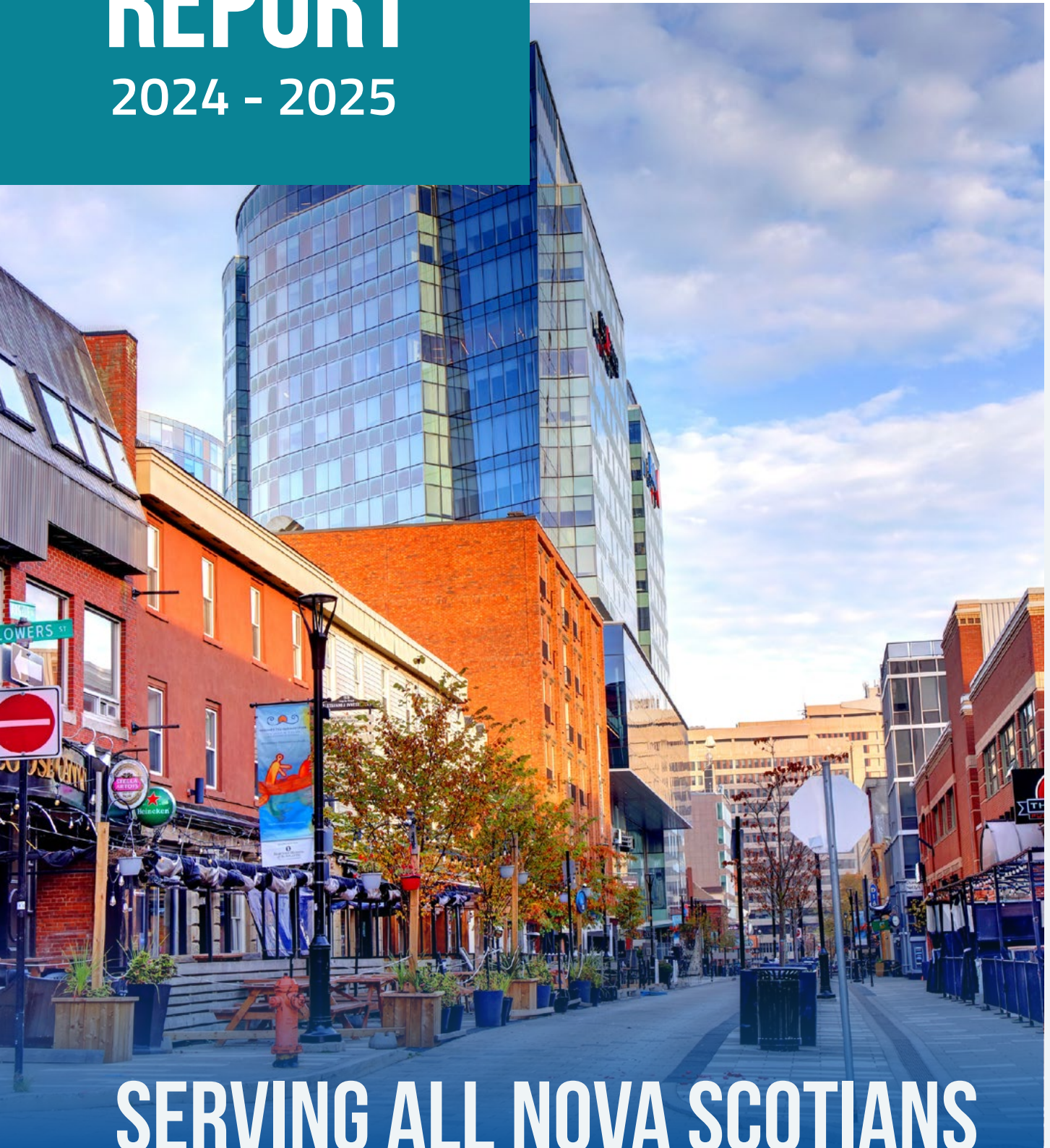


# IMPACT REPORT

2024 - 2025



NOVA SCOTIA WORKS  
NOUVELLE-ÉCOSSE AU TRAVAIL



# SERVING ALL NOVA SCOTIANS



# 01 OPENING MESSAGE

## A REFLECTION OF THE PAST YEAR

As we reflect on the past year, the stories and data in this report speak to the strength of collaboration, the dedication of staff, and the resilience of the communities we serve.

Nova Scotia Works continues to evolve, not just as a network of employment services, but as a province-wide effort to promote equity, opportunity, and economic well-being.

This report is more than a summary of outcomes; it's a snapshot of the people behind the numbers, clients, employers, staff, and part-

ners, who shape the success of this system every day.

Looking ahead, we remain committed to building a more inclusive, responsive, and impactful service network. Thank you to everyone who contributed to this year's report. Your insights, efforts, and stories help move this work forward.

We invite you to continue the conversation with us as we shape the future of employment services in Nova Scotia.

# 02 LAND ACKNOWLEDGEMENT

## HONOURING THE LAND WE SERVE ON

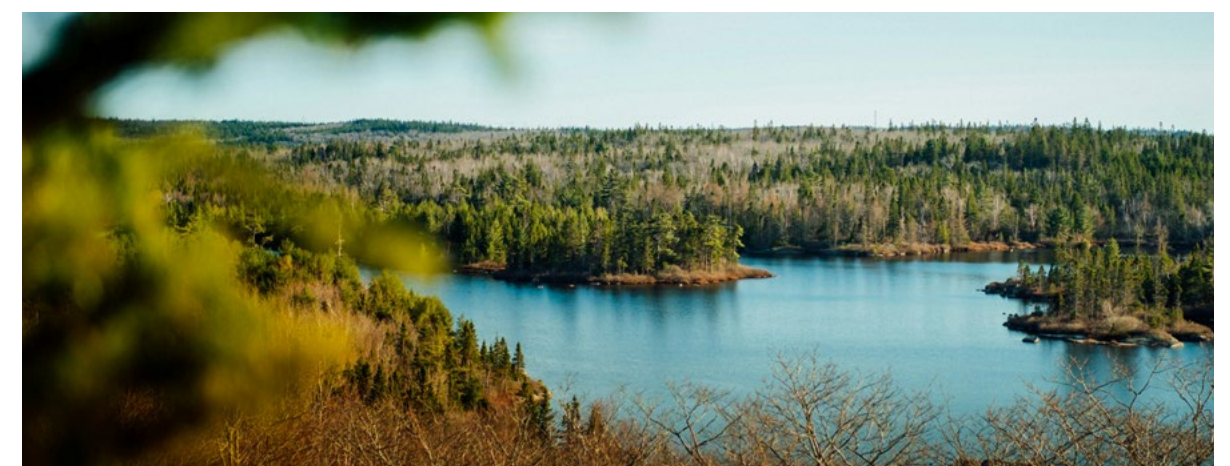


Nova Scotia Works operates within Mi'kma'ki, the ancestral and unceded Territory of the Mi'kmaq People. We acknowledge the Peace and Friendship Treaties signed in this Territory and affirm that we are all Treaty People.

We further recognize that peoples of African and Acadian descent have lived and contributed to these lands for over 400 years in what is now known as Nova Scotia. African Nova Scotians

and Acadians are a distinct peoples whose histories, legacies, and contributions continue to shape this province.

We acknowledge that without meaningful action, words are not enough. This statement marks the beginning of our shared responsibility to advance reconciliation, equity, and justice — not the end. Let us continue to move forward in peace, friendship, and accountability together.





WE SUPPORT  
JOB SEEKERS WITH

JOB SEARCHING

WE HELP  
SCOTIA'S  
OVERS

TAIN

## 03 ACKNOWLEDGMENT OF SUPPORT

**THIS REPORT WAS MADE POSSIBLE THROUGH THE  
CONTINUED SUPPORT AND INVESTMENT OF  
GOVERNMENT OF CANADA AND THE GOVERNMENT  
OF NOVA SCOTIA.**

We gratefully acknowledge the ongoing commitment of the Government of Canada and the Department of Labour, Skills and Immigration to employment and career development services across the Province. Through their funding and partnership, Nova Scotia Works service providers are able to deliver responsive, inclusive, and community-driven programming that supports job seekers, employers, and students from all walks of life.



We also acknowledge the ongoing support from the Nova Scotia Department of Education and Early Childhood Development. We appreciate the trust, collaboration, and dedication placed in us to help Nova Scotians succeed.

Employment assistance services are delivered in Nova Scotia using funding provided to the Department of Labour Skills and Immigration, the Government of Canada through the Labour Market Development Agreements (LMDAs) under Part II of the Employment Insurance (EI) Act (S.C 1992), Employment Benefits and Support Measures (EBSM).

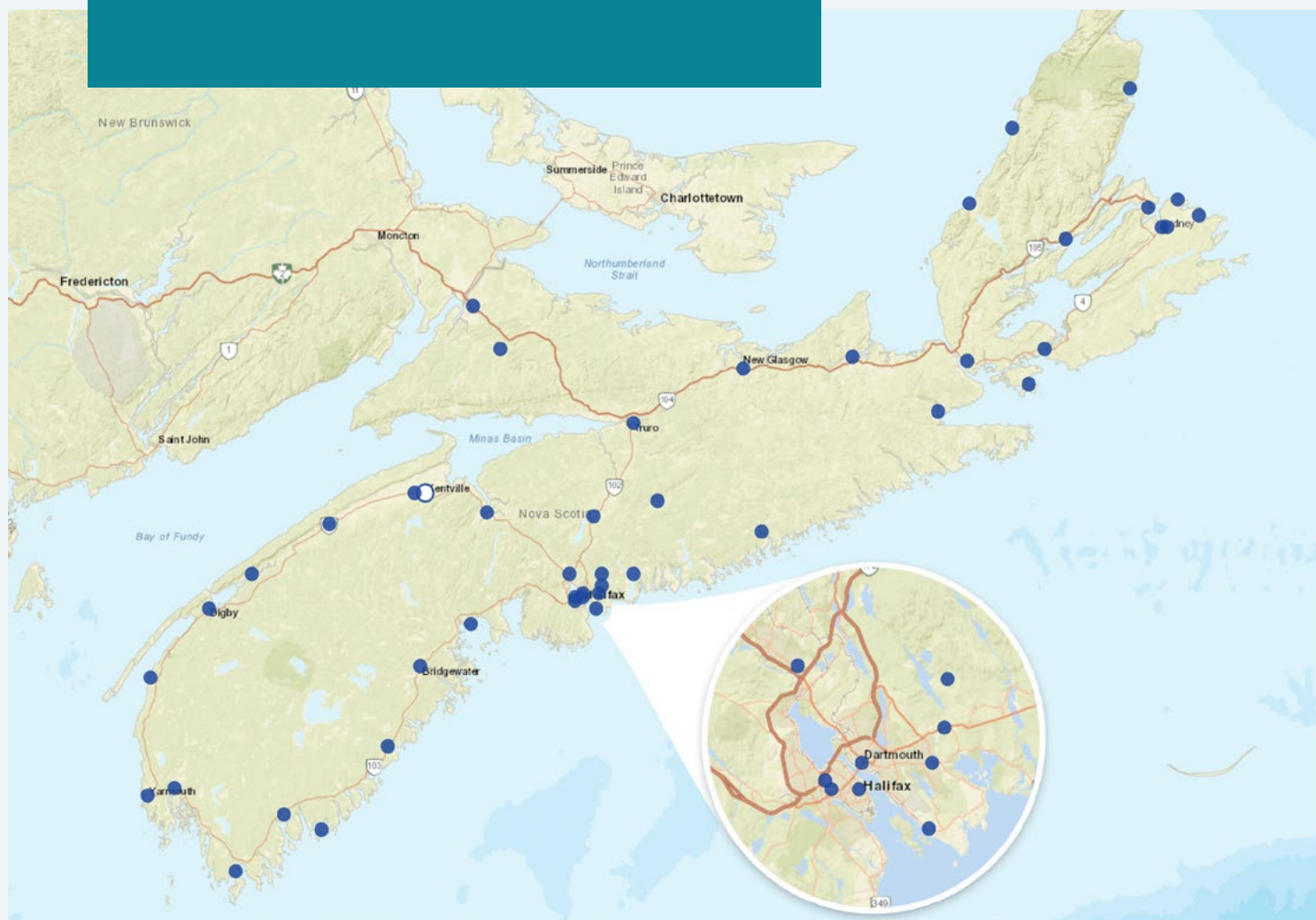
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## 04 PROVINCE-WIDE NETWORK

SERVICES AVAILABLE  
PROVINCE WIDE



### ENSURING ALL NOVA SCOTIANS HAVE ACCESS TO SERVICES, NO MATTER WHERE THEY LIVE.

The 16 organizations that comprise Nova Scotia Works operate 52 employment services centers across the province. With a view to ensuring all Nova Scotians have access to services, no matter where they live, we offer both in-

person and virtual services. We do our utmost to reach our rural clients in whatever format best suits their needs, including, from time to time, pop-up services in public spaces such as libraries and churches.

16  
ORGANIZATIONS

52  
EMPLOYMENT  
SERVICE CENTERS

## 05 ABOUT US

Nova Scotia Works is a province-wide network of community-based employment services centres. These centres provide one-stop, accessible, and responsive support for both job seekers and employers. By working collaboratively with government, community partners, and stakeholders, Nova Scotia Works ensures that employment and career services remain relevant, effective, and impactful.

### OUR PURPOSE

The purpose of Nova Scotia Works is to provide comprehensive employment and recruitment services to job seekers and employers across the province. We serve individuals from all backgrounds, including youth, newcomers, mature workers, and those facing barriers in finding and maintaining meaningful employment through career planning, job search assistance, training, and specialized programs. At the same time, we help employers with recruitment, job postings, workforce development, access to funding programs, wage subsidies, and workforce planning. Delivered through a network of community-based organizations, Nova Scotia Works aims to build a stronger, more inclusive labour market.

### OUR VISION

A quality employment and career services system that is relevant and responsive to Nova Scotians, partners and stakeholders.  
A robust, productive and inclusive Nova Scotian workforce that represents and celebrates our province's diversity and embraces opportunity and innovation.

### OUR MISSION

Nova Scotia Works System Partners collaborate with one another and with key stakeholders to strengthen the provincial labour market. Together, we work to foster welcoming and innovative workplaces, advance workforce diversity and inclusion, and support the development of a skilled, resilient, and productive workforce across Nova Scotia.



### VALUE STATEMENTS

#### 01 PEOPLE FOCUS

The Nova Scotia Works System is a people-focused employment and career services system that values inclusion and diversity in our workplaces and communities. We practice respect and dignity by serving the whole person, focusing on their assets and strengths.

#### 02 SERVICE EXCELLENCE

Service excellence in the Nova Scotia Works System is demonstrated through the provision of consistent, relevant, effective, efficient and professional services. This is achieved by promoting continuous quality improvement practices, a culture of learning, and ensuring that accountability mechanisms are in place.



# 06 ECONOMIC IMPACT

DELIVERING REAL VALUE TO THE PROVINCIAL ECONOMY.

\$167.4  MILLION

ESTIMATED AVERAGE ANNUAL WAGES FOR 2024-2025 GENERATED BY NSW EMPLOYED JOB SEEKERS



NOVA SCOTIA WORKS CREATES REAL ECONOMIC IMPACT BY HELPING PEOPLE FIND MEANINGFUL WORK AND BUILD BRIGHTER FUTURES.

In just one year, clients who secured employment through our services earned an estimated \$167.4 million in wages. This number represents more than pay cheques. It reflects people supporting their families, spending in their communities, and contributing to a stronger provincial economy. By helping people connect to lasting employment, Nova Scotia Works fuels economic growth and demonstrates that investing in career and employment services matters, not just for those we serve but for all Nova Scotians.

# 07 SOCIAL IMPACT

Nova Scotia Works creates lasting impact by helping people build independence, resilience, and a sense of belonging through meaningful employment. Stable jobs improve quality of life, support family stability, and strengthen communities.

Employment delivers both personal and public benefits. In Canada, moving someone from income assistance to stable work can save an estimated \$15,000 to \$20,000 a year, while reducing demand on health care, housing, and social services. Even small increases in employment are linked to lower

health costs and shorter shelter stays.

Employment is a key driver of health and social connection. Secure work improves well-being, reduces stress, and gives children a stronger foundation for future success. Communities with higher employment see more civic engagement, stronger local economies, and greater trust among residents.

By helping people find and keep meaningful work, Nova Scotia Works supports healthier families, stronger communities, and a more resilient province.



## Building a Career Wage Subsidy & EAL Training

“For the first time in two years, I feel like I can finally see past my own nose. You have helped me so much, I really want to make you proud of me.”

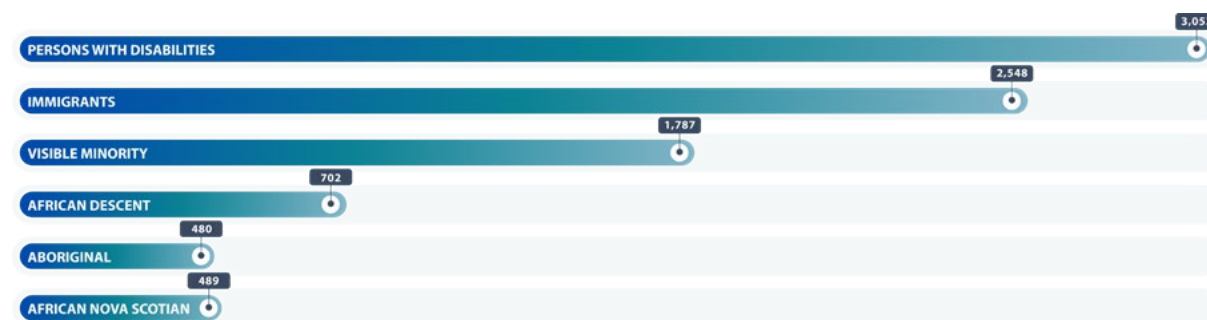
Faced with a criminal record, anxiety, and failed English-learning attempts, this job seeker believed employment was out of reach. We were able to provide funding for a criminal record suspension and connected her to a paid English as an Additional Language-

instructor training through a wage subsidy. Over two years, she’s led multiple classes, received glowing feedback from students, and now dreams of building a sustainable teaching career, all while gaining the financial independence she once thought impossible.

## 08 EMPOWERING DIVERSITY

## 09 PATHWAYS TO SUCCESS

### OUR DIVERSE CLIENT BASE (TOTAL CLIENT CASE LOAD)



### DEMOGRAPHICS

Nova Scotia Works provides employment services for a broad range of individuals across the entire province, including youth, newcomers, persons with disabilities, rural residents and those

who are facing barriers to employment. We aim to ensure that all Nova Scotians have access to employment services.

### UNDER-REPRESENTED GROUPS

Under-represented groups comprised a significant portion of our total client base in 2024 - 2025. We remain committed to fostering an inclusive and welcoming environment for all individuals. The chart above illustrates the diversity of the people we serve.

It is important to note that many clients identify with more than one under-represented group, for example, being both a newcomer and a person with a disability. This intersectionality can create complex challenges that negatively impact their employment opportunities.

During the initial assessment, we identify each client's unique circumstances and determine which services will best support their goals. Some clients require minimal assistance before moving successfully into employment, while others face multiple barriers and benefit from more intensive, long-term support. Regardless of their needs, our highly skilled staff work closely with each client to chart the most effective path toward sustainable employment success.

### JOB SEEKERS ENGAGED WITH A WIDE RANGE OF EMPLOYMENT TOOLS AND SUPPORTS DESIGNED TO PROMOTE JOB READINESS AND LONG-TERM EMPLOYMENT:



#### Skills Training & Career Workshops

Workshops were consistently accessed across NSW locations, with increased uptake among youth and newcomers.



#### Career Counselling Services

Job seekers accessed Career Counselling services across the province. This includes career planning, career assessment support, and job search advice.



#### Employer Engagement

Strong outreach across sectors, reflected in job postings, referrals, and job seeker-employer matching initiatives.



#### Self-service tools

Job seekers made use of self-directed services across all employment services centres.

## RETURN-TO-WORK ACTION PLANS

# 8,697


Customized Return-to-Work Action Plans were developed to address diverse job seeker goals, needs, and barriers to employment.



# 10 INSPIRING FUTURE CAREERS


IN 2024-2025, OUR SCHOOL LIAISONS REACHED

36,704  STUDENTS

1,649  FAMILIES



School Liaisons continue to be a crucial bridge between the education system and the workforce, preparing students for successful transitions beyond high school. NSW School Liaisons worked in high schools and community settings to deliver early intervention, resume-building support, job search assistance, and career pathway planning.



**JULIA**  
NSW School Liaison & Spring Job Fair

In Grade 12, Julia struggled with interview nerves and had never applied for work. A school liaison guided her through job-fair preparation and cover-letter workshops. Weeks later, she landed her first role in a local hair salon, boosting her confidence, savings, and optimism for future opportunities.


**“Before, the thought of interviewing made me freeze. Having someone walk me through each question, and cheer me on, changed everything. I feel ready for any job now.”**



# 11 OUTCOMES

HELPING NOVA SCOTIANS CONNECT TO MEANINGFUL, LASTING EMPLOYMENT.

These outcomes reflect not only placement success but the long-term stability of Nova Scotians in the workforce.



**MARIA**  
START Program & Move to Work

After fleeing war-torn Syria in 2022, our client struggled with language and confidence. Weekly one-on-one coaching, ESL classes at the library, and the six-week Move to Work employability training led to a 14-week placement. Today, she’s employed under the START program with an offer for permanent hire once her placement ends, and her English and self-esteem continue to grow.

**“I am very thankful to the staff of Nova Scotia Works for their continued support.”**

Nova Scotia Works collaborates with multiple funders, enabling us to deliver complementary programs that enhance support for job seekers. As illustrated in the example above, Maria required additional assistance before she was ready to transition into employment. Through the Move to Work program, funded by the Nova Scotia Department of Opportunities and Social Development, she gained the essential skills and confidence needed to succeed in the workplace

4,794

EMPLOYMENT OPPORTUNITIES SECURED BY NSW JOB SEEKER CLIENTS.

3,282

INDIVIDUALS WHO REMAINED EMPLOYED ONE YEAR LATER, INDICATING STRONG RETENTION OUTCOMES.





# 12 EMPLOYER SERVICES

## MORE THAN 1,500 EMPLOYER CONNECTIONS

In 2024–2025, Nova Scotia Works partnered with more than 1,500 employers across the province to connect them with talent, training, and workplace inclusion supports.

## INTEGRATED PARTNERSHIPS AND NUMEROUS EVENTS STRENGTHENED HIRING PIPELINES.

We hosted and supported numerous hiring events, including job fairs in both urban and rural areas. Partnerships with The Association of Industry Sector Councils (AISC), Community Business Development Corporations (CBDC), Immigrant Settlement Association of Nova Scotia (ISANS) and other community organizations strengthened local hiring pipelines and supported self-employment.

## BUILDING INCLUSIVE WORKPLACES.

Initiatives like EquitAbility and the NSW Employer Inclusion Award recognized and equipped employers to build inclusive workplaces.

## THE POWER OF PARTNERSHIPS



### YARMOUTH & PUBNICO Employer Collaboration

After a major financial loss at a local event, one Yarmouth-based employer was on the verge of shutting down. With guidance from their Employer Engagement Specialist, they were encouraged to pursue a revenue-sharing partnership, modeled after a

successful collaboration in Pubnico where two employers cross-promoted and sold each other's products. Eight months later, both businesses are thriving. The partnership not only stabilized revenue but also opened new markets for each.

**“After the Yarmouth Rib Fest loss, this new partnership was a saving grace. It saved my business, and now we’re nearly back to where we were financially.”**

# 13 COLLABORATIONS & SECTOR LEADERSHIP

IMPACT LOCALLY, LEADERSHIP NATIONALLY

Nova Scotia Works continues to lead the way, as one of the most integrated and community-driven employment systems in Canada and globally recognized for its coordinated, person-centered approach.

NSW'S SUCCESS IS BUILT ON STRONG COLLABORATION WITH EMPLOYERS, INDUSTRY SECTOR COUNCILS, GOVERNMENTS, AND COMMUNITY ORGANIZATIONS.



## 01 Dual-Client Model

Nova Scotia Works uses a dual-client model, working with both job seekers and employers to ensure success for both clients.

## 02 Equity & Inclusion Initiatives

Together with our partner Placemaking 4G, we launched EquitAbility, a training program designed to support inclusive hiring practices for persons with disabilities. Through MentorAbility, a national program offered via our network, job seekers are paired with mentors in careers that align with their interests. We also led province-wide initiatives for Disability Employment Awareness Month (DEAM) and introduced the NSW Employer Inclusion Award which support and recognize employers in creating more inclusive workplaces.

## 03 Sector & Government Engagement

NSW teams actively participate in working groups, community and business organizations such as the Immigrant Settlement Association (ISANS), Phoenix, Chambers of Commerce, and local economic development organizations, helping align employment services with evolving labour market needs.

## 04 Commitment to the Profession

Our staff are highly qualified, with many holding post-secondary degrees in a range of relevant fields. Many client-facing team members also hold the Certified Career Development Practitioner (CCDP) designation, reflecting their commitment to professional excellence and to delivering the highest quality of service.



# CLOSING MESSAGE

We are grateful to our funders for your trust and support. Your partnership enables us to empower job seekers, promote inclusive workplaces, and make a lasting impact in our communities.

CANSA

CAREER CONNECTIONS

COMMUNITY INC

CONSEIL DE DÉVELOPPEMENT ÉCONOMIQUE  
DE LA NOUVELLE-ÉCOSSE

EMPLOYMENT OPPORTUNITIES PARTNERSHIP

EMPLOYMENT SOLUTIONS SOCIETY

FUTUREWORX

JOB JUNCTION

NORTHSIDE EMPLOYMENT

OPPORTUNITY PLACE

PEOPLEWORX

SOUTHWEST EMPLOYMENT SERVICES

TEAM WORK COOPERATIVE

VANSDA

YMCA OF CAPE BRETON

YMCA, HALIFAX DARTMOUTH

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