



**Labour, Skills and Immigration**  
**Office of the Minister**

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May 8, 2023

*VIA EMAIL*

Ms. Sherry Martell  
Executive Director  
Truro and Colchester Chamber of Commerce  
[ed@tcchamber.ca](mailto:ed@tcchamber.ca)

Dear Sherry Martell:

I am writing in response to your letter dated February 13, 2023, regarding the need to attract and retain newcomers.

I want to thank the Truro and Colchester Chamber of Commerce and the many businesses that you represent. Nova Scotia prides itself on being a warm, friendly province that works hard to welcome newcomers. Chambers like yours are vital not only in providing employment opportunities that attract immigrants, but also in creating the supportive communities that help retain them.

I understand the concerns that you outlined in your letter. Many employers and businesses are facing similar difficulties filling job vacancies. This is particularly acute in both the construction and healthcare sectors, where Nova Scotia, like many provinces, is facing labour shortages. I want to assure you that our provincial immigration programs are focused on helping businesses and industries attract and retain the talent they need to meet their labour market needs and we are open to hearing any feedback on how we can make our programs stronger.

As you know, staff in the Immigration and Population Growth Branch of the Department of Labour, Skills and Immigration have worked with you and other chamber members, as well as the Truro Regional Enterprise Network (REN) on immigration challenges. We have hired a community navigator to work directly with local employers and the RENs to attract more people with the skills and experience that your region needs and help them settle in your community. We also have two senior engagement specialists to focus on working with employers, sector associations, and other partners to develop sector engagement plans.

We would welcome the opportunity to meet and work with the Truro and Colchester Chamber of Commerce to explore ways that provincial immigration programs can help address local labour market needs and promote immigration to your area. I have asked

Jennifer L'Esperance, Senior Executive Director of Immigration and Population Growth to schedule a meeting with you. Jennifer and her team would be happy to work with the Chamber to discuss solutions to the issues that you outlined.

I want to thank you for your ongoing support and for the great work that the Truro and Colchester Chamber of Commerce is doing to promote Nova Scotia, welcome newcomers, and support local businesses. I look forward to our ongoing collaboration as we work to reach 2 million people by 2060.

Sincerely,



The Honourable Jill Balsler  
Minister of Labour, Skills and Immigration

- c. Jennifer L'Esperance, Senior Executive Director of Immigration and Population Growth  
[Jennifer.LEsperance@novascotia.ca](mailto:Jennifer.LEsperance@novascotia.ca)