

# START *Program for Employers*

START inquiries? Contact us at:  
[apprenticeshipstart@novascotia.ca](mailto:apprenticeshipstart@novascotia.ca)

The **START** program encourages employers to register and employ apprentices and encourages employers to support apprentices as they progress through their apprenticeship program.

## Who can apply?

- Employers who register an apprentice from a recognized under-represented group including:
  - Women in non-traditional trades\*
  - African Nova Scotians,
  - Aboriginal Nova Scotians,
  - Immigrants, or
  - Persons with physical disabilities
- Employers who register an apprentice at a location considered rural. "Rural" is defined by Statistics Canada as having a population of 10,000 or less. Therefore, rural areas in Nova Scotia are all areas outside of Halifax, Truro, or Sydney. As of 2016, Halifax (which is all HRM) has a population of 403,131; Truro 12,261; and Sydney with 29,904. An employer is any small or medium sized business located in Nova Scotia with 10 apprentices or less and includes:
  - companies whose headquarters are outside Nova Scotia but who have a physical location in the province,
  - not-for-profit organizations,
  - JRA holders (employers only) \*\*; and • social enterprises.

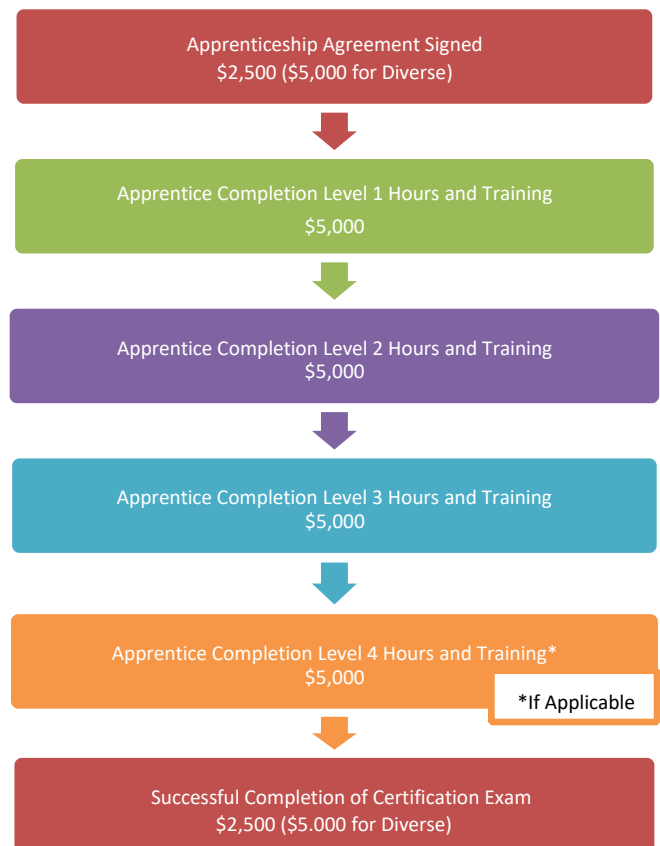
★ **April 1st, 2019** the NSAA increased the initial and completion payments for employers who register a DIVERSE apprentice from \$2,500 to \$5,000.

## How do I apply?

Complete an Apprenticeship Agreement with the Nova Scotia Apprenticeship Agency. An Industry Training Consultant (ITC) will review your application for an apprenticeship agreement and determine eligibility. A list of the training consultants can be found by visiting <http://www.nsapprenticeship.ca/contact/trainingofficers>

## How much is the incentive?

Funding for each employer over the course of their apprentice's program is up to \$30,000.



\* Traditional trades for women are Cook, Baker, Hairstylist

\*\* In this case, an employer is someone who hires an apprentice permanently through a JRA.

