The Atlantic Labour Market Report's

Labour Market Hot Sheet

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LAST WEEK OF FREE TRIAL, WEEK 5 OF 5

JobDevelopment.org/AtlanticLMR April 30, 2026



This is the Last Complimentary Newsletter

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Sincerely, Christian Saint Cyr
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Publisher, Atlantic Labour Market Report
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Ranking Charlottetown, Halifax, Moncton, St. John and St. John's on integrating new immigrants into our labour market

Immigration / Research

A new national report is putting a spotlight on a persistent issue in Canada's labour market: many immigrants are not able to fully use their education and skills after they arrive.

CJD NETWORK

Canadian Job Development Network

Mastering the art of 'Discovery' in job development

This week for **#MotivatingMondays,** we looked at the technique of 'Discovery'

Recently the **Canadian Immigrant** website explored this research in detail.

The *'Immigrant Skill Utilization Scorecard'*, developed by **Signal49 Research** (formerly the **Conference Board of Canada**) in partnership with the **Future Skills Centre**, tracks how well municipalities across the country are integrating immigrants into the workforce. It compares outcomes with Canadian-born workers and looks at key issues such as overqualification, unemployment and part-time work.

The scorecard, based on **Statistics Canada's Labour Force Survey** data from 2022 to 2024, looked at 28 municipalities across Canada and gives a letter grade between A and D to evaluate a communities success in integrating new immigrants.

In 2024, most cities fell into mid-range performance:

- *36 per cent received a B grade*
- *54 per cent received a C grade*

Examining the Atlantic Provinces we see most cities getting a C letter grade. In 2024, Halifax, Charlottetown, Saint John and St. John's all recorded a C grade.

Halifax was actually a B letter grade in 2022 but had fallen to a C by 2024. Moncton was a C in 2023 and fell to a D in 2024.

Overqualification remains the biggest challenge

The report finds that overeducation, where someone works in a job below their qualifications, is the most common problem.

Immigrants are 1.8 times more likely than Canadian-born workers to be overqualified for their roles.

The second major issue is involuntary part-time work. Immigrants are 1.7 times more likely to be working part time when they would prefer full-time jobs.

Unemployment and temporary work affect both groups at similar rates overall, but the nature of temporary work differs. Immigrants are more likely to be in contract or term roles, while Canadian-born workers are more likely to take seasonal jobs.

The report also notes that among part-time workers, immigrants are more likely to cite caregiving or personal responsibilities as the reason, while Canadian-born workers are more likely to point to schooling.

Economic cost and sector gaps

The underuse of immigrant talent has a broader economic impact. Canada could face up to $11 billion in losses by 2040 due to skill underutilization, based on earlier labour market trends. The gaps are especially visible in key sectors.

In 2024, immigrants made up:

- *20 per cent of full-time workers in construction*

where we resist the urge to pitch clients and instead ask probative questions to better understand what an employer is looking for. A recent study shows that customers speak during 57% of the conversation in successful discovery sales calls. Their research also has found top-performing reps ask 39% more questions during the discovery call.

IN CASE YOU MISSED IT

[Read the Apr. 27th Job Development Pulse]

[Watch it on Youtube]

We make these sessions available EVERY WEEK on **YouTube** and most podcast platforms for people who can't attend in person. Unlike the Michael Jackson biopic, we guarantee there is no moonwalking in this podcast..

Email:
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Next Topic:
Factoring in Canada's entrepreneurial drought
Join us
Mon. May 4, 2026

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- *30 per cent in health care*
- *38 per cent in hospitality*

Despite this, they were significantly more likely to be overqualified:

- *2.6 times more likely in construction*
- *2.2 times more likely in health care*
- *1.4 times more likely in hospitality*

They also faced higher rates of involuntary part-time work, including 1.8 times higher in construction and 1.6 times higher in health care.

Most cities are stuck in the middle

Only Vaughan, Ont., earned an A grade. At the lower end, Regina, Sask., and Moncton, N.B., received D grades.

Progress over time has been uneven. Between 2022 and 2024:

- *3 municipalities improved*
- *5 declined*
- *the rest remained stable*

Smaller municipalities tended to perform worse, while medium-sized ones showed the widest range — including the only A grade and one of the D grades.

Regional differences across Canada

There are also clear regional patterns. Ontario was the only province with a top-performing municipality. Saskatchewan and New Brunswick had the lowest-performing cities. British Columbia and Manitoba were mostly in the B range, while Quebec had a mix of B and C grades. Alberta and Atlantic Canada leaned toward C grades overall.

Policy changes, but impact unclear

The report notes that several policy changes took place during the study period.

These include category-based immigration selection targeting sectors like health care, trades and STEM, as well as Ontario legislation that removes Canadian work experience requirements for licensing in more than 30 professions.

While these changes may help improve outcomes, the report says it is still too early to measure their impact.

A system that still needs fixing

The findings point to two key areas for improvement: better recognition of foreign credentials and stronger pathways to full-time employment.

For now, the message is clear. Canada continues to attract skilled immigrants, but many are still working below their



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potential — a gap that affects not just individuals, but the country's economy as a whole.

Click here to review: The Immigrant Skill Utilization Scorecard



New Brunswick sets goal of boosting economy by 10 per cent by 2030

Economic Growth / Priorities

The **New Brunswick Government** says it's aiming to grow its economy by 10 per cent within the next four years. Its new economic development strategy released last week calls for increasing productivity, attracting investment and helping New Brunswick companies reach new markets.

The **Liberal** government says it will advance major nation-building opportunities to strengthen New Brunswick's position within Canada and the world. The government says that between 2025 and 2030, it wants to increase labour productivity by 3.3 per cent, raise private-sector capital investment by 16.8 per cent, and increase the volume of exports by 3.9 per cent.

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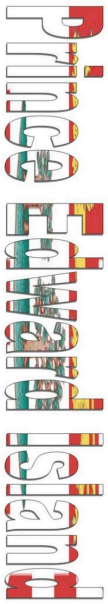
Nova Scotia ECEs demand clarity as province changes the rules on retro pay

Education / Wages

Nova Scotia's early childhood educators are calling on the **Minister of Education and Early Childhood Development**, Brendan Maguire, to immediately confirm that the provincial government will provide the full funding needed for retroactive wage increases—so that educators receive the full pay they are owed. CUPE 4745 President Tabitha Warren says the province is now proposing a new approach that could leave educators short on wages they have already earned.

Educators are now calling on Minister Maguire to publicly confirm: (1) That the province will provide the full funding needed to deliver retroactive wages to childcare centres; (2) That retroactive pay will be based on the actual hours educators have been paid; (3) And that clear direction will be issued immediately so that payments can begin without further delay. Educators say they are prepared to escalate if answers are not provided.

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Governments of Canada and Prince Edward Island partner to support tariff-impacted workers and strengthen the workforce

Trade / Industry Support

Close to $3.1 million over three years will be invested through the new **Canada–Prince Edward Island Workforce Tariff Response** to support workers within the softwood lumber and steel sectors, as well as other industries directly and indirectly affected by tariffs. This new funding will support over 350 workers in Prince Edward Island to build new skills and seize emerging opportunities.

Support will be delivered through **SkillsPEI**'s provincewide network to ensure timely, local and personalized support for workers who may benefit from retraining or employment assistance as they transition into new opportunities, including: (1) unemployed workers seeking to gain new skills for in-demand jobs; (2) workers whose employers are participating in Work-Sharing agreements, so that they may upskill or retrain as these industries adapt; and (3) employed workers seeking new skills to improve their resiliency within companies directly affected by tariffs and global market shifts or their supply chains, or within communities that rely heavily on those companies, such as single-industry communities.

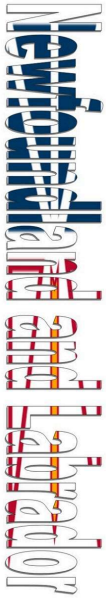
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Newfoundland and Labrador's thriving offshore energy sector

Energy / Offshore Oil and Gas

Where fish once ruled the local economy, the capital city of Newfoundland and Labrador is now home to an offshore energy sector that pours money, jobs and opportunity into the entire province. Offshore oil accounted for 14% of the province's real GDP in 2023 and the proposed new Bay du Nord project could send production into the stratosphere.

With at least three decades of offshore oil production still beneath the ocean floor, the Senate Committee on Energy, the Environment and Natural Resources undertook a fact-finding mission to the Rock in March 2026 to learn more about the industry and its contributions to the



province's and Canada's financial health and energy security. Newdock's expansion plans are linked to the Bay du Nord project — the development of a site about 500 kilometres offshore and 600 to 1,200 metres below the surface that could bring in billions of dollars of revenue and thousands of jobs along with 1 billion barrels of oil.

CLICK HERE TO LEARN MORE

Major labour market stories from the past week

Breaking Labour Market News for New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador

- Former Clinic 554 site in Fredericton to become service 'hub' for young people (Click Here)
- P.E.I. work program for adults with disabilities does it again — every participant lands a job (Click Here)
- N.S. wages outpaced inflation, grew far faster in 2025 compared to Canada overall (Click Here)
- Cenovus says oilfield extension off Newfoundland will hike emissions by 21 per cent (Click Here)
- Province Welcomes Agropur's Major Expansion in Nova Scotia (Click Here)
- Minister says department didn't know about Agropur cuts before giving company money (Click Here)
- Port of Charlottetown upgrades infrastructure for cruise passengers (Click Here)
- Long-term care workers in Lunenburg, N.S., join CUPE strike (Click Here)
- Atlantic Canadian food and beverage companies serve up new market opportunities at SIAL Canada (Click Here)
- Halifax Convention Centre expected to generate $90M this year: report (Click Here)
- Thousands of N.B. job losses offset by gains elsewhere: labour minister (Click Here)
- Province approves 12th large wind farm for northern Nova Scotia: here's what's being built where (Click Here)
- Maritime job seeker reacts to unemployment rate hike (Click Here)
- Gander school looks to kickstart careers with curriculum on aerospace, mining (Click Here)
- Province expands education, training in Disability support sector (Click Here)

This Week on LinkedIn

Please take the time to 'like' or follow:

Atlantic Labour Market Report on LinkedIn
Christian Saint Cyr on LinkedIn

Check out our new Podcast: **#MotivatingMondays** which looks exclusively at the Job Development Sector.

- ANC program helps new Canadian artists navigate a difficult industry (Click Here)
- Long-term care in Nova Scotia: Pandemic lessons and persistent failure (Click Here)
- Statement from the PEI Minister of Health and Wellness (Click Here)
- Government launches economic development strategy (Click Here)

On our social media feeds we only post labour market and job search information, research and the occasional ironic observation. You can trust our **LinkedIn** feeds. We carefully evaluate social media posts to see if they would be valuable to you.

We don't want to waste your time. For instance, we're not going to post an article like: **'Chinese humanoid robot beats world record for fastest human half-marathon'.** *A robot beat a human in a race? This is shocking! Now, there is no way we can outrun them. Unless, of course, we use a car or maybe a city bus. Perhaps a bicycle*.

Your time is valuable and we wouldn't want to waste it, follow us on LinkedIn :-)

Community Calendar

Career Development Events

Atlantic Strong: 16 ways trade is changing our labour market
The 2026 Atlantic Labour Market Conference, LMC26
June 25th and 26th, 2026
**** 30% Discount for Registrations Received by May 14, 2026 ****
Hosted online by the Atlantic Labour Market Report
Learn More: Conference Website | Information Sheet | Registration

#MotivatingMondays for Job Developers
Monday May 4th at 12:30pm in the Maritimes / 1:00pm in Newfoundland
Topic: Factoring in Canada's entrepreneurial drought
Hosted by the Canadian Job Development Network
Free for All Attendees
Start your free membership to get your weekly link
For more info: www.JobDevelopment.org

Job Postings

Career Development Employment

To post a job here, please email: admin@labourmarketsolutions.ca
(When you write your cover letter, please mention you saw this advertisement in the Atlantic Labour Market Report)

Job Coach for Person with Developmental Disability (Grocery, St. John's)
Visions Employment Plus Inc.
St. John's, NL
Closes: Unknown

Workplace Initiatives Program Coordinator
Nova Scotia Federation of Agriculture
East Mountain, NS
Closes: May 12, 2026

Logistics & Engagement Specialist (Programs & Wellness)
Amal Youth and Family Centre
St. John's, NL
Closes: May 6, 2026

People Experience Coordinator
YMCA of Greater Halifax/Dartmouth
Halifax, NS
Closes: Unknown

People & Culture Administrator
YMCA of Greater Halifax/Dartmouth
Halifax, NS
Closes: Unknown

Employment Services Specialist
Single Parent Association of Newfoundland & Labrador
St. John's, NL
Closes: May 8, 2026

Program Manager, Vocational Services
Lifemark Health Group
Halifax, NS
Closes: Unknown

Job Coach
Atlantic Human Services
Moncton, NB
Closes: Unknown

Recruitment Coordinator
FundyPros Specialty Construction
Dieppe, NB
Closes: Unknown

Employment Counsellor (4-day work week)
Avalon Employment Inc.
St. John's, NL
Closes: Unknown

Did you know?

Fascinating Facts

Canadian employers can fill up to 100,000 job openings as the federal government has officially opened the hiring period for the 2026 Canada Summer Jobs (CSJ). During this period, youth can search and apply for CSJ-funded roles through the federal Job Bank website and mobile app, according to ESDC. Roles are available for young people aged 15 to 30 across the country.

- Employment and Social Development Canada

Quote of the Week

Career Inspiration

"I think what it takes to succeed remains the same. You have to have a real love of your sport to carry you through all the bad times, you still want to go ski even when things aren't working. You must have a commitment to work hard and to never give up."

- Nancy Greene

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