



# Business Plan

2020–21

*Office of Immigration*

  
**NOVA SCOTIA**

© Crown copyright, Province of Nova Scotia, 2020

Budget 2020–21: Business Plan  
Finance and Treasury Board  
February 2020

ISBN: 978-1-989654-97-2

Contents

Message from the Minister ..... 2

Mandate, Vision and Mission ..... 3

    Vision:..... 3

    Mission:..... 3

    Mandate:..... 3

    Core Functions ..... 3

2019-20 Initiatives and Programs ..... 4

    Attraction and Recruitment ..... 4

    Selection Programs ..... 4

    Integration and Retention ..... 5

    Policy and Advocacy..... 5

    Program Integrity..... 5

Performance Measurement..... 6

Departmental Financial Summary ..... 10

## Message from the Minister

I am pleased to present the 2020-21 Business Plan for the Nova Scotia Office of Immigration (NSOI) which builds on our successful track record of increasing immigration throughout the province:

- The highest number of immigrants in the last six decades arrived in Nova Scotia in 2019.
- In 2019, NSOI approved more applications through the Nova Scotia Nominee Program and the Atlantic Immigration Pilot than ever before.
- Nova Scotia's immigrant retention rate remains strong and is the highest in Atlantic Canada.
- Public opinion research continues to show support for immigration.

In 2020-21, NSOI will continue to implement targeted immigration efforts to help address labour needs in key sectors including healthcare, education, and transportation. Informed by research and our work with stakeholders and employers, NSOI will continue our strategic approach to address skill gaps and labour needs in specific sectors and regions.

A focus for this year will be working with the federal government and the Atlantic provinces to develop a permanent Atlantic Immigration Pilot (AIP) program that meets regional needs as well as advances provincial priorities.

NSOI supports a network of settlement programming across the province, which is key to retaining immigrants. NSOI will implement new two-year funding agreements with Settlement Service Provider Organizations. These Agreements will target programming that encourages and supports economic integration and social inclusion like language training, employment bridging for foreign certified professionals, welcoming community initiatives, and entrepreneur support programs.

NSOI will continue to focus on stakeholder engagement and international attraction. This includes working closely with employers to build their understanding of immigration and assist them with the process. As well, we will market Nova Scotia as an immigration destination of choice and strengthen our immigration presence in select international markets through marketing and strategic recruitment events.

Together with our settlement partners, with employers and with communities we are strengthening our population and economy through immigration. I look forward to continued growth and innovation in 2020-21.

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 contribute 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.
- Integration and retention of immigrants and their families.
- Policy, advocacy and research to advance provincial immigration priorities.
- Supporting immigration program integrity

## 2020-21 Initiatives and Programs

In 2020-21, the Nova Scotia Office of Immigration (NSOI) will undertake several initiatives to support the core functions of the Office.

### Attraction and Recruitment

#### *Stakeholder Engagement*

NSOI will continue stakeholder engagement activities across the province targeted to employers and priority sectors. NSOI staff work closely with employers to build a better understanding of immigration as a tool to meet their labour needs, encourage their participation in immigration and help with the process. NSOI will continue to maximize all opportunities to engage with international students to support their retention in the province. In 2020-21, NSOI will implement a customer service management tool to track individual meetings, conversations, and information sessions with stakeholders.

#### *Francophone Immigration*

In collaboration with the Office of Acadian Affairs and Francophonie, NSOI will continue implementation of the Nova Scotia Francophone Immigration Action Plan focusing on recruitment through programming, international attraction events, and engagement with post-secondary institutions targeted to francophone international students. We will also work with francophone partners in Nova Scotia to address labour needs and encourage settlement and retention of French-speaking immigrants.

#### *Attraction*

In 2020-21, NSOI will market Nova Scotia under the *Room* brand as an immigration destination of choice through an informed and integrated approach to attracting international candidates who meet economic and labour needs in the province. In coordination with employers and other government partners, we will strengthen our immigration presence in select international markets through marketing and strategic recruitment events.

#### *Recruitment and Program Support*

NSOI will continue to work with partners in government to increase efficiency and effectiveness of online tools for attraction, recruitment and service delivery.

### Selection Programs

#### *Maximizing Opportunities*

In 2019, the province approved 2,818 applications, up 24 per cent over 2018 and 347 per cent over 2013. The federal Minister of Immigration's mandate letter includes the direction to make the Atlantic Immigration Pilot a permanent program and increase space in the program by 5,000. As well, the Federal Multi-Year Immigration Levels Plan includes growth in the Provincial Nominee Program. These increases should result in continued growth in both AIP and PNP, which will support the province in surpassing previous historic levels.

#### *Atlantic Immigration Pilot Program*

In collaboration with the other Atlantic provinces, NSOI will work with the Federal government to make the Atlantic Immigration Pilot permanent. NSOI will advocate for a responsive immigration program that advances provincial priorities to address the needs of employers, as well as the regional labour and economic needs of the province.

### *Nova Scotia Nominee Program*

The Office will advocate for, promote, and administer an adaptive Nova Scotia Nominee Program that targets the persistent and emerging skill gaps and labour needs of employers, sectors, and regions in the province. We will continue to be innovative and responsive in creating options that work for employers in the province, as well as immigrants looking to make Nova Scotia their home.

## Integration and Retention

### *Settlement and Retention*

In 2020-21, NSOI will implement new two-year agreements with Settlement Service Provider Organizations to ensure provision and support of settlement services throughout the province.

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

### *Research and Evaluation*

NSOI is focused on evidenced based decision making that ensures we have the appropriate programming in place to attract immigrants with the right skills needed in the province and provide access to the supports needed to help them succeed. In 2020-21, NSOI will be working with other departments, levels of government, and community partners to share research findings, inform decision making as well as program design and service delivery. NSOI's Research Plan will build on the findings and recommendations identified in NSOI's recent research.

## Program Integrity

Program integrity is a key factor in program development, administration, and delivery. In 2021, NSOI will continue to work with other provincial government departments and Atlantic provinces on best practices, training, and capacity building.

## Performance Measurement

### Attraction and Recruitment

Outcome	Measure	Base Year	Annual Target: 2020	Trends - Subsequent years	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	7,000	2019: 7580 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**

<b>Category / Year</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
NSOI total	629	779	958	1,203	1,400	1,394	2,590	2,749	3,845	5090
<i>NSOI % of landings</i>	<i>26%</i>	<i>36%</i>	<i>41%</i>	<i>48%</i>	<i>52%</i>	<i>41%</i>	<i>47%</i>	<i>61%</i>	<i>65%</i>	<i>67%</i>
All federal	1,767	1,364	1,381	1,325	1,272	2,008	2,893	1,764	2,125	2490
<i>Federal % of landings</i>	<i>74%</i>	<i>64%</i>	<i>59%</i>	<i>52%</i>	<i>48%</i>	<i>59%</i>	<i>53%</i>	<i>39%</i>	<i>35%</i>	<i>33%</i>
<b>GRAND TOTAL</b>	<b>2,396</b>	<b>2,143</b>	<b>2,339</b>	<b>2,528</b>	<b>2,672</b>	<b>3,402</b>	<b>5,483</b>	<b>4,513</b>	<b>5,970</b>	<b>7580</b>

\* NSOI includes the Nominee Program and the Atlantic Immigration Pilot

## Integration and Retention

Outcome	Measure	Base Year	Annual Target: 2020	Trends - Subsequent years	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. 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 2016<sup>1</sup> - 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>

<sup>1</sup> There is a minimum two-year time lag in the availability of data from the IMDB. The latest available data is for the 2016 tax year.

### Policy Development and Advocacy

Outcome	Measure	Base Year	Annual Target: 2020	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	2019: 1,610	2019: 1,208	2019: 402	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.
				2018: 1,400	2018: 872	2018: 460	
				2017: 1,451			
				2016: 1,375			
				2015: 1,355			
				2014: 717			
				2013: 630			
				2012: 725			
	Number of Endorsements through the Atlantic Immigration Pilot Program per calendar year.	2017: 201	1173 AIP Endorsements	2011: 525			Leverage our partnerships with key stakeholders to achieve our common immigration goals for Nova Scotia.
				2010: 500			
				2009: 367			
				2008: 309			
				2007: 405			
				2006: 400			
				2005: 303			
				2004: 117			

<sup>2</sup> Targets are dependent on allocations from the federal government. As of February 7, 2020, Nova Scotia had not received the 2020 allocation.

## Departmental Financial Summary

<b>Departmental Expenses Summary</b>			
<b>(\$ thousands)</b>			
<b><u>Programs and Services</u></b>	<b><u>2019-20 Estimate</u></b>	<b><u>2019-20 Forecast</u></b>	<b><u>2020-21 Estimate</u></b>
Office of Immigration	\$10,217	\$10,217	\$10,217
<b>Total - Departmental Expenses</b>	<b><u>\$10,217</u></b>	<b><u>\$10,217</u></b>	<b><u>\$10,217</u></b>
<b>Ordinary Recoveries</b>	---	---	---
<b><u>Funded Staff (# of FTEs)</u></b>	38.0	37.2	39.0
<b>Department Funded Staff</b>			

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