

Talent Strategies for your Community

NSARDA Professional Development Conference
September 25, 2008

SMART BUSINESS. STRONG COMMUNITY.

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Outline

- Economic Background
 - Why a talent strategy?
- The Halifax Talent Strategy
 - Foundations
 - Structure & Implementation
 - Measuring Results

ECONOMIC Background

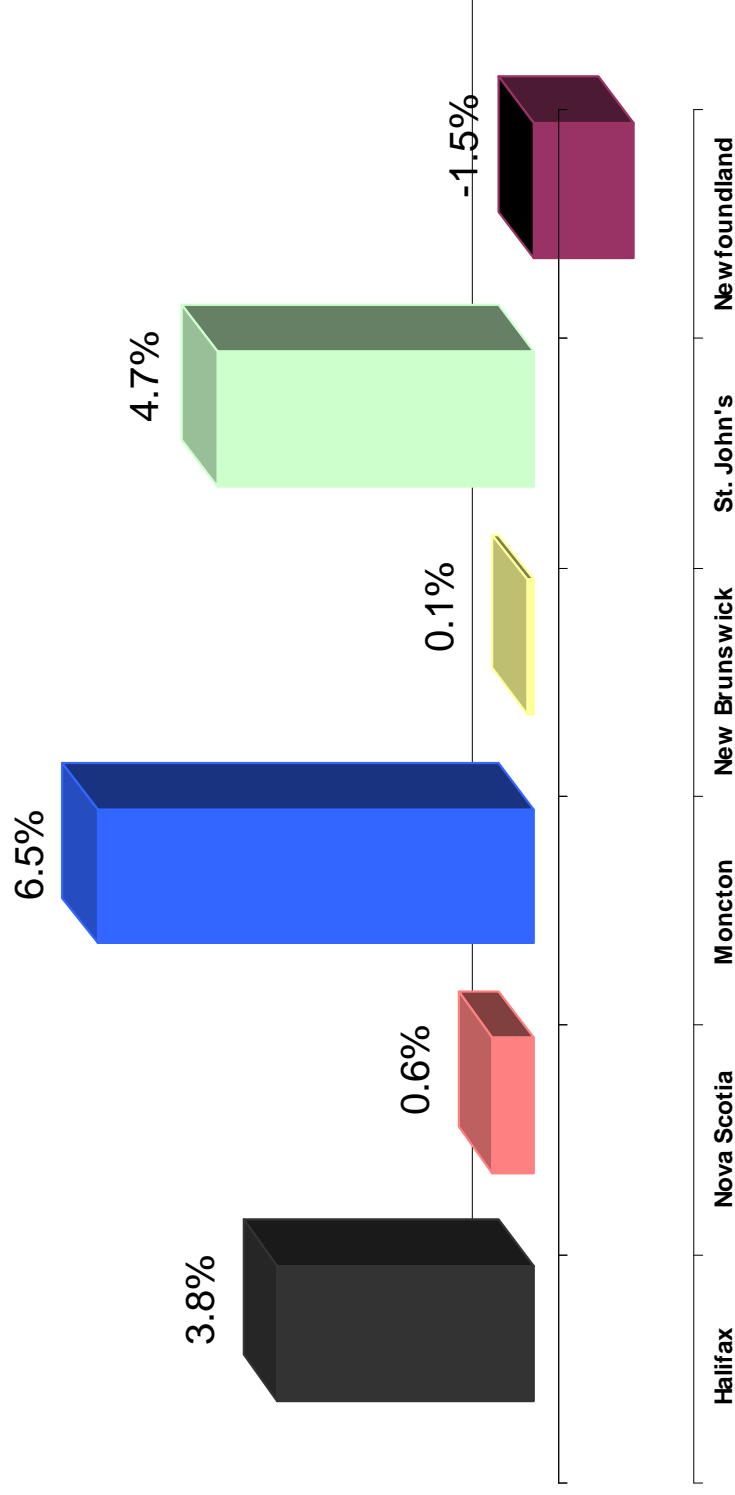


Opportunity

- Business, talent attraction and retention are linked
 - Attract the right jobs, attract the talent
 - Attract top talent, attract the jobs

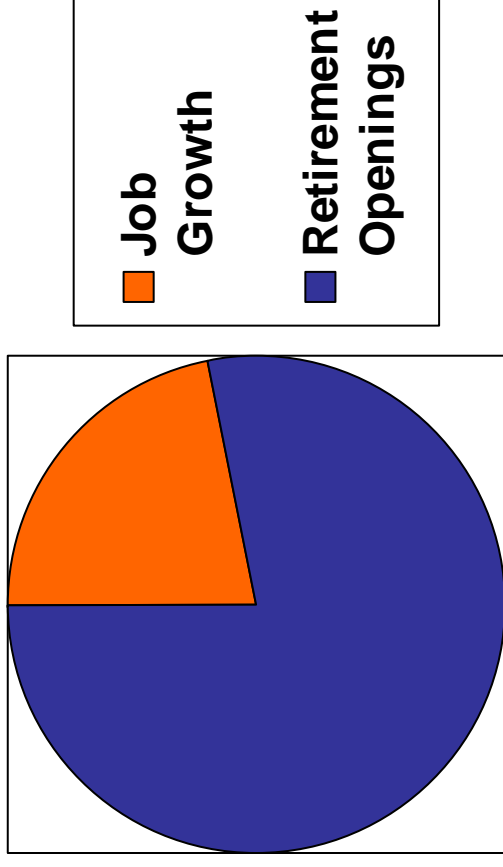


Population Growth 2001-2006



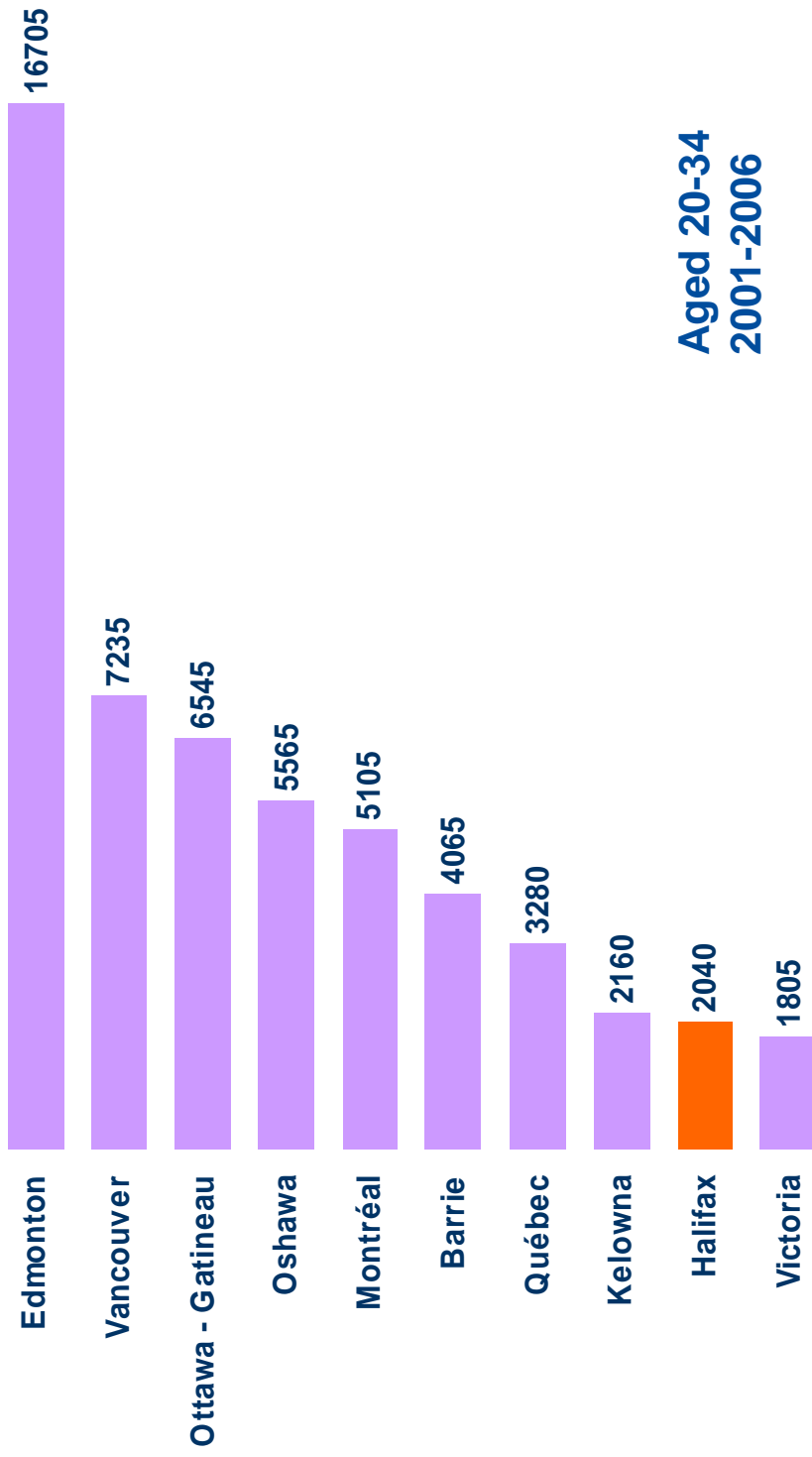
Demand for Workers Taking Off

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



Source: Canadian Occupational Projection System

Net Youth Migration

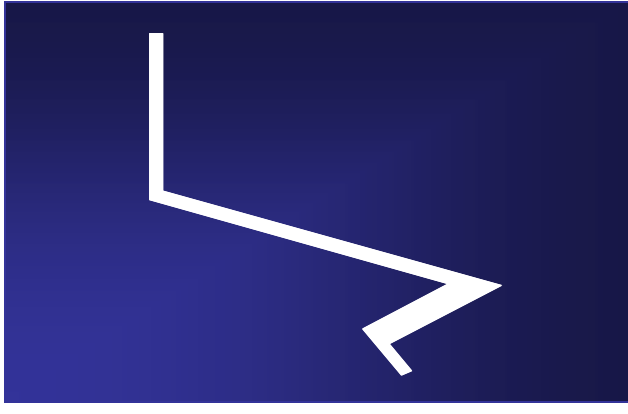


Aged 20-34
2001-2006

Source: Statistics Canada, Census 2006

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Foundations of the Talent Strategy



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Research

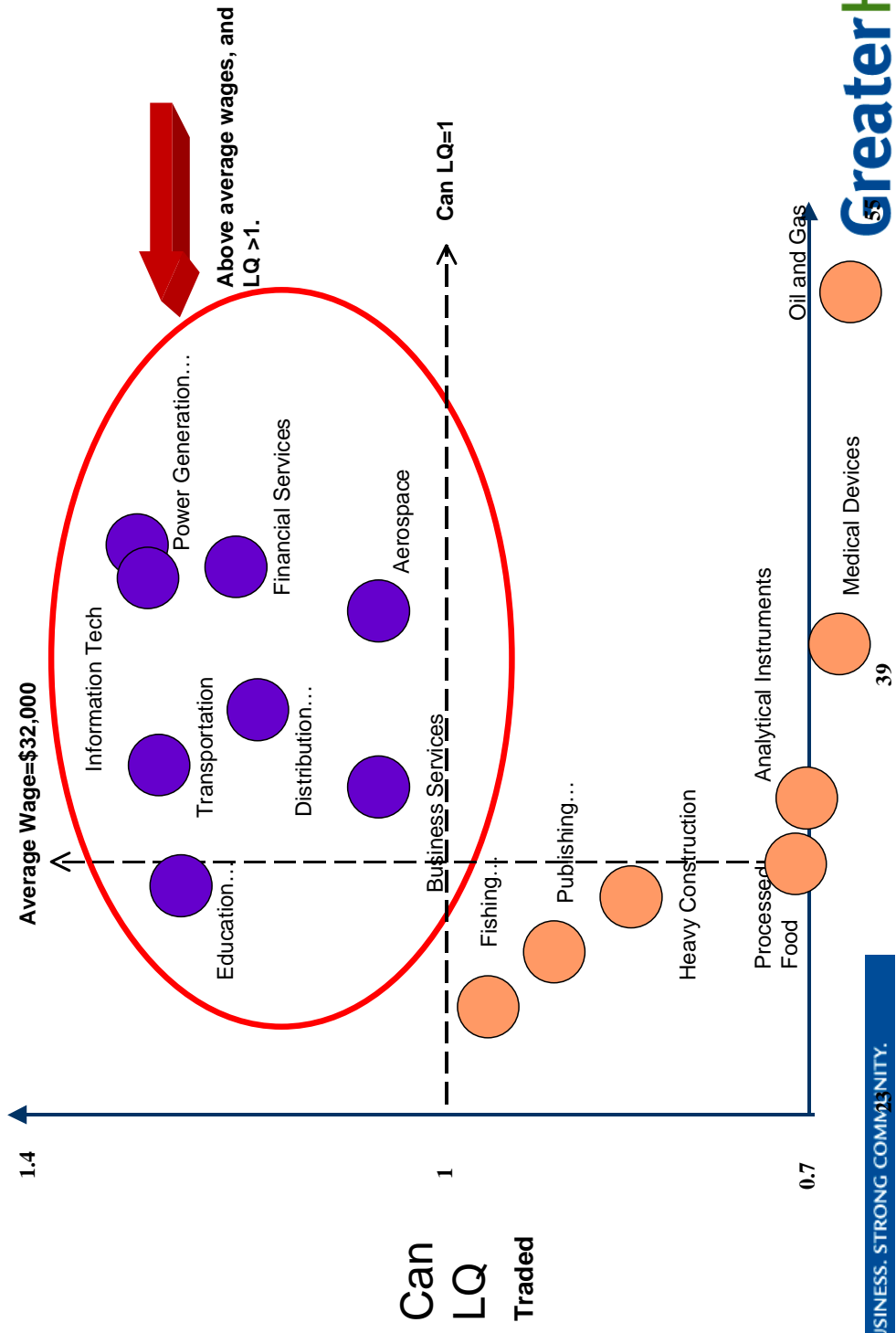
- Richard Florida
- Halifax Handprint
- Immigration Strategy
- SmartBusiness Retention & Expansion
- Economic Strategy

Richard Florida: His Advice to Halifax



- Cities that attract, embrace and encourage creativity and diversity are also the centres of economic prosperity
- Talent, or human capital, is the primary driver of economic growth
- The world is flat but clusters and concentration matters

Location Quotients By Industry

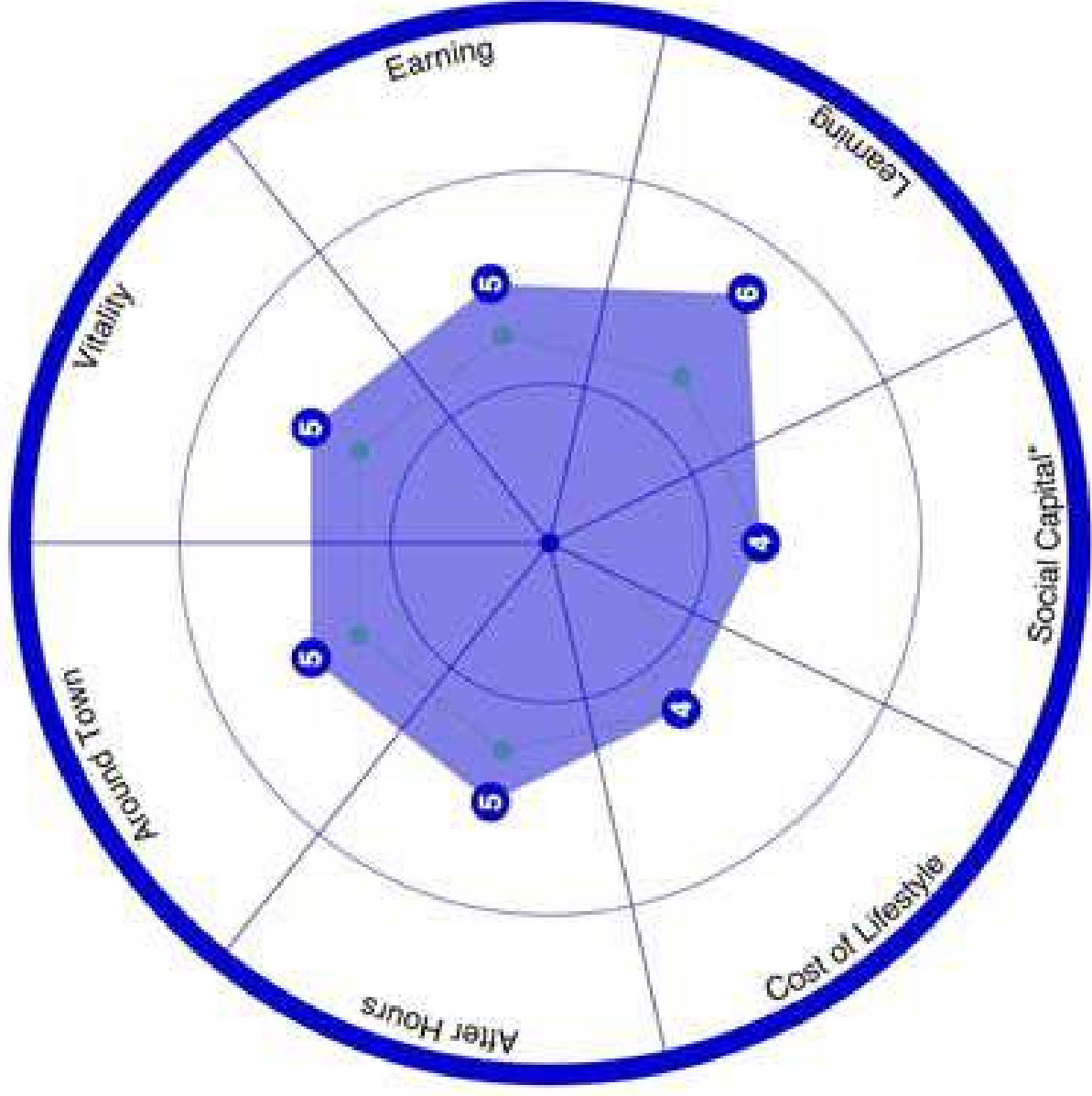


Halifax Handprint: Rebecca Ryan



- Only the coolest cities get the coolest people
- Identified a customized YP retention and expansion strategy for Halifax
- Good, not great, handprint

Halifax and Young Professionals Hand Print

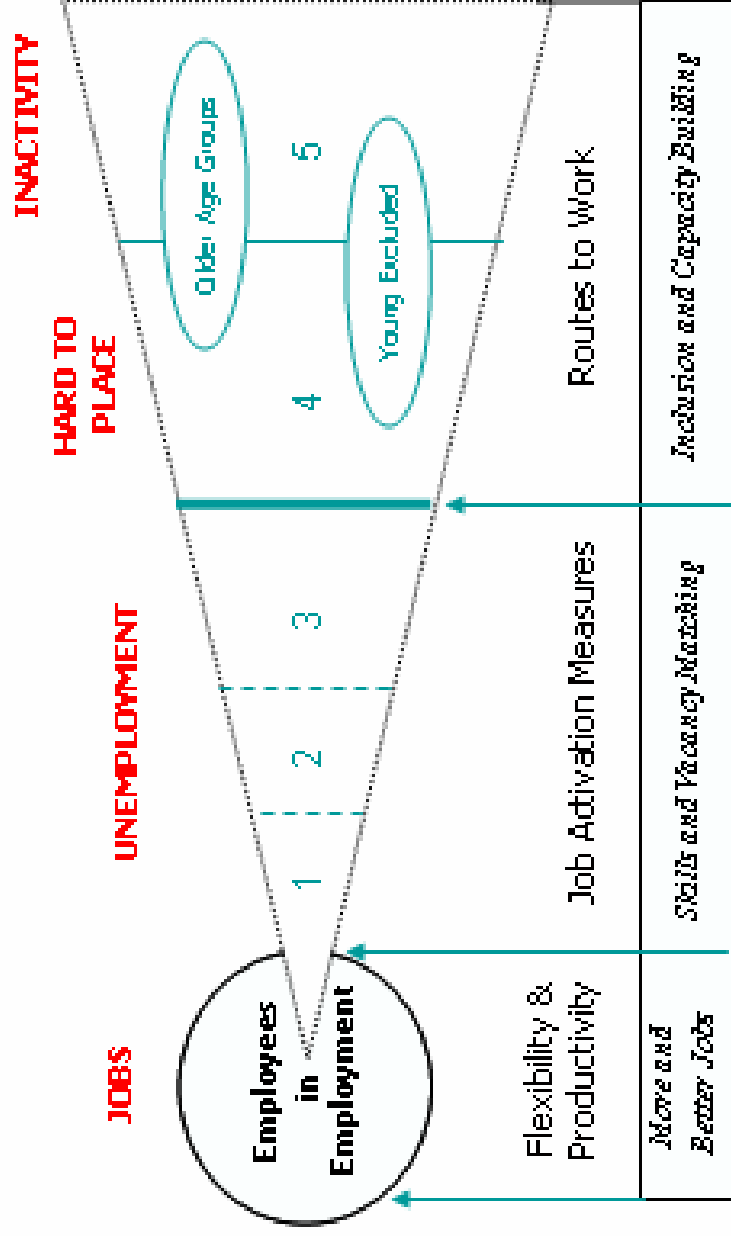


Talent

What we need to do



ADDING LOCAL TO LABOUR MARKET POLICY



HARNESSING THE CREATIVITY OF THE LOCAL

Elements of the Talent Strategy

- Young & Emerging Professionals
- Businesses
- Immigrants
- People and Communities at Risk

Young & Emerging Professionals

- Create a young professionals organization
- Connect university students/emerging professionals to internships, jobs, employers, and community
- Connect with international students
- Reach out to convincibles

- FUSION Halifax

- Launched Oct 2007

- 1000 members

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inspiring tomorrow today

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FUSION HALIFAX

Networking Without Boundaries

FUSION Halifax is a networking organization for young professionals who are inspired to make their city a better place to live, work and play. FUSION Halifax highlights existing social, professional, and business networks and creates new opportunities where none existed before.

Welcome to FUSION Halifax

Make An Earth Day Pledge!

On April 22, 2008, FUSION Halifax invites you to join 6 countries to use Earth Day to think in terms of our way of life and as an opportunity to meet today's environmental challenges. Please join with us in making an Earth Day Pledge of action. [Click here to find out how to make your pledge](#)

Canada Games Volunteer Opportunities!

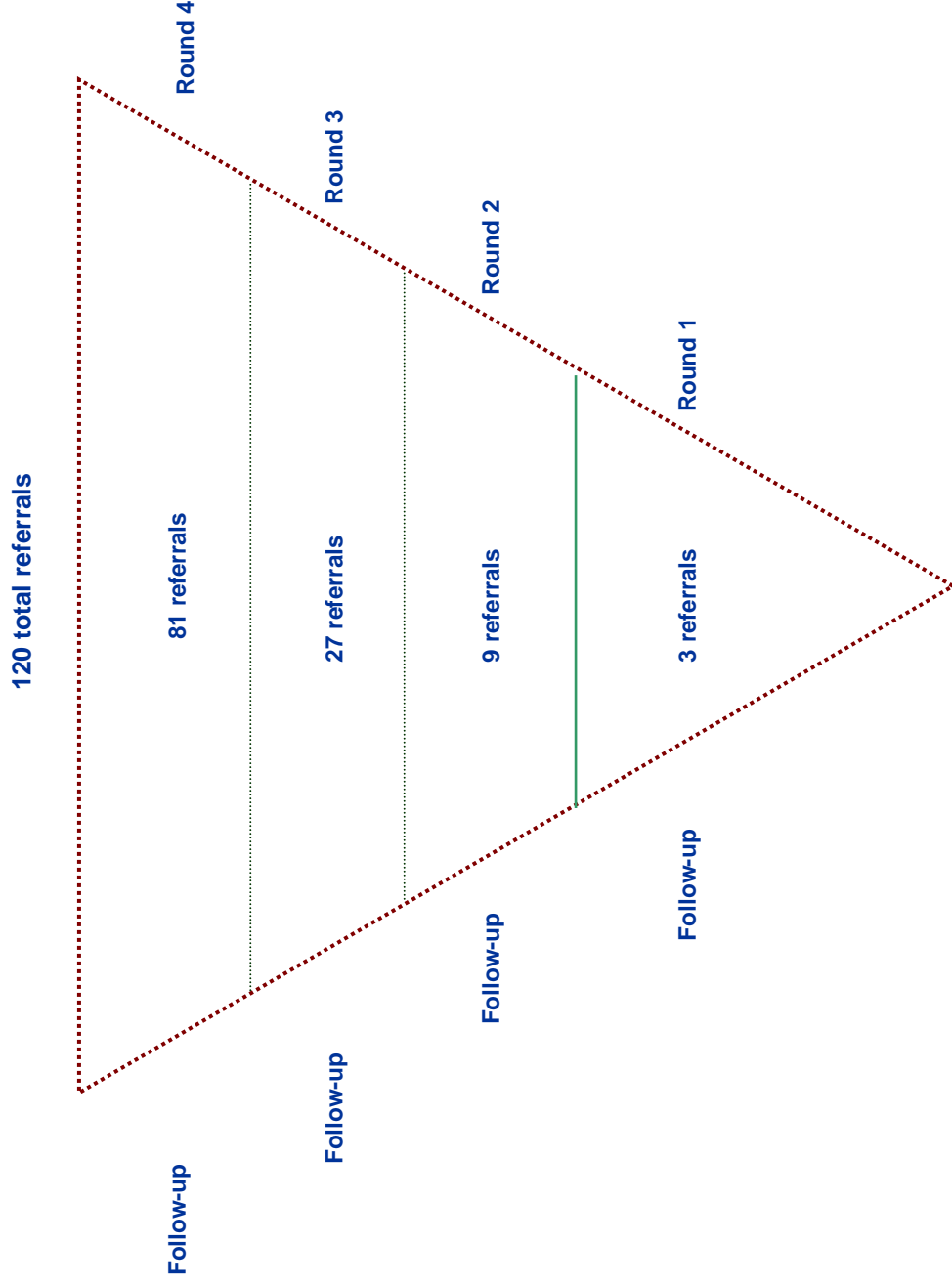
Are you looking for that volunteer opportunity of a lifetime? FUSION Halifax is thrilled to be partnering with the Canada Games Team to solicit interest from members for some key senior leadership roles in the Canada Games

WOULD YOUR ORGANIZATION LIKE TO PARTNER WITH FUSION ON REACH OUT TO OUR MEMBERS?

FUSION Halifax is committed to being a valuable community partner. We are not about reinventing the wheel. We want to expose our members to the many things happening in our great city and we want to help you reach out to our members. If you are interested in working with FUSION, please email [info@fusionhalifax.com](#)

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Increase Business Network of YPs & EPs – Halifax Connector Process



Make Employers Attractive to Young Talent?

- Areas that matter most:
 - Trust
 - Management
 - Development
 - Rewards, earning, advancement
 - Life/work balance
 - Connection/CSR of companies

Direct Employer Engagement

- Support employer recruitment efforts
 - Through SmartBusiness, identifying companies interested in hiring immigrants and helping them navigate hiring process
- Engage business with disadvantaged and older workers
 - Strategy to be developed
- Business Survey
 - YP
 - Direct real-time feedback

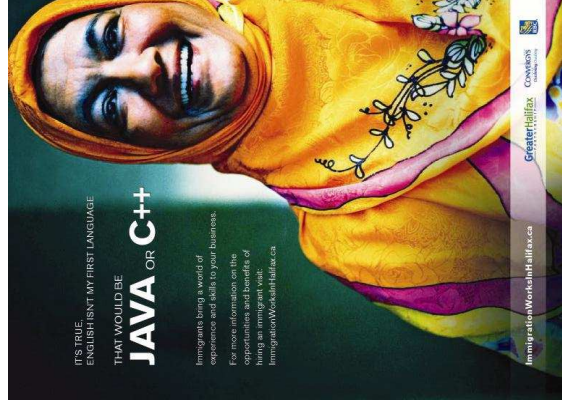
Build Awareness

- Develop Halifax as a global talent magnet, a best place to live, work, and study
- Create awareness on the scale and scope of labour force challenges facing business

Immigrants

- Raise awareness and change perceptions on benefits of hiring immigrants
- Increase business network of new immigrants so they find work in their fields
- Support NS Nominee Program

- Awareness Campaign
 - Print, Radio, TV, Bus & Bus Shelters Web, Online Toolkit (*update pic*)



Talent Strategy - Young

Professional

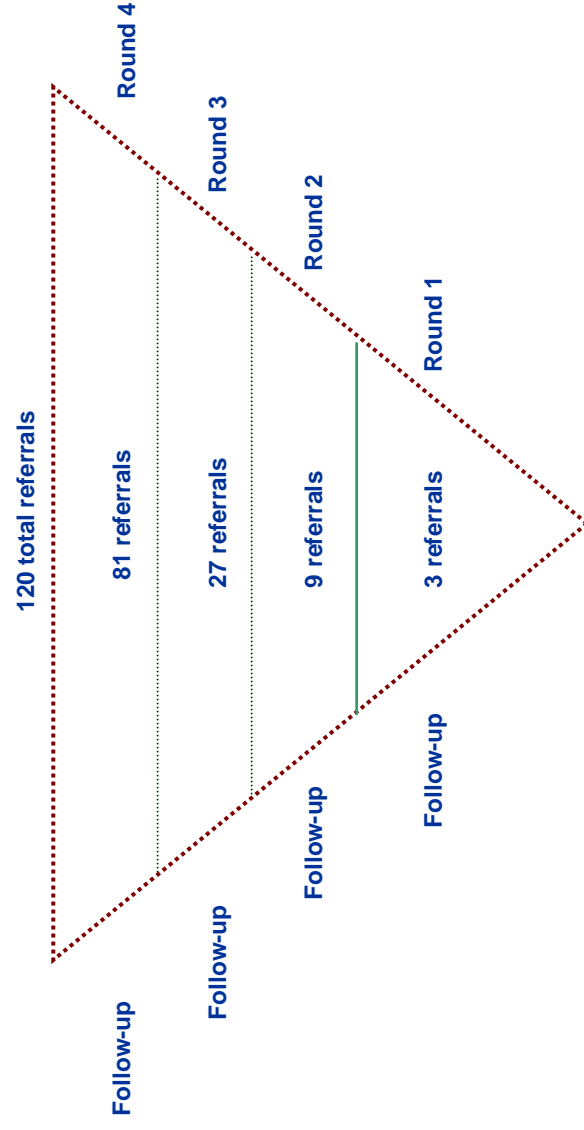


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Immigrant Connector Process

- Direct employer engagement
- Educational Program (online toolkit)
- Connector Process

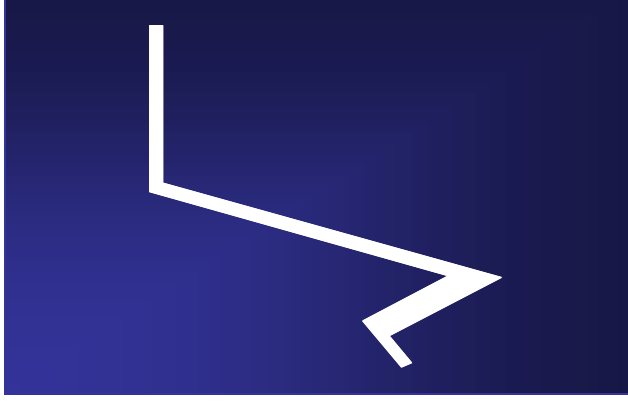


People and Communities At Risk

- Connect with priority youth
 - Alternative Pathways, 90+ active files
 - Workplace connection between priority youth and employers – project under development
- African Nova Scotia community
 - Preston Area Satellite Office established
 - ANS Legacy Project under development

Outcomes

Measuring Results



Measuring Success – Scorecard

Increase Population Growth	●
Improve Employment Growth	●
Decrease Unemployment Rate	●
Attract More Immigrants	●
Increase University Admissions	●●
Enhance Quality Labour Force	●
Increase NSCC Admissions	●
Improve Average Income	●
Improve DND and Federal Employment	●

Questions?

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