



Job Vacancy Report

2018

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Introduction: Newfoundland and Labrador Job Vacancies in 2018

Job Vacancy Report 2018 includes the number and types of job vacancies recorded for Newfoundland and Labrador during 2018, presenting them in a demographic, economic and social context. Details recorded for each job posting include:

- When the job is posted;
- What the job title is;
- Who the employer is; and
- Where the job is located.

Data for each job ad is then reviewed and coded for standard job title, industry, skill level and geographical categories. Additional information regarding vacancy-related methodology (including the occupational and industrial coding systems used) can be found in the endnotes and annexes associated with this report, as well as in the Common Questions section.

Job vacancy remains an important indicator of labour demand in Newfoundland and Labrador, providing details on the current status of the economy and labour market. It also provides insight into possible areas of future demand. By presenting the most current data available on jobs by region, industry, occupation and skill level, Job Vacancy Report 2018 offers Newfoundlanders and Labradorians a valuable tool to address labour market needs.

Report Highlights

The Department of Advanced Education, Skills and Labour (AESL) recorded a total of 11,860 job ads in 2018. This represents a continued decrease in the number of job vacancies within Newfoundland and Labrador since the first job vacancy report was published for 2014 findings. Job Vacancy Report 2018 also noted:

- The July to September 2018 quarter had slightly more job ads than other quarters (28 per cent of all ads) while the October to December 2018 quarter had fewer (21 per cent).
- The largest share of publicly posted job ads are located in urban regions and communities, or those that have a larger labour force population base; specifically, the largest share of all job ads in 2018 were located in the Northeast Avalon Region (53 per cent), with a large number of these jobs located in the St. John's area.

- Health Care and Social Assistance¹ had the largest number of job ads, followed by: Retail Trade; Other Services (Except Public Administration)²; and Accommodation and Food Services. These four industries comprised over half of all job ads in 2018 and also consistently had the most vacancies in previous reports published by AESL.
- At the regional level, seven regions had Health Care and Social Assistance as the industry posting the most job ads while two had Retail Trade as the industry with the most frequently posted ads.
- Over half of the jobs posted in 2018 (58 per cent) were in management occupations or required a post-secondary education (e.g., a university degree, a college diploma or apprenticeship certification). At the same time, many other postings were in occupations not requiring a post-secondary education; in particular, those related to Retail Trade and Accommodation and Food Services.
- The region with the greatest percentage of its job ads in management occupations or requiring a post-secondary education was the St. Anthony - Port aux Choix Region (77 per cent), followed by the Stephenville - Channel-Port aux Basques Region (70 per cent) and the Burin Peninsula Region (62 per cent). The region with the smallest percentage was the Gander - New-Wes-Valley Region with 46 per cent. All other regions had approximately 50 to 60 per cent of their job ads requiring such skill levels.
- The most commonly posted occupation in 2018 was retail salespersons, followed by: home support workers and related occupations; food counter attendants, kitchen helpers and related occupations; cooks; and light duty cleaners.
- Three regions had retail salespersons as their most frequently posted occupation while three had home support workers and related. Two additional regions had food counter attendants, kitchen helpers and related support occupations as the most frequently posted occupation. In contrast, the St. Anthony - Port au Choix Region had specialist physicians as the occupation with the most jobs ads, and the Stephenville - Channel-Port aux Basques Region had registered nurses and registered psychiatric nurses as the most common.
- The top occupation at the management level was for retail and wholesale trade managers, although the top ten occupations in management during 2018 reflected a diverse range of educational requirements and experience levels (as in previous reports).
- The top occupation requiring a university education was registered nurses and registered psychiatric nurses (and to a lesser extent, specialist physicians and college and other vocational instructors). Similar to the case for management occupations, the top ten occupations requiring university education in 2018 covered a number of different disciplines (e.g., business, information technology, education and health).
- The top occupation requiring a college education or apprenticeship training in 2018 was cooks. As seen in other categories requiring post-secondary, the top ten occupations in this category cover a wide range of occupational areas (e.g., social and community service, food service, education, and business).

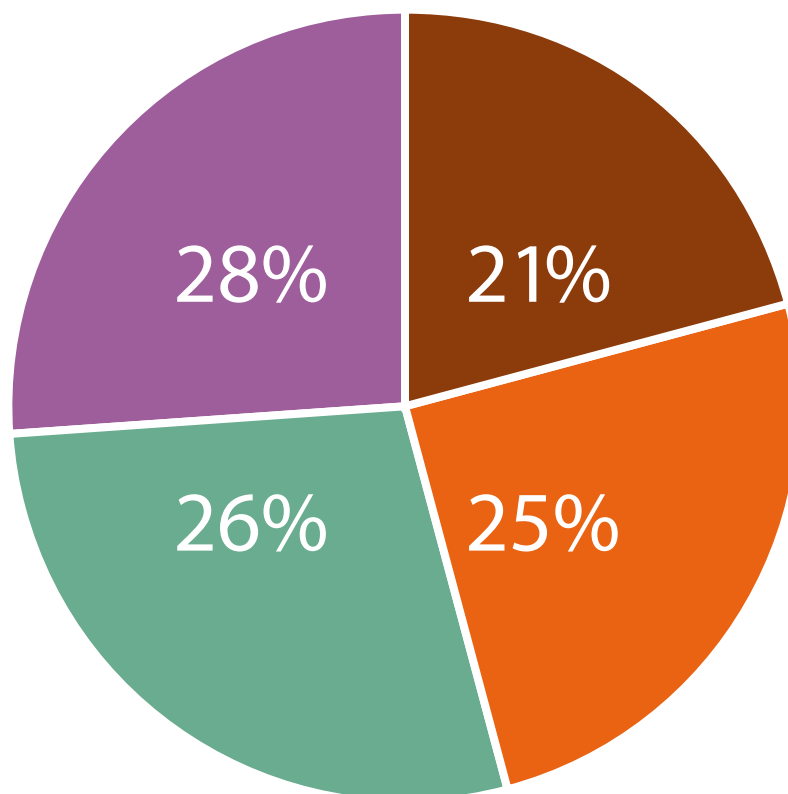
- The top occupation requiring secondary school and/or occupation-specific training was retail salespersons. This occupation accounted for almost one-fifth of the total job ads in this category, more than any other occupation requiring secondary school and/or occupation-specific training.
- The top occupation where on-the-job training is provided was food counter attendants, kitchen helpers and related occupations, followed by light duty cleaners. These two occupations, in conjunction with cashiers, construction trades helpers and labourers, and janitors, caretakers and building superintendents, made up a significant share of all job ads in this category at over 76 per cent.
- This report reviews data from the following sources: JobBank.gc.ca; CareerBeacon.com; Government of Newfoundland and Labrador's Human Resource Secretariat website; and newspapers in Newfoundland and Labrador published via the Saltwire Network.

When Were Most Job Ads Posted?

The total number of job ads recorded in 2018 was 11,860. Analysis of the number of job ads recorded during different quarters of 2018 shows that, as in past years, each quarter had over 20 per cent of the total year's job ads. The July to September quarter had the largest number of job ads (3,327 or 28 per cent) while the October to December quarter had the least (2,547, or 21 per cent). In past years, the April to June quarter typically had the most vacancies. Nevertheless, a large number of job vacancies continue to be recorded in all quarters.

Figure 1: Job Ads by Quarter

- January - March 2018
- April - June 2018
- July - September 2018
- October - December 2018



Where Were the Jobs?

For the purposes of this report, Newfoundland and Labrador has been divided into 10 regions. A detailed breakdown of each region, including its communities, is contained in the Appendix of this report. **Figure 2: Map of Job Vacancy Regions**

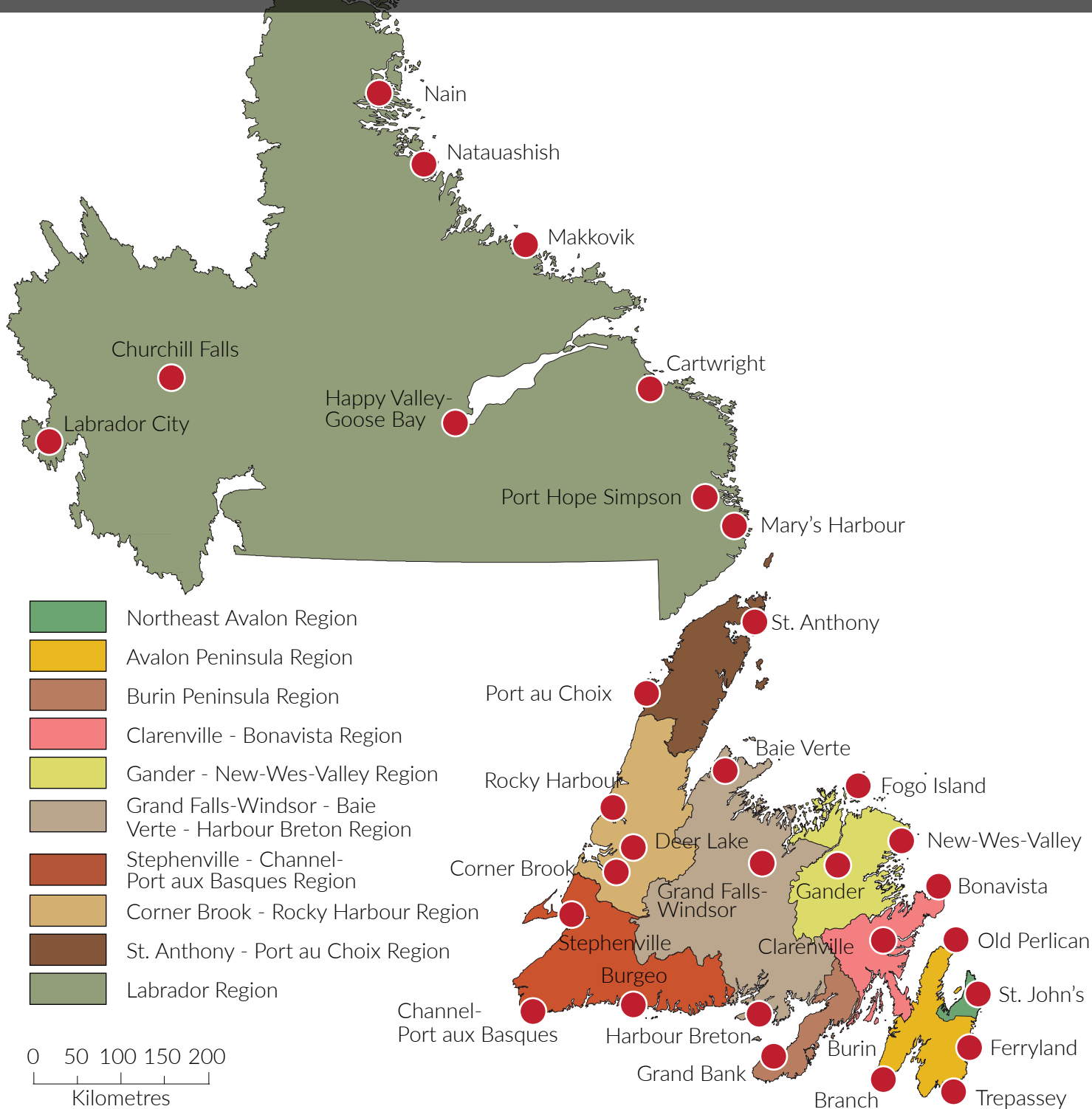
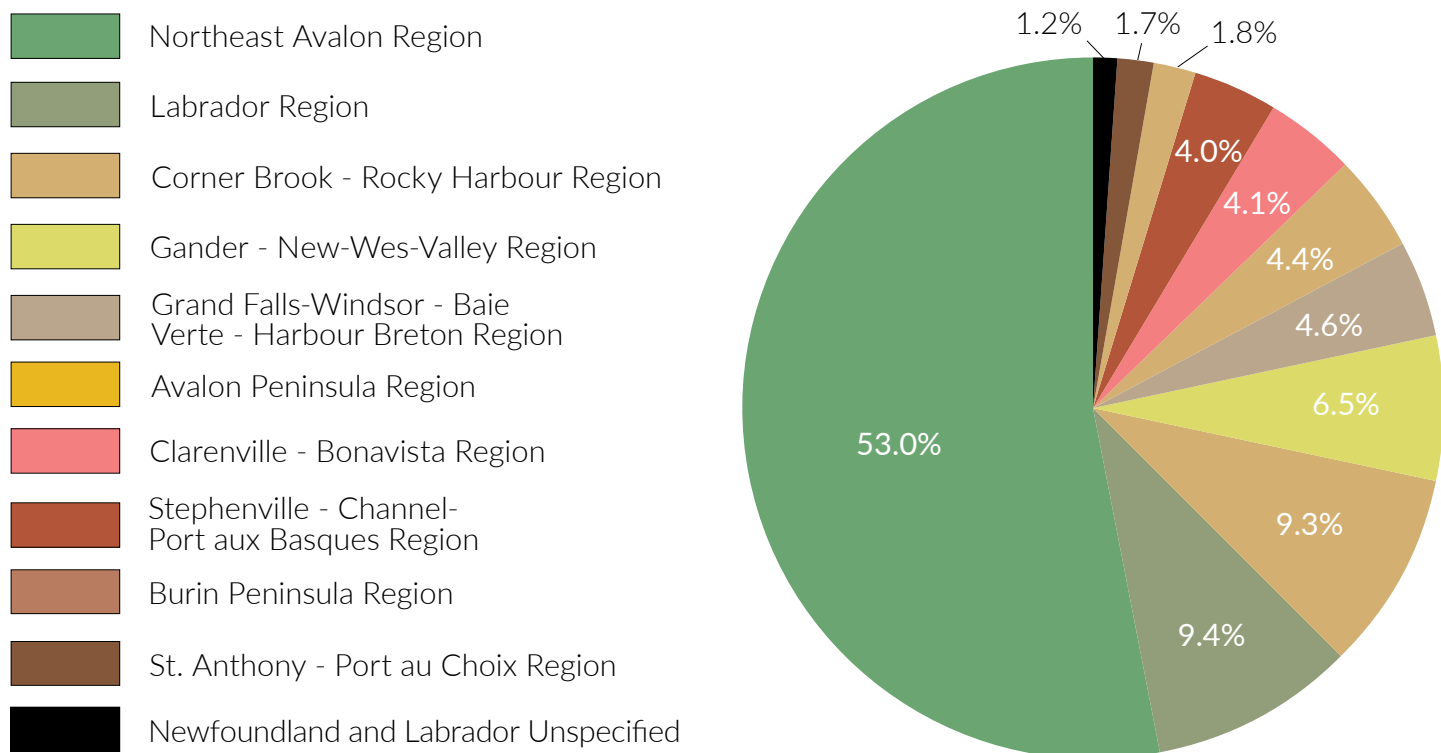
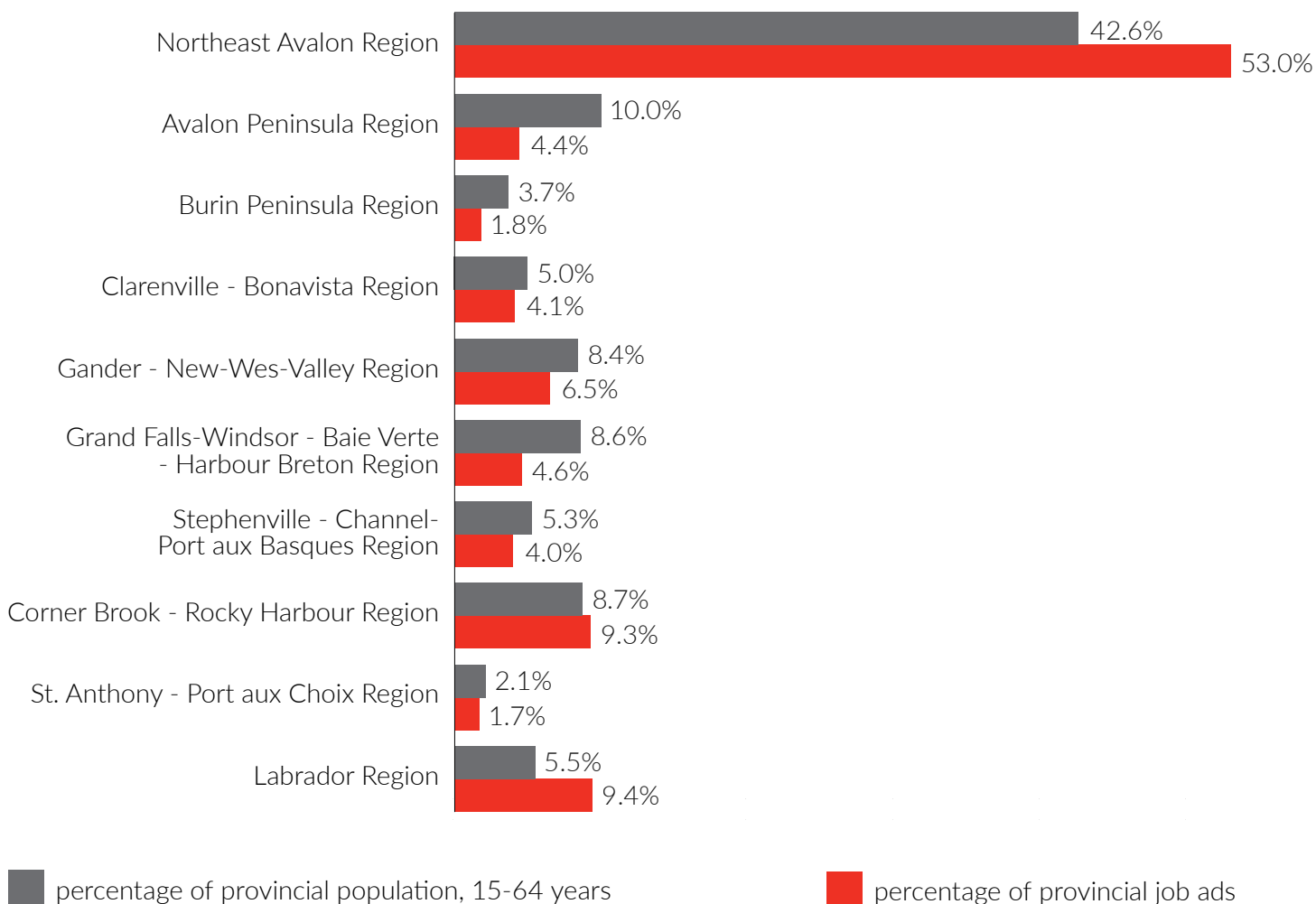


Figure 3: Job Ads by Region



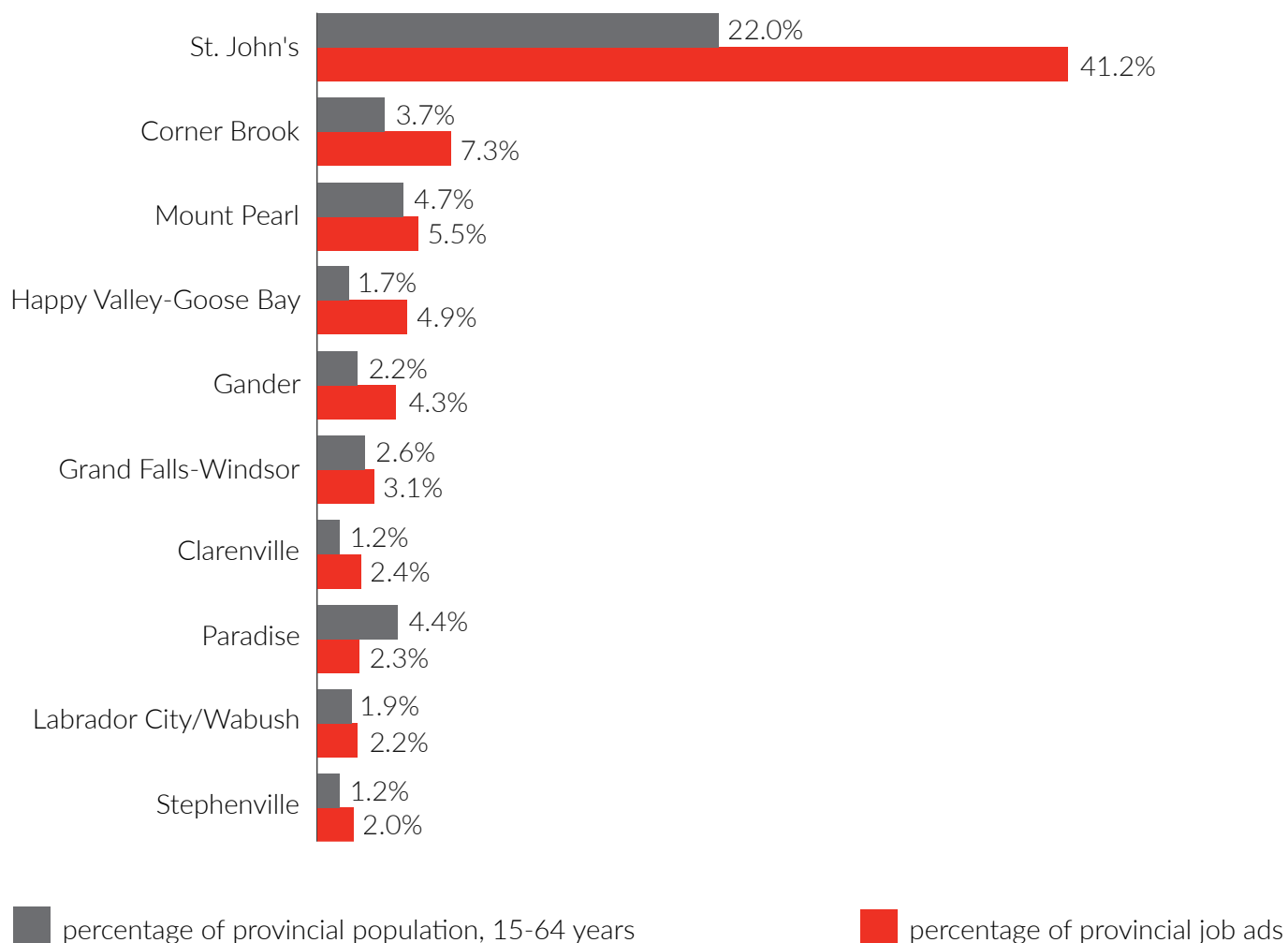
Although job ads were recorded for all regions of Newfoundland and Labrador, the majority (53.0 per cent) were once again posted for the Northeast Avalon Region. The regions with the next highest percentage share of job ads were the Labrador Region (9.4 per cent), the Corner Brook – Rocky Harbour Region (9.3 per cent), and the Gander – New-Wes-Valley Region (6.5 per cent). All others had less than a five per cent share of the total job vacancies in 2018, including approximately one per cent of job ads where the region was unspecified in the original posting (i.e., “Newfoundland and Labrador Unspecified”).

Figure 4: Share of Provincial Population (15-64 years) and Job Ads



As noted in previous reports, job vacancies tend to be greater in urban areas. Also similar to previous years, three regions had a greater share of job ads than their respective share of the provincial population 15 to 64³ (i.e., the main population of labour force age). These regions were the Northeast Avalon Region, the Corner Brook – Rocky Harbour Region, and the Labrador Region, all regions with higher levels of economic activity than several other parts of the province.

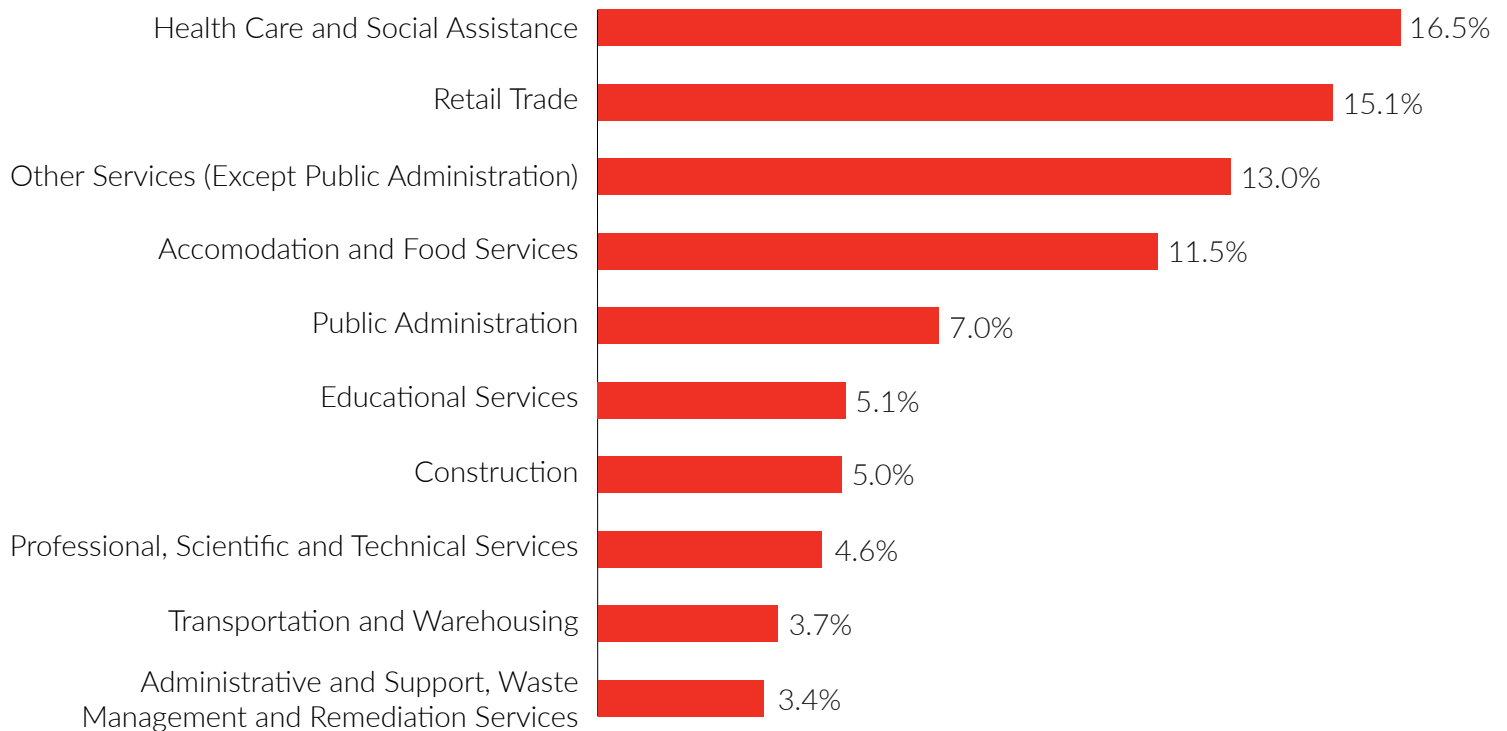
Figure 5: Share of Provincial Population and Top 10 Communities with Job Ads



Analysis of communities where job postings were found shows that the largest number of job ads remain located within the urban or service centres of Newfoundland and Labrador. Specifically, St. John's had more job ads than all other communities in 2018 (41.2 per cent), followed by Corner Brook (7.3 per cent), Mount Pearl (5.5 per cent), Happy Valley-Goose Bay (4.9 per cent), and Gander (4.3 per cent). These all represent notable urban areas and/or regions that have a larger population of those in the labour force age (based on Census 2016 data for the provincial population 15 to 64 years of age). They have also been the regions with the greatest number of job postings in previously published job vacancy reports (covering 2014 to 2017). The trend towards greater job ads in urban parts of Newfoundland and Labrador is consistent, observed at both the regional and community level and across multiple years.

What Were the Top Posting Industries?⁴

Figure 6: Top 10 Industries with Job Ads



Job ads are not only more prominent in certain regions but also in specific industries within Newfoundland and Labrador. Similar to previous years, jobs were posted across the full range of industries during 2018. The largest numbers of job ads, however, were posted for:

- Health Care and Social Assistance;
- Retail Trade;
- Other Services (Except Public Administration)²; and
- Accommodation and Food Services.

These particular industries have been the most heavily represented in all job vacancy reports to date, consistently accounting for over half of all job ads each year. 2018 was, however, the first year where Health Care and Social Assistance had the highest percentage of jobs ads relative to the three other industries in this list. The greater percentage of job ads in Health Care and Social Assistance may be an indicator of an increasing need for health professionals (possibly tied to an aging population) combined with challenges in finding the people with the skills required to do the work in this industry, particularly in certain regions of the province.⁵ On the other hand, industries such as Accommodation and Food

Services typically have a higher turnover rate as a result of employees continually leaving rather than a continued increase in actual demand. In both cases, the greater number of job ads reflect ongoing demands which vary from one industry to the next.

In addition, there were regional differences in 2018 with respect to which industries posted the largest number of job ads, especially when compared with those from previous reports. As an example, seven regions of the province now have Health Care and Social Assistance as the industry with the most job ads. These regions were (as a percentage share of total jobs ads associated with that particular region):

- St. Anthony - Port au Choix Region (45.2%);
- Avalon Peninsula Region (34.0%);
- Burin Peninsula Region (30.7%);
- Stephenville – Channel–Port aux Basques Region (27.9%);
- Gander - New-Wes-Valley Region (21.6%);
- Clarendville – Bonavista Region (21.4%); and
- Corner Brook – Rocky Harbour (20.0%)

For two other regions, the industry with the most job ads was Retail Trade. These regions were (as a percentage of job ads):

- Labrador Region (17.5%); and
- Northeast Avalon Region (15.1%)

The last region, Grand Falls-Windsor – Baie Verte – Harbour Breton, was the only one to have Other Services (Except Public Administration)² with the most job ads, although Retail Trade and Health Care and Social Assistance were also in the top three industries with the most job ads for this region.

Urban areas continue to have a greater number of businesses in Retail Trade, and consequently this industry accounts for a majority of job ads in some of the most urban areas of the province. In contrast, more rural areas of the province are showing a greater need to advertise positions in Health Care and Social Assistance. For instance, the St. Anthony - Port au Choix Region now has over 45 per cent of its job ads in this industry, while the Avalon Peninsula Region and the Burin Peninsula Region each have over 30 per cent of their job ads in the Health Care and Social Assistance sector.

What Skill Levels Were in Demand?

Occupations are categorized according to the general skill level they require. All occupations can be classified into one of the following basic skill levels:

1. Management (which would normally require some related work experience);
2. University education;
3. College education or apprenticeship training;
4. High school education or equivalent; or
5. On-the-job training, required or provided by the employer.

As is noted in Annex A of this report, occupations are assigned their appropriate skill level categorization based upon their corresponding National Occupational Classification codes.⁶ Occupations at university, college or apprenticeship training levels can be classified more broadly as occupations that require a post-secondary education. In contrast, occupations at high school and/or occupation-specific training levels, as well as on-the-job training levels, would be classified more broadly as occupations not requiring a post-secondary education. Management-level occupations are frequently combined with post-secondary required occupations, as this classification recognizes that post-secondary education and/or experience are normally required elements of the job.

Working with this classification system, the distribution of skill levels among all job ads posted in Newfoundland and Labrador during 2018 was as follows:

- 10.5 per cent of job ads were management-level;
- 16.0 per cent were university level;
- 31.9 per cent were college/apprenticeship training level;
- 29.0 per cent were high school or equivalent level; and
- 12.6 per cent were on-the-job training level.

In total, over half of the jobs posted in 2018 were for management/post-secondary required jobs (58.4 per cent). This is higher than the percentage found in previous years of job vacancy reporting. At the same time, a number of job vacancies were also identified as requiring less than post-secondary education. This follows naturally from the fact that vacancies arise across a wide variety of occupations and industries, each of which has its own unique requirements and conditions for successful employment. The sectors that had the highest share of vacancies at each skill level in 2018 were:

Management-level Job Ads

- Management of Companies and Enterprises (24.3 per cent);
- Administrative and Support, Waste Management and Remediation Services (19.7 per cent); and
- Finance and Insurance (18.3 per cent).

University-level Job Ads

- Professional, Scientific and Technical Services (41.9 per cent);
- Educational Services (38.3 per cent); and
- Health Care and Social Assistance (32.8 per cent).

College/Apprenticeship-level Job Ads

- Finance and Insurance (55.0 per cent);
- Construction (48.0 per cent); and
- Management of Companies and Enterprises (45.9 per cent).

Job Ads Requiring Only High School or Equivalent:

- Wholesale Trade (58.7 per cent);
- Transportation and Warehousing (48.0 per cent); and
- Retail Trade (46.1 per cent).

Job Ads Where On-the-job Training is usually provided

- Accommodation and Food Services (33.1 per cent);
- Real Estate and Rental and Leasing (21.7 per cent); and
- Construction (20.7 per cent).

The industries with the highest number of job postings in each category are similar to those that have been observed in past job vacancy reports. Many of the industries highlighted previously in this report are represented on this list as well. Most notably, Health Care and Social Assistance continues to be on the list for university-level jobs while Retail Trade and Accommodation and Food Services are represented in the no post-secondary required categories. This demonstrates again how certain skill levels are more likely to arise in some industries compared to others (e.g., jobs in health care require more education and skills than the majority of jobs in retail trade). Nevertheless, the Newfoundland and Labrador economy remains diverse in terms of its industries and requirements, as seen in the variety of opportunities available for workers across a wide range of skill levels.

Table 1: What skill levels were in demand?

Skill Level	Labrador	St. Anthony - Port au Choix	Corner Brook - Rocky Harbour	Stephenville - Channel-Port aux Basques	Grand Falls-Windsor - Baie Verte - Harbour Breton	Gander - New-Wes-Valley
0 Management Occupations	10.4%	5.6%	10.1%	9.4%	10.9%	6.0%
Skill Level A: Occupations Usually Require University Education	15.6%	41.1%	13.0%	21.7%	15.7%	11.8%
Skill Level B: Occupations Usually Require College Education or Apprenticeship Training	31.8%	30.5%	33.7%	38.8%	31.6%	28.6%
Skill Level C: Occupations Usually Require Secondary School and/or Occupation-specific Training	27.8%	15.2%	29.9%	22.1%	28.1%	39.0%
Skill Level D: On-the-job Training is Usually Provided for Occupations	14.4%	7.6%	13.3%	8.1%	13.7%	14.6%
Total	100%	100%	100%	100%	100%	100%

Skill Level	Clarenville - Bonavista	Burin Peninsula	Avalon Peninsula	Northeast Avalon	Newfoundland and Labrador Unspecified	Province
0 Management Occupations	9.4%	5.6%	6.0%	11.9%	10.8%	10.5%
Skill Level A: Occupations Usually Require University Education	15.3%	13.5%	13.2%	16.4%	14.9%	16.0%
Skill Level B: Occupations Usually Require College Education or Apprenticeship Training	35.1%	43.3%	32.2%	30.5%	49.3%	31.9%
Skill Level C: Occupations Usually Require Secondary School and/or Occupation-specific Training	28.4%	28.8%	38.0%	28.3%	21.6%	29.0%
Skill Level D: On-the-job Training is Usually Provided for Occupations	11.8%	8.8%	10.6%	12.8%	3.4%	12.6%
Total	100%	100%	100%	100%	100%	100%

Note: Totals for regions may not equal 100 per cent due to rounding.

Figure 7: Management/Post-Secondary Required Job Ads by Region

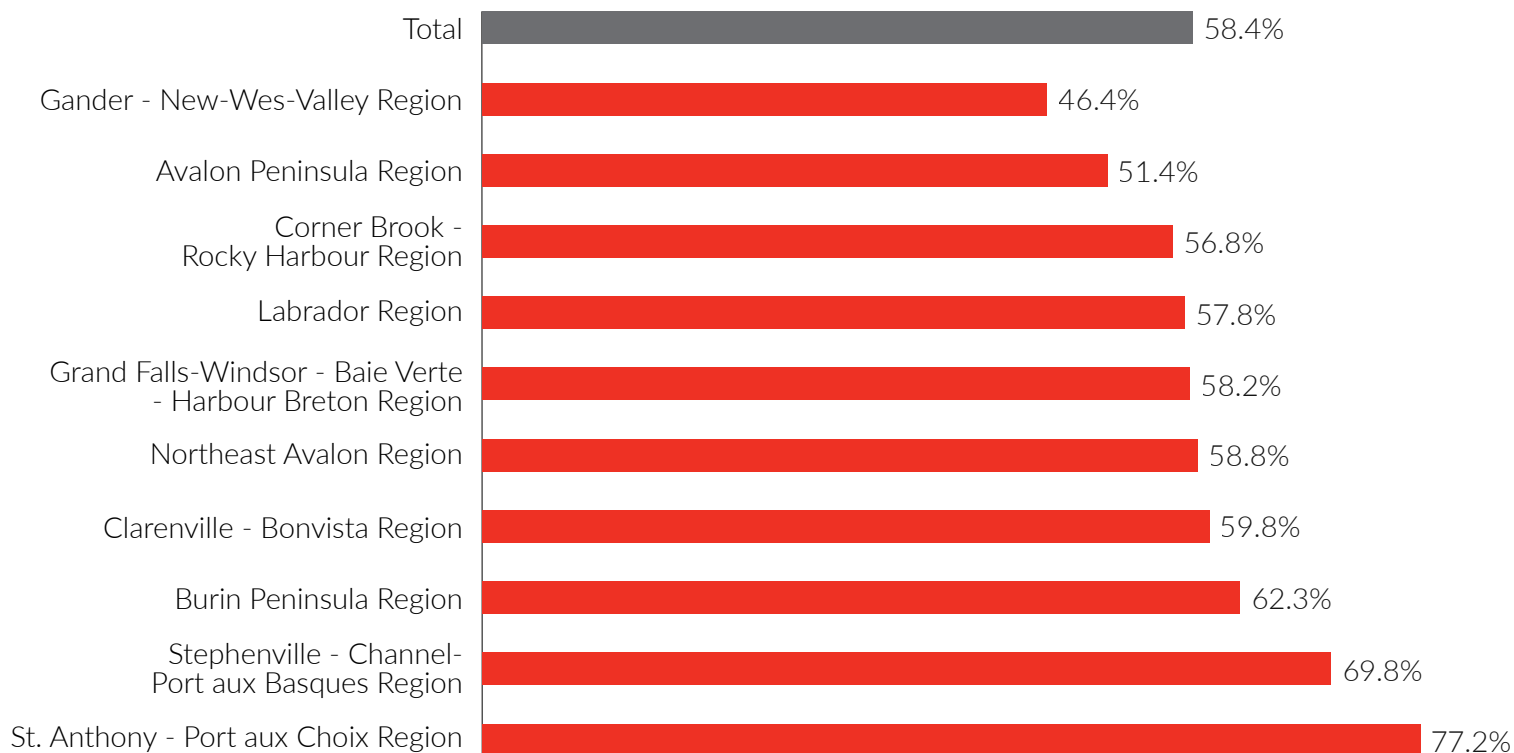


Table 1 shows the distribution of skill levels observed in 2018 job postings for different regions of Newfoundland and Labrador (excluding the less than one per cent which could not be coded for skill level). Likewise, Figure 7 shows the broader skill level of management/post-secondary required by job ads in each region. In 2018, the St. Anthony – Port au Choix Region had the highest percentage of job ads for management/post-secondary required jobs at 77.2 per cent, followed by the Stephenville – Channel–Port aux Basques Region (69.8 per cent) and the Burin Peninsula Region (62.3 per cent). This greater skill level requirement is likely tied to some of the industries and occupations most in demand in these regions, such as Health Care and Social Assistance.

On the other end of the range, the Gander – New-Wes-Valley Region had only 46.4 per cent of its jobs in management or requiring post-secondary. All other regions had approximately 50 to 60 per cent of their job ads for management occupations or for occupations requiring a post-secondary credential.

Most Frequently Posted Occupations

In addition to region, industry, and skill level, job ads can also be analyzed from the perspective of which occupations were most highly represented in job ads. Looking at the 11,860 job ads posted in 2018, the most frequently appearing occupations were:

- Retail salespersons
- Home support workers and related occupations;
- Food counter attendants, kitchen helpers and related occupations;
- Cooks; and
- Light Duty Cleaners.

Figure 8 shows the ten most frequently posted occupations during 2018. Some of the areas commonly associated with these occupations continue to be retail (e.g., salespeople, managers in retail and wholesale trade) and food services (e.g., cooks, food counter attendants and servers). In previous reports, other areas typically represented in this top ten included education (e.g., college and vocational instructors) and trades (e.g., truck drivers). While these occupational areas are still represented in the job vacancies for 2018, their numbers are smaller relative to the number of postings for the occupations listed in Figure 8. On the other hand, retail trade and occupations associated with food services remain high on this list, suggesting that both may face many of the same challenges (in particular, a higher degree of employee turnover and therefore a higher degree of replacement demand).

Reviewing the top occupations within regions, some occupations were more commonly posted in job ads for certain regions compared to others (see Table 2). For instance, retail salespersons was the most posted job category in the following three regions of Newfoundland and Labrador:

1. Corner Brook - Rocky Harbour Region;
2. Clarenville - Bonavista Region; and
3. Northeast Avalon Region.

In contrast, home support workers and related occupations was the most frequently posted job category in the Gander - New-Wes-Valley Region, Burin Peninsula Region, and Avalon Peninsula Region (similar to in previous reports). The Labrador Region and Grand Falls-Windsor - Baie Verte - Harbour Breton Region both had food counter attendants, kitchen helpers and related support occupations as the most frequently posted job category. Lastly, the St. Anthony - Port au Choix Region had specialist physicians as its most frequently posted job category, and the Stephenville - Channel-Port aux Basques Region had registered nurses and registered psychiatric nurses as its occupation with the most job ads.

As might be expected, job ads related to occupations in retail trade or food services were well represented in all regions (i.e., appearing in one or more spots within each region's top five occupations). Although health-related occupations were less represented in some regions (in particular, urban areas such as the Corner Brook - Rocky Harbour Region and the Northeast Avalon Region), they were heavily represented in others. For instance, the St. Anthony - Port au Choix Region and the Stephenville - Channel-Port aux Basques Region had a high percentage of such occupations in 2018, and health-related occupations in general showed up in the top five for several other regions of Newfoundland and Labrador.

Figure 8: Top 10 Job Ads



Table 2: Top Five Occupations Advertised by Region

Labrador Region	
Food counter attendants, kitchen helpers and related support occupations	4.3%
Retail salespersons	4.1%
Cashiers	2.9%
Cooks	2.8%
Janitors, caretakers and building superintendents	2.6%

St. Anthony - Port au Choix Region	
Specialist physicians	21.3%
Occupational therapists	5.1%
Electrical and electronics engineering technologists and technicians	4.1%
Retail salespersons	3.6%
Food counter attendants, kitchen helpers and related support occupations	3.0%

Corner Brook - Rocky Harbour Region	
Retail salespersons	6.3%
Social and community service workers	4.1%
Cooks	4.1%
Food and beverage servers	3.4%
Other customer and information services representatives	3.1%

Stephenville - Channel-Port aux Basques Region	
Registered nurses and registered psychiatric nurses	6.7%
Cooks	5.2%
Food service supervisors	3.5%
Deck officers, water transport	2.7%
Food counter attendants, kitchen helpers and related support occupations	2.5%

Grand Falls-Windsor - Baie Verte - Harbour Breton Region	
Food counter attendants, kitchen helpers and related support occupations	5.5%
Retail salespersons	4.7%
Home support workers, housekeepers and related occupations	4.2%
Specialist physicians	3.6%
Other customer and information services representatives	3.3%

Gander - New-Wes-Valley Region	
Home support workers, housekeepers and related occupations	11.9%
Food counter attendants, kitchen helpers and related support occupations	4.6%
Retail salespersons	4.2%
Specialist physicians	3.4%
Other customer and information services representatives	2.9%

Clareville - Bonavista Region	
Retail salespersons	4.1%
Registered nurses and registered psychiatric nurses	3.7%
Cooks	3.5%
Home support workers, housekeepers and related occupations	3.3%
Delivery and courier service drivers	2.7%

Burin Peninsula Region	
Home support workers, housekeepers and related occupations	11.6%
Retail salespersons	8.4%
Retail and wholesale buyers	4.7%
Pharmacists	3.3%
Cashiers	3.3%

Avalon Peninsula Region	
Home support workers, housekeepers and related occupations	13.2%
Registered nurses and registered psychiatric nurses	3.5%
Retail salespersons	3.3%
Cooks	3.1%
Cashiers	2.5%

Northeast Avalon Region	
Retail salespersons	5.6%
Cooks	3.4%
Food counter attendants, kitchen helpers and related support occupations	3.2%
Light duty cleaners	3.0%
Other customer and information services representatives	2.2%

Management-level job advertisements

“Management-level” jobs are considered alongside post-secondary due to their emphasis on experience. For management-level jobs only (i.e., those which would normally require some previous experience in a related occupation), the most frequently posted jobs in 2018 were:

1. Retail and wholesale trade managers;
2. Restaurant and food service managers;
3. Financial managers;
4. Managers in health care;
5. Facility operation and maintenance managers; and
6. Human resource managers.

Together, these six occupations made up almost half (48.7 per cent) of all management-level job ads in 2018. Again, within the management occupations captured in Figure 9, there exists a wide range of jobs with differing levels of technical expertise associated with them. For instance, the National Occupational Classification system suggests that jobs such as retail trade manager and restaurant and food service manager would place a greater emphasis on previous experience in the workplace. Meanwhile, jobs such as financial manager and managers in health care would have a larger post-secondary education or training component associated with them, in conjunction with past job experience.

Figure 9: Top 10 Management-Level Job Ads



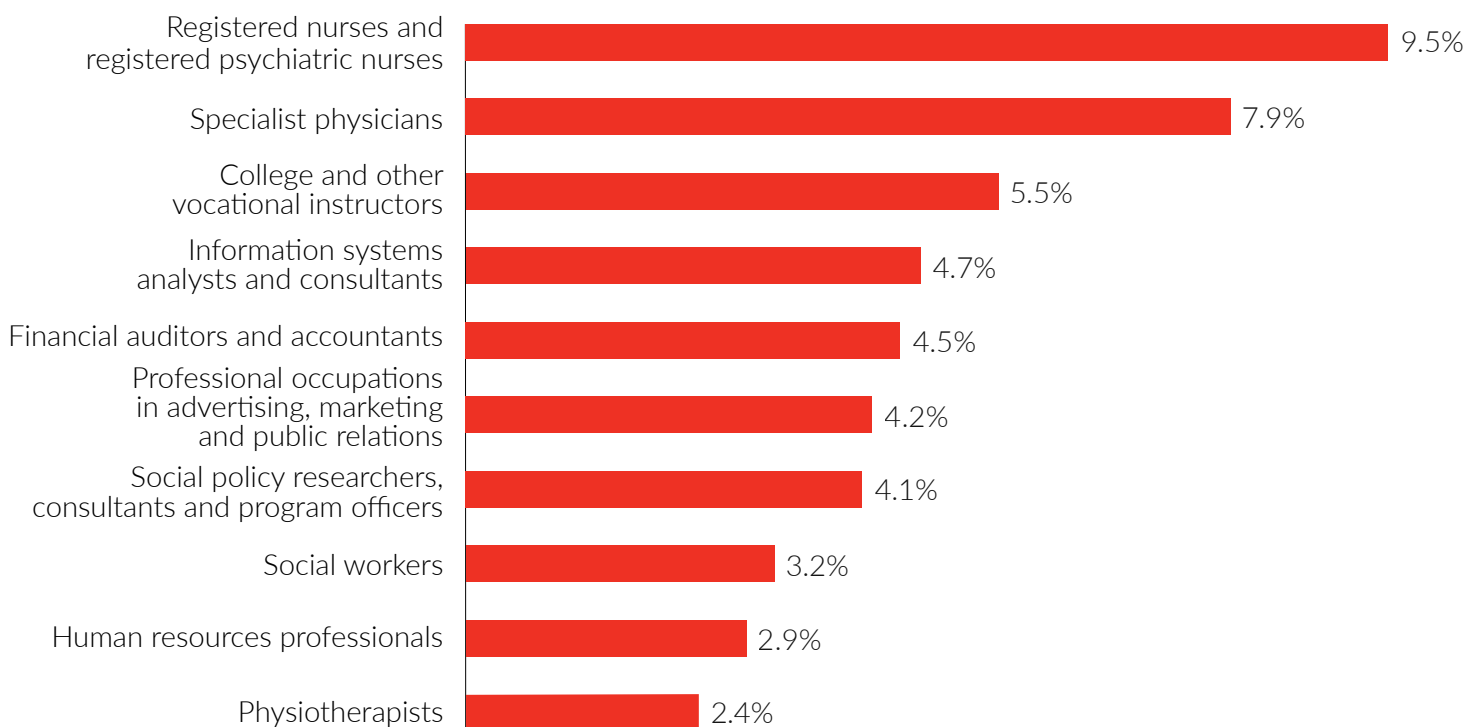
University Degree Job Advertisements

Jobs requiring a university degree fall under the broader category of post-secondary required jobs. For jobs that would normally require a university education, the most frequently posted occupations in 2018 were:

1. Registered nurses and registered psychiatric nurses;
2. Specialist physicians;
3. College and other vocational instructors;
4. Information systems analysts and consultants; and
5. Financial auditors and accountants.

Together, these five occupations made up 32.2 per cent of all university-level job ads in 2018. While some of these occupations make up a large percentage of job ads for jobs requiring university education, not all of them make up a large percentage of overall vacancies (i.e., when all job ads for 2018 are taken into consideration). For example, as in past reports, the occupational category of specialist physicians appears on this list but is not found on the list of top ten occupations with job ads overall. Furthermore, occupations related to health are especially prominent on this list (including nurses, physicians, social workers, and physiotherapists) although other occupational areas are also represented (information technology, education, and business).

Figure 10: Top 10 Job Ads Requiring a University Degree



College Diploma, Certificate or Apprenticeship Training Job Advertisements

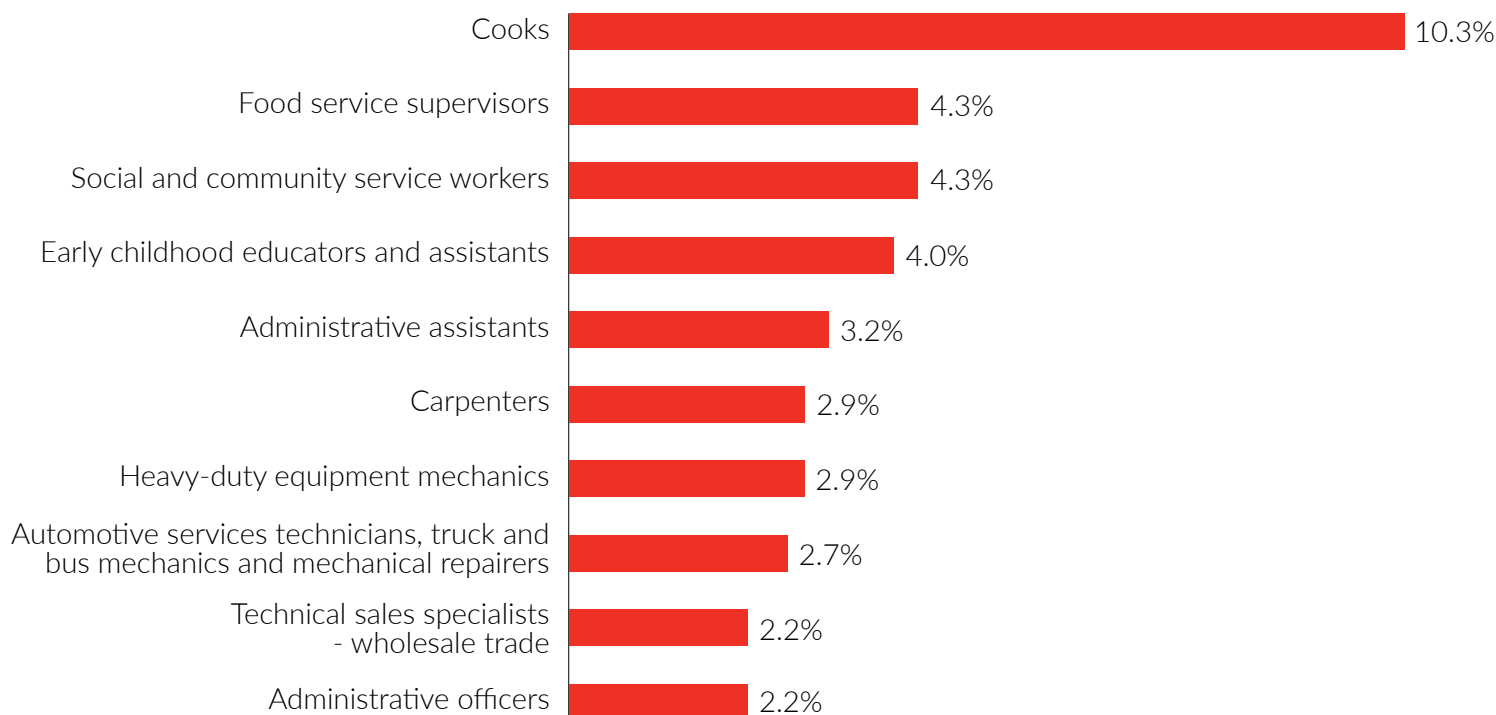
“College Diploma, Certificate, or Apprenticeship Training-level” represents the final category within the larger grouping of management/post-secondary required jobs. For this category, the most frequently posted occupations requiring a college education or apprenticeship training were:

1. Cooks;
2. Food service supervisors;
3. Social and community service workers;
4. Early childhood educators and assistants; and
5. Administrative assistants

Together, these five occupations made up more than one-quarter (26.2 per cent) of all college/apprenticeship training-level job ads in 2018.

As was the case for university degree job ads, a number of occupational areas are represented in the top ten list for this category, including trades (e.g., cooks, carpenters), education (e.g., early childhood educators and assistants), and business (e.g., administrative assistants, administrative officers). This is partly due to the more diverse number of program offerings in the college and apprenticeship system with direct applicability to the labour market. Most jobs that require college education or apprenticeship training do not show up on the overall list of most advertised jobs, with the exception of cooks.

Figure 11: Top 10 Job Ads Requiring a College Diploma/Certificate or Apprenticeship Training



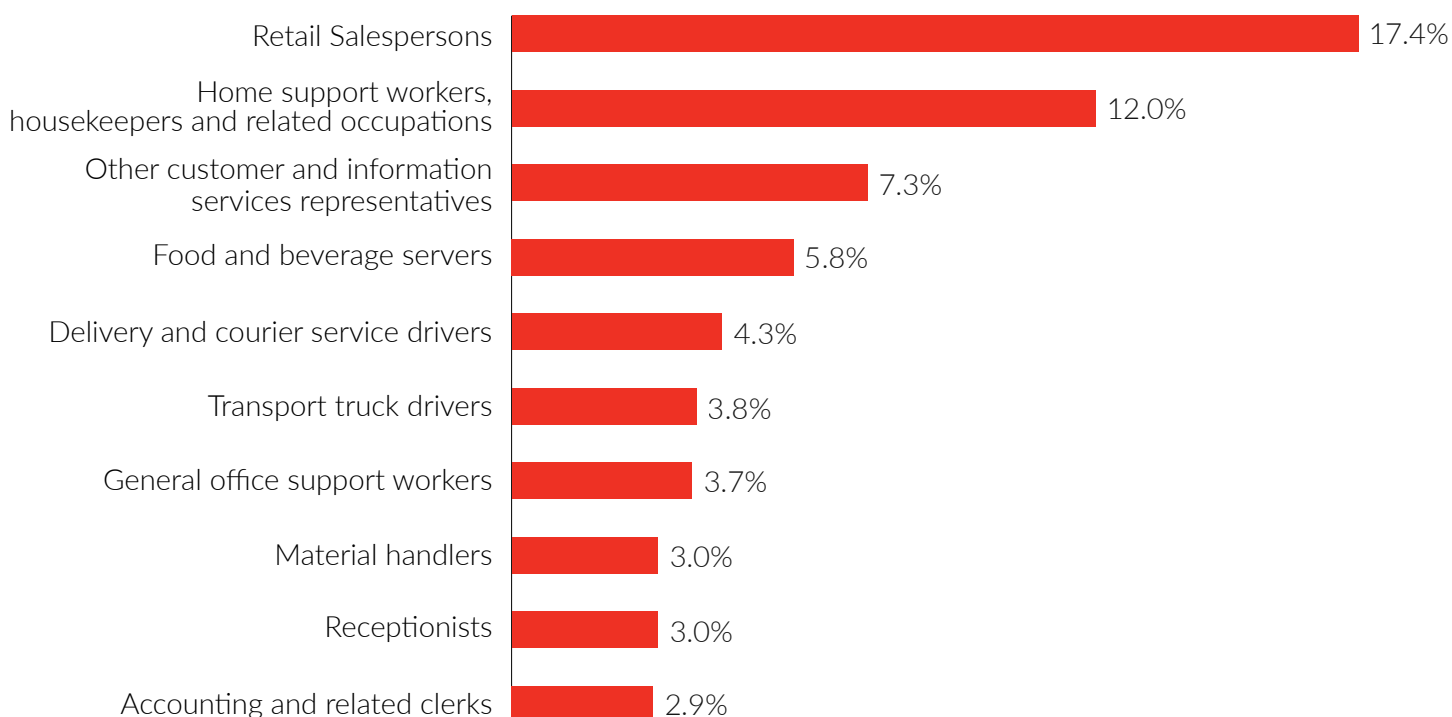
High School Diploma and/or Occupation-Specific Training Job Advertisements

The category “high school diploma and/or occupation-specific training” is one of two skill level categories making up the broader category of non-post-secondary jobs. The most frequently posted occupations for this skill level in 2018 were:

1. Retail salespersons;
2. Home support workers and related occupations;
3. Other customer and information services representatives;
4. Food and beverage servers; and
5. Delivery and courier service drivers.

Together, these five occupations made up just under half (46.8 per cent) of all high school education-level job ads in 2018. As in past reports, a number of areas are represented in the top ten list of occupations requiring a high school diploma and/or occupation-specific training, including retail (e.g., salespeople), business (e.g., general office workers, receptionists, accounting clerks), transportation (e.g., truck and delivery drivers), and food service (e.g., servers). Certain domains of health care and social assistance continue to be represented here as well (e.g., home support workers). Thus, even within the pool of jobs not requiring post-secondary education, there remains a wide range of options available for Newfoundlanders and Labradorians interested in such areas of work.

Figure 12: Top 10 Job Ads Requiring a High School Diploma or Equivalent



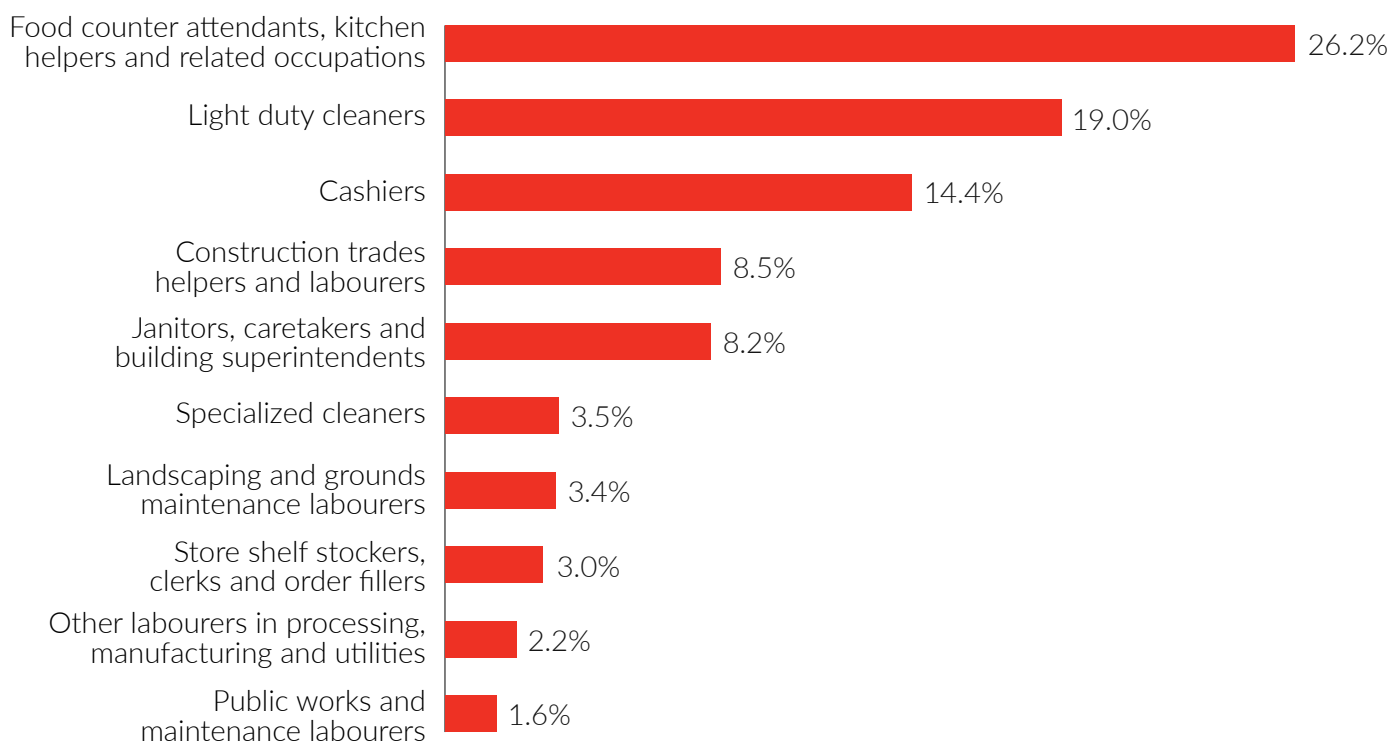
On-the-Job Training Job Advertisements

The final category making up the broader non-post-secondary required group is comprised of those jobs where “on-the-job training” is provided. For this skill level category, the most frequently posted occupations in 2018 were:

1. Food counter attendants, kitchen helpers and related occupations;
2. Light duty cleaners;
3. Cashiers;
4. Construction trades helpers and labourers; and
5. Janitors, caretakers and building superintendents.

Combined, these five occupations made up almost three-quarters (76.3 per cent) of all jobs in 2018 where on-the-job training is normally provided. This suggests that the majority of job ads in this category are within these five particular occupations, and that there are few other occupations where job ads are represented.

Figure 13: Top 10 On-the-job Training Job Ads



Summary

Job Vacancy Report 2018 provides an updated picture of the Newfoundland and Labrador labour market for the year 2018 by reviewing one aspect of overall labour demand – the number of publicly posted job vacancies (JobBank.gc.ca; CareerBeacon.com; Government of Newfoundland and Labrador public job postings; and the Saltwire Network within the province). This review was accomplished by analyzing the job posting data collected by the Department of Advanced Education, Skills and Labour for 2018. As observed in previous vacancy reports, the number of vacancies has been decreasing over time; specifically, the number of vacancies recorded in 2018 (11,860) was lower than for any of the past four years for which vacancy reports have been done by AESL (i.e., 2014 to 2017). This is a function of many factors influencing the economy, both locally and globally.

While ads (their corresponding region, industry, skill level and occupation classifications) can usually be classified, it is not as easy to determine the rationale for any given posting in any given time period. Some of the possible reasons mentioned in this report have included: changes in actual demand due to factors such as the global economy and regional demographic shifts, employee turnover, and discrepancies between the skills needed in an area of the province and the actual skills available (i.e., a skills mismatch). The actual reasons for different job vacancies cannot be directly identified based on vacancy numbers alone. By analyzing recurring patterns in vacancies and then reviewing them in the context of the existing economy and labour market, educated insights into these reasons can be made. Some of the patterns noted in the most recent job vacancy report for 2018, particularly when compared to those for previous years, include the following:

- The continued decrease in the overall number of annual vacancies, the greater proportion of vacancies in urban regions of the province, the industries with the greatest number of vacancies, and the presence of vacancies at a variety of skill levels. In addition, some of these patterns have become more pronounced over time, as noted below.
- The number of job vacancies in urban regions has increased slightly compared to previous years. As an example, both the Northeast Avalon Region and the city of St. John's have a higher percentage share of total job vacancies in 2018 than they did in previous years, currently at 53 per cent and 41 per cent, respectively.

- While job vacancies in the area of health care have always been present, these types of vacancies appear to be increasing in prevalence. The health care and social assistance industry now has the largest number of overall vacancies in 2018, a first since these reports began being published (although health care has always been in the top four). Furthermore, seven of the ten regions in the province now have the greatest number of vacancies in this industry, and many of the more skilled occupations with the greatest number of vacancies are in this sector, including nurses, physicians, physiotherapists, and health care managers.
- Although the percentage of job vacancies in management or requiring post-secondary has always been over 50 per cent, this percentage seems to be slowly increasing over time. The percentage of 2018 vacancies in management or requiring post-secondary is now approximately 58 per cent, higher than the previous high of 56.5 per cent in 2017. This increase may be tied, among other things, to the increasing demands for workers in health care which traditionally has required greater experience and training to properly fill. In support of this possibility, the region with the greatest percentage of jobs in management or requiring post-secondary in 2018 was the St. Anthony – Port au Choix Region, whose two occupations with the greater number of vacancies were specialist physicians (21 per cent) and occupational therapists (5 per cent).
- Even with the increased prominence of health care, the same four industries (Retail Trade; Health Care and Social Assistance; Accommodation and Food Services; and Other Services (Except Public Administration))² have consistently made up the top four industries for job postings in all job vacancy reports to date, suggesting that these industries remain tied to regular ongoing demands.
- The greatest number of overall job ads continues to be in occupations such as: retail salesperson; home support workers and related occupations; food counter attendants, kitchen helpers and related occupations; cooks; and light duty cleaners. Most of these occupations are tied to sectors such as Retail Trade and Accommodation and Food Services, however, many other job ads are occurring in other industries and occupations as well. Those occupations related to home support work are also noteworthy, given that they show up as the occupation with the greatest number of job ads in several regions of the province (e.g., Gander – New-Wes-Valley Region, Burin Peninsula Region, and Avalon Peninsula Region).
- Coupled with the demand for more skilled labour, there remain a large number of job vacancies in occupations requiring lower skill levels, particularly in parts of the province such as the Northeast Avalon Region and the Labrador Region. This suggests that the Newfoundland and Labrador economy continues to be a diverse one, with employment opportunities available for people at all skill levels and across a variety of occupational fields.

- Most of the trends above have been noted in previous job vacancy reports but are more apparent in 2018, likely due to changing economic conditions as well as changes in the provincial population. For instance, as the provincial population continues to age, one would expect the need for healthcare workers to increase. Consequently, as demand for health care services increases, the number of vacancies in the healthcare field and industry similarly goes up.
- At the same time, urban regions continue to have a large number of businesses in retail trade and accommodation and food services, meaning their job vacancies tend to be higher in these sectors than in other industries (and often due to a wider range of factors, such as difficulty finding sufficient workers and a greater degree of employee turnover).

When reviewing this vacancy report, it is important to remember that the data presented provides only a snapshot of the labour demands within the province for a specific year, 2018. As noted previously, there are other sources of job vacancy data which are reflective of existing labour demands but are not always publicly available (such as employers with their own job posting methods). Job Vacancy Report 2018 is based on the collection of a large number of vacancies from a variety of public sources, both online and in print. By monitoring these sources of job vacancies regularly, the report is better able to note how changes in the economy are reflected in the number and types of vacancies being recorded.

The Department of Advanced Education, Skills and Labour is committed to providing Newfoundlanders and Labradorians with the best data available to help people make informed career choices. AESL will continue to build upon existing labour market information tools, such as those captured in Job Vacancy Report 2018.

Common Questions Regarding Job Vacancies

1. What is the relationship between the job vacancies in this report and the current labour market?

Job vacancies are a measure of labour demand. This follows from the fact that job ads would normally only be advertised to fill positions which are needed to meet the requirements associated with various labour market demands. In the case of AESL's job vacancy monitoring process, this is not a complete picture of existing provincial demands; some forms of job postings (such as in-house hiring within companies) are not able to be collected through this process and therefore are not captured in AESL's collection, nor this report. Nevertheless, AESL does collect data from a large number of provincial sources (Newfoundland and Labrador newspapers via the Saltwire Network publications, Job Bank, and Careerbeacon) which provide a suitable picture of job vacancies in Newfoundland and Labrador; and, thus, insight into prominent provincial demands.

2. What is the relationship between job vacancies in this report and the current economy?

Just as the number of job vacancies reported is a reflection of recent labour market demands, labour demand is a function of prevailing economic factors impacting the province. Newfoundland and Labrador's current economy is now in a stage of transition, from the recent construction-related boom period ending around 2014 to a period of dampened economic activity. The current job vacancy picture is partly a reflection of this contracted economy, with the number of job vacancies reported in 2018 lower than for any of the four previous years for which similar reports were done. This has been the result of a number of economic factors, such as the decrease in the price of commodities and the delay of several major projects in response to these decreases.

That said, global economic factors are not the only factors which influence labour market demands. Job vacancies, for instance, may also arise because of increasing needs within a population as well as in response to a lower supply of available workers in the area to meet this need. As an example, the growing need for health occupations is a common theme throughout this report, arising as a result of an aging population with increasingly greater health service requirements. At the same time as this need is increasing, however, there may be a shortage of people in the area with the skills necessary to meet this supply (known as a skills mismatch).

This need for healthcare workers is now occurring in many different regions, suggesting that there remain active demands for various forms of labour and services. As the current report shows, these needs are likely to increase as a larger percentage of Newfoundland and Labrador's older population retires and there are less young people to fill their roles in the labour market. Consequently, even during the current transition phase of the economy, it is important to plan ahead for the future, so that labour demands are able to be met before they become critical. This is part of the rationale for offering labour market tools

such as Job Vacancy Report 2018 (i.e., to provide useful and timely labour market information that facilitates informed decision-making about the labour market).

3. Where are most job vacancies in the province located?

The current report suggests that most job vacancies are occurring:

- In urban regions;
- In occupations such as retail salespersons; cooks; cashiers; home support workers and related occupations; and food counter attendants, kitchen helpers and related occupations;
- In areas such as: health care, accommodation and food services, and retail. Vacancies in health care, in particular, are becoming more prevalent, both in the overall province and regionally; and
- At all levels of skill requirement.

While these represent some of the more notable areas where job vacancies are occurring, one should note that vacancies are not exclusively tied to these areas. Job vacancies are found in all regions and across all industries, as well as in many different occupations and occupational areas. The nature and type of vacancies can also vary significantly with the region of the province, so this should be kept in mind when reviewing any vacancy information. Nevertheless, the above list covers the most common areas where vacancies were observed in Newfoundland and Labrador during 2018.

4. Why have many regions of Newfoundland and Labrador had Health Care and Social Assistance as the industry with the most job ads in 2018, but many of these also had Retail Salespersons as their most commonly posted occupation? Shouldn't it be an occupation in Health Care if that was the most common industry?

This arises because of the differences in definition for industries and occupations. The simplest way to understand this difference is to remember that occupations refer to the specific work an individual does whereas industry generally refers to the place where such work is carried out. For this reason, an industry can contain many different forms of occupations as part of its composition (as an example, a hospital would be considered a part of the Health Care and Social Assistance industry, but it would also contain workers such as administrators, trades, janitorial and maintenance workers as part of its regular workforce). In other words, the number of job ads making up the Health Care and Social Assistance sector would not be restricted only to those directly working in health care occupations. Consequently, it is entirely possible to have a smaller number of vacancies for health care professionals relative to other occupations while, at the same time, the Health Care and Social Assistance industry could have many more vacancies due to the fact that these vacancies arise in a number of occupations associated with this industry, not just these particular health occupations.

5. What is the difference between an industry and an occupational area?

As mentioned above, an industry generally refers to the place where a form of work is carried out. An occupational area, on the other hand, refers to a particular category of occupations clustered around a specific type of work. As an example, someone working in a hospital gift shop could be considered a person working in the retail area but one who is actually part of the Health Care and Social Assistance industry. Note as well that industry classifications in this report are based on an official classification system (the North American Industry Classification System, or NAICS) whereas occupational areas are more generic categories designed to help the reader understand how occupations with similar types of tasks and/or responsibilities might be grouped together. In some cases, occupational areas and industries may have many common elements, but it should always be remembered that they never refer to the exact same thing. Generally, the industry sector will contain many more types of occupations than will a corresponding occupational area.

6. Why are cooks captured under the skill level “Occupations Requiring A College Education or Apprenticeship Training”? Not all cooks working in Newfoundland and Labrador went to school to work in this occupation, did they?

Although a large number of cooks have not been officially trained as apprentices as part of their jobs, this is how that particular occupation is categorized in the National Occupational Classification (NOC) system. Because skill levels in the NOC are based upon occupational categories within this system, that system must also be reflected in any analysis involving these skill levels. A similar situation occurs in the case of occupations such as Heavy Equipment Operator, an occupation that is an apprenticeable trade in Newfoundland and Labrador (therefore, would be Skill Level B for Occupations Usually Requiring College Education or Apprenticeship Training) but in the NOC system is not considered apprenticeable (and instead shows up in Skill Level C for Occupations Usually Requiring Secondary School and/or Occupation-Specific Training). For this reason, when reviewing job ads by skill level, in 99 per cent of cases, the skill level will reflect the true nature of the occupation within this province. That said, there will be occasional cases where variations between the NOC assigned skill level and the actual skill level of the job are observed.

7. Why do some sections of this report speak to a demand for psychiatric nurses when there are no mental health facilities present in many regions of the province? Why would there be a demand for such nurses?

This again can be tied back to the way in which this particular occupation is classified in the latest National Occupational Classification (NOC) system and how occupations with similar characteristics are grouped. Under this system, both registered nurses and registered psychiatric nurses (along with many other specific job titles of a similar occupational nature) are considered to have sufficient similarities to justify placing them in the same 4-digit NOC category.

A similar situation occurs for other NOC categories such as retail and wholesale trade managers (including other job titles such as bakery department manager, convenience store manager, and wholesaler) as well as financial auditors and accountants (including other job titles such as certified general accountant, financial control officer, and tax analyst). While each 4-digit category (of the 500 contained within the NOC system) would include numerous different occupational titles, these titles are considered similar enough in duties and requirements to group them together. For more information on the NOC system, please consult Annexes A and B of this report.

8. Given the findings of this report, what should a Newfoundlander or Labradorian looking for work in the province pursue as a career?

When looking for information to assist in decisions regarding future careers, it is important to remember that many different considerations go into making such a decision, including personal interests and aptitudes, requirements of the job's lifestyle, a person's future life goals and ambitions, as well as many other factors.

For this reason, Job Vacancy Report 2018 is not designed to tell a person what they should or should not do as a career. The report provides useful information on areas where labour demand is higher during this period. AESL's job vacancy monitoring process includes annual updates to this information, as it recognizes that the economy is a dynamic entity and subject to much variation over time. Finally, while the current report does highlight some of the areas where job vacancies are most prominent in 2018, it also notes that the provincial economy is a diverse one, with many different options available for Newfoundlanders and Labradorians to explore as career possibilities. Therefore, for anyone seeking career guidance, the best advice would be to use this labour market information tool as one of many to arrive at a comprehensive, well-informed decision regarding future career goals. Staff at AESL's employment centres can also be contacted to provide more assistance with career planning (see available locations at the end of this report).

9. Where can I find more information on this report or provincial job vacancies in general?

This report is the fifth to be published by the Department of Advanced Education, Skills and Labour, Government of Newfoundland and Labrador. Previous reports for the years 2014 to 2017 can be found on [AESL's website](#). If there are further questions, additional inquiries can be sent to the Workforce Development Secretariat.

End Notes

1 **Healthcare and Social Assistance** includes establishments primarily engaged in providing health care by diagnosis and treatment, providing residential care for medical and social reasons, and providing social assistance, such as counselling, welfare, child protection, community housing and food services, vocational rehabilitation and child care, to those requiring such assistance. All references to Healthcare and Social Assistance in this report include this range of establishments.

2 **Other Services (Except Public Administration)** includes businesses involved in repair and maintenance (such as garages), personal care services (such as beauty salons), funeral services, laundry services, religious organizations, civic and social advocacy groups, and business, professional and labour groups. All references to Other Services (Except Public Administration) in this report cover this range of establishments.

3 Population data for regions are taken from the Community Accounts website, Newfoundland and Labrador Statistics Agency, Department of Finance.

4 The industry groupings used throughout this report are from the 2017 North American Industry Classification System (NAICS) used by Statistics Canada. For more information on this system, refer to Annexes A and B of this report.

5 This would be an example of a demand arising from a skills mismatch; that is, a difference in skills in demand within a region relative to the availability of these skills within the region's existing population.

6 The occupational groupings used throughout this report are from the 2016 National Occupational Classification used by Statistics Canada. For more information on this system, see Annexes A and B of this report.

Annex A: Data Collection and Coding

This job vacancy report, the fifth in the series, is derived from data on public job postings collected by the Department of Advanced Education, Skills and Labour. Job posting sources used to collect this data for 2018 are:

- JobBank.gc.ca;
- CareerBeacon.com;
- Government of Newfoundland and Labrador’s Human Resource Secretariat website; and
- The Telegram and other regional newspapers in Newfoundland and Labrador published via the Saltwire Network.

Together, these sources offer good coverage of the types of public job ads being posted in Newfoundland and Labrador. Because this coverage is based solely on publicly accessible sources, it does not capture all relevant job vacancy data in the province. Employers who post only on their companies’ websites, for example, are not captured through this process. Likewise, internal recruitment opportunities are not included in job vacancy monitoring activities.

Where possible, all job vacancies are coded for occupation, industry, skill level, and geography, using the following coding systems.

Occupational, industrial, skill level and geographical coding systems used in this report:

Occupations:	2016 National Occupational Classification (NOC)
Industries:	2017 North American Industry Classification System (NAICS)
Skill Levels:	National Occupational Classification Matrix (2016)
Geographies:	Please see Annex C of this report

Each month, relevant data is collected and compiled, and attempts are made to ensure job ads recorded within a single month are represented only once. It is possible, however, for the same job ad to appear again in subsequent months. Since it is difficult to determine the reason for a repeated posting (e.g., difficulty in filling the posted position, turnover in the position, hiring again for an additional position, etc.), postings repeated from month-to-month are included in this report.

Although efforts are made to collect as much information as possible for each job ad, some public job postings do not provide the necessary details for full coding to occur. As a result, some information may not be available in certain sections of this report (e.g., ‘unknown’ skill levels and geographic locations in some tables). These special cases are noted in the situations where they occur.

Annex B: NOC (Occupations) and NAICS (Industries)

The occupation statistics in this report reflect the National Occupational Classification 2016 (NOC), while the industry statistics are based on the 2017 North American Industry Classification System (NAICS). Information on both of these systems is provided below for users.

National Occupational Classification (NOC)

The National Occupational Classification (NOC) 2016 is a statistical classification designed by Statistics Canada to classify data on occupations from the Census of Population and other Statistics Canada surveys. It is the authoritative resource on occupational information in Canada providing a standard taxonomy and framework for labour market information. The latest version of NOC gathers more than 30,000 occupational titles into 500 Unit Groups, organized according to skill levels and skill types.

The NOC categorizes occupations on the basis of the type of work that is carried out or performed. Occupations are therefore identified and grouped primarily in terms of the work usually performed, this being determined by the tasks, duties and responsibilities of the occupation. Factors such as the materials processed or used, the industrial processes used, the equipment used, the degree of responsibility and complexity of work, the products made and services provided have been taken as indicators of the work performed when combining jobs into occupations and occupations into groups.

An occupation is defined as a collection of jobs, sufficiently similar in work performed to be grouped under a common title for classification purposes. A job, in turn, encompasses all the tasks carried out by a particular worker to complete her/his duties.

There are 10 major categories within the current NOC. All other occupations are categorized within these groupings.

0 – Management Occupations: Occupations in this broad occupational category are primarily concerned with carrying out the functions of management by planning, organizing, coordinating, directing, controlling, staffing, and formulating, implementing or enforcing policy, either directly or through other levels of management. Supervising is not considered to be a management function.

1 – Business, Finance and Administrative Occupations: Occupations in this broad occupational category are primarily concerned with providing financial and business services, administrative and regulatory services and clerical support services.

2 – Natural and Applied Sciences and Related Occupations: Occupations in this broad occupational category are primarily concerned with conducting theoretical and applied research and providing technical support in natural and applied sciences.

3 – Health Occupations: Occupations in this broad occupational category are primarily concerned with providing health care services directly to patients and providing support to health care delivery.

4 – Occupations in Education, Law and Social, Community and Government Services: Occupations in this broad occupational category are primarily concerned with law, teaching, counselling, conducting social science research, providing religious services and developing and administering government policies and programs.

5 – Occupations in Art, Culture, Recreation and Sport: Occupations in this broad occupational category are primarily concerned with providing artistic and cultural services and providing direct support to the service providers.

6 – Sales and Service Occupations: Occupations in this broad occupational category are primarily concerned with selling goods and services and providing personal, protective, household, tourism and hospitality services.

7 – Trades, Transport and Equipment Operators and Related Occupations: Occupations in this broad occupational category are primarily concerned with contracting, supervising and doing trades work, and supervising and operating transportation equipment and heavy equipment.

8 – Natural Resources, Agriculture and Related Production Occupations: Occupations in this broad occupational category are primarily concerned with operating farms and supervising or doing farm work, operating fishing vessels and doing specialized fishing work, and in doing supervision and production work in oil and gas production, mining, and forestry and logging.

9 – Occupations in Manufacturing and Utilities: Occupations in this broad occupational category are primarily concerned with supervisory and production work in manufacturing, processing and utilities.

More information on the NOC 2016 can be found at the following link:

<http://noc.esdc.gc.ca/English/NOC/welcome.aspx?ver=16>

North American Industry Classification System (NAICS)

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the earlier North American Free Trade Agreement, it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies. NAICS is based on supply side or production-oriented principles, to ensure that industrial data, classified to NAICS, are suitable for the analysis of production-related issues such as industrial performance.

NAICS is a comprehensive system encompassing all economic activities. It has a hierarchical structure. At the highest level, it divides the economy into 20 sectors. At lower levels, it further distinguishes the different economic activities in which businesses are engaged.

NAICS is based on a framework in which establishments are grouped into industries according to similarity in the production processes used to produce goods and services. A production-oriented industry classification system ensures that statistical agencies in the three countries can produce information on inputs and outputs, industrial performance, productivity, unit labour costs, employment and other statistics that reflect structural changes occurring in the three economies.

The activity of an establishment can be described in terms of what is produced: namely, the type of goods and services produced or how they are produced; the raw material and service inputs used; and the process of production or skills and technology used.

The industries included in this report are listed as follows:

- 11 – Agriculture, forestry, fishing and hunting
- 21 – Mining, quarrying, and oil and gas extraction
- 22 – Utilities
- 23 – Construction
- 31-33 – Manufacturing
- 41 – Wholesale trade
- 44-45 – Retail trade
- 48-49 – Transportation and warehousing
- 51 – Information and cultural industries
- 52 – Finance and insurance
- 53 – Real estate and rental and leasing
- 54 – Professional, scientific and technical services
- 55 – Management of companies and enterprises
- 56 – Administrative and support, waste management and remediation services
- 61 – Educational services
- 62 – Health care and social assistance
- 71 – Arts, entertainment and recreation
- 72 – Accommodation and food services
- 81 – Other services (except public administration)
- 91 – Public administration

More information on NAICS used in this report (NAICS 2017) can be found at the following link:
<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>

Annex C: Regions and Communities

Region	Description
Labrador Region	Includes the Goose Bay Area (Happy Valley-Goose Bay, Mud Lake, North West River, Rigolet and Sheshatshiu); Labrador West (Churchill Falls, Labrador City and Wabush); Pinware River (Capstan Island, Forteau, L'Anse au Clair, L'Anse au Loup, L'Anse-Amour, Pinware, Red Bay and West St. Modeste); Labrador East Coast (Black Tickle, Cartwright, Charlottetown, Domino, Lodge Bay, Mary's Harbour, Norman Bay, Paradise River, Pinsents Arm, Port Hope Simpson, St. Lewis and Williams Harbour); and Labrador North (Hopedale, Makkovik, Nain, Natuashish and Postville).
St. Anthony - Port au Choix Region	Includes the Quirpon-Cook's Harbour Area (Cook's Harbour, Goose Cove East, Great Brehat, Hay Cove, L'Anse-aux-Meadows, Noddy Bay, Quirpon, Raleigh, Ship Cove, St. Anthony, St. Anthony Bight, St. Carols, St. Lunaire-Griquet, Straitsview and Wild Bight); Strait of Belle Isle (Castors River to Eddies Cove, as well as Big Brook); the Roddickton Area (Bide Arm, Conche, Croque, Englee, Main Brook, Roddickton and St. Julien's); and the Hawke's Bay-Port au Choix Area (Barr'd Harbour, Eddies Cove West, Hawke's Bay, Port Saunders, Port au Choix and River of Ponds).
Corner Brook - Rocky Harbour Region	Includes the Deer Lake-Cormack Area (Cormack, Deer Lake, Georges Cove, Hampden, Howley, Jack Ladder, Pynn's Brook, Reidville, St. Jude's, The Beaches and Wiltondale); the Corner Brook-Pasadena Area (Corner Brook, Gillams, Hughes Brook, Humber Village, Irishtown-Summerside, Little Rapids, Massey Drive, McIver's, Meadows, Mount Moriah, Pasadena, Pinchgut Lake and Steady Brook); the Bay of Islands (Cox's Cove, Humber Arm South, Lark Harbour and York Harbour); the Bonne Bay Area (Bonne Bay Big Pond, Glenburnie-Birchy Head-Shoal Brook, Norris Point, Rocky Harbour, Sally's Cove, Trout River and Woody Point); the Daniel's Harbour Area (Bellburns, Cow Head, Daniel's Harbour, Parsons Pond, Portland Creek, St. Paul's and Three Mile Rock); and the Jackson's Arm Area (Jackson's Arm, Pollards Point and Sop's Arm).
Stephenville - Channel-Port aux Basques Region	Includes the St. George's Area (Barachois Brook, Flat Bay, Journois, St. George's and St. Teresa); Stephenville-Port au Port Peninsula (Black Duck, Cold Brook, Fox Island River, Gallants, Georges Lake, Kippens, Mattis Point, Noels Pond, Point au Mal, Port au Port East, Spruce Brook, Stephenville, Stephenville Crossing and the Port au Port Peninsula); the Port aux Basques Area (Burnt Islands, Cape Ray, Channel-Port aux Basques, Fox Roost, Isle aux Morts, Long Grade and Margaree); the Rose Blanche Area (Diamond Cove, Petites and Rose Blanche-Harbour le Cou); the Codroy Valley (Cape Anguille, Coal Brook, Codroy, Doyles, Great Codroy, Loch Lomond, Millville, O'Regan's, Searston, South Branch, St. Andrew's, Tompkins, Upper Ferry and Woodville); Crabbes River (Cartyville, Heatherton, Highlands, Jeffrey's, Lock Leven, Maidstone, McKay's, Robinsons, St. David's and St. Fintan's); and the Burgeo Area (Burgeo, Francois, Grand Bruit, Grey River, La Poile and Ramea).

Region	Description
Grand Falls-Windsor - Baie Verte - Harbour Breton Region	<p>Includes the Grand Falls-Point Leamington Area (Badger, Bishop's Falls, Grand Falls-Windsor, Peterview, Sandy Point, Wooddale, and all communities from Botwood to Fortune Harbour and Leading Tickles West); the Norris Arm Area (Norris Arm and Norris Arm North); Halls Bay (Beachside, Birchy Lake, Little Bay, Little Bay Islands, Miles Cove, Port Anson, Robert's Arm, Sheppardville, South Brook, Springdale and St. Patricks); White Bay South (Baie Verte, Brent's Cove, Coachman's Cove, Fleur de Lys, Harbour Round, La Scie, Ming's Bight, Pacquet, Purbeck's Cove, Seal Cove, Tilt Cove, Westport, Wild Cove and Woodstock); the Pilley's Island Area (Brighton, Lushes Bight-Beaumont-Beaumont North, Pilley's Island and Triton); the Burlington Area (Burlington, Middle Arm, Nippers Harbour, Round Harbour, Shoe Cove, Smith's Harbour and Snooks Arm); the King's Point Area (Harry's Harbour, Jackson's Cove, King's Point, Langdon's Cove, Nickey's Nose Cove, Rattling Brook and Silverdale); the Buchans Area (Buchans, Buchans Junction and Millertown); Belle Bay (Belleoram, Pool's Cove, Rencontre East and St. Jacques-Coomb's Cove); the Harbour Breton Area (Harbour Breton only); Hermitage Bay (Gaultois, Hermitage and Seal Cove); and the Bay d'Espoir Area (McCallum, Milltown-Head of Bay d'Espoir, Morrisville, Samiajij Miawpukek (Conne River), St. Alban's, St. Joseph's Cove and St. Veronica's).</p>
Gander - New-Wes-Valley Region	<p>Includes the Gander Area (Appleton, Benton, Gander and Glenwood); Alexander Bay (Burnside, Cull's Harbour, Eastport, Glovertown, Happy Adventure, Salvage, Sandringham, Sandy Cove, St. Brendan's, St. Chads and Traytown); the Gambo Area (Gambo only); the Greenspond Area (Centreville-Wareham-Trinity, Dover, Greenspond, Hare Bay and Indian Bay); the Wesleyville Area (Badger's Quay-Valleyfield-Pool's Island-Wesleyville-Newtown and Cape Freels); the Straight Shore (Deadman's Bay, Lumsden and Musgrave Harbour); Fogo and Change Islands (Change Islands, Deep Bay, Fogo, Fogo Island Centre, Island Harbour, Joe Batt's Arm-Barr'd Islands-Shoal Bay, Seldom-Little Seldom, Stag Harbour and Tilting); New World Island (Cottlesville, Summerford and all other communities on New World Island); the Lewisporte Area (Brown's Arm, Embree, Laurenceton, Lewisporte, Little Burnt Bay, Porterville and Stanhope); Twillingate Island (Black Duck Cove, Crow Head, Kettle Cove, Purcell's Harbour and Twillingate); Hamilton Sound (Aspen Cove, Carmanville, Clarke's Head, Davidsville, Frederickton, Georges Point, Harris Point, Horwood, Ladle Cove, Main Point, Noggin Cove, Port Albert, Rodgers Cove, Stoneville, Victoria Cove and Wings Point); and Notre Dame Bay South (Baytona, Birchy Bay, Boyd's Cove, Campbellton, Comfort Cove-Newstead, Loon Bay and Michael's Harbour).</p>

Region	Description
Clarenville - Bonavista Region	Includes Black Head Bay (Birchy Cove, Duntara, Hodderville, Keels, King's Cove, Knights Cove, Lower Amherst Cove, Middle Amherst Cove, Newmans Cove, Stock Cove and Upper Amherst Cove); the Bonavista Area (Bonavista and Spillars Cove); the Catalina Area (Catalina, Elliston, Little Catalina, Melrose and Port Union); the Isthmus of Avalon (all communities from Goobies to Chapel Arm and Long Harbour-Mount Arlington Heights); Placentia Bay North West (Garden Cove, North Harbour, Swift Current and Woody Island); Chandlers Reach (Bloomfield, Brooklyn, Bunyan's Cove, Cannings Cove, Charlottetown, Jamestown, Lethbridge, Muddy Brook, Musgravetown, Port Blandford, Portland, Terra Nova, Thorburn Lake and Winter Brook); the Trinity, Trinity Bay Area (Champney's East, Champney's West, Dunfield, English Harbour, New Bonaventure, Old Bonaventure, Port Rexton, Trinity East, Trinity and Trouty); Smith South-Random Island (Burgoynes Cove, Clarenville, Clifton, Georges Brook, Gin Cove, Harcourt, Milton, Monroe, Waterville and all of Random Island); the South West Arm Area (Adeytown, Butter Cove, Caplin Cove, Deep Bight, Gooseberry Cove, Hatchet Cove, Hillview, Hodge's Cove, Ivany Cove, Little Heart's Ease, Long Beach, North West Brook, Queen's Cove, Southport and St. Jones Within); and the Southern Bay Area (Charleston, Open Hall, Plate Cove East, Plate Cove West, Princeton, Red Cliff, Southern Bay, Summerville, Sweet Bay and Tickle Cove).
Burin Peninsula Region	Includes Placentia Bay West Centre (Baine Harbour, Boat Harbour, Brookside, Monkstown, Parker's Cove, Petit Forte, Red Harbour, Rushoon and South East Bight); the Bay L'Argent Area (Bay L'Argent, Harbour Mille, Little Bay East, Little Harbour East and St. Bernard's-Jacques Fontaine); the Terrenceville Area (English Harbour East, Grand le Pierre and Terrenceville); Mortier Bay (Beau Bois, Jean de Baie, Marystown, Rock Harbour, Spanish Room and Winterland); the Burin Area (Burin, Epworth, Fox Cove-Mortier, Lewin's Cove, Port au Bras and Salmonier); the St. Lawrence Area (Little St. Lawrence and St. Lawrence); the Lamaline Area (Lamaline, Lawn, Lord's Cove, Point May, Point au Gaul and Taylor's Bay); and the Fortune-Grand Bank Area (Fortune, Frenchman's Cove, Garnish, Grand Bank, Grand Beach and L'Anse au Loup).

Region	Description
Avalon Peninsula Region	Includes the Carbonear Area (Carbonear, Freshwater, Kingston, Perry's Cove, Salmon Cove and Victoria); the Harbour Grace Area (Bryant's Cove, Harbour Grace and Upper Island Cove); the Spaniard's Bay Area (Bishop's Cove and Spaniard's Bay); the Bay Roberts Area (Bay Roberts, Shearstown, Coleys Point South); the Clarke's Beach Area (Bareneed, Brigus, Clarke's Beach, Cupids, Hibbs Cove, Makinsons, North River, Port de Grave, Roaches Line, South River and The Dock); the Whitbourne Area (Blaketown, Markland, Old Shop, South Dildo and Whitbourne); the Heart's Delight Area (Broad Cove, Cavendish, Dildo, Green's Harbour, Heart's Delight-Islington, Heart's Desire, Hopeall, New Harbour and Whiteway); the New Perlican-Winterton Area (Hant's Harbour, Heart's Content, New Chelsea, New Melbourne, New Perlican, Sibleys Cove, Turks Cove and Winterton); the North Shore of Conception Bay (Bay de Verde, Burnt Point, Caplin Cove, Daniel's Cove, Grates Cove, Job's Cove, Low Point, Lower Island Cove, Northern Bay, Ochre Pit Cove, Old Perlican, Red Head Cove, Small Point-Broad Cove-Blackhead-Adams Cove and Western Bay); the Placentia-St. Bride's Area (Angels Cove, Branch, Cuslett, Fox Harbour, Great Barasway, Patrick's Cove, Placentia, Point Lance, Point Verde, Ship Cove, Ship Harbour and St. Bride's); the Southern Shore (Admiral's Cove, Aquaforte, Bay Bulls, Bauline East, Brigus South, Burnt Cove, Calvert, Cape Broyle, Fermeuse, Ferryland, La Manche, Mobile, Port Kirwan, Renews-Cappahayden, Tors Cove and Witless Bay); Trepassey Bay (Biscay Bay, Portugal Cove South, St. Shott's and Trepassey); and St. Mary's Bay (North Harbour to St. Vincent's-St. Stephens-Peter's River).
Northeast Avalon Region	Includes the Head of Conception Bay (Avondale, Colliers, Conception Harbour, Georgetown, Harbour Main-Chapel Cove-Lakeview, Holyrood, Marysvale and Salmonier Line); Bell Island (Freshwater, Lance Cove and Wabana); and the St. John's Area (Bauline, Conception Bay South, Flatrock, Logy Bay-Middle Cove-Outer Cove, Mount Pearl, Paradise, Petty Harbour-Maddox Cove, Portugal Cove-St. Phillips, Pouch Cove, St. John's and Torbay).

Annex D: Employment Centres

Have questions?

Looking for some labour market help?

Call the Labour Market and Career Information Hotline at 1.800.563.6600

Visit gov.nl.ca/aesl

Or visit an Employment Centre near you.

Avalon Region

St. John's	285 Duckworth Street, Regatta Plaza Building, 80-84 Elizabeth Avenue
Mount Pearl	1170 Topsail Road
Carbonear	17 Industrial Crescent
Dunville	1116-1120 Main Street

Central Region

Clarenville	45 Tilley's Road
Gander	Fraser Mall
Grand Falls-Windsor	42 Hardy Avenue
Springdale	142 Little Bay Road
Lewisporte	224 Main Street
Marystown	The Farrell Building, 3 Mall Street
St. Alban's	Buffett Building, 43 Cromier Avenue

Western Region

Channel-Port aux Basques	239 Grand Bay West Road
Stephenville	29 Carolina Avenue
Corner Brook	1-3 Union Street, 2nd Floor
Port Saunders	Dobbin Building
St. Anthony	398 Goose Cove Road

Labrador Region

Happy Valley-Goose Bay	The Bursey Building, 163 Hamilton River Road
Wabush	Wabush Plaza, 4 Grenfell Drive

Alternate formats available upon request.

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