

# **Newfoundland and Labrador**

Annual Plan | 2023-24

Canada - Newfoundland and Labrador Workforce  
Development Agreement (WDA)

**Overview:**

- In 2023-24, Newfoundland and Labrador's notional WDA allocation is \$9,699,335.
- As outlined in the WDA, Newfoundland and Labrador may retain and carry forward up to five per cent of the contribution paid into the next fiscal year. This equates to \$619,306 allowable for carry forward into fiscal 2023-24. While all carry forward will be confirmed with the audited financial statements, for planning purposes here, the province of Newfoundland and Labrador will project utilizing the full five per cent carry forward provision. This will bring the total available federal funds in 2023-24 to \$10,288,641.
- In addition, Federal Budget 2023 announced an additional \$625 million in 2023-24 to the labour market transfer agreements, with \$200 million of this additional funding flowing to provinces and territories through the WDA (\$425 million will be administered through the Labour Market Development Agreement). For Newfoundland and Labrador, this equates to \$2,686,796 in additional funding. This will bring the total available federal funds in 2023-24 to \$13,005,437.
- Newfoundland and Labrador will allocate \$619,300 to administrative costs in 2023-24, resulting in \$12,386,137 federal funds available for programming.
- As required under the WDA, Newfoundland and Labrador must contribute an allocation towards persons with disabilities. For 2023-24, this is projected to be \$5,827,400. As a result, the programming outlined in this document totals \$18,213,537.

## **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 WDA Programs](#) 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 WDA Programs

<b>Program: Canada – Newfoundland and Labrador Job Grant</b>	<b>Projected expenditures: \$2,300,000</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Financial assistance to private and non-profit employers to offset the costs of providing training to new or current employees.</li> <li>• 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.</li> </ul>	
<b>Target Client Groups: Unemployed or Underemployed</b> <ul style="list-style-type: none"> <li>• Employers and their employees</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Employers hire and train unemployed individuals to fill their jobvacancies.</li> <li>• Employers use the grant to support expansion of theirworkforces.</li> <li>• The grant supports the creation of permanent, sustainable full-time jobs</li> <li>• 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.</li> <li>• Approximately 340 employers will be provided funding to train about 3,400 employees in 2023-24.</li> </ul>	

<b>Program: Labour Market Integration for Newcomers</b>	<b>Projected expenditures: \$1,000,000</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• The focus is on supporting innovative approaches to increasing capacity and enhancing services for newcomers to the province.</li> <li>• 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.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Newcomers, immigrants and refugees</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Better connections between newcomers and local employment opportunities will be made.</li> <li>• Newfoundland and Labrador employers will be assisted to find skilled labour they need to address workforce shortages through provincial immigration pathways.</li> <li>• Approximately 20 projects will be supported in 2023-24.</li> </ul>	

<b>Program: Student Summer Employment Program</b>	<b>Projected expenditures: \$1,639,000</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Employers can request subsidy for five to twelve weeks, and up to 40 hours per week.</li> <li>• Students benefit by gaining valuable work experience that will facilitate future labour market participation.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Students</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Quality work experiences for youth is provided.</li> <li>• Access to the labour market for youth is increased.</li> <li>• Opportunities for youth to develop and improve their skills is provided.</li> <li>• It is anticipated that over 600 students will become employed in 2023-24.</li> </ul>	

<b>Program: Employment and Training Supports</b>	<b>Projected expenditures: \$1,148,137</b>
<b>Brief description of program</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• To be considered for funding individuals have to be engaged in a case management, and have an employment plan developed.</li> </ul>	
<b>Target Client Groups: Unemployed</b> <ul style="list-style-type: none"> <li>• Income Support, Income Support eligible, or unemployed individuals</li> <li>• Low literacy-low skilled</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>• 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 760 individuals will be supported in 2023-24.</li> </ul>	



<b>Program: Wage Subsidies</b>	<b>Projected expenditures: \$1,620,000</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 journeyperson 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>• 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.</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>• 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>• It is anticipated that employers will hire approximately 120 individuals in 2023-24.</li> </ul>	

<b>Program: Opening Doors</b>	<b>Projected expenditures: \$1,080,000</b>
<b>Brief description of program</b> <ul style="list-style-type: none"> <li>• 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: <ul style="list-style-type: none"> <li>○ The Opening Doors Program comprised of full time, permanent positions designated for persons with disabilities and limited to members of this employment equity group;</li> <li>○ The Student Summer Employment Program provides career-related work experience for post- secondary students with disabilities for their future entry into the labour market; and</li> <li>○ Career support services provide practical job search and career counseling assistance to persons with disabilities registered with the Office.</li> </ul> </li> <li>• This Opening Doors Program is an employment equity initiative that supports the hiring of persons with disabilities through the provision of wage subsidies.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Persons with disabilities</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Individuals with disabilities will be provided opportunities to gain work experience and increase workplace skills.</li> <li>• Employers will hire unemployed persons with disabilities whom they would not normally hire in the absence of a subsidy.</li> <li>• Over 80 positions for persons with disabilities will be supported across the province through the Opening Doors Program in 2022-24.</li> <li>• It is anticipated that the Office of Employment Equity for Persons with Disabilities will provide over 250 career and employment counselling sessions with participants.</li> </ul>	

<b>Program: Work Related Disability Supports</b>	<b>Projected expenditures: \$30,000</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• This program provide persons with disabilities work related supports to assist with seeking or maintaining employment.</li> <li>• Supports can included workplace accommodations, adaptations, assistive technology devices, and technical equipment to a maximum of \$5,000.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Employed or unemployed individuals with disabilities</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Individuals are provided with supports needed to seek and maintain employment.</li> <li>• Approximately 10 individuals will be supported in 2023-24.</li> </ul>	

<b>Program: Grants for High Needs Students</b>	<b>Projected expenditures: \$100,000</b>
<b>Brief description of program - Areas of focus:</b> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Students will be automatically assessed for the Grant when applying to Student Financial Services.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Students with disabilities</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Students with permanent disabilities are provided with supports required to access and successfully complete post-secondary education.</li> <li>• Students supported in 2023-24 will be based on identified need.</li> </ul>	

<b>Program: Community Partnerships</b>	<b>Projected expenditures: \$1,296,300</b>
<b>Brief description of program</b> <ul style="list-style-type: none"> <li>• Funding provided to community-based organizations to support opportunities for persons with disabilities to prepare for, attain and maintain employment.</li> <li>• This program provides support to community agencies to work with individuals to enhance their employment readiness.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Unemployed individuals with disabilities</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• An individual's ability to obtain and maintain employment will be increased.</li> <li>• Increased employment of clients in unsubsidized employment or return to school for academic upgrading or skills training.</li> <li>• Increased self-reliance through employment plan success.</li> <li>• In 2023-24, six organizations will be provided funding to assist over 350 persons with disabilities to prepare for, attain, and maintain employment.</li> </ul>	

<b>Program: Supported Employment</b>	<b>Projected expenditures: \$8,000,100</b>
<b>Brief description of program</b> <ul style="list-style-type: none"> <li>• Community Employment Corporations offer supported employment services to adults with intellectual disabilities to allow these individuals to participate in meaningful employment within their communities</li> <li>• Supports for individuals are provided to ensure their success in employment and that all duties are performed to the employers satisfaction</li> <li>• Supports available range from orientation and work analysis to the full-time support for a job trainer</li> <li>• The School to Work Transitions Program provided 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.</li> </ul>	
<b>Target Client Groups:</b> <ul style="list-style-type: none"> <li>• Individuals with intellectual disabilities</li> </ul>	
<b>Benefits and expected results:</b> <ul style="list-style-type: none"> <li>• Job Trainers will provide individuals with intellectual disabilities with provision of one on one support in the workplace</li> <li>• Community Employment Corporations will assist individuals with intellectual disabilities to participate in employment.</li> <li>• In 2023-24, 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.</li> </ul>	

## Additional Funding 2023-24

Federal Budget 2023 announced an additional \$625 million in 2023-24 to the labour market transfer agreements, with \$200 million of this additional funding flowing to provinces and territories through the WDA (\$425 million will be administered through the Labour Market Development Agreement). For Newfoundland and Labrador, this equates to \$2,686,796 in additional funding. As a result, the province has included the following in the description of planned programming for 2023-24:

<b>Program Area</b>	<b>Additional Funding 2023-24 Allocation</b>
Canada –NL Job Grant	\$646,296
Labour Market Integration for Newcomers	\$245,500
Supports for Non EI Eligible Apprentices	\$170,000
Opening Doors	\$80,000
Student Summer Employment Program	\$755,000
Employment Enhancement Program	\$350,000
Educational Assessments	\$10,000
Wage Subsidies	\$250,000
Short-term Training	\$80,000
Work Supports	\$100,000
<b>Total</b>	<b>\$2,686,796</b>

## Consultation Process

The Department of Immigration, Population Growth, and Skills (IPGS) 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 to clients and employers, IPGS regularly obtains information from service delivery staff and management to gain a better understanding of client/employer needs. This provides important insight into current and future government supported programming.

The Province's Workforce Innovation Centre (WIC) recently 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 new comers to the province. Findings and feedback from these sessions are helping to inform program and policy development for targeted.

A number of key themes and focus areas have emerged specific to workforce development from 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 Government of Newfoundland and Labrador's employment and training programs and services 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.

<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, 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
<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>List of stakeholders</b>	
<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