


# Program and Service Overview


- Nova Scotia Works
- START Hiring Incentive Program

EMPLOYMENT NOVA SCOTIA  
SKILLS AND LEARNING BRANCH  
DEPARTMENT OF LABOUR AND ADVANCED EDUCATION


NS BUSINESS AND LABOUR ECONOMIC COALITION JULY 29, 2020



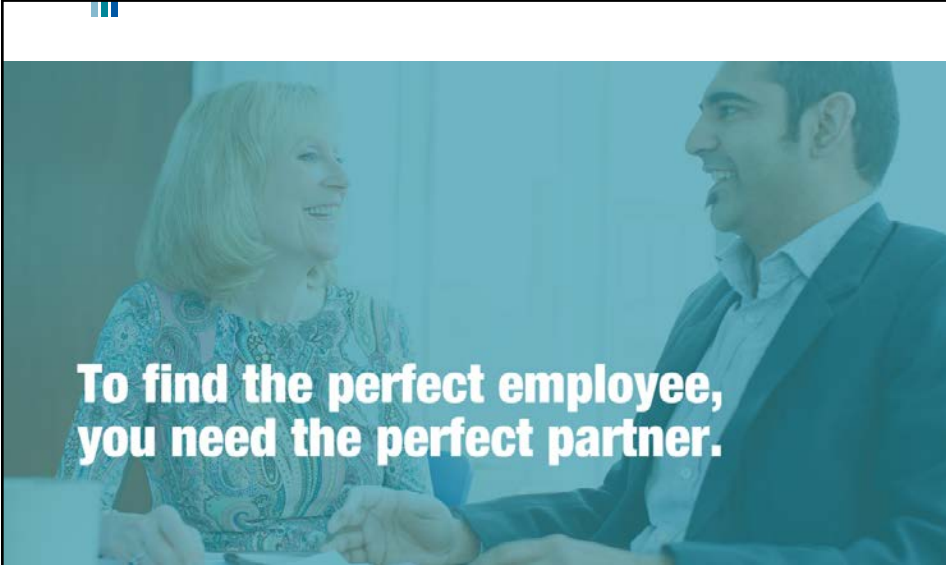
1




- Employment services system for job seekers and employers.
- Goal is to support a robust, productive and inclusive Nova Scotian workforce that represents and celebrates our province's diversity and embraces opportunity and innovation.
- Help connect people to jobs and jobs to people.
- Responsive to Nova Scotians, partners and stakeholders.
- 18 community-based service providers across the province offer a consistent suite of services while responding to unique community and employer needs.



2



**To find the perfect employee,  
you need the perfect partner.**

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3




## Employer Services


- **Employer Engagement Specialists** – an individual at NS Works that can assist employers with their recruitment and retention.
- **Access to job seekers** to support your recruitment.
- **Job Postings** – help you post local boards, social media; help you navigate Job Bank
- **HR Toolkit** – orient employers to it and help support employers as they use it <https://workplaceinitiatives.novascotia.ca/hr-toolkit>
- **Host or support Job Fairs** – from micro single-employer-focused, online or large, multi-employer events
- **Information about funding programs** for recruitment & retention - skills development, various hiring incentive programs

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4



**Sometimes, finding the right job is a two-person job.**


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5




## Services for Job Seekers

- **Self-help resource centre** – computer access, on-site job search resource materials, job boards, labour market information
- **Workshops** – job search skills, essential skills, career decision-making
- **One-on-one support** for job search, career counselling
- **Access to funding programs:**
  - Skills Development Program
  - START Marketing Letters

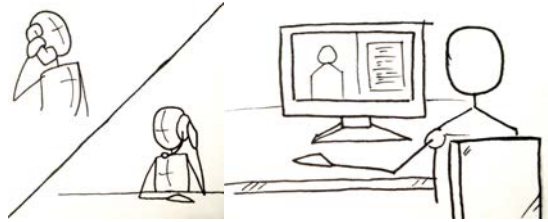
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6

**In Person**  
Self-help resource centres or One-on-One



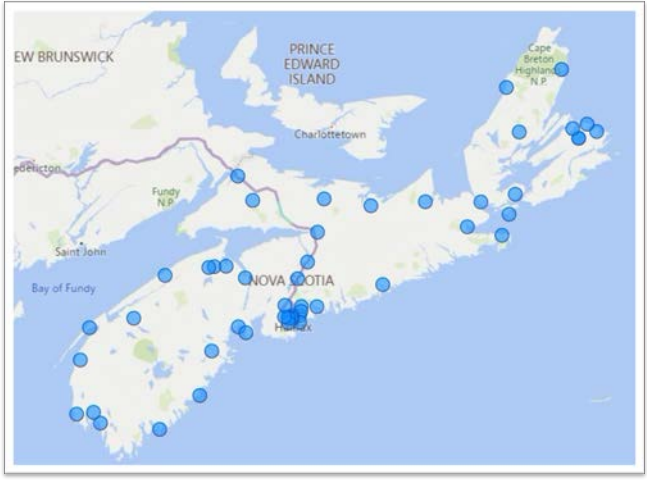
**Virtual – Phone & Online**  
Workshops and Meetings




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7

**NS Works Locations**



<https://novascotia.ca/works> for a full list of locations and contact information

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8




### START Program Hiring Incentive

START helps employers find and attract the people they need.

- encourages employers to hire unemployed Nova Scotians.
- provides unemployed Nova Scotians with a way to promote themselves to potential employers

9



You can apply to START as an employer or as an individual.

10

## START for Employers

### *Funding is available for:*

#### **Wage Incentive**

Wage incentives help offset some of the salary and benefit costs related to hiring a new employee.

#### **Training Costs**

This helps cover some of the costs of training the new employee if the training is third-party or has incremental costs for the employer.

#### **Equipment & Other Costs**

This helps covers some of the cost of equipment or other direct costs associated with the new employee.



11



## Employer Eligibility

### *START is available for:*

- Small or medium-sized employers (less than 100 employees), including businesses, not-for-profit organizations, and social enterprises in Nova Scotia.
  - Employees of the employer must live and work in the province
  - Employers may have headquarters outside Nova Scotia but must have a physical location in the province.


12

## START for Individuals

If you are unemployed and looking for work, the START Program is a great tool to help you promote yourself to potential employers and give you a competitive advantage.

You can apply to receive a START Marketing Letter from Employment Nova Scotia.

The letter lets employers know they may be eligible to receive funding from the START Program if they hire you.



13



### *The Impact START has:*


Syrian refugee, Ruwad Al Badin, found work in his field through **START** 3 months after coming to Nova Scotia.

Ruwad is a bakery chef at Julien's Bakery in Chester, Nova Scotia. He helped the small business address a worker shortage and expand the bakery's line of products. Ruwad brings a history of pastry knowledge, new sweets and new ways of doing things to the company.

14



Contact Employment Nova Scotia if you  
have questions:  
**1-877-223-0888**



15