

Item 13.1.2

Halifax National & International Talent Recruitment Pilot Program

Presented to:

Community Planning and Economic
Development Standing Committee

July 18, 2024

People. Planet. Prosperity.

Halifax's Inclusive Economic Strategy, 2022-27

VISION

A prosperous, growing Halifax that puts the well-being of people and planet first.

By 2037, grow GDP to

\$32 billion
and population to
650,000

VALUE PROPOSITION



Ocean Advantage



Commitment to Climate Action



Educated and Innovative



Excellent Urban, Suburban, Rural Lifestyle

5-YEAR STRATEGIC GOALS



Promote and Maximize Inclusive and Sustainable Growth

Grow GDP to
\$25 billion
by 2027



Attract, Retain, and Develop Talent

Increase population to
525,000
and grow the labour force to
310,000
by 2027



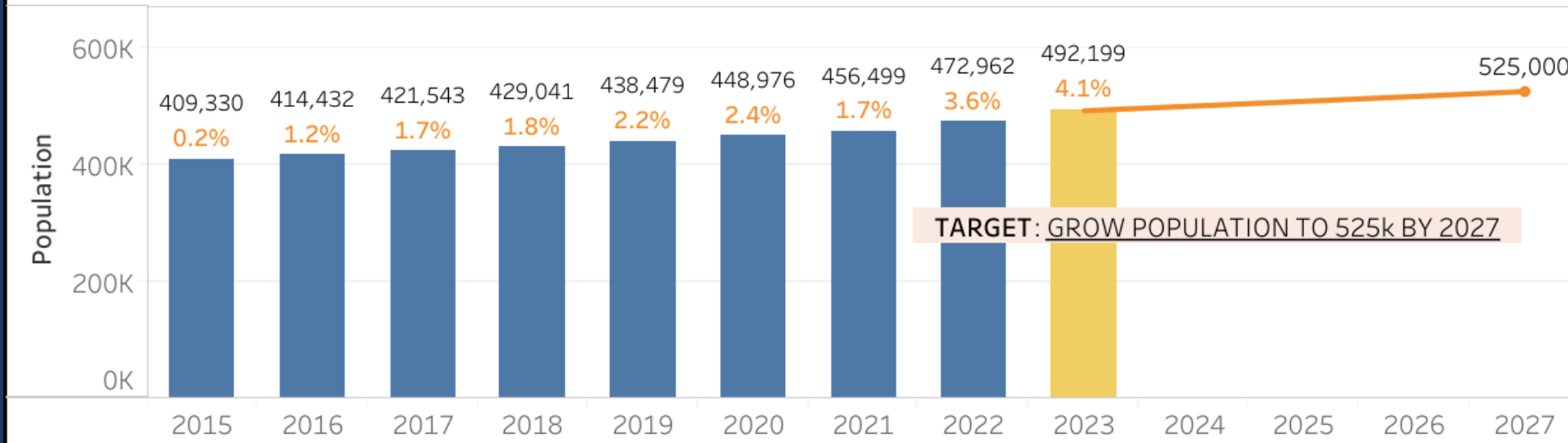
Make Halifax a Better Place to Live, Work, and Visit

Increase residents' well-being on a continuous basis

ATTRACT, RETAIN, AND DEVELOP TALENT

TOTAL POPULATION AND GROWTH RATE

Persons and Annual Growth Rate, Halifax Economic Region, 2015 to 2027 (target)



Migrants 2023

19,114

▲ 18.1% since 2022

Source: Statistics Canada, Table 17-10-0151-01

International Student Enrolments 2023

7,296

▼ 0.7% since 2022

Source: MPHEC (Custom Request)

Median Age in Halifax 2023

39.0 years

▼ 0.4 years since 2022

Source: Statistics Canada, Table 17-10-0150-01

Net Non-Permanent Residents 2023

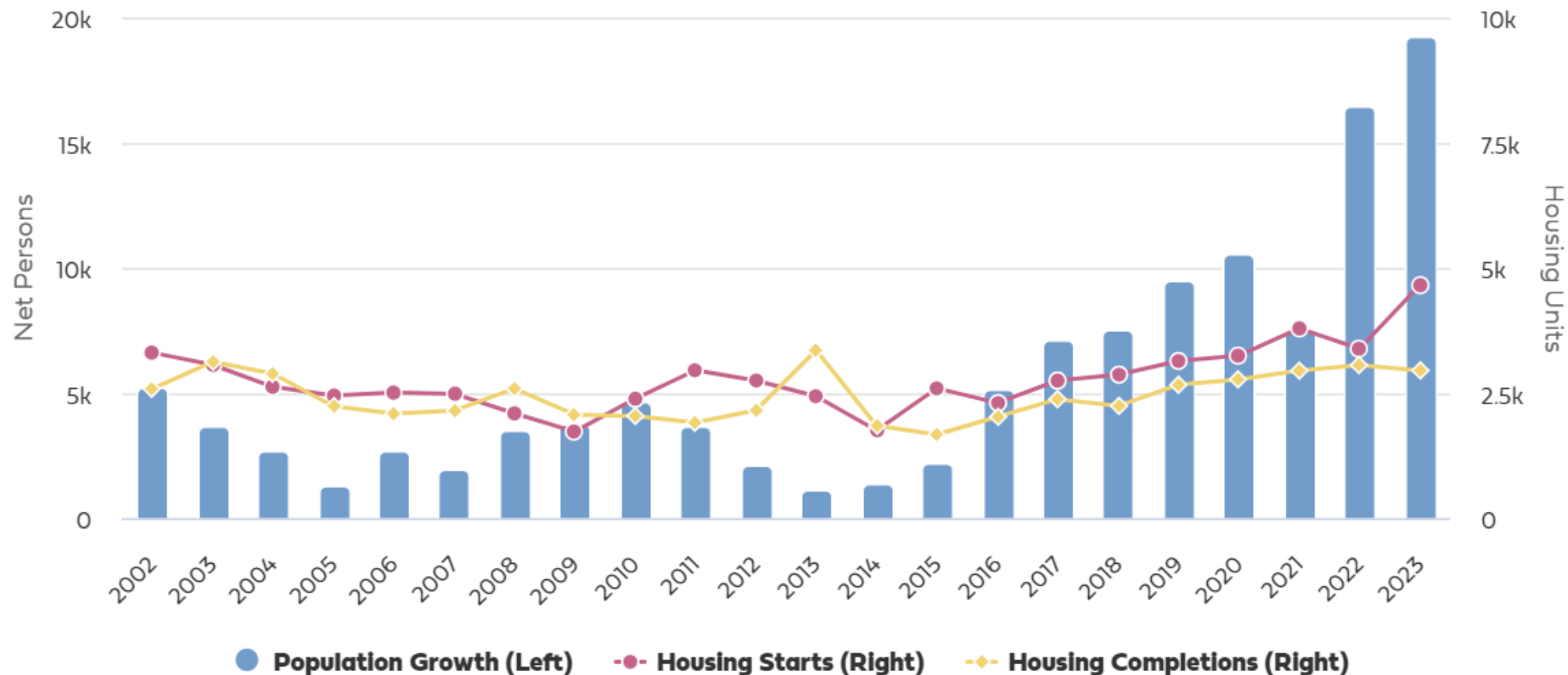
6,307 new residents

▲ 5810 since 2022

Source: Statistics Canada, Table: 17-10-0151-01

POPULATION GROWTH VS HOUSING GROWTH

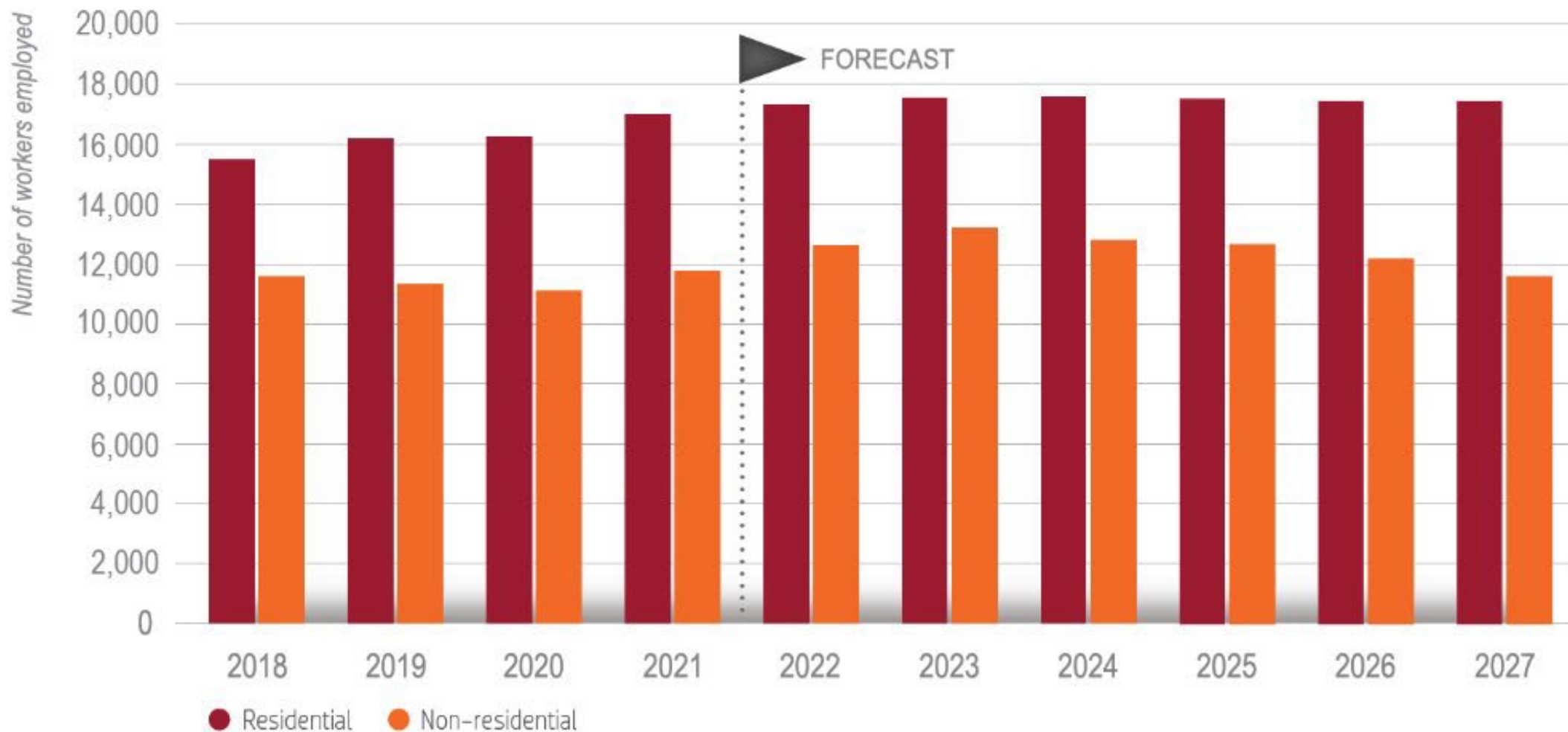
Net Persons and Housing Units, Halifax Economic Region, 2002 to 2023



Vertical axes scale at a 2:1 ratio to reflect typical population per household.

Source: Statistics Canada, Annual Demographic Estimates, Table 17-10-0150-01 and Canada Mortgage and Housing Corporation, Housing Market Information Portal

Figure 1: Construction employment growth outlook, Nova Scotia



Source: Statistics Canada, BuildForce Canada (2022-2027)

Halifax National & International Talent Recruitment Pilot Program

- Unprecedented population growth putting pressure on housing supply.
- Shortage of skilled trades workers impacting housing development.
- Halifax National and International Talent Recruitment Pilot Program launched in 2023 to help address critical labour needs.



Pilot Objectives



International Recruitment & Immigration Support

Hired a licensed immigration consultant/international recruiter to work with Halifax employers and partners.



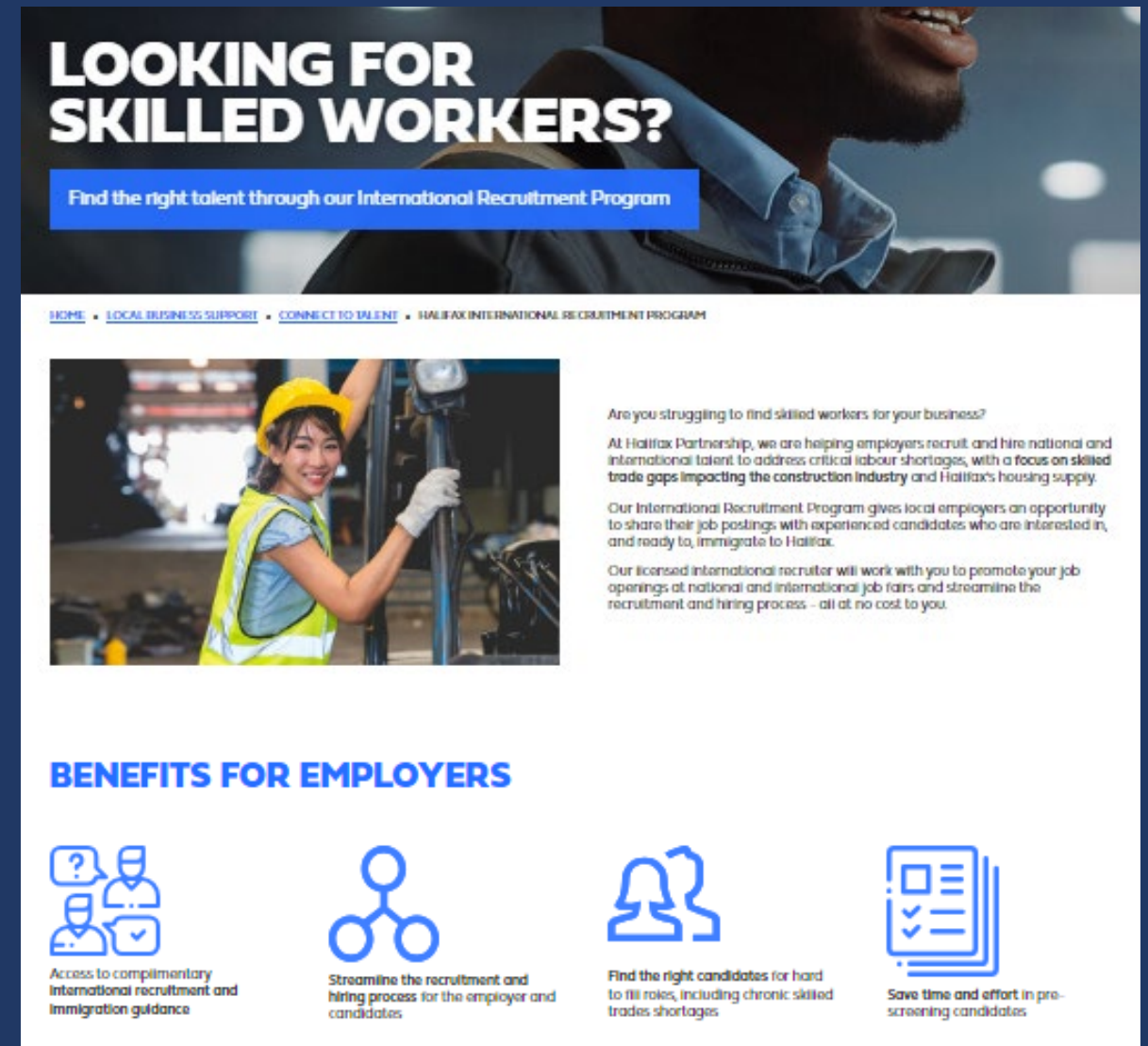
Developed an international recruitment strategy to educate and support local employers in successfully attracting and hiring global talent.

EMPLOYER SUPPORT

- Support development of job descriptions that will attract international talent.
- Advise on developing effective recruitment presentations and marketing materials.
- Promote job opportunities and Halifax as a place to live and work.
- Identify candidates that best match job requirements, pre-screen them, and provide employers with a shortlist.
- Guide businesses and candidates through the international recruitment and hiring process.
- Adapt employer recruitment and hiring strategies/plans to improve future talent attraction efforts.

Employer Awareness & Engagement


- Targeted outreach to 500 Halifax employers and construction-focused marketing campaign to encourage employer participation in the pilot.
- 35 jobs received for promotion to national and international talent.



LOOKING FOR SKILLED WORKERS?

Find the right talent through our International Recruitment Program

HOME • LOCAL BUSINESS SUPPORT • CONNECT TO TALENT • HALIFAX INTERNATIONAL RECRUITMENT PROGRAM




Are you struggling to find skilled workers for your business?


At Halifax Partnership, we are helping employers recruit and hire national and international talent to address critical labour shortages, with a focus on skilled trade gaps impacting the construction industry and Halifax's housing supply.


Our International Recruitment Program gives local employers an opportunity to share their job postings with experienced candidates who are interested in, and ready to, immigrate to Halifax.


Our licensed international recruiter will work with you to promote your job openings at national and international job fairs and streamline the recruitment and hiring process - all at no cost to you.

BENEFITS FOR EMPLOYERS

- 

Access to complimentary international recruitment and immigration guidance
- 

Streamline the recruitment and hiring process for the employer and candidates
- 

Find the right candidates for hard to fill roles, including chronic skilled trades shortages
- 

Save time and effort in pre-screening candidates

Recruitment of National & International Talent

5 Recruitment Fairs

- London Build Expo – London, UK
- Destination Canada – Paris, France
- Destination Canada – Rabat, Morocco
- Toronto Building Show
- Destination Canada (virtual recruitment)

Marketing Campaign

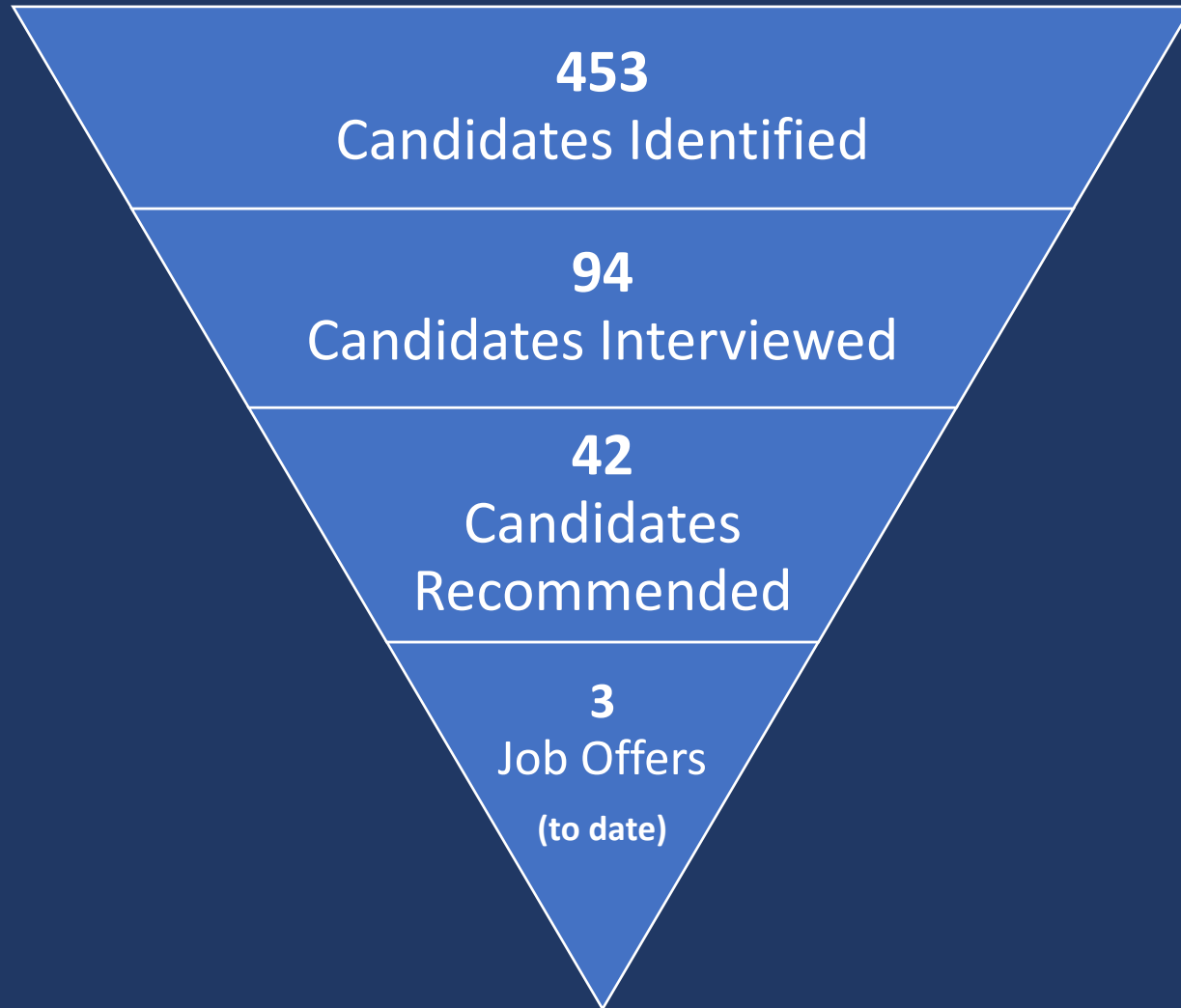
targeting skilled trade workers in Ontario



4,388
applications
for jobs with
Halifax
employers



Pre-qualifying and Matching Talent to Jobs



“We found the process was smoother with the support from Halifax Partnership. The skill-set and personality of the pre-screened candidate will be a good fit for our company.”

- Matt Kerr, Parsons ICF Construction

Lessons Learned & Next Steps

- Employer readiness to recruit and hire international talent requires additional effort.
- Halifax Partnership, and partners, will continue to connect employers and talent to hiring and settlement resources.

“The International Talent Recruitment Program has been essential in helping us recruit skilled foreign workers to address workforce shortages. Without initiatives like this, we face increased costs and delays in hiring, impacting our productivity and competitiveness.”

- Ron Wallace, President, Ace Machining





Thank you!

**Halifax National &
International Talent
Recruitment Pilot Program**