

**Office of Immigration
2010-2011 Statement of Mandate**

April 6, 2010

Table of Contents

Message from the Minister and Deputy Minister.	2
Department Mandate	4
Performance Measures.	5
Budget Context.	6

Message from the Minister and Deputy Minister

There is a sense of urgency as demographic challenges, such as an aging and declining population, begin to hit home. A number of studies in the past year have all reached the same conclusion: it is becoming increasingly difficult to find enough skilled workers. Statistics Canada predicts that by 2012, only two years from now, 100 per cent of the net growth in the Canadian workforce will be due to immigration.

Immigration can help provide the required skilled resources needed to fill job vacancies. Newcomers bring new skills and new ideas to Nova Scotia. They have technical skills and international contacts which Nova Scotia companies and communities need to remain innovative, productive and competitive.

Immigrants bring more than much needed skills. When compared to the general provincial population, Nova Scotia immigrants have higher education levels, higher income, higher levels of entrepreneurship and less dependency on government transfers as a source of income.

The Office of Immigration has started the process of significantly increasing the number of immigrants who come to Nova Scotia. We will continue gathering input from our key stakeholders and partners during the development and implementation of a multi-year effort involving all aspects of the Nova Scotia Nominee Program.

Our new immigration strategy for Nova Scotia will focus on providing the business sector with the information needed to match potential skilled immigrants with jobs. We will use research that allows us to be even more strategic in our recruitment efforts and at international immigration fairs.

We will work with business, unions, industry and professional organizations, regulatory bodies, universities and colleges to ensure that qualified immigrants are matched with labour shortages.

We will also continue to develop partnerships with provinces with similar attributes to Nova Scotia and to work with Citizenship and Immigration Canada to increase our immigration levels.

Increased marketing will showcase Nova Scotia as the destination of choice for newcomers. We'll continue working with partners, such as the province's regional development authorities, to attract immigrants by identifying opportunities and welcoming communities, including our Acadian and Francophone regions.

Our professional staff at the Office of Immigration will streamline the already fast application process and use technology to better track our results. More resources will be used to help process the applications and to match newcomers with jobs.

A review of our current streams under the nominee program is underway to see what adjustments would make them more attractive to potential immigrants. At the same time, we are looking at what other streams could be added that would attract more newcomers to the province.

We will continue to support settlement and language programs that enable newcomers to live, work and succeed in our province. Working in partnership with other government departments, software technology will be developed to streamline the program funding application process used by settlement agencies.

In an environment of fiscal restraint and responsibility, we will continue sharing and contributing to pooled resources and information through inter-departmental and inter-governmental partnerships. An example of such a partnership is the Atlantic Population Table, developed in November 2005 to address the demographic and labour force challenges facing the region by promoting policies and programs in support of immigration, retention and repatriation. This unique group includes immigration and population staff from the four Atlantic Provinces, the Atlantic Canada Opportunities Agency, Citizenship and Immigration Canada, Service Canada and the Council for Atlantic Premiers' Secretariat. This group develops collaborative strategic initiatives in the areas of attraction & promotion, awareness & retention, labour market integration, and research.

With their continued dedication and devotion, the staff at the Office of Immigration work hard to bring more newcomers to Nova Scotia. A number of them are immigrants themselves and have experience and understanding in the recruitment, integration and retention of newcomers.

Over the fiscal year 2010-2011, the Office of Immigration will be contacting employers, unions, associations and others to fully understand Nova Scotia's labour market needs. Working together we will help meet the demographic challenges facing the provincial labour market by recruiting and keeping the required skilled immigrants.

Honourable Ramona Jennex
Minister

Margaret MacDonald
Deputy Minister

Department Mandate

The Office of Immigration is accountable for working with partners in order to:

- attract and retain immigrants in the Province;
- promote the culture of a welcoming community for immigrants, including the raising of public awareness and education on immigration and diversity issues;
- market the Province as an attractive immigration destination;
- strengthen immigration and settlement planning, policy and programming in the Province in order to improve opportunities to attract, integrate and retain immigrants;
- ensure planning and capacity for the effective delivery of immigrant settlement and integration programming in the Province;
- facilitate and promote a co-ordinated approach within the Government to immigration;
- develop advice and provide support to the Government in policy, planning, research and co-ordination in matters involving immigration and settlement.

Mission

To take a lead role in engaging and working with partners to attract, integrate, and retain immigrants, recognizing the important contributions they make to our social, economic, and cultural fabric.

Performance Measures

OUTCOME	MEASURE	DATA	TARGET 2010-11	TRENDS	STRATEGIC ACTIONS
Increased number of new immigrant landings in Nova Scotia	Number of new immigrant landings	Base Year: 2002 2002: 1771	2800	2004: 1771 2005: 1929 2006: 1895 2007: 2520 2008: 2651	<ul style="list-style-type: none"> - Participation in immigration fairs - Better information and increased promotion of programs - Business engagement
Increased number of nomination certificates issued	Number of certificates issued	Base Year: 2004: 117	500	2005: 303 2006: 400 2007: 408 2008: 309 2009: 368	<ul style="list-style-type: none"> - Marketing to business - Business engagement
Increased immigrant retention rate	Percent of immigrants staying in Nova Scotia	Base Year: 1996-2001 Census: 37%	2011 Census: 70%	2001-2006 Census: 63%	<ul style="list-style-type: none"> - Investment in enhanced language and employment readiness programming - Strategically aligning NSNP recruitment with labour market needs of the province - Work with stakeholders to address credential recognition issues

Financial Context and Budget

	2009-2010 Estimate (\$thousands)	2009-2010 Forecast (\$thousands)	2010-2011 Estimate (\$thousands)
Program Expenses	\$4,691	\$4,469	\$4,990
Provincially Funded Staff (FTEs)	20.0	19.2	23.0