition
  - English courses etc.
- Work In Nova Scotia (WINS) program:
  - Offered through MISA and the Halifax Immigrant Learning Centre (HILC)
  - Bridging program to integrate newcomers into the workforce

# Business Retention and Expansion-Awards

- Economic Developers Association of Canada
  - Best Program of 2006 in Canada
- Business Retention and expansion International
  - Best Business Retention and Expansion Program of 2005



# Key Learnings

- Employers say they will hire immigrants, but they don't!
- Strong need to integrate newcomers into business community;
- Newcomers need to plug into business networks

# Challenges

- Companies unaware of how to begin the hiring process – where to look for assistance;
- Need for policy change (ex. international students opportunity);
- Changing attitudes will be difficult, but the labour crunch will help

# SmartBusiness – Stage 1

- Since April 2004, consulted with over 1,400 businesses.
- Created an ‘Action Team’ consisting of 30 senior business & government leaders:
  - **Recruiting skilled workers**
  - **Addressing training needs**

# SmartBusiness – Stage 2

- Direct Employer Engagement: Immigrants
  - With funding from Office of Immigration,
  - Identified companies interested in hiring immigrants,
  - Assists in educating and providing guidance as companies navigate through the hiring process.
  - Public relations



# Supporting Strategy

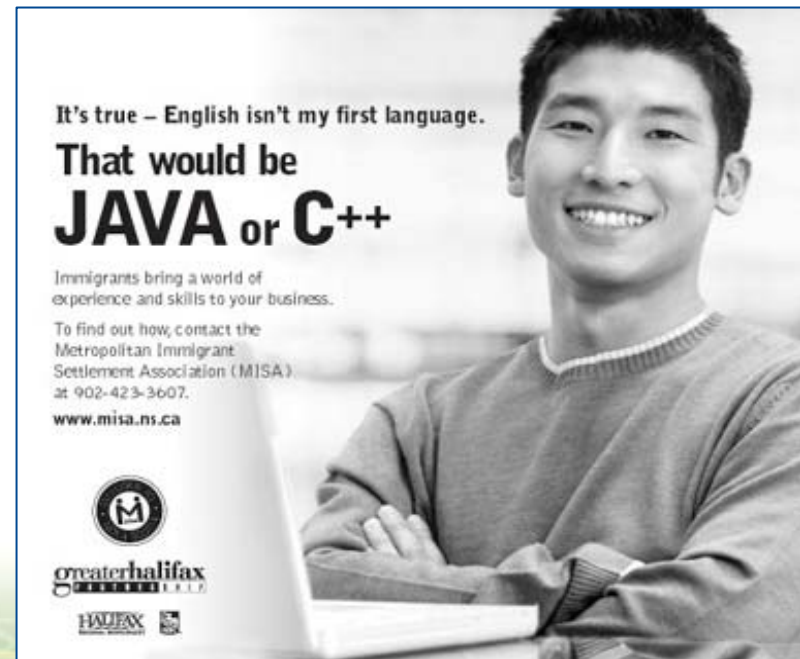
- Partnership, Metropolitan Immigrant Settlement Association, RBC and Halifax Regional Municipality launches international award-winning print campaign



It's true – English isn't my first language.  
That would be  
**CASH FLOW** or  
**BOTTOM LINE**

Immigrants bring a world of experience and skills to your business.



To find out how, contact the Metropolitan Immigrant Settlement Association (MISA) at 902-423-3607.  
[www.misa.ns.ca](http://www.misa.ns.ca)



It's true – English isn't my first language.  
That would be  
**JAVA** or **C++**

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# SmartBusiness – Stage 3

- Preliminary steps
  - Continuation of direct employer engagement;
  - Continued public relations effort continued
  - Educational Program (online toolkit);
  - GHP Connector Program

