

# **Newfoundland and Labrador**

Annual Labour Market Plan | 2021-22

Canada - Newfoundland and Labrador Labour Market Development  
Agreement (LMDA)

## Overview:

- In 2021-22, Newfoundland and Labrador's notional LMDA base allocation is \$126,799,889 with \$8,937,456 in administrative funding. Newfoundland and Labrador's 2021-22 notional allocation of the additional funding announced in Federal Budget 2017 is \$15,303,805 for a total of \$151,041,150.
- As a result of the COVID-19 pandemic, the Federal Government introduced legislation to support Canadians through Recovery Benefits and extend access to funds for emergency measures. In addition, additional flexibilities were provided to provinces and territories, including the ability to carry forward up to 20 per cent of total 2020-21 allocations into 2021-22 under the LMDA.
- In April 2021, the Federal Government provided an exceptional measure to increase the carry forward limit from 20 per cent to 60 per cent. This includes base funding and the additional Budget 2017 temporary investments.
- While all carry forward will be confirmed with the audited financial statements, the province of Newfoundland and Labrador projects utilizing approximately 22 per cent carry forward provision, equivalent to \$33,414,744. This will bring the total available funds in 2021-22 to \$184,455,894.

## Description of planned programs: Employment Benefits and Support Measures

<b>Program: Employment Assistance Services</b>	<b>Projected expenditures: \$17M</b>
<p><b>Brief description of program - Areas of focus:</b></p> <ul style="list-style-type: none"> <li>• Through self-directed and assisted employment services, organizations provide a variety of services that support individuals as they prepare to enter or re-enter the workforce or assist them to find a better job. Services may include supported employment centres, provision of labour market information, needs determination, job search assistance, career decision making, job search services, career counselling, and résumé writing assistance, and job maintenance support.</li> <li>• Client who require assisted services will have their employability needs assessed by a Case Manager to develop an employment plan that will identify necessary and appropriate interventions to help them return to the workplace.</li> </ul>	
<p><b>Target Client Groups:</b></p> <ul style="list-style-type: none"> <li>• Unemployed and employed Canadians, regardless of Employment Insurance (EI) status</li> </ul>	
<p><b>Benefits and expected results:</b></p> <ul style="list-style-type: none"> <li>• Individuals will be enabled to make well-informed career decisions.</li> <li>• Access to advisory and support services will be provided that will enable individuals to prepare for and make employment transitions (e.g., school to work, unemployment to employment).</li> <li>• Individuals will be supported in the career and employment planning process.</li> <li>• Labour market information will be provided to individuals, employers, and community organizations.</li> <li>• Approximately 25 organizations will be supported to provide service to over 15,000 individuals in 2021-22.</li> </ul>	

<b>Program: Skills Development</b>	<b>Projected expenditures: \$100M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• Skills Development provides financial support to EI eligible individuals who are seeking full-time post-secondary training at a public or private training institution, as well as short-term training of less than 12 weeks in duration. This includes supports to attend Adult Basic Education and Advanced Level Apprenticeship training, as well as funding to public post-secondary institutions.</li> <li>• Skills Development program provides assistance to individuals who clearly identify barriers to employment and a willingness to discuss options to remove these barriers.</li> <li>• To be considered for funding individuals have to be EI eligible, be engaged in a case management, and have an employment plan developed.</li> <li>• Individuals who participate in Skills Development may be required to make a financial contribution towards the cost of their training.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• EI-eligible</li> <li>• Unemployed or underemployed</li> <li>• Unrepresented groups, such as Persons with Disabilities, Youth, Indigenous population, Women, and other subsets that may be identified throughout the fiscal year</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Participants who do not have required education will have access to training to improve their opportunities for additional education and/or employment.</li> <li>• Individuals will acquire employment skills that will strengthen their labour market attachment.</li> <li>• The labour market participation of Newfoundland and Labrador residents will be enhanced, including low-skilled workers and under-represented groups.</li> <li>• Individuals' ability to find long-term employment opportunities through training and education will be enhanced.</li> <li>• Apprentices will be supported to obtain the formal instruction required for certification in designated trades and to progress in their chosen occupation.</li> <li>• Approximately 6,300 individuals will be supported in 2021-22.</li> </ul>	

<b>Program: Wage Subsidies</b>	<b>Projected expenditures: \$21M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• Wage subsidy programs are designed to bring employers and employees together by providing funding to employers to create employment opportunities for unemployed or underemployed individuals, recent graduates, apprentices, and persons with disabilities.</li> <li>• The JobsNL program supports employer/employee connections that promote sustainable long-term employment or seasonal/short-term employment.</li> <li>• The Apprenticeship Wage Subsidy Program assists apprentices to gain work experience in their skilled trade, and progress to journey person certification by providing a wage subsidy to employers who hire apprentices.</li> <li>• Funding is also provided to Community Coordinator's that promote and manage wage subsidy agreements to assist specific client groups.</li> <li>• Eligible individuals may be provided employment supports related to the subsidized position, including tools, equipment, and short-term training.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• EI-eligible</li> <li>• Unemployed or underemployed</li> <li>• Unrepresented groups, such as Persons with Disabilities, Youth, Indigenous population, Women, and other subsets that may be identified throughout the fiscal year</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Individuals will be provided opportunities to gain work experience and increase workplace skills.</li> <li>• Employers will hire unemployed individuals with minimal work experience whom they would not normally hire in the absence of a subsidy.</li> <li>• Approximately 570 individuals will be hired by employers in 2021-22.</li> </ul>	

<b>Program: Self-Employment Assistance</b>	<b>Projected expenditures: \$10M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• Self-Employment Assistance is a program that provides financial and entrepreneurial assistance to eligible individuals to help them create jobs for themselves by starting a business. There are two elements to the program: individuals seeking assistance and coordinating organizations to assist individuals.</li> <li>• Individuals are provided with services, such as entrepreneurship training, customized coaching, ongoing advice, business plan development and client supports. The program will improve their business success prospects and lead to further labour market attachments for themselves and possibly other individuals.</li> <li>• The program provides funding to organizations to assist clients with starting their own business. Self-Employment Assistance coordinating agencies provide entrepreneurial support to EI-eligible individuals to assist in assessing their suitability for the program and providing recommendations for funding. Once approved, the organization continues to assist with business plan development, business implementation, and progression through workshops, coaching, mentoring, and ongoing monitoring.</li> </ul>	
<b>Target Client Groups:</b> <p><b>For individuals</b></p> <ul style="list-style-type: none"> <li>• EI-eligible</li> <li>• Unemployed or underemployed</li> <li>• Unrepresented groups, such as Persons with Disabilities, Youth, Indigenous population, Women, and other subsets that may be identified throughout the fiscal year</li> </ul> <p><b>For organizations</b></p> <ul style="list-style-type: none"> <li>• Organizations that meet program criteria to offer business development expertise.</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Self-employment program participants will receive the training and support they need to launch and operate viable businesses.</li> <li>• Employment opportunities through self-employment will be created to provide an economic benefit that extends beyond the individual and into the larger community.</li> <li>• Agencies will provide individuals with guidance, direction, feedback, support, and monitoring throughout the duration of the program.</li> <li>• Approximately 17 agencies and 470 individuals will be supported in 2021-22.</li> </ul>	

<b>Program: Labour Market Partnerships</b>	<b>Projected expenditures: \$22.5M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• This program provides funding to assist and support employers, employer or employee associations, community groups and communities in developing and implementing labour market strategies and activities for dealing with labour force adjustments and meeting human resource requirements.</li> <li>• Funding may be provided to cover overhead costs such as wages and employment costs, research or technical studies, and other related costs and eligible expenses negotiated with program officials.</li> <li>• Businesses, organizations, municipalities, band/tribal councils, public health and educational institutions are eligible to receive funding as sponsors. All activities must involve partnership.</li> <li>• Labour Market Partnerships may be used to provide assistance for employed persons who are facing loss of employment.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Not applicable</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Projects will assist in addressing identified labour market issues in the province.</li> <li>• Approximately 40 proposals will be supported in 2021-22.</li> </ul>	

<b>Program: Job Creation Partnerships</b>	<b>Projected expenditures: \$11M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• The Job Creation Partnerships program provides EI eligible individuals with opportunities to gain work experience that will improve their employment prospects.</li> <li>• The focus is helping insured participants who need work experience to increase their chances of successfully finding ongoing employment. Individuals will maintain or enhance their employability skills, particularly if they have been unemployed for a long period of time, through program projects. As well, participants will gain recent work experience for their resumes. This experience, together with the networking which participants do while on a project, increases their chances of successfully finding ongoing employment.</li> <li>• Financial support is provided, in partnership with employers and/or community organizations, to approved community projects. Support is also provided to participants based on the skill/supervisory level of the position and the prevailing wage rates.</li> <li>• Project activities should benefit both the participant and the community.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• EI-eligible</li> <li>• Unemployed or underemployed</li> <li>• Unrepresented groups, such as Persons with Disabilities, Youth, Indigenous population, Women, and other subsets that may be identified throughout the fiscal year</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Jobs will be created through projects in partnership with community organizations.</li> <li>• Participants will be provided with opportunities to gain work experience that will improve their employment prospects and to achieve ongoing labour market attachment.</li> <li>• Project activities will benefit both the participant and the community.</li> <li>• Approximately 320 organizations and 1,500 individuals will be supported in 2021-22.</li> </ul>	



<b>Program: Research and Innovation</b>	<b>Projected expenditures: \$3M</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>Provides funding to support progressive research and leading-edge innovation to identify better ways of helping Newfoundlanders and Labradorians prepare for, find, return to, or maintain sustainable employment and be productive participants in the labour force.</li> <li>Fosters the development of strategies to enhance productivity, innovation and skills development in order to meet existing and future labour market challenges and demand requirements throughout the province.</li> <li>The program will support and generate new and innovative research projects, pilots and processes to strengthen our understanding of the provincial labour market, and to assist us in recalibrating existing employment and training services to better align with changing employer demands and needs.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>Not applicable</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>Continued support for activities that address policy and program issues or research questions related to strategic priorities; research and/or design projects that are practical and that identify innovative and better ways of helping Newfoundlanders and Labradorians prepare for, find, return to, or maintain sustainable employment.</li> <li>Ensure that the design and delivery of labour market programs and services continue to be relevant and responsive to provincial labour market needs.</li> <li>Opportunities for testing innovative approaches that aim to help Newfoundlanders and Labradorians prepare for, find, return to, or maintain sustainable employment will be provided.</li> <li>19 projects are ongoing into 2021-22.</li> </ul>	

#### Targets for LMDA primary indicators

<b>Active EI claimants served</b>	<b>8,000</b>
<b>Returns to work</b>	<b>3,500</b>
<b>Savings to the Employment Insurance (EI) Operating Account</b>	<b>\$20 million</b>

## Consultation Process

The Government of Newfoundland and Labrador is committed to ongoing investment to grow the provincial economy, including sustainable employment opportunities that are matched with a skilled workforce.

The Department of Immigration, Population Growth, and Skills regularly engages with industry, labour, community, and education stakeholders to inform policy and budget priorities and to ensure programs and services are effective and relevant.

Partnerships and collaboration with the business sector will continue this year as the Provincial Government works with a number of sectors to generate new economic activity and foster job creation. Much of this work continues to be coordinated through the Cabinet Committee on Jobs where the government of Newfoundland and Labrador partners with industry in joint decision making aimed at stimulating new business activity and creating new private sector jobs for residents throughout the province.

The Province's Workforce Innovation Centre is in the process of hosting engagement sessions with underrepresented groups, exploring labour market challenges and opportunities, as well as research projects to support improved employment outcomes. Sessions have been held with a number of organizations, including those representing: Indigenous people, persons with disabilities, youth, older workers, women, and newcomers to the province.

As an initiative under the Workforce Development Plan, the Workforce Innovation Centre is establishing Regional Workforce Development Committees in ten regions of our province. These committees will create regular opportunities for stakeholders to share information and collaborate on regionally tailored labour market action plans to address workforce trends and challenges, and to increase regional capacity for planning, partnerships and investments.

The Department of Immigration, Population Growth and Skills continues to both initiate and participate in engagement activities as part of the advancement of the various phases of The Way Forward, including specific to the Immigration Action Plan, the Adult Literacy Plan, the Workforce Development Plan, through the activities of the Workforce Innovation Centre, as well as through day to day program and service delivery.

A number of key themes and focus areas continue to emerge, including:

- Increased collaboration and partnerships;
- Continued emphasis on immigration and attracting talent;
- Improved access to labour market information;
- Closing skills gaps through skills development and mentorship opportunities;
- Enhanced awareness and access to programs and services; and
- Promotion of inclusive and diverse workplaces.

The effects of COVID-19 remain and have impacted many key industries in Newfoundland and Labrador. Disruptions continue to impact the oil and gas, hospitality, and retail sectors. In many cases, the impacts are compounding existing drivers of change, such as the use of digital technologies and automation, resulting in significant growth in sectors such as technology. These effects are reshaping the landscape of skills demands with potential far-reaching consequences for workers, employers, and overall labour market. We will continue to work with many of these key industries to support the development of skills needed to succeed in today's labour market.

<b>List of stakeholders</b>	
<b>Employers</b>	Employers such as Verafin, Anaconda Mining, DF Barnes Fabrication, Corner Brook Pulp and Paper, Newco Metals, and small to medium sized enterprises
<b>Community Groups</b>	Community groups such as Community Sector Council, Vera Perlin, Stella's Circle, Choices for Youth, Heritage Foundation of NL, Sharing our Culture, Association for New Canadians, and Supported Employment Newfoundland and Labrador
<b>Indigenous Partners</b>	Indigenous partners such as Labrador Aboriginal Training Partnership, First Light (St. John's Native Friendship Centre), and Nunatukavut Community Council
<b>Business and Industry Associations</b>	Business and industry associations such as Newfoundland and Labrador Construction Association, Community Business Development Corporations, Newfoundland and Labrador Employers Council, Canadian Federation of Independent Businesses, Hospitality NL, NL Forestry Industry Association, techNL, Newfoundland and Labrador Federation of Agriculture, Oceans Advance, Canadian Manufacturers and Exporters – Newfoundland and Labrador, Newfoundland Environmental Industry Association, and Newfoundland Aquaculture Industry Association
<b>Provincial Government Departments</b>	Other Provincial Government departments such as Departments of: Education; Fisheries, Forestry and Agriculture; Industry, Energy and Technology; Children, Seniors and Social Development; and Executive Council
<b>Official Language Minority Communities (OLMC) stakeholders</b>	Official language minority representatives such as Réseau de développement économique et d'employabilité de Terre-Neuve-et-Labrador (RDÉE TNL), and La Fédération des francophones de Terre-Neuve et du Labrador (FFTNL)
<b>Labour Organizations</b>	Labour organizations such as Newfoundland and Labrador Federation of Labour, Fish, Food and Allied Workers, and International Brotherhood of Electrical Workers
<b>Educational Institutions</b>	Educational institutions such as Memorial University, Marine Institute, College of the North Atlantic, Newfoundland and Labrador Association of Career Colleges, Association of Building Trades Educational Colleges, and private training institutions
<b>Youth Groups</b>	Youth groups such as Premier's Youth Council, Conservation Corps, and St. John's Boys and Girls Club
<b>Municipal Government</b>	Municipalities Newfoundland and Labrador, towns, and local service districts
<b>Federal Government Departments</b>	Employment and Social Development Canada, Atlantic Canada Opportunities Agency, and Agriculture and Agri-Food Canada