



Economic and Social Impact Study

Africadian Empowerment Academy

June 2024

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Table of Contents



1	Executive Summary	4
2	Introduction	8
3	Economic Contribution of Africadian Empowerment Academy	15
4	Socioeconomic Benefits of Africadian Empowerment Academy	19
5	Appendix	21



Executive Summary



Executive Summary

Understanding the context of Africadian Empowerment Academy's impact

Social and Economic Context of Africadian Empowerment Academy

Marginalized groups in Canada face long-standing social and economic disparities, including wage gaps, lower labour participation rates, and higher unemployment and underemployment. Specifically, Canada's Black population remains one of its most disadvantaged.

Statistics Canada reports that the national employment rate of Black people aged 25 to 54 is lower than in the rest of the population. As of December 2023, the employment rate of Black Canadians was 78.9% in comparison to 84.8% for the total population. For both Black men (81.4%) and Black women (76.4%), the employment rate was lower than the averages for all men and all women (87.7% and 81.8%, respectively).

Similarly, in comparison to non-racialized individuals, Black Canadians were more likely to be employed in lower-level occupations relative to their education and were less likely to have full-time, full-year jobs.

These trends are consistent at the provincial and local levels in Nova Scotia, where labour market participation, income, and education remain lower for the Black population. This context sets the backdrop of Africadian Empowerment Academy's (AEA) impact.

The AEA Program gave me the willpower to go out and not be afraid to go back into the school system and pursue further education ...AEA was an encouragement, and empowering force.

– AEA participant (2022)



Executive Summary

Overview of AEA and the study

About Africadian Empowerment Academy

AEA is located within the Halifax Regional Municipality (HRM) of Nova Scotia. Established in 2014 as an initiative of the East Preston United Baptist Church, under the leadership of Pastor LeQuita Porter, AEA was created to empower and equip members of the local community with the necessary tools to enhance their skills, qualifications, and employability through accessible and free-of-charge programming.

During its earlier years of operations, AEA has offered several programs such as the Adult Learning Program (ALP), General Equivalency Development (GED) preparation, and High School & University Math & Science Tutoring. As AEA positions itself strategically, the organization has placed greater emphasis on advancing education by providing programs in technical subjects, computer literacy, and communication. These programs primarily target individuals in skilled trades and help them to improve their technical skills, leadership skills and support them in their overall professional development.

Trades programs include Pathway to Skilled Trades programming (e.g., Shipbuilding, Construction, Red Seal Examination Preparation), Direct Entry Trades Program, and Youth Mentorship Program in Trades and professional development programs.

About the Study

This study provides an assessment of the economic contribution associated with AEA's programming and activities in Nova Scotia, from 2021 to 2023, in terms of:

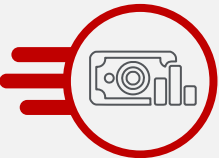
- Gross domestic product (GDP): A measure of the total unduplicated value of goods and services produced in the economic territory of a country or region during a given period.
- Labour income: Total earnings of employees (including employees of suppliers), consisting of wages and salaries, as well as supplementary labour income (e.g., AEA's contribution to pension, employment insurance and worker compensation funds).
- Employment: Part-time and full-time employment created and/or supported by AEA's operations.
- Government tax revenues: Taxes on products and taxes on production, such as sales tax (VAT), payroll taxes, and import duties accruing to the national and state economies.



Executive Summary

Overview of AEA's economic contribution to Nova Scotia

Summary of AEA Cumulative Economic Contribution from 2021-2023



\$3.11M to Nova Scotia's GDP
which means **\$1.08** of value generated for **every** funding dollar invested



\$1.62M to Labour Income



38 Jobs Created or Sustained
which means about **13** jobs generated for **every** \$1 million invested



\$489K to Government Revenues

Summary of AEA Socioeconomic Contribution in local communities

Supporting **555 individuals** in Nova Scotia through the delivery **23 projects/programs** which contribute to the socioeconomic development on local communities in the areas of:



Improving Access to Education
By offering specialized training programs to empower and equip people of African descent with the necessary skills, tools and confidence to fulfill their lifelong dreams.



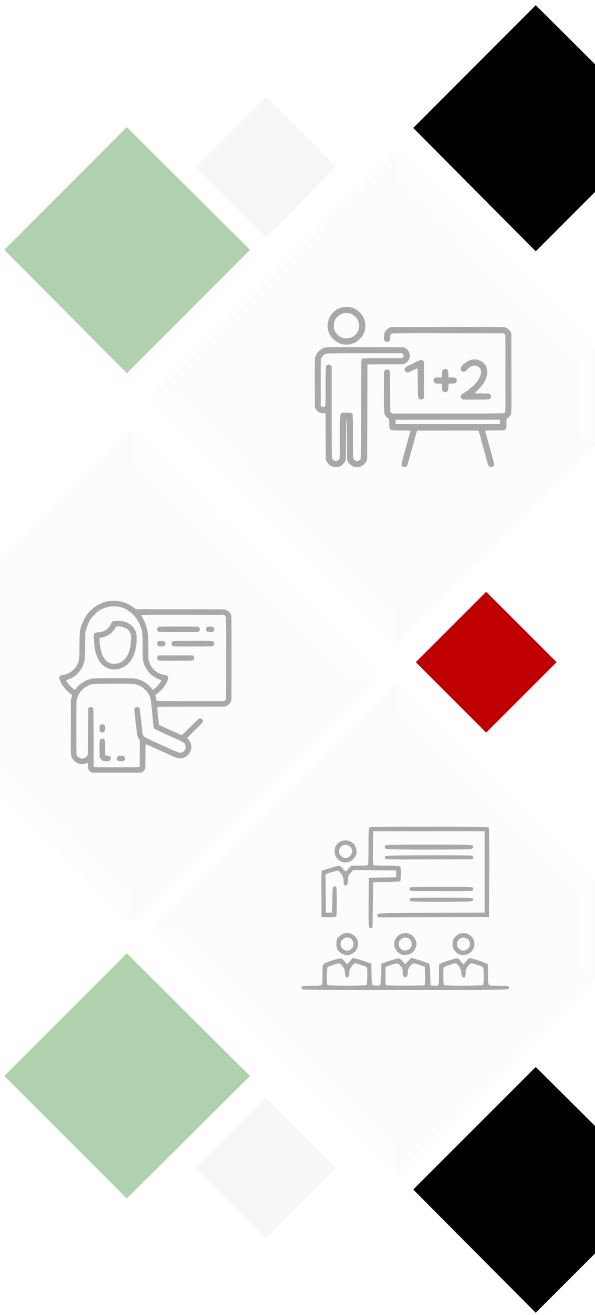
Strengthening Labour Market Integration
By enabling individuals working in the trade industry to improve their skills and facilitating their integration into the job market.



Supporting Better Employment Opportunities
By organizing seminars focused on topics such as computer literacy and public speaking that could aid the professional growth of community members from youth to senior citizens.



Introduction



Introduction

Black communities in Nova Scotia and Canada face a history of segregation

Historic and Socioeconomic Overview

Africadian Empowerment Academy, founded in 2014, is located within the Halifax Regional Municipality (HRM) of Nova Scotia, which has a significant historical connection to the Black community. The organization's primary objective is to empower individuals, both of African descent and the general public, by providing them with the necessary resources, skills, and confidence to pursue their lifelong aspirations through educational programs. AEA's mission is to tackle the socioeconomic inequalities prevalent in the local Black community, such as limited access to education and high rates of unemployment, which can be attributed to a long history of anti-Black racism and segregation.

In Nova Scotia, segregated public schools were officially mandated in 1865.¹ These schools specifically catered to the Black community, but they faced numerous challenges, including inadequate funding, difficulties in hiring teachers, obtaining necessary equipment and facilities, as well as providing transportation services within Nova Scotia.²

Legislation concerning racial segregation in education in Nova Scotia was amended in 1884, allowing Black children to attend schools based on their residential location. However, these provisions remained in effect until 1950, resulting in the persistence of racial segregation, especially in communities with a significant Black population.³ It was not until 1983 that the last racially segregated school in Nova Scotia was finally closed.⁴

The impact of Nova Scotia's period of segregated, insufficient, and underfunded education at all levels of education for the Black community has contributed to the undereducation and unemployment faced by elders and families in the Black community. This period of racial segregation extended to employment and trade unions, medical schools, nursing opportunities, military enrolment, and recreation activities.⁵



Introduction

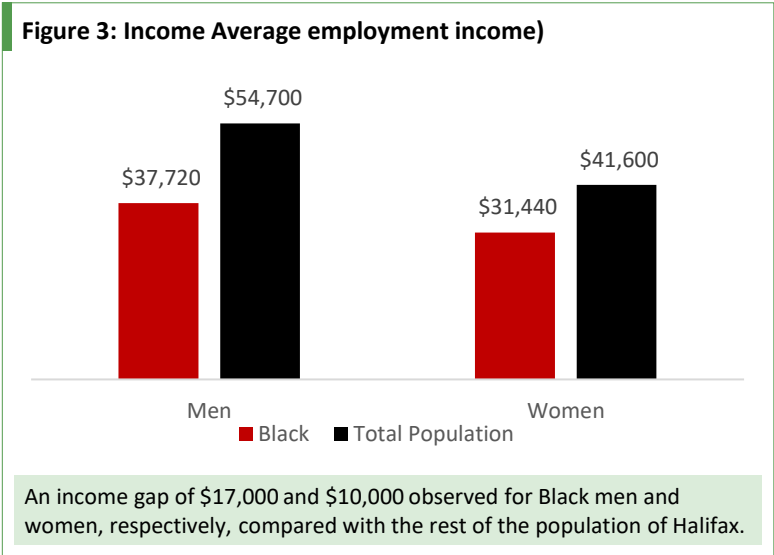
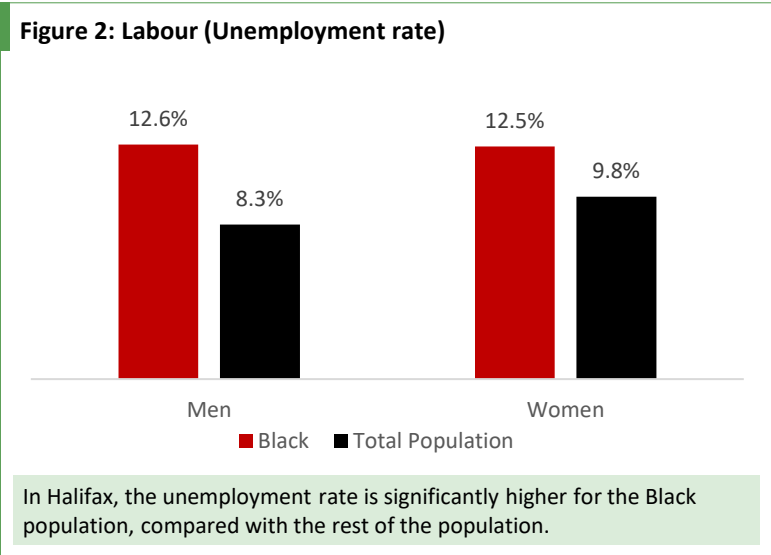
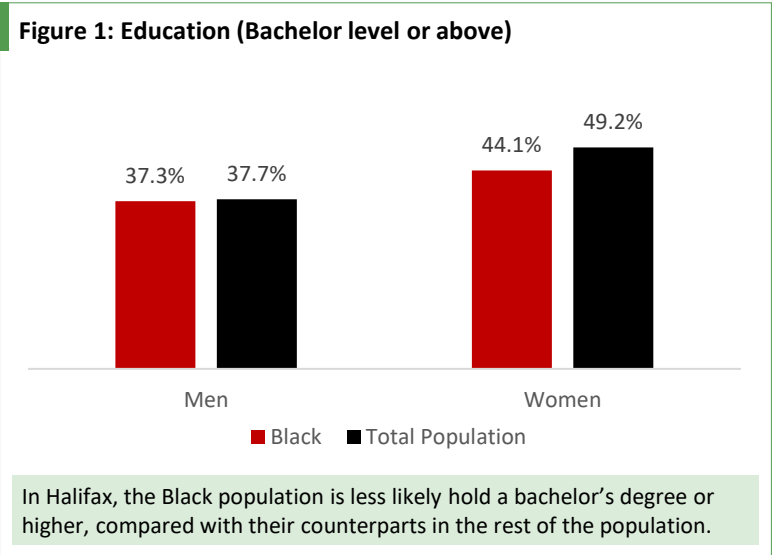
Black communities in Nova Scotia face long-standing economic disparities

Labour Market and Income Disparities

Beyond education attainment, labour market participation and earnings are important indicators of socioeconomic well-being. Groups that have been marginalized in Canada face long-standing economic disparities, including wage gaps, lower labour force participation rates, and higher unemployment and underemployment. Data from a Statistics Canada report highlights the differences in the employment and earnings of the Black community relative to the rest of the adult population – despite gains in the educational attainment of Black people.⁶ Among other social issues, these disparities highlight the importance of targeted programming for the Black community to support labour market integration and better employment opportunities.

The charts below highlight the labour market, income, and socioeconomic disparities faced by the Black community in Nova Scotia’s largest city, Halifax.

Education, Labour, and Income Statistics – Individuals aged 25 to 54, Halifax



Source: Statistics Canada, Census of Population, 2021.

About Africadian Empowerment Academy

AEA was formed to address the socioeconomic gaps of African Nova Scotians

Overview of Africadian Empowerment Academy

The Africadian Empowerment Academy (AEA) is an initiative of the East Preston United Baptist Church, created to empower and equip its community members with the tools to enhance their skills, qualifications, and employability through accessible and free of charge programming.

AEA was formed to close the socioeconomic gaps created by historic inequalities in education that left those in the local community – particularly the older generation – undereducated. As such many Black community members in Nova Scotia do not have a high school education.⁶ AEA's focus is to encourage, support, and build confidence in community members who want to progress with education.

Importantly, AEA represents an education initiative that promotes demand-led programming through the initiative's partnerships with local employers, such as Irving Shipbuilding. Therefore, the programming closely aligns with the needs of local employers. In addition to skills training for employment, AEA's mission also includes assisting the community with developing skills and qualifications for future entrepreneurial pursuits.

AEA's operations are supported by the Nova Scotia Department of Labour Skills and Immigration, the Nova Scotia Apprenticeship Agency, Nova Scotia Construction Sector Council, Construction Association of Nova Scotia, Y-Nova Scotia Works, Nova Scotia Community College, Nova Scotia Advisory Council on the Status of Women, Black Business Initiatives, Association of Black Social Workers, Irving Shipbuilding, and Employment and Social Development Canada (ESDC). In addition, individuals and community contributors provide support with their time and resources.



Overview of Africadian Empowerment Academy Programming

AEA is dedicated to empowering participants by implementing strategic programs that aim to enhance the skills and boost the self-confidence of participants

Overview of Africadian Empowerment Academy Programs in 2023-2024

Upon its establishment in 2014, AEA offered an Adult Learning Program, which later expanded to incorporate a preparation course for the Graduate Equivalency Diploma (GED) Exam. Subsequently, in 2016, AEA further diversified its offerings by introducing a Trade Apprenticeship Program and the AEA Pathways to Shipbuilding Initiative to help individuals obtain Red Seal Certification through the Nova Scotia Apprenticeship Agency (NSAA), and to provide an overview of the opportunities available in the field of trades. AEA also offers a youth academic enrichment component, catering to high school and university students. In the 2023-2024 fiscal year, AEA’s programs supported over 300 individuals through the delivery of 17 projects in the province of Nova Scotia.

Snapshot of AEA’s Program Participation during the 2023-2024 fiscal year:



Overview of Africadian Empowerment Academy Programming: Funding Sources by Program

AEA's funders support the delivery of programs that are easily accessible, and create a meaningful impact on the lives of Black/African Nova Scotians



Professional Development Programs

- AEA has partnered with Nova Scotia Community Colleges (NSCC) to deliver the courses through the Adult Learning Program.
- To support the delivery of computer literacy programs, AEA has partnered with GeoNova and ESDC.
- AEA also partners with community-skilled mentors to deliver a mentoring training program.
- AEA has also partnered with Black Business Initiative, Literacy Nova Scotia, Inspiring Communities, YMCA Nova Scotia Works, African Nova Scotian Affairs, African Nova Scotian Affairs Integration Office HRM and Greater Halifax.



Pathway to Skilled Trades

- Since 2016, AEA has expanded its program offering to include a Trade Apprenticeship Program, the tradespeople to qualify for Red Seal Certification with the Nova Scotia Apprenticeship Agency and an introduction to the trades for youth.
- Nova Scotia Department of Labour, Skills & Immigration supports the Back to Work project, specifically the Pathways to Construction Trades.
- ESDC supports the Skills for Success Program, a pre-apprenticeship program that provides mentoring, career exploration, and work placement to help prepare individuals for the job market.



Pathways to Shipbuilding (2024-2026)

- In response to the increasing demand for skilled workers (i.e., shipbuilders) in the shipbuilding industry, AEA has partnered NSCC and Irving Shipbuilding Inc.
- Other key partner organizations on this program include Nova Scotia Department of Labour, Employment Nova Scotia, Nova Scotia Apprenticeship Agency, the NSCC Foundation, the African Nova Scotian Affairs and YMCA Nova Scotia Works Employment Services Centre.


About the Study

This study evaluates the economic and social impacts of AEA to Nova Scotia and the community that it serves

Overview of the Study

This study comprises two key sections:


- Analysis of the **economic contribution** of AEA’s activities to Nova Scotia, which entails estimation of quantitative impacts associated with AEA’s economic output from 2021 to 2023. The key impacts quantified include gross domestic product (GDP), labour income, employment, and government tax revenues. The section also includes estimates of the **legacy contribution** of AEA programming, which entails analyzing the economic contribution of AEA participants in their new employment following the training received through AEA.
- Assessment of the broader **socioeconomic benefits** of AEA’s activities, which includes changes in the underlying social and economic environment considered attributable to AEA programming. The key themes of analysis include AEA’s contribution to removing barriers to education, strengthening labour market integration, and supporting better employment opportunities.




Economic Contribution

About: Economic contribution associated with the economic output of the AEA.


.....Key Impacts Quantified.....




GDP



Labour Income




Employment



Government Tax Revenues

Note: refer to page 17 in the ‘Economic Contribution of AEA’ section for more details on key impacts.







Socioeconomic Benefits

About: Changes in underlying social and economic environment as a result of the AEA’s initiatives and programming.


.....Key Themes of Analysis.....



Improving Access to Education



Strengthening Labour Market Integration



Supporting Better Employment Opportunities

Note: These key themes represent AEA’s priorities that support the program to strengthen Nova Scotia’s communities and families. It is likely that these themes are just a sample of the broader benefits associated with AEA.



Economic Contribution of Africadian Empowerment Academy



Introduction to Economic Contribution Analysis

Evaluation of AEA's cumulative economic contribution to Nova Scotia from 2021 to 2023

Modelling Approach

This study estimates the economic contribution of AEA using an “input-output” methodology, which traces how the funding (i.e., revenue) associated with AEA’s operations contributes to the economy by creating demand for goods and services across different industries.

AEA’s economic contribution is estimated across four commonly used variables:ⁱ

- **Gross Domestic Product-GDP (Value-added)**
- **Labour income**
- **Employment**
- **Government revenue**

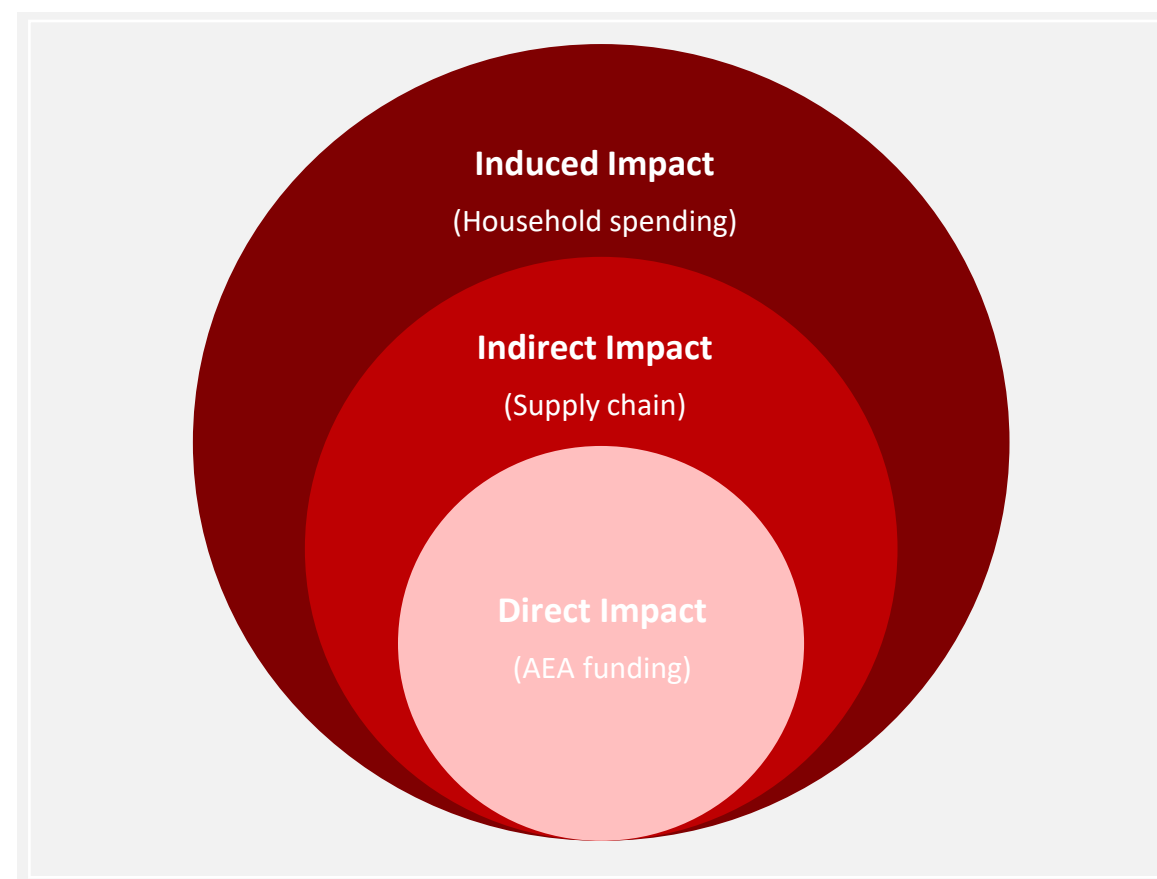
For each variable, the economic contribution is estimated at three levels:

- **Direct impact** associated with the total revenue generated from AEA’s services;
- **Indirect impact** associated with the businesses that provide goods and services to AEA for the purpose of overhead and operations; and
- **Induced impact** associated with the spending of wages and salaries earned by the employees and suppliers of AEA. Examples include purchases of goods and services at the household level.

The approach is used to estimate the cumulative economic contribution of AEA at the provincial geographical level (i.e., Nova Scotia) from 2021 to 2023.

ⁱ Please see Appendix A for detailed definition of each variable.

Total Economic Contribution of AEA Funding



Overview of Africadian Empowerment Academy’s Economic Activity in Nova Scotia

AEA’s operating activities have grown significantly between 2021 and 2023, as indicated by the increasing funding and programming activities

Economic Activity Analysis

As a non-profit organization, AEA relies on a wide range of resources to fulfill its daily responsibilities to Black/African communities in Nova Scotia. To sustain its operations, AEA receives funding from public sector partners. These partners play a crucial role in enabling the organization to make a meaningful impact, achieve its strategic objectives, and foster community development.⁷

AEA’s operating activities are estimated using this funding, which is channeled towards operational expenditures and investments. AEA’s total funding has grown annually (i.e., the compound annual growth rate – CAGR) by 34% from 2021 to 2023, increasing from over \$622,000 in 2021 to over \$1.6 million in 2023. This growth is reflected in AEA’s increase in programming and operations, with funding being directed towards programs such as AEA’s Pathways to Shipbuilding, and the Employability Pathways in the Skilled Trades programming.

The funding ripples through the local and provincial economy, generating economic impacts, including contribution to GDP, labour income, employment, and government revenue. The economic contribution estimates included in this study are based on the analysis of AEA’s funding (revenues).

Summary Funding in Scope

Table 3: Funding from 2021-2023

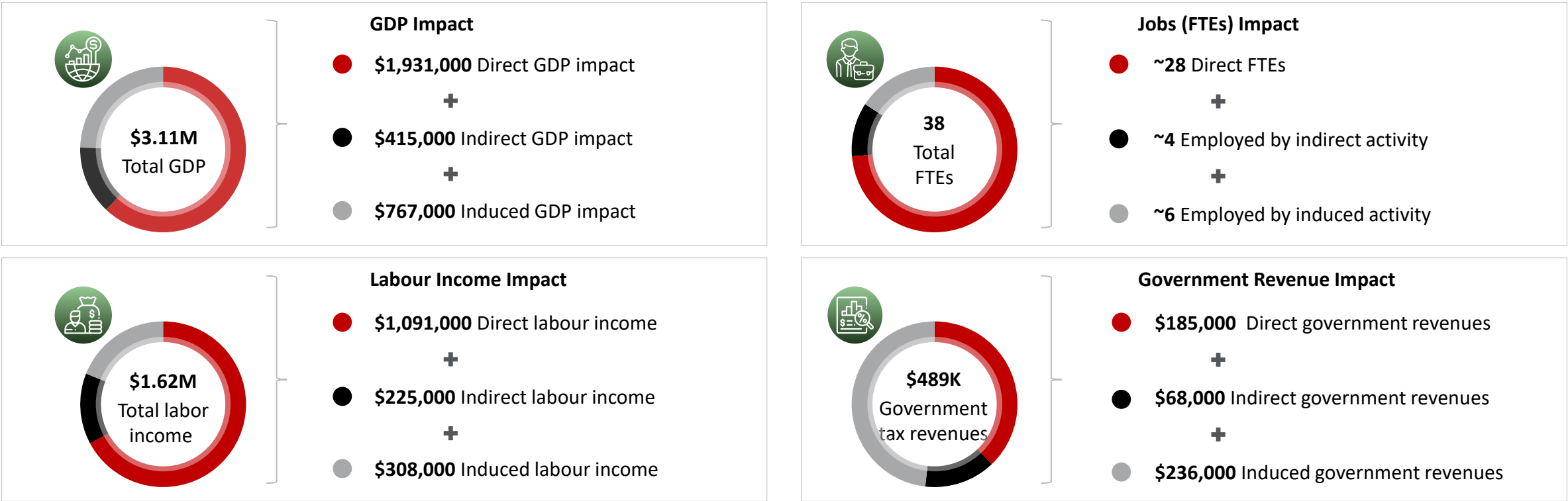
Year	Funding
2021	\$684,201
2022	\$571,050
2023	\$1,627,049
Total (2021-2023)	\$2,882,300

Note: All values are in 2023 dollars.

Snapshot of Economic Contribution to Nova Scotia

We estimate that Africadian Empowerment Academy’s operating activities resulting in the following economic impacts from 2021 to 2023

Estimated economic contribution of AEA’s operations to Nova Scotia | Based on \$970,000+ in funding for AEA programming



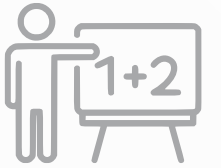
Note: Totals may be slightly different due to rounding. Government revenues include products and production taxes (e.g., sales (GST), payroll taxes), and corporate and personal income taxes to provincial, and municipal governments.

Additional Insights

- For **every funding dollar invested**, we estimate **\$1.08** of value will be added to Nova Scotia’s economy as an outcome of the direct, indirect, and induced impacts.
- For **every \$1 million invested**, we estimate **13 FTE jobs** will be created or sustained in Nova Scotia as an outcome of the direct, indirect, and induced impacts.



Socioeconomic Benefits of Africadian Empowerment Academy



Synopsis of Africadian Empowerment Academy’s Socioeconomic Contribution

AEA advances education by providing courses, classes, and programs in technical subjects, computer literacy, and communication, with a primary focus on skilled trades, to enhance skills development, including leadership skills and professional development for people of African descent and members of the general public.

Improving Access to Education

Over the last decade, AEA has successfully delivered over 50 projects in Nova Scotia, benefitting almost 1,500 individuals who have enrolled since it’s establishment in 2014. By offering specialized training programs, AEA helps to equip individuals with the necessary knowledge and skills to bridge the educational attainment gap that exists within this community. These programs include:

Pathways to Skilled Trades:

AEA’s Pathways to Skilled Trades program includes the following:

- Pre-apprenticeship Program which provides post-secondary school training.
- Youth in Trades which includes trade career exploration and potential employment for youth.

Professional Development Programs:

Beyond skilled trades, AEA offers professional development programs individuals, which allow individuals to choose the best course of action for their careers based on their unique circumstances and aspirations. These programs include computer literacy training, communication and confidence Building, and mentoring training programs.

Strengthening Labour Market Integration

AEA provides a range of programs designed to enhance the qualifications of African Nova Scotians employed in trades. The various programs help to ensure that participants possess the required skills to succeed in their trade and help meet the demand of skilled trades workers in Halifax, Nova Scotia, and Canada. Some of the trades programs offered by AEA include:

- Red Seal Certification Preparation
- Irving Shipbuilding Cohort
- Youth mentorship program in the Trades
- Direct entry in the trades

Supporting Better Employment Opportunities

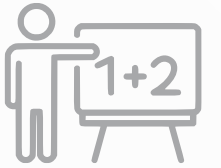
AEA also provides community members with professional development seminars they could apply to their professional lives. For example:

- Under the Literacy, Life Skills & Empowerment Programs, community members are able to access programs that help them improve their computer literacy, public speaking, and financial literacy skills which they could apply to their professional lives.
- Additionally, AEA’s helps individuals re-enter the workforce with new skills acquired through programs such as its Back-to Work Pathway to Construction Trades Program and Direct Entry Trades Program and Skills for Success (Pre-Apprenticeship). For youth (e.g., high-school and university students), AEA programs also facilitate the exploration of trade careers and potential employment opportunities.



Appendix

Methodology, Definitions and References



Input-Output Modelling

Statistics Canada input-output Modeling

In Canada, the authoritative and comprehensive source for calculating economic variables is the Statistics Canada input-output model (2019). This model estimates the impact of demand shocks at a provincial level using relationships between products/services, industries, and inter-provincial trade at the provincial and national jurisdictional levels.

Input-Output Modelling

Input-output models are used to simulate the economic impact of an expenditure on a given basket of goods and services or the output of one of several industries. Input-output analysis uses data on the flow of goods and services among various sectors of the economy, and attempts to model how an expenditure, increase in demand, or investment ripples through a region's economy. This is done by mapping the production of products and service by each industry, and identifying the intermediate inputs used in the production of each final product or service used by consumers, sold as an export, or purchased by government. The model can then aggregate all of the employment and value-added impacts generated in the supply chain as commodities are produced. Input-output models also consider the role of imports, which tie the supply chain to the global economy. This data is combined into a single model of the economy which can be solved to determine how much additional production is generated by a change in the demand for one or more commodities or by a change in the output of an industry.

Assumptions and Limitations of the Input-Output Model

The Statistics Canada input-output model is the industry standard for estimating economic benefits, however it does present the following key assumptions and limitations:

- The model reflects a simplified macroeconomic structure.
- The model does not include some variables of interest for macroeconomic analysis, such as interest rates or corporate income taxes.
- The model assumes that the Canadian economy has the spare capacity available to produce the goods and services stimulated by the economic shock.

Deloitte's estimates provide a snapshot of the economic activity likely to be associated with AEA funding. However, our results will not take account of the opportunity cost of resources used. As such, the estimates do not represent net new economic impacts.

Key Static Economic Definitions



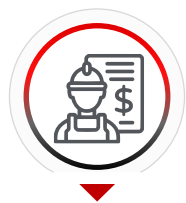
Gross Domestic Product

Gross Domestic Product (GDP) is the “total unduplicated value of goods and services produced in the economic territory of a country or region during a given period”. GDP includes household income from current productive activities (wages and salaries). In the context of our study, GDP serves as a measure of the total economic value-added resulting from AEA operations for programming.



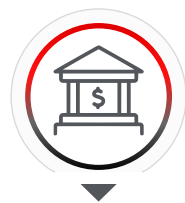
Employment

In our study the employment impact is measured in terms of full-year equivalent positions for ongoing employment (i.e., employment impact associated with annual expenditures). Full-year equivalent positions are counted according to their duration and not according to whether they were employed on a full-time or part-time basis. That is, two part-time employees would be counted as one full-year equivalent if the total time they spent on the job adds up to one year. This approach is consistent with standard statistical terminology.



Labour Income

Labour income represents the total earnings of employees (including employees of suppliers to the projects), consisting of wages and salaries as well as supplementary labour income (such as employer’s contributions to pension funds, employee welfare funds, the Unemployment Insurance Fund, Workers Compensation Fund and employee benefits).



Government Tax Revenues

In this study, government revenues includes federal, provincial, and municipal products and production taxes such as sales tax (GST), payroll taxes, property tax, and excise duty. This report also includes corporate income taxes and personal income taxes.

Endnotes

Introduction

Introduction (page 9)

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2. Statistics Canada. Table: 98-10-0641-01
3. Statistics Canada. Table: 98-10-0436-01
4. Statistics Canada. Table: 98-10-0440-01
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About AEA (page 11)

6. Nova Scotia Government. 2016. Africadian Empowerment Academy – Pathways Initiative. Retrieved from: <https://www.youtube.com/watch?v=xvfoO2Z5KDE>

Economic Contribution of AEA

Overview of AEA's Economic Activity in Nova Scotia (page 17)

7. AEA. N.d. The Academy. Retrieved from: <https://www.africadian.org/the-academy>



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