

LIVE HERE WORK HERE BELONG HERE

A Workforce Development Action Plan for Newfoundland and Labrador, 2015 – 2020



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WORK HERE
BELONG HERE**

**A Workforce Development Action Plan
for Newfoundland and Labrador, 2015 – 2020**

Note: The Strategy documents refer to statistical data noting economic, demographic, and other information. Data used in the Strategy Framework, Action Plans, and Implementation Framework was the most recent available at the time of publication.

Government of Newfoundland and Labrador

Population Growth Strategy for Newfoundland and Labrador

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www.gov.nl.ca/populationgrowth

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Message from the Premier



As Premier of Newfoundland and Labrador, it is my pleasure to present **Live Here • Work Here • Belong Here: A Population Growth Strategy for Newfoundland and Labrador, 2015 – 2025**.

This **Strategy** lays out a path to the future for our province, and encourages people to come to Newfoundland and Labrador to work, live and raise families. Growing the population is an important step to securing a sustainable future for everyone in our province. The **Population Growth Strategy** is guided by the principles of choice, inclusion, accountability, diversity and partnership. It will serve as a cross-departmental guide for all future population-related initiatives within the Government of Newfoundland and Labrador.

The **Population Growth Strategy** spans a 10-year timeframe with a review in 2019-20. An annual report will be issued to update the public and provide details on progress on actions of the four pillars of population growth – 1) workforce development, 2) families, 3) communities and 4) immigration.

This **Strategy** is an undertaking that involves everyone – individuals, communities, businesses, and municipalities. It is a collective effort, which will help us all reap the benefits of a sustainable population for generations to come. Working together, we will continue our partnerships with community organizations and businesses to meet the needs of our children, our families, our seniors, and all of our residents.

Newfoundland and Labrador has a diverse economy full of opportunities, a skilled and educated population, welcoming communities, and a picturesque lifestyle that is the envy of many. Our vision for this **Strategy** is for individuals within the province, across Canada, and in other countries to choose to **Live Here • Work Here • Belong Here** in Newfoundland and Labrador.

A handwritten signature in black ink, which appears to read "Paul Davis". The signature is fluid and cursive.

Honourable Paul Davis
Premier of Newfoundland and Labrador



Message from the Minister

As Minister of Advanced Education and Skills, I am pleased to join the Premier in presenting **Live Here • Work Here • Belong Here: A Population Growth Strategy for Newfoundland and Labrador, 2015 – 2025**.

This Provincial Government strategy, which includes the participation of all departments, comprises four five-year action plans that introduce new, and strengthen existing internal and external initiatives and partnerships that will assist in creating better conditions for population growth throughout our province. These action plans focus on supporting our workforce, families, communities and immigration.

Through this **Strategy**, we will position our beautiful province as a home of choice for people around the world and entice others to come and see what makes us the perfect home for their families. The development of the **Strategy** was guided by consultations with individuals, community organizations, businesses and other stakeholders. Public consultations were held during fall 2013, which led to workshops in communities throughout our province. Discussions were summarized in our **What We Heard** document released in July 2014, which is available on our website at www.gov.nl.ca/populationgrowth

Guided by the **Population Growth Strategy**, we will continue to take steps to decrease outmigration, stabilize our population and increase the number of people choosing Newfoundland and Labrador as their home.

The **Strategy** will promote the economic and lifestyle opportunities available for individuals in this province. It provides families, residents, students and people living outside the province with the right information about our communities, our supports and our labour market to help them make informed decisions about their home of choice – Newfoundland and Labrador.



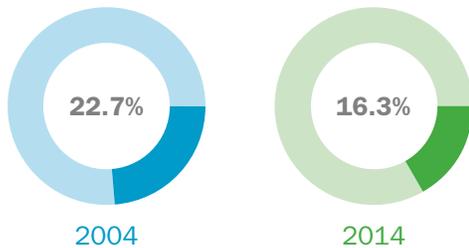
Honourable Clyde Jackman
Minister of Advanced Education and Skills



A Strong Workforce Supports Population Growth

Fig. 1 Provincial youth unemployment rate

The provincial youth unemployment rate in 2013 and 2014 was the **lowest** it has been in nearly **40 years**



Since 2004, youth unemployment rate has fallen over **6%**



By comparison, the provincial unemployment rate (all workers) has fallen **3.7** percentage points



Between 2013 and 2014, the province has experienced **record youth labour force participation** rates, hovering around **60%**

Fig. 2 Average weekly earnings in Newfoundland and Labrador in 2014

\$991.11

2nd highest average of all Canadian provinces after Alberta

Employment opportunities are a key consideration for people when deciding where to live, and whether to stay in the province. In 2013, employment was at a historic high of 242,700 persons, a growth of 15.2 per cent over the last decade. While employment decreased to 238,600 in 2014, this is still 13.2 per cent higher than levels in 2003.¹

By 2020, when compared to 2014, it is expected that people 65 years of age and older will represent 26 per cent of all working-age people (those 15 years and older). In comparison, 15 to 24 year-olds will represent just 11 per cent of the working-age population in 2020.² This projection indicates there will be more people over 65 years of age exiting, and fewer working-age people entering the labour force. This requires Government to help prepare residents and communities for the changing labour market. It means aligning the K-12 and post-secondary education systems with the labour market, and encouraging businesses to look at the entire province when deciding where to operate. It also means offering assistance that will help people access employment and career development supports to fill these vacant positions.

In the near-term, the growth of the provincial economy is expected to plateau and contract as major project development activity progresses past peak levels and Vale's nickel processing facility transitions from construction to production. The **Workforce Development Action Plan** of the **Population Growth Strategy** offers solutions to respond to times of more modest growth, contraction and adjustment. Through responsive supports and services, Government will assist our population in capitalizing on the employment opportunities available in the province. Government will also work to optimize productivity and encourage flexible work schedules to maximize the number of people available to contribute to the province's workforce.

The employment picture for Newfoundland and Labrador holds considerable opportunities for residents. While the annual unemployment rate in 2014 was high at 11.9 per cent, it has been decreasing in recent years. The unemployment rate has decreased from 16.5 per cent in 2003.³ The available supply of labour is decreasing, as is the number of unemployed people in the province. Creative solutions to supply businesses and other organizations with the skills they need to thrive will be required. In Newfoundland and Labrador, statistics show fewer people will be available to do the work, and a mismatch is projected between where people live and where jobs are located. While major project developments have been a significant contributor to the province's labour market growth, focusing on understanding and assisting local employers operating in the core, non-project based economy in finding their labour will help improve future economic growth.

Consultations

Government held an extensive consultation process with residents, employers, labour, educational institutions, community organizations, and other stakeholders. **What We Heard: A Summary of Comments, Suggestions and Ideas on Population Growth in Newfoundland and Labrador**, released in 2014, summarizes discussions and ideas for workforce development in the province. Participants noted the need for more employment opportunities, improved compensation and greater supports for training and education. This Action Plan was developed after careful consideration of all public input provided.

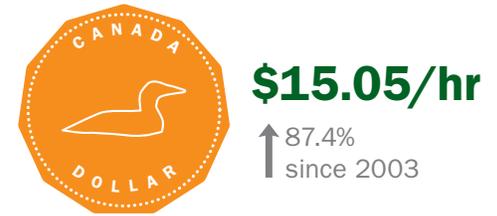
The **Workforce Development Action Plan** responds to the varying and complex labour market conditions found throughout the province. This document is a plan not only to support major projects and peak employment, but also to address high unemployment and skill shortages, and to foster both advanced education and entry-level skills development. It is also a plan to support residents throughout the province, whether they are residents already in the workforce, youth and others seeking advice on future education and training, or other residents who face challenges in their efforts to join the workforce.

Strategic Directions

The Population Growth Strategy outlines steps to attract and retain people in Newfoundland and Labrador through employment opportunities and matching employers with the right people with the right skills. Government will focus the work through five strategic directions:

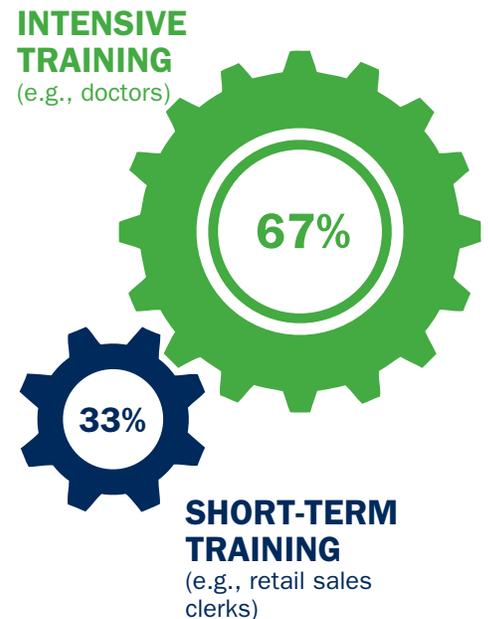
- Inform** Inform people within and outside Newfoundland and Labrador of the opportunities in the province.
- Attract** Attract people to choose Newfoundland and Labrador as their workplace of choice, whether they were born here or elsewhere.
- Develop** Develop an educational and training system that assists individuals to develop skills needed to attach to the labour force and maintain that attachment.
- Create** Create conditions to maximize the ability of Newfoundlanders and Labradorians to participate in the labour market by removing barriers to employment.
- Respond** Respond to evolving labour market demands and the differing labour market needs of residents by designing flexible Government programming.

Fig. 3 Provincial average hourly wage rate for 15 to 24 year olds in 2014



3rd highest in Canada after Alberta and Saskatchewan

Fig. 4 Immigration nominations under the Provincial Nominee Program in 2014



Supporting Employees and Employers

Fig. 5 Top 10 most in-demand occupations in 2014



- 1 Retail Salespersons & Clerks
- 2 Home Support Workers
- 3 Cooks
- 4 Food Counter Attendants, Kitchen Helpers & Related Occupations
- 5 Truck Drivers
- 6 Cashiers
- 7 Customer Service & Information Clerks
- 8 Retail Trade Managers
- 9 Food & Beverage Servers
- 10 Light Duty Cleaners

Fig. 6 Number of persons reaching journeyman status



To support the workforce, the Government of Newfoundland and Labrador will undertake the following actions outlined below. These steps include launching new initiatives; highlighting recently announced or previously committed actions supporting workforce development; and, committing to update existing Government strategies that contribute to creating conditions favourable to growing the population.

Through the development of the **Population Growth Strategy**, it was evident that actions committed as part of other Government strategies and action plans were supportive of Government's goal to have conditions in place necessary to grow the province's population. These existing initiatives include:

- **Access, Inclusion, Equality: Provincial Strategy for the Inclusion of Persons with Disabilities;**
- **Healthy Aging Policy Framework;** and,
- **Learning from the Start.**

Key Actions



1. Create a labour market forecasting model that enables occupational updates annually on the labour market needs of the province.



2. Develop a labour market information toolkit and web portal to help individuals, students and businesses plan for forecasted workforce opportunities, including:
 - occupational profiles;
 - information on hard-to-fill occupations;
 - industry profiles;
 - regional profiles; and,
 - job vacancy monitoring.



3. Implement services to help match job seekers and employers looking for new recruits.

Key Actions (Cont'd)



4. Establish enhanced information-sharing processes with stakeholders such as: educational and training institutions, labour organizations, licensing and regulatory bodies, major project owners, large employers, employer organizations, chambers of commerce, boards of trade and industry associations to improve the collection of labour supply and demand information.



5. Create a **Pathways to Careers and Further Study Guide** to help junior high and high school students and youth map their way to their chosen career.



6. Create a **Career Pathways Guide** to outline the range of career options possible upon completion of post-secondary degrees, diplomas, or certificates.



7. Develop an **Orientation to Your First Job** program and collaborate with School Districts to hold job fairs in high schools throughout the province.



8. Provide support to employers, employer and employee associations, community groups, and communities to undertake projects designed to help match labour supply to labour demand in all regions of the province, and decrease unemployment rates.



9. Provide supports to employers to create more age-friendly workplaces.



10. Work with small and medium-sized employers to support human resources, productivity, and succession planning needs.



11. Develop an **Early Learning to Career Plan** to align public educational investments with supports that enable young Newfoundlanders and Labradorians to succeed in the labour market.

Fig. 7 Businesses in Newfoundland and Labrador in 2013

17,657

- 98% Small/medium enterprises
- 2% Large-size enterprises

Fig. 8 Key soft skills Newfoundland and Labrador employers are seeking

RESUMÉ



- ✓ Organization
- ✓ People skills
- ✓ Problem solving
- ✓ Communication
- ✓ Numeracy
- ✓ Computer use
- ✓ Document use
- ✓ Analytical abilities
- ✓ Teamwork
- ✓ Independent Work
- ✓ Leadership
- ✓ Professionalism

Fig. 9 Percentage of the Newfoundland and Labrador population working in various sectors



12. Work with the **College of the North Atlantic, Memorial University**, and other post-secondary training providers to continue to align course offerings with labour market needs.



13. Assist in breaking down barriers by introducing greater program flexibility to support individuals seeking employment, such as the purchase of adaptive technologies and work supplies.



14. In partnership with employers and community-based groups, and, in an effort to reduce high levels of unemployment among segments of the population, support youth under 25 years of age, long-term unemployed individuals, Aboriginal people, women, older workers, visible minorities and persons with disabilities to gain employment through work experience programs and paid internships in positions related to their field of study or occupation of interest.



15. Review supports for persons with disabilities to access employment.



16. Pilot supports to assist unemployed individuals living in areas with limited job opportunities with the cost of commuting to employment within the province.



17. Test alternative funding approaches for apprentices and journeypersons in select trades, whereby apprentices and journeypersons can complete their training without having to be laid off.



18. Work with contractors on Government tendering and procurement projects to encourage the hiring of apprentices.

Key Actions (Cont'd)



19. Pursue further apprenticeship harmonization to improve the labour mobility of apprentices and increase completion rates.



20. Develop a **Prior Learning Assessment and Recognition** policy framework to help individuals attach to the labour market and gain credentials that reflect their work, life and educational experience.



21. Host annual **Roundtables on Workforce Development** to allow for exchanges regarding the employment and human resources needs and challenges throughout the province.



22. Work across Government and with stakeholders to develop initiatives that address the needs of key in-demand sectors, including strategies focused on the human resource needs of sectors that have labour supply and demand challenges, such as:

- Healthcare
- Fisheries and Aquaculture
- Agriculture and Agri-foods
- Retail
- Accommodations and Food Services
- Marine and Road Transportation
- Housing
- Mining and Energy
- Other sectors as required

Data sources for graphics

Fig. 1 Statistics Canada, Labour Force Survey, Table 282-0002.

Fig. 2 Statistics Canada, Survey of Employment, Payrolls and Hours, CANSIM Table 281-0027.

Fig. 3 Statistics Canada, Labour Force Survey, Table 282-0070.

Fig. 4 Office of Immigration and Multiculturalism, Department of Advanced Education and Skills.

Fig. 5 Department of Advanced Education and Skills, Job Vacancy Report 2014.

Fig. 6 Department of Advanced Education and Skills, Apprenticeship and Trade Certification Division

Fig. 7 Newfoundland and Labrador Statistics Agency, Number of Businesses by Employment Size Range, March 2014.

Fig. 8 Department of Advanced Education and Skills, Point in time survey of JobsinNL data.

Fig. 9 Statistics Canada, Labour Force Survey, CANSIM Table 282-0008.

Endnotes

1 Statistics Canada, CANSIM Table 282-0002.

2 Department of Finance, Economic Research and Analysis Division, Population Projections, April 2014.

3 Statistics Canada, Labour Force Survey.

