

**Nova Scotia Office of Immigration
Annual Accountability Report
for the Fiscal Year 2010-2011**

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Accountability Statement

The accountability report of the Office of Immigration for the year ending March 31, 2011, is pursuant to the Finance Act and government policies and guidelines. These authorities require the reporting of outcomes against the Office of Immigration Statement of Mandate for the fiscal year 2010-2011. The reporting of the Office of Immigration outcomes necessarily includes estimates, judgements and opinions by Office of Immigration management.

We acknowledge that this accountability report is the responsibility of the Office of Immigration management. The report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the Office of Immigration Statement of Mandate for the year.

____ original signed by _____
The Honourable Marilyn More
Minister

____ original signed by _____
Judith Ferguson
Deputy Minister

Message from the Minister

During this planning period, the Office of Immigration engaged in discussions with hundreds of its stakeholders and partners as part of the process in developing a new immigration strategy for Nova Scotia. The main goal of the new strategy is to significantly increase immigration to the province as one way to ensure that communities thrive and the economy grows.

Nova Scotia's Nominee Program is alive and well and open for business. In 2010, we issued 500 nomination certificates – the largest number issued since the program began in 2003. The provincial nominee program typically represents about one third of all immigrants coming to Nova Scotia, with each nominee bringing an average of 2 family members. Once a nomination is made, the applicant must then receive approval from Citizenship and Immigration Canada which conducts security, health and criminal background checks. It takes, on average, up to 18 months from the time a nomination is made to the arrival of an applicant and their family members.

While our provincial nominations increased last year, the total number of immigrants coming to Nova Scotia decreased slightly to 2,408 in 2010. This was not unexpected due to the discontinuance of one of the streams of the nominee program.

Immigrants have an important place in the delicate equation of expanding the economy while living within our means. Immigrants not only bring social and economic benefits to the province, they promote openness to new ideas, experiences and creativity, creating a stronger Nova Scotia.

When immigrant families come to Nova Scotia, their incentive to succeed is very high. They work hard to succeed at their jobs and many set up their own businesses, creating jobs for other Nova Scotians. Others provide international contacts that lead to more business for their employers. Having a diverse society has the power to open minds and influence the future in positive and exciting ways.

A significant effort is required to make sure newcomers are welcome and have the supports necessary to start a new life in a new country. The Office of Immigration invested \$4.45 million in 2010 to help our newcomers integrate and settle in their new home province. This included \$2.25 million in settlement funding and \$2.2 million for employment related programs through the Canada-Nova Scotia Labour Market Agreement.

Nova Scotia's workforce is getting older with about one thousand people turning 65 every month. In fact, Nova Scotia already has more seniors than youth. With our working age population expected to decline there will soon be more jobs than workers. We need qualified workers so businesses can expand and help grow the economy. Increasing immigration to our province is one way to help address this demographic challenge.

We will continue to work with our immigration colleagues in Atlantic Canada to ensure a coordinated approach to immigration recruitment for the region. This collaboration provides opportunities to ensure the region and Nova Scotia are profiled as an immigration destination of choice among potential newcomers overseas.

I am very proud of the staff at the Office of Immigration. We have a very diverse staff who speak a number of different languages. Some are immigrants themselves. Thank you for your dedication and professionalism.

I am pleased to present the Office of Immigration's 2010-2011 Accountability Report, which reflects the progress and successes achieved for the fiscal year.

Thank you.

Marilyn More
Minister

Financial Results

Budget Context

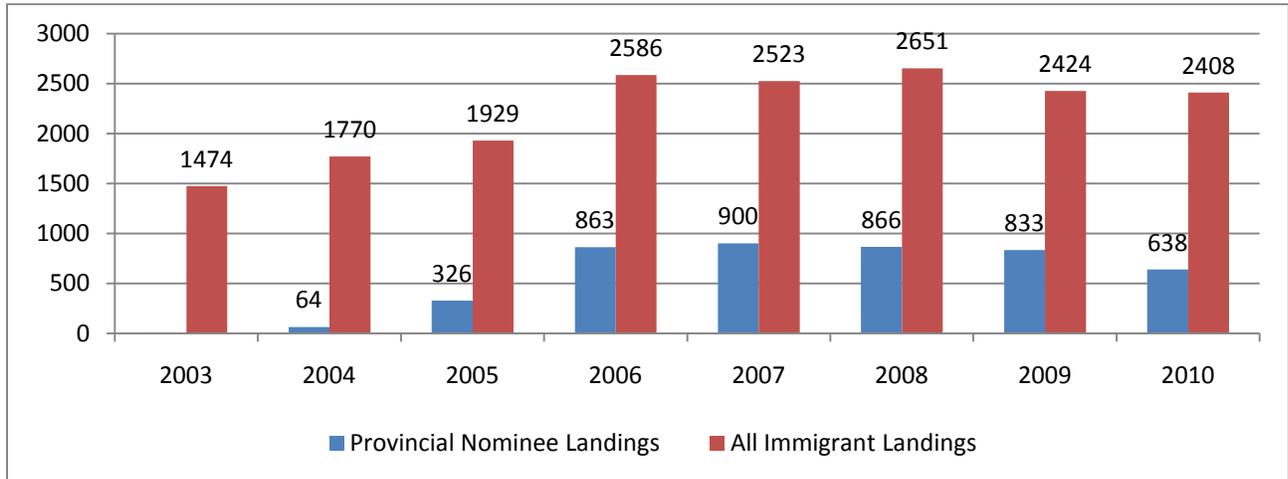
OFFICE OF IMMIGRATION		
	2010-2011 Estimate	2010-2011 Actual
Operating Costs	1,002	870
Grants and Contributions	2,250	4,445*
Salaries and Employee Benefits	1,738	1,547
Gross Expenses	4,990	6,862
Less: Chargeable to other departments	---	2,258
Total Program Expenses	4,990	4,604
Ordinary Recoveries	260	218
Funded Staff (FTE's)	23.0	20.3

* The Office of Immigration allocated \$2.250 million of funding for settlement out of our own budget, as well as \$2.195 million from the Labour Market Agreement funding managed by Employment Nova Scotia.

Measuring our Performance

IMMIGRANT ATTRACTION

In the 2010-11 Statement of Mandate for the Office of Immigration we set a target of 2,800 landings in 2010. As the following chart indicates, the total number of landings has increased since 2003 and remained steady at the 2400-2600 range but we did not reach the 2,800 target.



WHAT DOES THE MEASURE TELL US?

This measure shows the progress we are making in attracting newcomers to the Province of Nova Scotia and what the positive impact of the Nova Scotia Nominee Program has been since its inception, as shown above.

WHERE ARE WE NOW?

The above tables show that the number of immigrants choosing to make Nova Scotia their home since the creation of the nominee program and the Office of Immigration was increasing but has remained in 2400 range for the last two years. The total number of immigrants that came to Nova Scotia in 2008, which is the year with the highest landing rate since the implementation of the NSNP, increased by 75% over 2003.

In 2009 and 2010, a slight decline of immigrants occurred. With the 12-18 month time lag between nomination, approval by CIC and landing is difficult to predict when people will actually arrive. With increased marketing and employer engagement, we are confident that our immigration landings will again begin to rise.

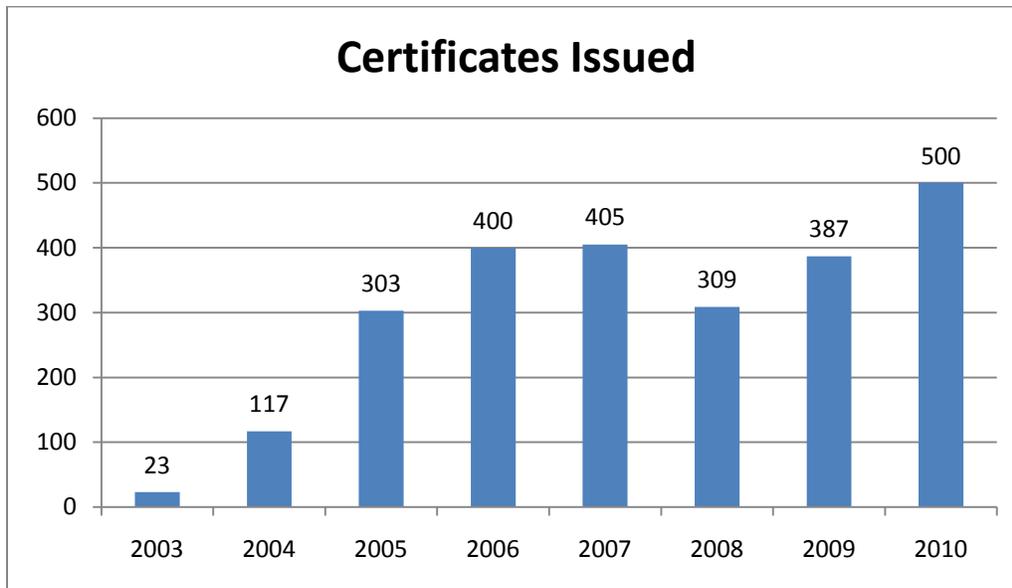
WHERE DO WE WANT TO BE?

In 2010, a marketing officer was hired to better promote immigration both internationally and within Nova Scotia. With this increased focus on marketing as well as an increase in the number of nominations issued in 2010, we are back on track to seeing increased immigrant landings again in Nova Scotia.

A new target of 7200 immigrant landings by 2020 was announced in the new immigration strategy, Welcome Home to Nova Scotia, which was released in May 2011.

NUMBER OF NOMINATION CERTIFICATES ISSUED

In the 2010-2011 Statement of Mandate, the Office of Immigration projected that 500 nomination certificates would be issued in the 2010 calendar year. By the end of 2010, this target had been reached.



WHAT DOES THE MEASURE TELL US?

This measure shows the progress we are making in attracting newcomers to the Province of Nova Scotia and what the positive impact of the Nova Scotia Nominee Program has been since its inception. In 2008, a decline in the number of certificates was due to the closure of the economic stream, processing of economic nominee resident refunds, and limited international marketing. However, in 2010, the Office achieved the target and issued 500 nominations.

WHERE ARE WE NOW?

Citizenship and Immigration Canada has informed Nova Scotia that in 2011, they will process a maximum of 500 nominations submitted by the Office of Immigration.

WHERE DO WE WANT TO GO/BE IN THE FUTURE?

The Office of Immigration will now be able to focus on marketing the nominee program with the aim of increasing the number of people applying to it, thereby increasing the number of nominations. Our cap in 2011 is 500 nominations.

In the new immigration strategy we outline that we need to increase our number of nominations in order to meet our 2020 goal. We will need to negotiate with CIC for growth in our NSNP both in real numbers and as a percent of total landings as shown in this table.

2012	2013	2014	2015	2016	2017	2018	2019	2020
750	900	1000	1000	1200	1200	1500	1500	1500

IMMIGRANT RETENTION

One of the goals outlined in the Nova Scotia Immigration Strategy in order to address population and skilled workforce needs is to increase the retention rate of immigrants who choose to settle in Nova Scotia. Retention is difficult to report since immigrants are not tracked when they come to Canada or to Nova Scotia and they have the same right to mobility as all residents of Canada.

The Office of Immigration has relied on the Canadian Census as a source of information to calculate how many immigrants are being retained in the province. According to the 2001 Census, this rate was approximately 37%. The Immigration Strategy goal is to increase this rate to 70% as reported though the 2011 National Census.

WHAT DOES THE MEASURE TELL US?

This measure shows the progress we are making in attracting and keeping newcomers to the Province of Nova Scotia and what the positive impact of the Nova Scotia Nominee Program has been since its inception.

WHERE ARE WE NOW?

According to the 2006 Census, the retention rate has increased to 63%. This increase can be attributed to the fact that most immigrants coming through the Nova Scotia Nominee Program are skilled workers who require a full-time job offer before applying through the program.

WHERE DO WE WANT TO GO/BE IN THE FUTURE?

Our target for this measure is to retain 70% of our immigrants by the 2011 Census. In 2011, we will also be releasing our evaluation of the NSNP and working with our partners at CIC and in other provincial departments to find a way to better follow-up with our nominees to determine our retention and their outcomes.