

Newfoundland and Labrador

Annual Plan | 2023-24

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

Overview

- In 2023-24, Newfoundland and Labrador's LMDA base allocation is \$123,243,234 with \$8,937,456 in administrative funding, for a total of \$132,180,690.
- Federal Budget 2023 announced an additional \$625 million in 2023-24 to the labour market transfer agreements, with \$425 million of this additional funding slowing to provinces and territories through the LMDA (\$200 million will be administered through the Workforce Development Agreement).
- For Newfoundland and Labrador, this equates to \$14,172,161 in additional funding. This will bring the total available federal funds in 2023-24 to \$146,352,851 (\$137,415,395 for programs and services).

Labour Market Challenges and Priorities

Newfoundland and Labrador continues to face human resource challenges, even while experiencing historic low levels of unemployment. A scan of job postings identify a variety of labour requirements, from those with on-the-job training to employees who are well educated and experienced. As a result, a continued demand for training and employment supports, including new and emerging sectors, is needed to help employers operate efficiently and effectively.

Recent job posting data shows that sectors, such as retail, food service and accommodations, along with health care, continue to see ongoing labour demands. Occupational forecasting also identifies a need for positions in the trades, transport and equipment operators sector. In addition, as the green economy evolves, including the effect on sectors such as mining, oil and gas, manufacturing, and energy production, labour demands will continue to grow seeking both skills that currently exist and those that are still being determined. Training supports for these new and emerging skills will be vital to ensure that employers are ready and able to move forward in the green economy, and individuals can take advantage of opportunities as they become available. This benefits not only job seekers and employers but the province and country as a whole as we all move forward on meeting 'green' targets.

As also experienced across Canada, Newfoundland and Labrador has an aging population and, in turn, an aging workforce. Couple this with a dispersed population across hundreds of communities, challenges can be expected in finding the right skill sets for the right jobs. Even though the province has a widely skilled workforce, skills mismatches exist where the skilled person sought is not always available in an area of employer need.

This leads to a sustained need to increase labour market attraction activities, including increased immigration efforts, to ensure a labour supply base for employers to draw upon. Continued supports are needed to ensure this base is ready to meet the skills needs of employers, including increased supports for newcomers in the province.

In recent years, there have been positive moves in provincial labour supply as the labour market participation of both youth and older workers have experienced increasing levels of involvement. As well, there has been increasing involvement of Indigenous peoples in large-scale projects that are ongoing and proposed in proximity to their lands. Improved immigration and attraction efforts are also resulting in positive impacts from a population growth perspective. This points to an overall need for continued, current, and readily available labour market information to ensure that these groups, and anyone entering the labour market, are able to make informed labour market decisions that meet both their working needs and goals and also the human resource needs of provincial employers. Our department has worked with a number of organizations representing large industry sectors such as the marine, technology, agriculture, forestry and green energy sectors by providing funding through Labour Market Partnerships to develop plans to address labour market shortages faced.

In creating our programs and policies, effort is made to allow flexibility so that we can be responsive to labour market needs. An integral part of the review and administration of labour market partnership agreements is consultations with relevant industry and union organizations, educational institutions, disability organizations, Indigenous organizations, as well as other government departments in an effort to ensure that we are meeting the needs of the industry/organization in question. As further elaborated on in the [Consultations](#) section of this report, stakeholders have identified a number of key challenges with respect to labour market programming and responses, including:

- The need for increased collaboration and partnerships;
- Continued emphasis on immigration and attracting talent, including the recognition of foreign credentials;
- Improved access to labour market information;
- Closing skills gaps through skills development and experiential learning opportunities;
- Preparing individuals, and supporting employers in emerging sectors and advancing technologies;
- Enhanced awareness and access to programs and services; and
- Promotion of inclusive and diverse workplaces.

Details on how the province intends to assist with these challenges for 2023-24 is outlined in the [Description of Planned Programs: Employment Benefits and Support Measures](#) section of this report. Programming will help respond to employers and industry groups continued needs for assistance in accessing required skills and labour, as well as the supports for individuals to pivot quickly to meet these emerging needs. All of this, further reiterating the need for continued federal and provincial collaboration, including funding agreements such as the labour market transfer agreements.

Description of Planned Programs: Employment Benefits and Support Measures

Program: Employment Assistance Services	Projected expenditures: \$12,000,000
Brief description of program - Areas of focus: <ul style="list-style-type: none"> 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. Clients 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. 	
Target Client Groups: <ul style="list-style-type: none"> Unemployed and employed Canadians, regardless of Employment Insurance (EI) status 	
Benefits and expected results: <ul style="list-style-type: none"> Individuals will be enabled to make well-informed career decisions. 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). Individuals will be supported in the career and employment planning process. Labour market information will be provided to individuals, employers, and community organizations. Approximately 24 organizations will be supported to provide service to over 14,500 individuals in 2023-24. 	

Program: Skills Development	Projected expenditures: \$75,603,668
Brief description of program - Areas of focus: <ul style="list-style-type: none"> • 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. • Skills Development 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 EI eligible, be engaged in a case management, and have an employment plan developed. • Individuals who participate in Skills Development may be required to make a financial contribution towards the cost of their training. 	
Target Client Groups: <ul style="list-style-type: none"> • EI-eligible • 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 	
Benefits and expected results: <ul style="list-style-type: none"> • 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 4,500 individuals will be supported in 2023-24. 	

Program: Wage Subsidies	Projected expenditures: \$11,669,783
Brief description of program - Areas of focus: <ul style="list-style-type: none"> • 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. • The Supported Employment Program 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. • The Employment Enhancement Program is a wage subsidy program designed to support employers in the forestry, aquaculture, agriculture and fishing sectors engaged in value- added secondary processing by providing funding to employers to create sustainable, long-term employment or seasonal employment and a training allowance to support new employees. • Funding is also provided to Community Coordinators who 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: <ul style="list-style-type: none"> • EI-eligible • 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 	
Benefits and expected results: <ul style="list-style-type: none"> • 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. • Approximately 820 individuals will be hired by employers in 2023-24. 	

Program: Self-Employment Assistance	Projected expenditures: \$7,000,000
Brief description of program - Areas of focus: <ul style="list-style-type: none"> • 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. • 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. • 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. 	
Target Client Groups: <ul style="list-style-type: none"> • For individuals - EI-eligible; 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 • For organizations - organizations that meet program criteria to offer business development expertise. 	
Benefits and expected results: <ul style="list-style-type: none"> • Self-employment program participants will receive the training and support they need to launch and operate viable businesses. • Employment opportunities through self-employment will be created to provide an economic benefit that extends beyond the individual and into the larger community. • Agencies will provide individuals with guidance, direction, feedback, support, and monitoring throughout the duration of the program. • Approximately 17 agencies and 400 individuals will be supported in 2023-24. 	

Program: Labour Market Partnerships	Projected expenditures: \$21,141,944
Brief description of program - Areas of focus: <ul style="list-style-type: none"> • 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. • The Strategic Innovation and Expansion Pilot will help address labour force challenges by supporting the development of internal capacity for human resource planning and recruitment of international and/or local employees. 	
Target Client Groups: <ul style="list-style-type: none"> • Not applicable 	
Benefits and expected results: <ul style="list-style-type: none"> • Projects will assist in addressing identified labour market issues in the province. • Approximately 40 proposals will be supported in 2023-24. 	

Program: Job Creation Partnerships	Projected expenditures: \$10,000,000
Brief description of program - Areas of focus: <ul style="list-style-type: none"> • The Job Creation Partnerships program provides EI eligible individuals with opportunities to gain work experience that will improve their employment prospects. • 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. • 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. • Project activities should benefit both the participant and the community. 	
Target Client Groups: <ul style="list-style-type: none"> • EI-eligible • 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 	
Benefits and expected results: <ul style="list-style-type: none"> • Jobs will be created through projects in partnership with community organizations. • Participants will be provided with opportunities to gain work experience that will improve their employment prospects and to achieve ongoing labour market attachment. • Project activities will benefit both the participant and the community. • Approximately 250 organizations and 750 individuals will be supported in 2023-24. 	

Additional Funding 2023-24

Federal Budget 2023 announced an additional \$625 million in 2023-24 to the labour market transfer agreements, with \$425 million of this additional funding flowing to provinces and territories through the LMDA (\$200 million will be administered through the Workforce Development Agreement). For Newfoundland and Labrador, this equates to \$14,172,161 in additional funding. As a result, the province has included the following in the description of planned programming for 2023-24:

Program Area	Additional Funding 2023-24 Allocation
Skills Development	\$7,375,161
Wage Subsidy	\$297,000
Labour Market Partnerships	\$6,500,000
Total	\$14,172,161

Targets for LMDA primary indicators

Active Employment Insurance (EI) claimants served	5,000
Returns to work	3,000
Savings to the EI Operating Account	\$17 million

Consultation Process

The department 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.

In addition, through IPGS' Regional Employment Services Offices and affiliated community partners delivering labour market programs, IPGS regularly obtains information from service delivery staff and management to gain a better understanding of client and employer needs. This provides important insight into current and future government-supported programming.

The province's Workforce Innovation Centre (WIC) hosts engagement sessions with underrepresented groups, exploring labour market challenges and opportunities, as well as research projects to support improved employment outcomes. Sessions and discussions are held with a number of organizations, including those representing: Indigenous people, persons with disabilities, youth, older workers, women, and newcomers to the province. Findings and feedback from these sessions are helping to inform program and policy development.

A number of key themes have emerged from these engagement activities, including:

- Increased collaboration and partnerships;
- Continued emphasis on immigration and attracting talent, including- the recognition of foreign credentials;
- Improved access to labour market information;
- Closing skills gaps through skills development and mentorship opportunities;

- Preparing individuals, and supporting employers in emerging sectors and advancing technologies;
- Enhanced awareness and access to programs and services; and
- Promotion of inclusive and diverse workplaces.

With the shifting nature of work, it is critical that the Provincial Government's employment and training programs and services continue to evolve. Given that the responses envisioned by Newfoundland and Labrador are as multidimensional as the challenges themselves, continued engagement and collaboration with stakeholders and partners will be instrumental in allowing the province to promote new economic growth as well as address existing and future labour market challenges.

Examples 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, including organizations supporting persons with disabilities, 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

Examples of stakeholders (continued)	
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
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
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