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# The Industry Coordinating Committee *Progress Report*



**DARIN T. KING, Ph.D.**  
Minister of Education

## *Message from the Minister*

*I am pleased to present the first issue of the Industry Coordinating Committee's (ICC) progress report. The ICC was created to ensure the successful implementation of the Skills Task Force Report, released in May, 2007. Through a partnership between business, labour, industry, education, the provincial government and non-governmental agencies, progress has been made on a large portion of the 50 recommendations contained in the report. The ultimate goal is to identify needs in the workforce, look at the ability to meet those needs, and identify what must be done to fill current and anticipated shortages.*

*Government has committed over \$50 million towards the Skills Task Force action plan to date. We are putting measures in place to improve educational opportunities, increase labour force participation, and help people become better connected to in demand areas today. These strategic investments will secure us well into the future as skilled workers will literally help build our province's future.*

*I thank all partners who have worked with us over the past couple of years helping us improve educational opportunities, and I look forward to making continued progress as we strengthen the skilled trades labour market.*

# Message from the Chair

*Through the combined efforts of government, industry, labour, training institutions and other key stakeholders, this report will provide an update on the implementation of the action plan set forth in the Skills Task Force.*

*I would like to take this opportunity to thank members of the Industry Coordinating Committee for their tremendous effort, energy, and commitment. This demonstration of effort and dialogue among such a diverse group of stakeholders is one of the key reasons for the success of the implementation of the action plan. We are confident that Newfoundland and Labrador will emerge from this process better equipped to compete and participate in emerging opportunities and poised for future prosperity.*



**BOB RIDGLEY, M.H.A.**  
St. John's North  
Chair



## Industry Coordinating Committee UPDATE

Implementation of the 50 recommendations is monitored by the ICC.

The following synopsis provides an overview of how the stakeholder groups are fairing in terms of addressing relevant action items.

STAKEHOLDER GROUP	
<b>GOVERNMENT</b>	<b>ASSESSMENT</b> Government has committed to investing over \$50 million towards the Skilled Task Force action plan to date. Of the 25 action items identified for government some have been fully implemented or are at various stages of implementation.
<b>INDUSTRY/ EMPLOYERS</b>	<b>ASSESSMENT</b> Industry and employer stakeholder groups have shown dedication to address the action items of the Skills Task Force report. While 12 action items have been identified for this stakeholder group, they have been able to assist in addressing items beyond these. Companies such as the Iron Ore Company of Canada have initiatives in place to address these items; however information is required on the activities of other stakeholders in this group.
<b>EDUCATIONAL INSTITUTIONS</b>	<b>ASSESSMENT</b> Of the eight action items within this group, stakeholders such as College of the North Atlantic and Academy Canada, have been active in addressing all items in some way. Many initiatives such as training and development have been a key focus in responding to the changing needs of industry.
<b>LABOUR</b>	<b>ASSESSMENT</b> Labour has been a consistent player in the development of our skilled work force and is actively involved in Skilled Task Force related initiatives.

## Provincial Government Support to Build a Skilled Trades Force

- \$18 million for new College of the North Atlantic campus in Labrador West; \$5.5 million for expansion to the college in Happy Valley-Goose Bay, \$4.5 million for Prince Phillip Drive campus in St. John's;
- More than \$3.9 million has been allocated since 2005 specifically targeted at hiring apprentices. With this additional funding, the Department of Education, the Department of Transportation and Works, Memorial University and other government agencies have created opportunities for apprentices;
- \$1.5 million for eight new skilled trades courses at College of the North Atlantic;
- Doubled the number of seats in skilled trades programs at College of the North Atlantic;
- In 2008, a \$20,000 investment brought the Skills Work for Women Conference to sites outside St. John's including Labrador West, Happy Valley-Goose Bay, Stephenville, Corner Brook, Gander and Burin;
- \$2 million for facility improvements, renovations and equipment upgrades at CNA;
- Concluded wage subsidy program for apprenticeship program;
- Changes made to apprenticeship system which will allow apprentices to receive credit for on-the-job training completed in Alberta.



## Government Support for Women in Skilled Trades

- \$400,000 provided under IBEW contract to help female apprentices; this will help 96-144 females electricians become certified over the next several years;
- \$300,000 over two years for contract with Council of Carpenters, Millwrights and Allied Workers; under the contract an Office to Advance Women in Apprenticeship has been established and a database established to register female apprentices throughout the province;
- \$270,000 for a female mentorship program;
- 66% of Alberta Centennial Scholarships are provided to women;
- Government has been actively working with natural and energy resource-based companies to ensure that women's employment plans are created for all resource development projects in Newfoundland and Labrador. In a first for the province in an offshore development, the Hebron Benefits Agreement requires the development and implementation of a Gender Equity and Diversity Program for the Hebron Project;
- A priority of government is to ensure all necessary steps are taken to break down barriers in the skilled trades, a sector traditionally dominated by men, and since 2004, the number of women registering for apprenticeship entry-level programs in non-traditional trades is up by 35 per cent.

# Making Newfoundland and Labrador a Province of Choice for Young People

On June 5, 2008, the Provincial Government announced its commitment to develop a Youth Retention and Attraction Strategy to counter the negative impacts of youth out-migration, strengthen the labour market, and support the economic development and growth of the province. Human Resources Labour and Employment is playing the lead role in this exciting initiative.

To support the development of the strategy, a 19-member Youth Advisory Panel with province-wide representation has been struck to provide input and guidance, and to assist with the project's research design and development of materials.

During September and October, the Canadian Policy Research Network (CPRN) conducted 13 dialogue sessions with youth across the province, as well as in Alberta and Ontario. A provincial youth summit was also held. The goal was to determine what these young adults are prepared to support and recommend to the Provincial Government in guiding the development of the Youth Retention and Attraction Strategy.

"It's exciting to see the Provincial Government acting on youth out-migration and I am glad to be part of the process," said Remzi Cej, Youth Advisory Panel member. "The Youth Advisory Panel is a testament to youth being proactive about their future in this province. Being a part of it is inspiring and it shows how much youth care about Newfoundland and Labrador."

During November and December measures were taken to seek input from interested parties and stakeholders, including a website ([www.youth.gov.nl.ca](http://www.youth.gov.nl.ca)) where individuals could provide feedback through an online survey. The response was overwhelmingly positive!

In spring 2009, CPRN will submit final report to government with policy recommendations on making Newfoundland and Labrador a province of choice for young people to live and work. We anticipate the Provincial Government will release the Youth Retention and Attraction Strategy for Newfoundland and Labrador in late spring 2009.

The provincial government has invested over \$5 million to support the Youth Retention and Attraction Strategy.

**For more information visit  
[www.youth.gov.nl.ca](http://www.youth.gov.nl.ca)**



## Iron Ore Company Weathering The Storm to Come Out Strong



In recent times, IOC has dedicated much energy to the recruitment and development of a world class employee base. While recognizing the important contribution of our long term employees, we have also been proactively recruiting new employees locally and nationally. While no one can predict the duration of the current economic conditions, IOC remains focused on retaining and developing a world class workforce through maintaining a focus on our values of safety. Acknowledging it's not business as usual, we are focusing on the things we can control and using this opportunity to prepare for the upswing.

- continuing to focus on the important things – respect, safety and productivity;
- maintaining regular, open communication with all our stakeholders, employees, unions, communities and customers;
- taking the time to assist in understanding the impact of the global marketplace on our business and the direction the company is taking to preserve our business and the local economy/jobs;
- ensuring all groups understand that despite changing conditions, IOC remains committed to employing and developing our people
- having proactive dialogue with post-secondary institutions to ensure they understand our situation in the short term, while preserving the relationship for the long term;
- recruiting for critical roles instead of halting all recruitment activities;
- continuing our commitment on a smaller scale to graduates/co-op students/pre-employment apprentices;
- working with government to explore continuous improvements in the apprenticeship area; local delivery of block training; increased seats for block training during summer shutdown;
- delivering safety leadership training to ensure our commitment to safety as a value is not lost in the often quick reactions of companies to eliminate what is seen as non-essential—safety is essential regardless of the economic climate;
- redeployment of people, decreased contractors, temps, and cost savings as a first option where possible, rather than layoffs—this demonstrates the value we place on our people...not just another cost to be controlled.

Heather Bruce-Veitch  
Manager  
Human Resources & Organizational Effectiveness

**For more information visit  
[www.ironore.ca](http://www.ironore.ca)**

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