



Business Plan

2019–20

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Message from the Minister

I am pleased to present the 2019-20 Business Plan for the Nova Scotia Office of Immigration (NSOI). 2018 was a record year for Nova Scotia immigration:

- Nova Scotia's population is at a record-high, due to immigration;
- NSOI approved 2,272 people through immigration programs, more than ever before;
- We achieved a record number of landings, welcoming 5970 newcomers;
- 65 per cent of last year's newcomers were approved through our programs, a larger portion than ever before;
- Nova Scotia surpassed its Atlantic Immigration Pilot Program target with 872 people endorsed and 737 employers designated to hire and fill positions through the program;
- and Nova Scotia was the first province to launch a Physician Stream to support doctor recruitment and the Labour Market Priorities Stream, which invited Early Childhood Educators to our province.

Not only are we attracting more people to fill persistent labour gaps, we also know that our new Nova Scotians are doing well. Nova Scotia's recent immigrant unemployment rate was 8.7% in 2017, 1.7% lower than the Canadian average of 10.4% and Nova Scotia has the lowest wage gap in Canada between university educated landed immigrants and non-immigrants.ⁱ

In 2019/2020, NSOI will continue to use immigration programs as tools to help achieve our province's strategic goals to strengthen the economic and social fabric of our province.

The key to success is partnerships. We will continue to work with the federal government, employers, industry associations, municipalities, post secondary institutions, settlement organizations, community partners, regional economic development organizations and the individual citizens who all have a roll in helping people choose Nova Scotia, stay and thrive.

By working closely with our partners in the private and public sectors, we will continue to have a positive impact on population growth, economic growth, healthcare, education, strategic sectors, community innovation and diversity, meeting employers' skilled labour needs, retention of newcomers, and much more.

We know our ability to attract and retain newcomers is contributing to happier, healthier lives for all Nova Scotians. Immigrants have a lot to offer and we want to make sure they are welcomed as part of our businesses and communities.

The Honourable Lena Metlege Diab, Q.C.
Minister

Mandate, Vision and Mission

Vision:

Our vision is a welcoming province that sees greater numbers of immigrants each year and recognizes the important contributions they make to Nova Scotia.

Mission:

To attract, integrate and retain immigrants to the province by taking a lead role in engaging and working with partners to ensure Nova Scotia is well-positioned for growth.

Mandate:

In order to achieve the vision and mission, the Nova Scotia Office of Immigration (NSOI) will work to:

- Market the Province as an attractive immigration destination and promote all immigration pathways to Nova Scotia;
- Select immigrants through the Nova Scotia Nominee Program and Atlantic Immigration Pilot Program who fulfil a labour market need and who will make a contribution to Nova Scotia's economy;
- Strengthen immigration and settlement planning, policy and programming in the Province in order to encourage integration and retention; and
- Promote welcoming communities, including raising awareness and understanding of immigration and diversity issues.

Core Functions

- Attraction and recruitment of immigrants to Nova Scotia.
- Strong and responsive selection programs.
- Support the integration and retention of immigrants and their families.
- Lead and advocate for immigration policy and advance provincial immigration priorities.

2019-20 Initiatives and Programs

In 2019-20, the Nova Scotia Office of Immigration (NSOI) will undertake a number of initiatives to support the core functions of the Office.

Attraction and Recruitment

Stakeholder Engagement

Building on the results of 2018-19 research of employers' immigration needs and input from government and community partners, NSOI will develop marketing resources and tools to improve employers' understanding of immigration. These resources, along with individual meetings and information sessions held in communities around the province, will encourage employers' participation in immigration programs and provide assistance with the process.

In 2019-20, NSOI will conduct recruitment activity focused on priority sectors, employer needs and strategic markets. Engaging with employers, communities, international students, and other immigration stakeholders is an important component of NSOI's work.

Recruitment and Program Support

In 2019-20, NSOI will increase efficiency and effectiveness of online support for attraction, recruitment and service delivery.

Selection Programs

Maximizing Opportunities

Last year, the province supported 2,272 people to be endorsed or nominated for Permanent Residency. In 2019-20 NSOI will continue to focus on maximizing every opportunity that is available to us to bring newcomers to our province.

Innovative and Adaptive Programming

NSOI will continue to innovate program streams and guidelines to ensure we're meeting current labour market needs and helping employers fill gaps. The Office will advocate for, promote, and administer immigration programming that is tailored to skill gaps and labour needs in specific sectors and regions in the province.

Integration and Retention

Settlement and Retention

In 2019-20, NSOI will continue our partnerships with settlement service providers, employers and communities to ensure provision and support of settlement services throughout the province.

NSOI will continue the innovation grant, launched in 2018-19, to support testing of innovative models and programs in settlement service provision.

Access to settlement services and programming is key to supporting the retention of immigrants. Settlement programming will continue to include language training, employment bridging and readiness programs, employer liaison, labour market information, business start-up and development support, and welcoming communities programs.

Policy and Advocacy

Canada Nova Scotia Immigration Agreement

In 2019-20, NSOI and Immigration, Refugees and Citizenship Canada (IRCC) will negotiate a renewed Agreement for Canada-Nova Scotia Cooperation on Immigration and the Provincial Nominee Annex. NSOI will advocate for robust immigration policies that advance provincial priorities.

Research and Evaluation

In 2019-20 NSOI's research and evaluation agenda will include program outcomes and measurement, settlement and retention best practices, international student retention, and labour market information to support immigration programming.

NSOI will work with community partners to examine how the office's 2018-19 research findings on immigrant economic outcomes and impact, as well as employer needs, can inform programming and services related to immigration in the province.

Francophone Immigration Action Plan

In partnership with the Office of Acadian Affairs and Francophonie, NSOI will launch the Francophone Immigration Action Plan in 2019. The Action Plan focuses on stakeholder engagement, marketing, attraction, retention and integration, and research and measuring progress to encourage and support francophone immigration to the province as well as retaining francophone immigrants.

Program Integrity

Program Integrity

Program integrity underscores NSOI's approach to program development and delivery. In 2019-20 NSOI will continue site visits, program reviews, and quality assurance exercises. NSOI will negotiate information sharing agreements with the federal government and other provincial government departments to support the integrity of Nova Scotia's immigration programs.

Performance Measurement

Attraction and Recruitment

Outcome	Measure	Base Year	Annual Target: 2019	Trends - Subsequent year data	Strategic Actions
Immigration activities address Nova Scotia's economic needs and labour market gaps	Number of new immigrant landings per calendar year.	2003: 1,474	4,200	2018: 5,970 2017: 4,513 2016: 5,483 2015: 3,402 2014: 2,672 2013: 2,528 2012: 2,339 2011: 2,143 2010: 2,396 2009: 2,388 2008: 2,651 2007: 2,532 2006: 2,587 2005: 1,931 2004: 1,771	Maximize all pathways to immigration (including the NSNP and the AIP) by working with business, industry and labour to address skill shortages. Targeted international attraction and recruitment initiatives. Targeted stakeholder engagement focusing on key sectors, regions in the province and international students.

Breakdown of Landings – NSOI* Principal Applicants and Dependents vs Exclusively Federal Pathways

Category / Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
NSOI total	797	629	779	958	1,203	1,400	1,394	2,590	2,749	3,845 *
<i>NSOI % of landings</i>	33%	26%	36%	41%	48%	52%	41%	47%	61%	65%
All federal	1,591	1,767	1,364	1,381	1,325	1,272	2,008	2,893	1,764	2,125
<i>Federal % of landings</i>	67%	74%	64%	59%	52%	48%	59%	53%	39%	35%
GRAND TOTAL	2,388	2,396	2,143	2,339	2,528	2,672	3,402	5,483	4,513	5,970

* NSOI includes the Nominee Program and the Atlantic Immigration Pilot

Integration and Retention

Outcome	Measure	Base Year	Annual Target: 2019	Trends - Subsequent year data	Strategic Actions
Nova Scotia's immigration policies and settlement activities support immigrants and their families to successfully settle and integrate in their new community.	<p>Percentage of all tax-filing immigrants arriving in Nova Scotia in a <u>six year-period</u> remaining in the sixth year.</p> <p>This measure was originally created using a baseline of 37% from the 2001 national census. However, the discontinuation of the long-form census in 2011 meant a gap in the availability of census data. This led to the development of the tax-filer method to measure retention, calculated using data available in the Longitudinal Immigration Database (IMDB).</p> <p>The reinstatement of the long form census in 2016 means there is one more method to measure retention retention. Each method has benefits and limitations. The most recent IMDB and Census data are included in this report.</p>	<p>2001 Census: 37%</p> <p>2008 IMDB: 69%</p>	70% or better retention rate.	<p>IMDB 2016¹ - 71%</p> <p>Census 2016: 79%</p>	<p>Focus on attracting immigrants with job offers or with skills and experience aligned with provincial labour and occupational needs.</p> <p>Fund an integrated province-wide approach to settlement services to maximize settlement programming and resources that support successful settlement of immigrants, including to the Francophone community.</p> <p>Innovation Grant to support testing of innovative models and programs in settlement service provision.</p>

¹ There is a two-year time lag in the availability of data from the IMDB, so the latest available data is for the 2016 tax year.

Policy Development and Advocacy

Outcome	Measure	Base Year	Annual Target: 2019	Trends			Strategic Actions			
				Nominations	Endorsements	Designations				
Increase the number of annual provincial nominations and allocation for the Atlantic Immigration Pilot	Number of NSNP certificates issued annually per calendar year.	2003: 23	1,350 NSNP nominations	2004: 117	2018: 872	2018: 460	Develop a shared understanding of immigration with stakeholders and influencers to advocate for a greater number of nominee certificates and AIP endorsements for Nova Scotia. Leverage our partnerships with key stakeholders to achieve our common immigration goals for Nova Scotia.			
	Number of Designations through the Atlantic Immigration Pilot Program per calendar year.	2017: 277		2005: 303	2006: 400	2007: 405		2008: 309		
				2009: 367	2010: 500	2011: 525		2012: 725		
				2013: 630	2014: 717	2015: 1,355		2016: 1,375		
				2017: 1,451	2018: 1,400					

Departmental Financial Summary

Departmental Expenses Summary (\$ thousands)			
<u>Programs and Services</u>	<u>2018-19 Estimate</u>	<u>2018-19 Forecast</u>	<u>2019-20 Estimate</u>
Office of Immigration	\$9,562	\$9,562	\$10,217
Total - Departmental Expenses	<u>\$9,562</u>	<u>\$9,562</u>	<u>\$10,217</u>
Ordinary Recoveries	---	---	---
<u>Funded Staff (# of FTEs)</u> Department Funded Staff	35.0	36.1	38.0

Note:
 For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
 For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1

ⁱ Source for Statistics are: Statistics Canada, “The Canadian Immigrant Labour Market: Recent Trends from 2006-2017”; ISANS; Conference Board of Canada, “Immigrant Wage Gap”, www.conferenceboard.ca

