



# People. Planet. Prosperity. Halifax's Inclusive Economic Strategy, 2022-27

Progress Update

Presented to Halifax Regional Council

August 19, 2025

**HALIFAX**

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PARTNERSHIP**  
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# People. Planet. Prosperity.

## Halifax's Inclusive Economic Strategy 2022-27

### ECONOMY

Real GDP grew to  
**\$24.8 billion**  
 +2.6% in 2024  
 1.6% forecasted for 2025

### LABOUR

Halifax labour force grew to  
**293,400**   
 +5.3% from 2023 to 2024

### PEOPLE

Halifax population reached  
**503,037 people**   
 +2.4% from 2023 to 2024

### WELL-BEING

Improvement  
 in the share of people reporting low life  
 satisfaction in 2025  
**fell to 19.1% from 22.1%**

## 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**

## 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**

HALIFAX PARTNERSHIP

# HALIFAX INDEX 2025

PRESENTED BY



Explore business insights >

Grow GDP

Grow Population

Grow Labour Force

Improve Well-Being

## PROMOTE & MAXIMIZE INCLUSIVE AND SUSTAINABLE GROWTH

REAL GDP AND ANNUAL GROWTH RATE

\$2017 Chained Billions (Percentage Change), Halifax, 2015 to 2027 (target)



Business Confidence 2025

23.1

▼1.9 since 2024

Consumer Confidence 2024

72.2

▲2.5 since 2023

Purchasing Power 2024

3.4%

▲5.1% since 2023

(Growth in income minus inflation)

Greenhouse Gas Emissions 2023

4.8 MtCO<sub>2</sub>

▼8.2% since 2022

Share of Population in Poverty 2023

13.3%

▼-0.3% since 2022

View on Tableau Public

Share



# Promote and Maximize Inclusive and Sustainable Growth

Grow GDP to \$26 billion by 2027



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## ENABLING HOUSING GROWTH: DELIVERY AND ACCELERATION

- Housing Accelerator Fund
- Faster Residential Permitting and Approvals
- Homelessness Response



## **ENABLING HOUSING GROWTH: PLANNING AND POLICY**

- Provincial Response to Regional Plan Review

# ENABLING GROWTH THROUGH MAJOR PROJECTS AND LAND READINESS

- Cogswell District Project
- Windsor Street Exchange (Design Phase)
- Mill Cove Ferry Project
- Industrial Employment Lands Strategy



# INDIGENOUS ECONOMIC DEVELOPMENT

- Indigenous Services Review & Strategy
- Support for Indigenous Business Growth
- Wije'winen -- Reimagined Mi'kmaw Native Friendship Centre





## AFRICAN NOVA SCOTIAN ECONOMIC DEVELOPMENT

- ANS Community Action Program supporting development of community-owned action plans
- Addressing historic land and zoning issues in ANS communities
- First-ever ANS Prosperity and Well-being Index released

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Our people write our story

We're hiring

**LEAD  
SOFTWARE  
ENGINEER**

Halifax



## BUSINESS ATTRACTION



# SMARTBUSINESS

Business Retention and Expansion



**105**  
start-ups and scale-ups

**92**  
rural HRM

**25**  
SMEs provided one-on-one support through the Virtual Adviser Program

“The SmartBusiness program has been instrumental in helping us grow our business.”

**Wenwen Pei,**  
CEO, Marine Thinking



# NAVIGATING TRADE & TARIFF IMPACTS

Connecting businesses to new markets, trading partners, and supply chains.



[HOME](#) • [LOCAL BUSINESS SUPPORT](#) • [SMARTBUSINESS SERVICES](#) • NAVIGATING THE CANADA-U.S. TRADE DISPUTE

Last updated: May 8, 2025

The tariffs imposed by the United States on Canadian goods and energy exports impact all sectors of our national and local economy.

A tariff war will disrupt Canada-US business operations, erode the competitiveness of North American industries, and result in job losses for thousands of workers on both sides of the border.

Now is the time for urgent action.

[Read our statement on Navigating the U.S. Tariff Impacts.](#)

## DIVERSIFY TO REDUCE RISK

We value our business relationships and partnerships with the United States – the U.S. accounted for 69% of Nova Scotia's international exports in 2024.

But the Canada-U.S. trade dispute underscores the need for Nova Scotia businesses to diversify markets, trading partners, supply chains, and revenue sources.

Canada currently has 14 bilateral and regional [Free Trade Agreements \(FTAs\)](#) in force, covering 51 countries and nearly two thirds of global GDP. As the only G7 nation that has FTAs with all 6 of the other member countries, Canada is at the centre of global trading networks.

## WE CAN HELP



Halifax Partnership is here to help your business navigate the Canada-U.S. trade dispute and mitigate economic impacts. Our SmartBusiness team can connect you to the right tools, programs, and partners to:

- Explore new export markets
- Develop trade relationships
- Diversify supply chains and revenue sources
- Increase productivity and competitiveness
- [Mitigate Risks through Business Continuity Planning](#)



# Attract, Retain, and Develop Talent

Increase the Population to 525,000 and Labour Force to 310,000 by 2027



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# HRM EMPLOYER OF CHOICE

- Equity-Focused Recruitment
- HRM Accessibility Strategy
- Social Value Procurement
- Workforce Development & Mentorship





"I've met skilled candidates with fresh perspectives that are vital for continued **industry growth.**"

**David Brushett,**

Manager of Energy Management Services,  
EfficiencyOne

**HALIFAX  
PARTNERSHIP**  
CONNECTOR PROGRAM



# CONNECTOR PROGRAM



"The Atlantic Immigration Program is helping us hire the people we need to run our business. Halifax Partnership has been a wealth of information. Without them, it would have been a lot more difficult."

**Darlene Layland,**  
*Velocity Machining and Welding Inc.*

[READ MORE](#)



## HIRING INTERNATIONAL TALENT

**75 EMPLOYERS**

we were enabled to hire international talent, addressing critical workforce gaps





# Make Halifax a Better Place to Live and Work

Increase residents' Well-Being on a Regular Basis



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- Integrated Mobility Plan
- Link NS Regional Transportation Plan
- Transit Decarbonization & EV Strategy
- Downtown Dartmouth Revitalization Planning
- Major Corridor Projects

## BUILDING A MORE CONNECTED HALIFAX





## ENHANCING QUALITY OF LIFE & VISITOR EXPERIENCE

- Integrated Tourism Master Plan 2030
- Access to Recreation & Municipal Services
- Inclusive Public Spaces
- Cultural and Community Engagement

# CEO CLIMATE ACTION CHARTER

The purpose of the **CEO Climate Action Charter** is, in the spirit of continuous improvement and collaboration, to encourage each other to take meaningful climate action using the unique operational levers of our respective organizations, while demonstrating leadership to our community. Together, our actions will positively impact people, planet and prosperity in our city and province.

## BY SIGNING THIS CHARTER, I COMMIT THAT IN MY ORGANIZATION:

- 1. We do the right thing:** We embed climate goals into our organization's culture and values.
- 2. We do what we say:** We track and share our climate action goals and initiatives.
- 3. We learn and adapt:** We actively share best practices and mentor to progress our climate goals in an ever-changing and highly complex world.
- 4. We support an equitable transition to a green economy:** We work together to create solutions that are accessible for all.
- 5. We work together:** We leverage our influence and networks to remove barriers and enable progress for collective success.
- 6. We are all part of the solution:** We empower people to be climate leaders.
- 7. We communicate with government about the impacts of policy:** We participate in two-way communication between government and industry to best enable our abilities to progress climate action.
- 8. We help climate action innovators:** We find ways to support new ideas and solutions that accelerate climate action.
- 9. We embed climate action in business decisions:** We acknowledge climate action as a business imperative and include climate thinking in business and organizational decisions.
- 10. We signal action:** We commit to being vocal about our climate action initiatives to encourage all businesses, organizations and leaders to adopt meaningful, climate-focused change.

**As a signatory to this Charter,** I hereby agree to participate in the CEO Climate Action Charter Leadership Group to share information and best practices with the goal of continuously improving climate action strategies, programming, and performance, acting towards achieving the intent and principles of the CEO Climate Action Charter.



→ 22 CEO Climate Action Charter signatories

→ 3 year action plan developed

# UPCOMING EVENTS

**October 16:** The  
Productivity Puzzle: Labour  
and Skills

**October 17:** African Nova  
Scotian Road to Economic  
Prosperity Annual  
Community Summit

**October 30:** CEO Climate  
Action Charter Summit



# ECONOMIC REPORTING

Halifax Index 2025  
[halifaxindex.com](https://halifaxindex.com)

Annual Report  
[annualreport.halifaxpartnership.com](https://annualreport.halifaxpartnership.com)

Economic Dashboard  
[halifaxpartnership/economicdashboard](https://halifaxpartnership/economicdashboard)