JVS TORONTO

Toronto Metropolitan University

WES WORLD EDUCATION SERVICES

IMMIGRATION NB

Employment and Social Development Canada

Emploi et Développement social Canada

Immigration, Refugees and Citizenship Canada

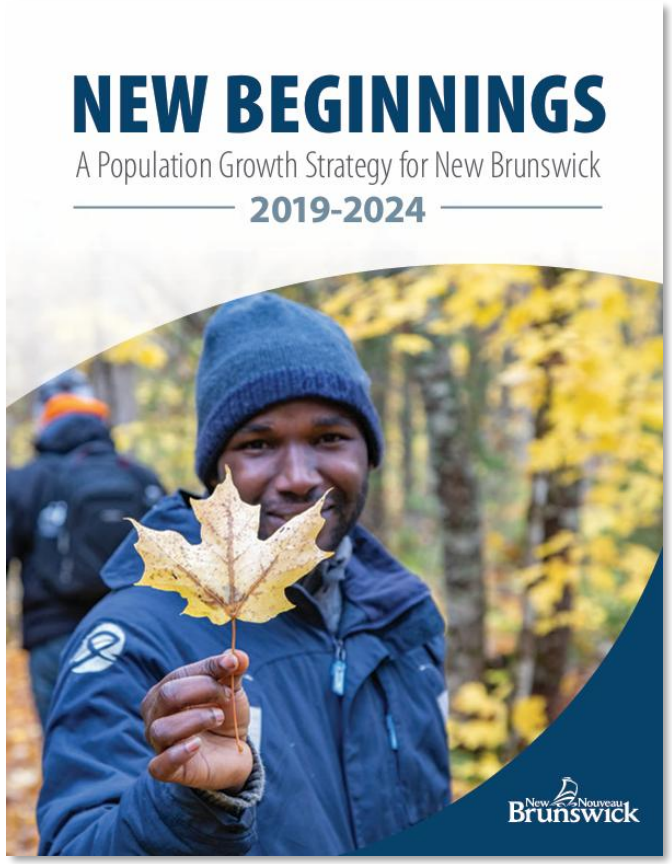
Immigration, Réfugiés et Citoyenneté Canada

Ontario

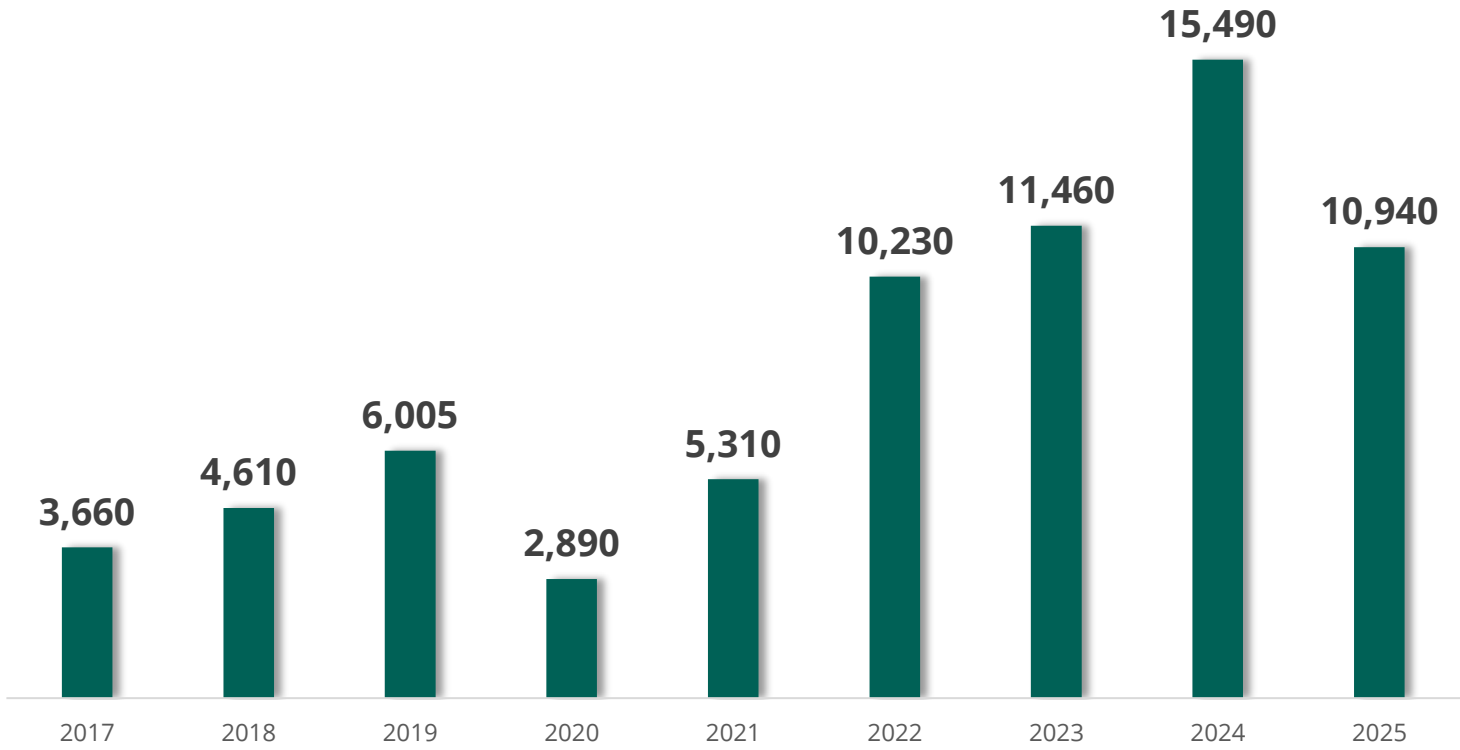
Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique

New Nouveau Brunswick



Permanent Resident Admissions



New Nouveau Brunswick

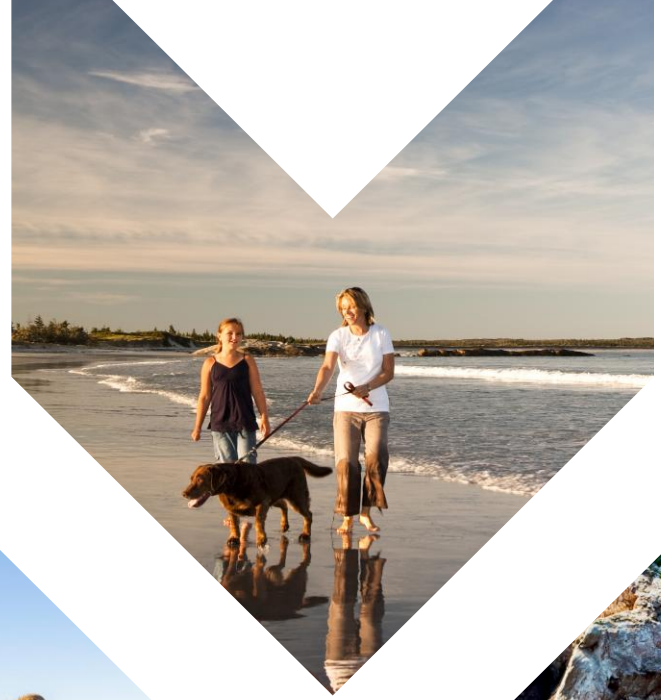
Provincial Nominee Program and Atlantic Immigration Program

2024	2025
5,500/5,500 Allocation/Nomination	4,920/4,920 Allocation/Nomination
TR-PR = 94%	TR-PR = 93%
PA with job = 92%	PA with job = 97%
International graduates = 42%	International graduates = 42%

NOVA SCOTIA'S RESPONSE TO A CHANGING LANDSCAPE

How Nova Scotia is adapting immigration programs to support workforce and population growth

October 16, 2026



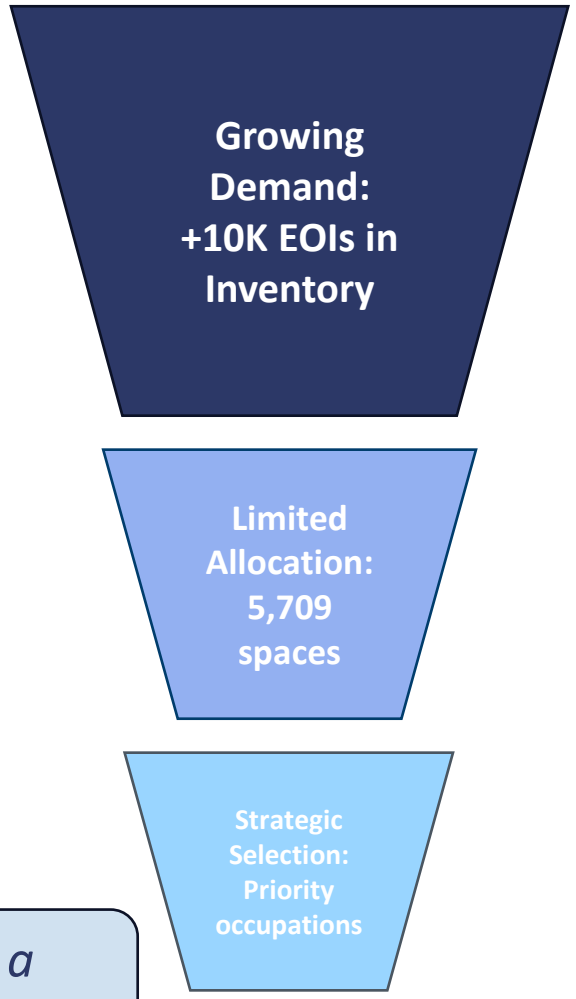






NOVA SCOTIA'S IMMIGRATION CONTEXT HAS CHANGED

- Federal immigration policy shifted significantly beginning in 2025, with lower permanent and temporary resident targets and a focus on sustainable growth.
- Demand for immigration continues to far exceed available nomination and endorsement spaces.
- The province is increasingly prioritizing healthcare, skilled trades, education and applied sciences to address critical labour shortages.
- 93% of nominations/endorsements support the transition of temporary residents already living and working in Nova Scotia to permanent residence.
- Attraction remains important, but retention and long-term labour market outcomes are increasingly driving program decisions.



Immigration remains a critical tool for population and workforce growth, but in a constrained environment every immigration space must be used strategically.

HOW NOVA SCOTIA HAS ADAPTED

Better Alignment

- Selection priorities focused on occupations experiencing persistent labour shortages.
- Increased emphasis on healthcare, physicians, skilled trades and applied sciences.
- Greater focus on regional and rural economic growth.

Program Modernization

- Formalized expression of interest (EOI) system.
- Streamlined NSNP from 10 streams to four.
- Published selection priorities and immigration data to improve transparency and predictability.

Support Retention

- Increased focus on settlement and retention as key drivers of immigration success.
- Investments in language, employment and integration supports for newcomers and families.
- More evidence-based approaches to improving newcomer retention.

The objective is ensuring limited immigration spaces support labour market needs, population growth and long-term retention.


NOVA SCOTIA

NEWFOUNDLAND AND LABRADOR

Population Growth and Retention

Newfoundland and Labrador perspective

Immigration programs, newcomer retention, and population growth



INTRODUCTION

Immigration to NL: programs and the new EOI system

NL at a glance

Population estimates, July 1, 2026

552,462

people live in NL

+2,260

added in the last 12 months, a 0.4% gain

6 years

of population growth in a row, since 2020/21

Two economic immigration programs

NL Provincial Nominee Program (NLPNP)

Nominates skilled workers, international graduates and entrepreneurs for permanent residence.

Atlantic Immigration Program (AIP)

Employer-driven: designated NL employers recruit skilled international workers and graduates, with settlement support.

The Expression of Interest (EOI) system

Launched in February 2025. All economic immigration applications now begin with an EOI.

Priority-based selection. It replaced first-come, first-served intake after demand in 2024 far outstripped available spaces.

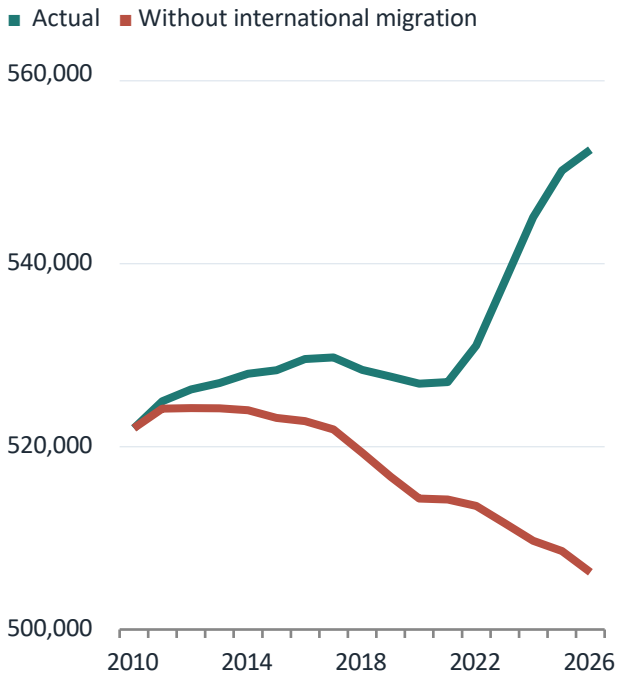
~6,500

Invitations to Apply issued since the system launched

Sources: Government of Newfoundland and Labrador, Office of Immigration and Multiculturalism program pages; Statistics Canada population estimates, preliminary (Sept 23, 2026).

Population growth: led by international migration

NL without international migration



+46,203 added by international migration since 2010

506,259 population in 2026 without it, vs 552,462 actual

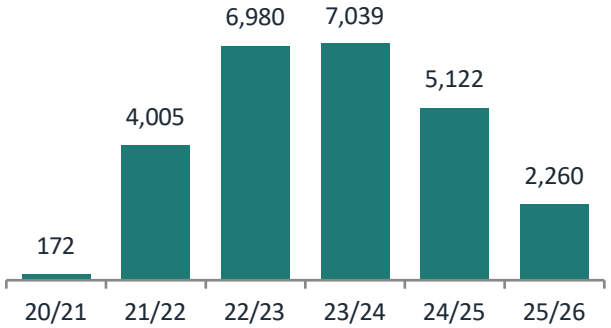
3.1 NL's population is growing

Growing every year since 2020/21. Now 552,462.

Up 2,260 in the last 12 months. A 0.4% gain.

Grew in 13 of the last 16 years. From 2010/11 to 2025/26.

Change by census year, persons



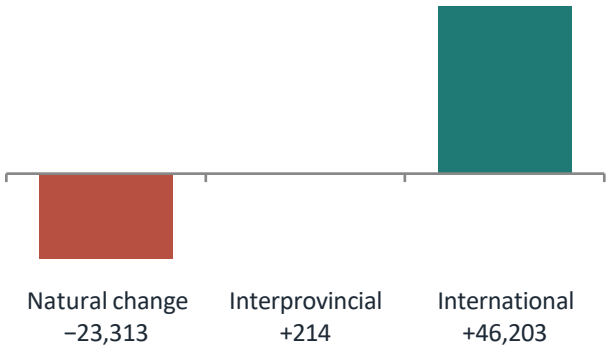
3.2 International migration drives growth

Largest source of growth. +46,203 since 2010/11, more than the total gain of +30,460.

Deaths outnumber births. −23,313 in total.

Little from other provinces. +214 in total.

2010/11 to 2025/26, persons

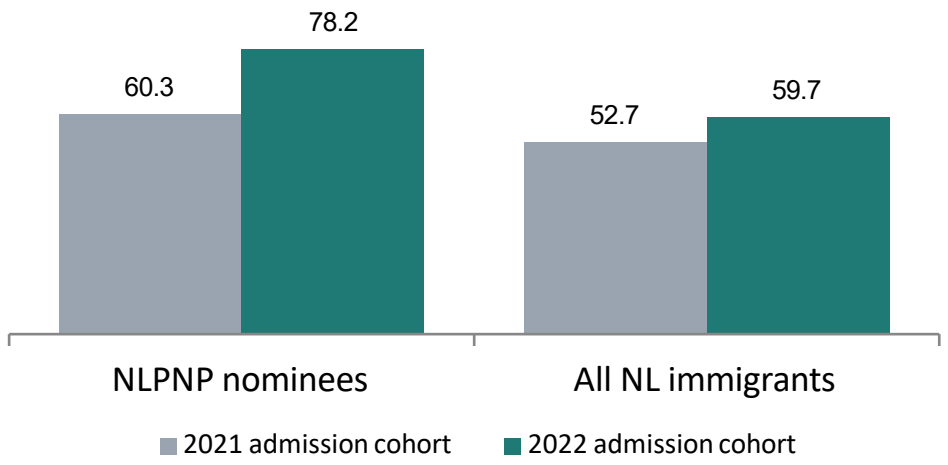


Source: Statistics Canada, Tables 17-10-0008-01, 17-10-0009-01 and 17-10-0021-01 (preliminary estimates released September 23, 2026). Census years run July 1 to June 30.

Retention: helping newcomers build a future in NL

NLPNP one-year retention rose to 78.2%

Share residing in intended province one year after admission, %



+17.9 pts

Largest gain in Canada, 2.5 times the next-largest

1.1 From attraction to retention

- **Provincial nominees stay at higher rates.** 78.2% of those admitted in 2022 were still in NL a year later, vs 59.7% of all NL immigrants (2021 admissions: 60.3% vs 52.7%).
- **Retention outcomes is growing.** 7.6 points ahead in 2021, 18.5 points ahead in 2022.

1.2 International students

Fewer international students. Memorial's international enrolment fell 23.5% in fall 2025.

Local experience. Graduates who have studied in NL are usually the best candidates for employers.

Study and Stay NL. 84%+ of alumni stayed in NL one year after graduation.

Sources: Statistics Canada, Longitudinal Immigration Database, Table 43-10-0018-01 (2021 and 2022 admission cohorts); Statistics Canada, The Daily (Dec 19, 2025); IENL Study and Stay NL; Memorial University Gazette (Oct 14, 2025).

Newcomer survey: 94% remain in NL

Newcomers stay and feel welcome

94%

Remain in NL

97%

Say NL is a welcoming place

About the survey

Partnership. Run with the NL Statistics Agency to understand newcomers' experiences and what influences their decision to remain in NL.

Who was surveyed. Newcomers who arrived between 2018 and early 2025 through provincial immigration programs, plus government-assisted refugees and Ukrainians supported through provincial relocation.

Why newcomers choose NL

- Safety
- Employment opportunities
- Welcoming communities

What may influence people to leave

- Better wages
- Better career opportunities

Source: Newcomer Retention Survey, in partnership with the NL Statistics Agency.

Thank you

Gabriel Williams
Office of Immigration and Multiculturalism
Jobs, Growth and Rural Development
Government of Newfoundland Labrador
gabrielwilliams@gov.nl.ca



HALIFAX PARTNERSHIP
CONNECT. COLLABORATE. PROSPER.

VISION

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

By 2037, grow GDP to
$34 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 **$26 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**

PEOPLE. PLANET. PROSPERITY.
HALIFAX'S INCLUSIVE ECONOMIC STRATEGY 2022-2027



HALIFAX PARTNERSHIP ACTIONS

- Employer Feedback Channels
- Global Talent Stream
- Employer Support
- Connector Program
  - Connector Clubs
  - Networking Events
  - Meaningful Connections