# **Newfoundland and Labrador**

Annual Labour Market Plan | 2021/22

Canada - Newfoundland and Labrador Workforce Development Agreement (WDA)

# Overview:

- In 2021-22, Newfoundland and Labrador's notional WDA base allocation is \$9,862,166. Newfoundland and Labrador's 2021-22 notional allocation of the additional funding announced in Federal Budget 2017 is \$2,731,902 for a total of \$12,594,068.
- 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 increased carry forward from 5 per cent to 20 per cent of total 2020-21 allocations into 2021-22 under the WDA.
- In April 2021, the Federal Government provided an exceptional measure to increase the carry forward limit from 20 per cent to 60 per cent in 2021-22. This includes base funding and the additional Budget 2017 temporary investments, as well as the \$18.9M that provided to Newfoundland and Labrador in 2020-2021 under the WDAs.
- While all carry forward will be confirmed with the audited financial statements, the province of Newfoundland and Labrador projects utilizing approximately 41 per cent carry forward provision, equivalent to \$12,994,537. This will bring the total available funds in 2021-22 to \$25,588,605.

# **Description of planned WDA programs:**

Program: Canada – Newfoundland and Labrador Job Grant	Projected expenditures: \$3,000,000

### **Brief description of program - Areas of focus:**

- This program is designed to increase labour force participation and help develop the skills necessary to find and keep meaningful long-term employment and encourage continued employer involvement in training to ensure skills are aligned to job opportunities.
- Financial assistance to private and non-profit employers to offset the costs of providing training to new or current employees.
- These grants to employers will support training programs of up to a year in duration and be delivered by a third party recognized by the province.

### **Target Client Groups: Unemployed or Underemployed**

• Employers and their employees

- Employers hire and train unemployed individuals to fill their job vacancies.
- Employers use the grant to support expansion of their workforces.
- The grant supports the creation of permanent, sustainable full-time jobs
- The grant enables incumbent workers to remain in their current positions, or for incumbent workers to take new positions within the business that offer greater responsibilities and/or rates of pay.
- Approximately 350 employers will be provided funding to train about 3,000 employees in 2021-22.

- The Transitions to Work program is designed to provide vulnerable individuals, with identified barriers and limited skills and employment experience, the opportunity to participate in employment readiness training and access supports to pursue meaningful employment.
- The program involves the delivery of nine weeks of pre-employment supports and services, which includes seven weeks of in-class sessions focused on:
  - Life skills management;
  - o Career planning and occupational goal development;
  - o Job readiness certificate courses, such as First Aid, WHMIS, and Back Injury Prevention; and
  - o Job search that addresses the job search process, resume writing, and interview preparation.
- Upon completion of the seven weeks in-class, participants become involved in an intensive job search, engaging with local employers while receiving support from a Job Search Coach.

# **Target Client Groups: Unemployed**

• Individuals in receipt of Income Support

- Individuals in receipt of Income Support are supported as they prepare for the transition to the labour market.
- Individuals are provided with the supports they need to obtain entry-level employment.
- It is anticipated that approximately 200 individuals will be supported in 2021-22.

# **Program: Labour Market Partnerships**

Projected expenditures: \$4,154,305

### **Brief description of program - Areas of focus:**

- 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.
- 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.
- Businesses, organizations, municipalities, band/tribal councils, public health and educational institutions are eligible to receive funding as sponsors. All activities must involve partnership.
- Labour Market Partnerships may be used to provide assistance for employed persons who are facing loss of employment.

# **Target Client Groups:**

Not applicable

- Projects will assist in addressing identified labour market issues in the province.
- Approximately 15 proposals will be supported in 2021-22.

### **Program: Labour Market Integration for Newcomers**

Projected expenditures: \$1,000,000

### **Brief description of program - Areas of focus:**

- Provides funding to 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.
- The focus is on supporting innovative approaches to increasing capacity and enhancing services for newcomers to the province.
- The program is designed to enable service-providing organizations and communities to develop and/or deliver programs to expedite the attachment of newcomers to the labour market.

# **Target Client Groups:**

Newcomers, immigrants and refugees

- Better connections between newcomers and local employment opportunities will be made.
- Newfoundland and Labrador employers will be assisted to find skilled labour they need to address workforce shortages through provincial immigration pathways.
- Approximately 20 projects will be supported in 2021-22.

- The Student Mentorship program brings students and mentors together to develop the skills, knowledge, attitudes, and connections students need as they transition into the world of work.
- Employers will match the student with an industry professional related to the student's field of study or area of interest.
- The mentor will provide guidance and support to the student in career development and work-life balance, while creating opportunities for them to learn about the workplace.
- The program provides a subsidy to assist Employers to create paid mentoring opportunities in the agriculture, aquaculture, technology, aerospace, advanced manufacturing, forestry, mining, community, and oil and gas sectors for post-secondary students entering or returning to post-secondary studies in the upcoming school year.
- The program provides valuable work experience that will facilitate future labour market participation.

# **Target Client Groups:**

Students

- Quality work experiences for youth is provided.
- Access to the labour market for youth is increased.
- Opportunities for youth to develop and improve their skills is provided.
- It is anticipated that approximately 170 students will be employed in 2021-22.

### **Program: Students Supporting Communities**

Projected expenditures: \$500,000

#### Brief description of program

- The Students Supporting Communities program will provide a grant to assist private sector, municipalities, and not-for-profit organizations create summer jobs for students to assist with vulnerable populations, particularly related to social isolation during COVID-19.
- It is recognized that protective measures of physical distancing and isolating can take a toll on mental
  health, especially for seniors and vulnerable members of our community who are already at
  heightened risk of loneliness and feelings of depression. Staying connected has never been more
  important and it is critical to find creative ways to increase social interaction and help us all get
  through this difficult period.
- A \$3,650 grant will be issued to the employer or organization for placement(s), which includes:
  - \$3,000 to hire a 30 hour per week position for eight weeks at \$12.50/hour (e.g. this can be one position at 30 hours or two positions, if part-time hours);
  - o \$450 maximum for mandatory employment related costs; and
  - \$200 for incidentals related to the position (e.g., gas allowance; long distance charges).

### **Target Client Groups:**

Students

- Quality work experiences for youth is provided.
- Access to the labour market for youth is increased.
- Opportunities for youth to develop and improve their skills is provided.
- Over 100 students may find employment through this program in 2021-22.

### **Program: Student Summer Employment Program**

Projected expenditures: \$1,345,000

### **Brief description of program - Areas of focus:**

- The program provides a subsidy to assist private sector and not-for-profit organizations, which include school districts and municipalities to create summer jobs for high school and post-secondary students entering or returning to studies in the upcoming school year.
- Employers can request subsidy for five to twelve weeks, and up to 40 hours per week.
- Students benefit by gaining valuable work experience that will facilitate future labour market participation.

### **Target Client Groups:**

Students

- Quality work experiences for youth is provided.
- Access to the labour market for youth is increased.
- Opportunities for youth to develop and improve their skills is provided.
- It is anticipated that over 600 students will become employed in 2021-22.

# **Brief description of program**

- This program provides eligible clients with support to participate in pre-employment training that may
  include personal life skills development, career planning, employment readiness, or job maintenance.
   As well, the program provides eligible clients with work related supports to assist them with seeking,
  obtaining or maintaining employment.
- Supports may include transportation, monthly stipends, childcare, or items such as specific work clothing, job required tools, and assistance with personal need in preparing for work search or job interview.
- Support can also be provided for an educational assessment to identify areas of strength and areas of
  need with respect to academic and cognitive functioning. It can be used to identify a learning
  disability, an intellectual disability or giftedness. An educational assessment can be considered when
  an individual is experiencing academic or work place learning difficulties for which there is need to
  obtain greater understanding to the underlying cause for these difficulties to assist with the facilitation
  of the client employment planning process.

### **Target Client Groups: Unemployed**

- Income Support, Income Support eligible, or unemployed individuals
- Low literacy-low skilled
- Unrepresented groups, such as Persons with Disabilities, youth, Indigenous population, women, and other subsets that may be identified throughout the fiscal year

- Individuals are provided with pre-employment training and work supports to seek and maintain employment.
- Individuals are provided assessment to identify academic or work place learning difficulties.
- Approximately 840 individuals will be supported in 2021-22.

- Provides financial support for short-term training of less than 12 weeks in duration. This includes supports to attend literacy/academic upgrading and Advanced Level Apprenticeship training.
- The program provides assistance to individuals who clearly identify barriers to employment and a willingness to discuss options to remove these barriers.
- To be considered for funding individuals have to be engaged in a case management, and have an employment plan developed.

# **Target Client Groups:**

- Unemployed or underemployed
- Unrepresented groups, such as Persons with Disabilities, youth, Indigenous population, women, and other subsets that may be identified throughout the fiscal year

- Participants who do not have required education will have access to training to improve their opportunities for additional education and/or employment.
- Individuals will acquire employment skills that will strengthen their labour market attachment.
- The labour market participation of Newfoundland and Labrador residents will be enhanced, including low-skilled workers and under-represented groups.
- Individuals' ability to find long-term employment opportunities through training and education will be enhanced.
- Apprentices will be supported to obtain the formal instruction required for certification in designated trades and to progress in their chosen occupation.
- Approximately 780 individuals will be supported in 2021-22.

- 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.
- The JobsNL program supports employer/employee connections that promote sustainable long-term employment or seasonal/short-term employment.
- The Apprenticeship Wage Subsidy Program assists apprentices to gain work experience in their skilled trade, and progress to journeyperson certification by providing a wage subsidy to employers who hire apprentices.
- Funding is also provided to Community Coordinator's that promote and manage wage subsidy agreements to assist specific client groups.
- Eligible individuals may be provided employment supports related to the subsidized position, including tools, equipment, and short-term training.

### **Target Client Groups:**

- Unemployed or underemployed
- Unrepresented groups, such as Persons with Disabilities, youth, Indigenous population, women, and other subsets that may be identified throughout the fiscal year

- Individuals will be provided opportunities to gain work experience and increase workplace skills.
- Employers will hire unemployed individuals with minimal work experience whom they would not normally hire in the absence of a subsidy.
- It is anticipated that employers will hire approximately 120 individuals in 2021-22.

Program: Linkages Projected expenditures: \$1,300,000

### **Brief description of program - Areas of focus:**

- The Linkages program is a client-centered employment initiative that involves non-profit community-based organizations that assist youth from a variety of educational and social backgrounds to achieve their career and employment goals.
- The Linkages program offers:
  - A 26-week employment placement;
  - o Bi-weekly career planning workshops; and
  - A completion bonus of \$468.
- Each year non-profit community based organizations submit proposals to become Linkages coordinators. Funding is provided to enable them to offer a wage subsidy to employers for a 26-week work placement and the provision of a completion bonus. In addition to the funding provided for the work placement and completion bonus, approved organizations receive a 15 per cent administrative fee to deliver their Linkages project.
- Under the program, bi-weekly career planning workshops offer participants an opportunity for peerto-peer interaction while discussing such topics as: job search; job maintenance; labour market information; decision-making; and, practical issues related to linking participants to the next step in their respective career paths.

### **Target Client Groups:**

- Youth, 18-30 years of age, who have not completed post-secondary training or who have completed secondary school Level II and have been out of school for a minimum of six months
- Participants who have not made a successful transition to the labour force.

- Expected client outcomes under the Linkages program include return to school to complete academic upgrading; enter skills training; continue employment; or self-employment.
- It is anticipated that approximately 180 individuals will be supported under the program in 2021-22.

Program: Opening Doors Projected expenditures: \$1,108,000

### Brief description of program

- The Office of Employment Equity for Persons with Disabilities has a mandate to increase the number of persons with disabilities employed in the public sector through:
  - The Opening Doors Program comprised of full time, permanent positions designated for persons with disabilities and limited to members of this employment equity group;
  - The Student Summer Employment Program provides career-related work experience for postsecondary students with disabilities for their future entry into the labour market; and
  - Career support services provide practical job search and career counseling assistance to persons with disabilities registered with the Office.
- This Opening Doors Program is an employment equity initiative that supports the hiring of persons with disabilities through the provision of wage subsidies.

### **Target Client Groups:**

• Persons with disabilities

- Individuals with disabilities will be provided opportunities to gain work experience and increase workplace skills.
- Employers will hire unemployed persons with disabilities whom they would not normally hire in the absence of a subsidy.
- Over 80 positions for persons with disabilities will be supported across the province through the Opening Doors Program in 2021-22.
- It is anticipated that the Office of Employment Equity for Persons with Disabilities will provide over 250 career and employment counselling sessions with participants.

- Community Employment Corporations offer supported employment services to adults with intellectual disabilities to allow these individuals to participate in meaningful and integrated employment within their communities.
- Supports for individuals are provided to ensure their success in employment and that all duties are performed to the employer's satisfaction.
- Supports available range from orientation and work analysis to the full-time support from a job trainer.
- The School to Work Transitions program provides high school students with developmental (intellectual) disabilities the support necessary to assist with making the transition from school to work by providing access to after school/summer work opportunities with the assistance of a job trainer.

# **Target Client Groups:**

Individuals with intellectual disabilities

- Job Trainers will provide individuals with intellectual disabilities with provision of one on one support in the workplace.
- Community Employment Corporations will assist individuals with intellectual disabilities to participate in employment.
- In 2021-22, 18 Community Employment Corporations throughout the province will deliver the Supported Employment Program, with projections of over 650 individuals obtaining/maintaining employment. Approximately 75 high school students will also be supported to find employment.

### **Program: Work Related Disability Supports**

Projected expenditures: \$30,000

### **Brief description of program - Areas of focus:**

- This program provide persons with disabilities work related supports to assist with seeking or maintaining employment.
- Supports can included workplace accommodations, adaptations, assistive technology devices, and technical equipment to a maximum of \$5,000.

### **Target Client Groups:**

• Employed or unemployed individuals with disabilities

### Benefits and expected results:

- Individuals are provided with supports needed to seek and maintain employment.
- Approximately 10 individuals will be supported in 2021-22.

### **Program: Grants for High Needs Students**

Projected expenditures: \$300,000

#### **Brief description of program - Areas of focus:**

- This program assists individuals to cover education-related costs associated with a permanent disability that exceeds the amount available from the Canada Student Grant for Services and Equipment for Students with Permanent Disabilities.
- Students will be automatically assessed for the Grant when applying to Student Financial Services.

### **Target Client Groups:**

Students with disabilities

- Students with permanent disabilities are provided with supports required to access and successfully complete post-secondary education.
- Students supported in 2021-22 will be based on identified need.

### **Program: Community Partnerships**

Projected expenditures: \$1,296,300

### **Brief description of program**

- Funding provided to community-based organizations to support opportunities for persons with disabilities to prepare for, attain and maintain employment.
- This program provides support to community agencies to work with individuals to enhance their employment readiness.

### **Target Client Groups:**

• Unemployed individuals with disabilities

- An individual's ability to obtain and maintain employment will be increased.
- Increased employment of clients in unsubsidized employment or return to school for academic upgrading or skills training.
- Increased self-reliance through employment plan success.
- In 2021-22, six organizations will be provided funding to assist over 500 persons with disabilities to prepare for, attain and maintain employment.

#### **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 the 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 specific, 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 affects 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 have worked with many of these key industries to support the development of skills needed to succeed in today's labour market.

List of stakeholders	
Employers	Employers such as Verafin, Anaconda Mining, DF Barnes Fabrication, Corner Brook Pulp and Paper, Newco Metals, and small to medium sized enterprises
Community Groups	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
Indigenous Partners	Indigenous partners such as Labrador Aboriginal Training Partnership, First Light (St. John's Native Friendship Centre), and Nunatukavut Community Council
Business and Industry Associations	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
Provincial Government Departments	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
Official Language Minority Communities (OLMC) stakeholders	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)
Labour Organizations	Labour organizations such as Newfoundland and Labrador Federation of Labour, Fish, Food and Allied Workers, and International Brotherhood of Electrical Workers
Educational Institutions	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
Youth Groups	Youth groups such as Premier's Youth Council, Conservation Corps, and St. John's Boys and Girls Club
Municipal Government	Municipalities Newfoundland and Labrador, towns, and local service districts
Federal Government Departments	Employment and Social Development Canada, Atlantic Canada Opportunities Agency, and Agriculture and Agri-Food Canada