



Job Vacancy Report

2016

Contents

Introduction: Newfoundland and Labrador Job Vacancies in 2016	1
Report Highlights	2
When Were Most Job Ads Posted?	4
Where Were the Jobs?	5
What Were the Top Posting Industries?	9
What Skills Levels Were in Demand?	11
The Most Frequently Posted Occupations	16
Summary	26
Noteworthy Questions Regarding Job Vacancies in 2016	28
Appendix: Job Vacancy Region Descriptions	33
Have Questions?	37
Notes	38

Figures

Figure 1: Job Ads by Quarter	4
Figure 2: Map of Job Vacancy Regions	5
Figure 3: Job Ads by Region	6
Figure 4: Share of Provincial Population (15-64 years) and Job Ads	7
Figure 5: Share of Provincial Population and Top 10 Communities with Job Ads	8
Figure 6: Top 10 Industries with Job Ads	9
Figure 7: Management/Post-Secondary Required Job Ads by Region	15
Figure 8: Top 10 Job Ads	17
Figure 9: Top 10 Management-Level Job Ads	20
Figure 10: Top 10 Job Ads Requiring a University Degree	22
Figure 11: Top 10 Job Ads Requiring a College Diploma/Certificate or Apprenticeship Training	23
Figure 12: Top 10 Job Ads Requiring a High School Diploma or Equivalent	24
Figure 13: Top 10 On-the-job Training Job Ads	25

Tables

Table 1: Occupational, Industrial, Skill Level and Geographical Coding Systems Used in this Report	1
Table 2: Distribution of Job Vacancies by Skill Level and Region	14
Table 3: Top Five Occupations Advertised by Region	18

Introduction: Newfoundland and Labrador Job Vacancies in 2016

Job Vacancy Report 2016 includes the number and types of job vacancies recorded in Newfoundland and Labrador in 2016.

This latest report is derived from data on job postings collected by the Department of Advanced Education, Skills and Labour. Some key sources accessed to collect this data during 2016 included:

- JobBank.gc.ca;
- CareerBeacon.com;
- Government of Newfoundland and Labrador's Human Resource Secretariat website;
- The Telegram; and
- Regional newspapers in Newfoundland and Labrador.

Together, these sources offer considerable coverage of the types of public job ads being posted in the province. Because this coverage is based on publicly accessible sources, it does not capture all relevant job vacancy data. Employers who post only on their companies' websites, for example, are not captured. Likewise, internal recruitment opportunities would not be included in the department's job vacancy monitoring activities.

Relevant and useful information is recorded for each job ad, including details such as:

- 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 reviewed and coded for standard occupational, industrial, skill level and geographical categories, so that future analysis can be carried out. The coding systems used for this analysis are listed in Table 1.

Table 1: Occupational, Industrial, Skill Level and Geographical Coding Systems Used in this Report

Category	System Used
Occupations	National Occupational Classification (2011) http://noc.esdc.gc.ca/English/home.aspx
Industries	North American Industry Classification (2011) www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=118464
Skill Levels	National Occupational Classification Matrix http://noc.esdc.gc.ca/English/NOC/matrix.aspx?ver=118val65=*
Geographies	Please see Appendix of this report

Each month, relevant data is collected and compiled. As part of this effort, 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.

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 providing useful data on jobs by region, industry, occupation and skill level, Job Vacancy Report 2016 offers individuals another valuable tool to address labour market needs.

Report Highlights

The Department of Advanced Education, Skills and Labour recorded a total of 14,180 job ads in 2016. This represents a consistent decrease in the number of job vacancies within the province since the first job vacancy report was published (for the year 2014). Job Vacancy Report 2016 also noted:

- The April to June 2016 quarter had slightly more job ads than other quarters (29 per cent of all ads) while the October to December 2016 quarter had slightly less (21 per cent). Nevertheless, each quarter had over 20 per cent of the total job vacancies recorded throughout the year.
- The largest share of publicly posted job ads are located in regions and communities that are urban and/or have a larger labour force population base; specifically, the largest share of job ads in 2016 were located in the Northeast Avalon Region (50.8 per cent), with the majority of these jobs located in the St. John's area (38.1 per cent).

**Job Vacancy Report 2016 offers
individuals another valuable tool
to address labour market needs.**

- The Retail Trade industry continues to post the most job ads, followed by Other Services (Except Public Administration)¹; Health Care and Social Assistance²; and Accommodation and Food Services. These four industries comprised over half of all job ads for the province in 2016 (55.5 per cent) and also had the most vacancies in previous reports issued by the Department.
- At the regional level, six regions of the province had Health Care and Social Assistance as the industry posting the most job ads while three others had Retail Trade as the industry with the most frequently posted job ads.
- Over half of the jobs posted in 2016 (55.6 per cent) were in management occupations or required a post-secondary education (e.g., a university degree, a college diploma or apprenticeship certification). Many 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 job ads in management occupations or requiring a post-secondary education was St. Anthony - Port aux Choix (65.5 per cent). The region with the smallest percentage was Corner Brook - Rocky Harbour (49.5 per cent). All other regions had between 50 and 60 per cent of their job ads requiring such skill levels.
- The most commonly posted occupation in 2016 was retail salespersons, followed by: cooks; cashiers; home support workers and related occupations; and food counter attendants, kitchen helpers and related occupations.
- Seven regions of the province had retail salespersons as their most frequently posted occupation while one had registered nurses, one had home support workers and related, and one had cashiers as the most frequently posted occupation. All regions had one or more of the five most commonly posted occupations for the province in their own respective top five occupations.
- The top occupation in the province at the management level was for retail and wholesale trade managers. At the same time, the overall top 10 occupations in management during 2016 reflected a diverse range of educational requirements and experience levels.

¹ 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.

² Health Care 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.

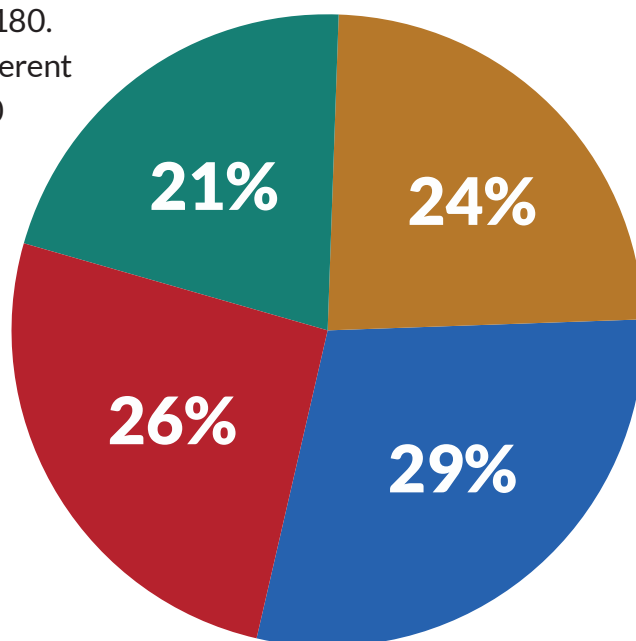
- The top occupation requiring a university education was college and other vocational instructors (followed closely by registered nurses and registered psychiatric nurses). Similar to the case for management occupations, the overall top 10 occupations requiring university education in 2016 covered a number of different disciplines (e.g., engineering, business, information technology, education and health).
- The top occupation requiring a college education or apprenticeship training in 2016 was cooks. As seen in other categories of occupations requiring post-secondary, the top 10 occupations in this category covered a wide range of fields (health, sports and recreation, trades, food service, and business).
- The top occupation requiring secondary school and/or occupation-specific training was retail salespersons. This occupation accounted for over one-fifth of the total job ads in this category (22.6 per cent), considerably more than any other occupation requiring secondary school and/or occupation-specific training.
- The top occupation where on-the-job training is provided was cashiers (followed by food counter attendants, kitchen helpers and related occupations). These two occupations, in conjunction with light duty cleaners, construction trades helpers and labourers, and janitors, caretakers and building superintendents, made up a significant share of all job ads in this category (almost 69 per cent).

When Were Most Job Ads Posted?

Figure 1: Job Ads by Quarter

The total number of job ads recorded in 2016 was 14,180. Analysis of the number of job ads recorded during different quarters of 2016 shows that each quarter had over 20 per cent of the total year's job ads. April to June had slightly more job ads (4,122, or 29 per cent) while the October to December quarter had less (2,913, or 21 per cent). Generally speaking, a large number of job vacancies were recorded in all quarters.

- January - March 2016
- April - June 2016
- July - September 2016
- October - December 2016



Where Were the Jobs?

For the purposes of this report, the province has been divided into 10 regions. A detailed breakdown of regions, including communities within each, is contained in the Appendix of this report.

Figure 2: Map of Job Vacancy Regions

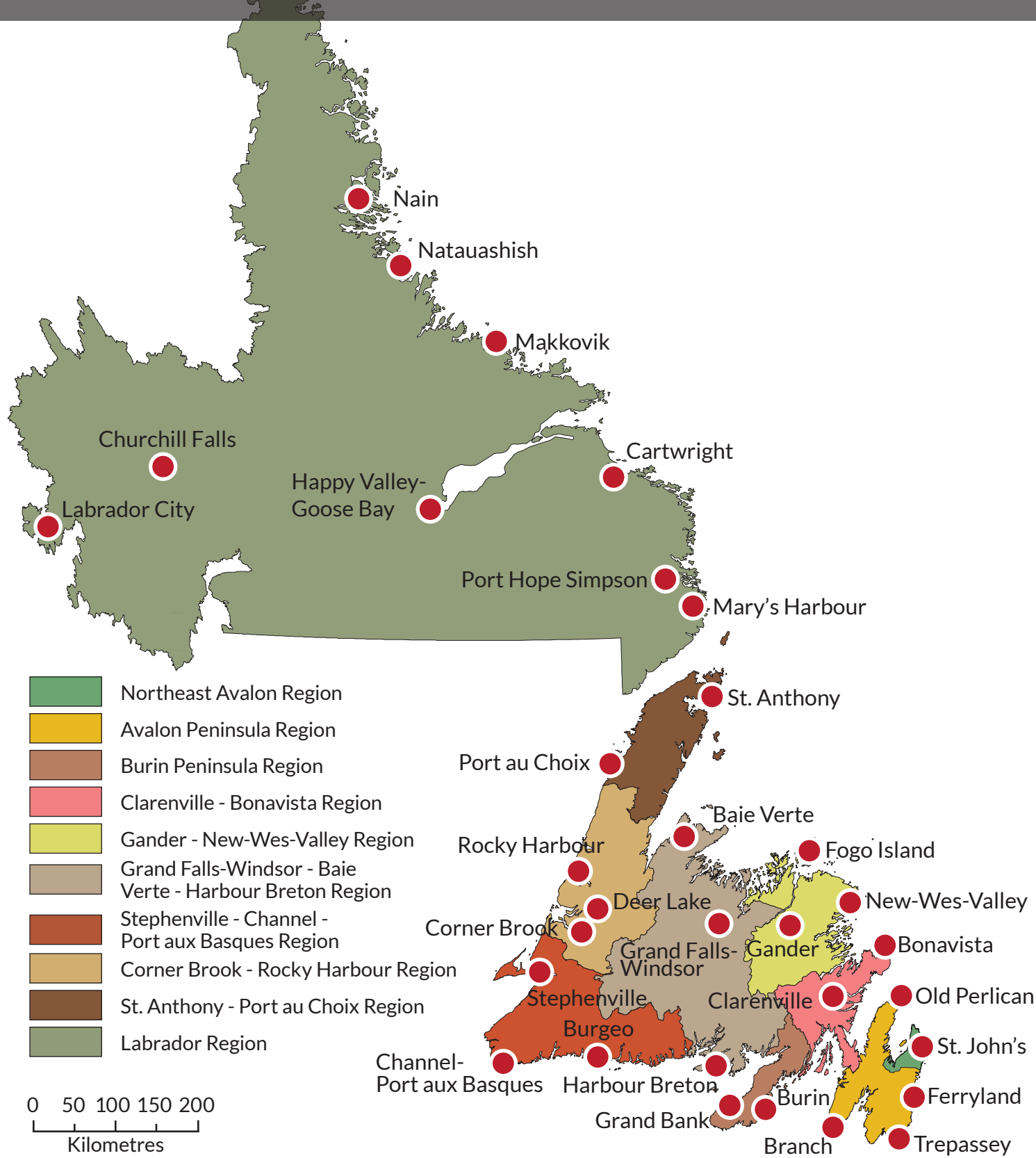
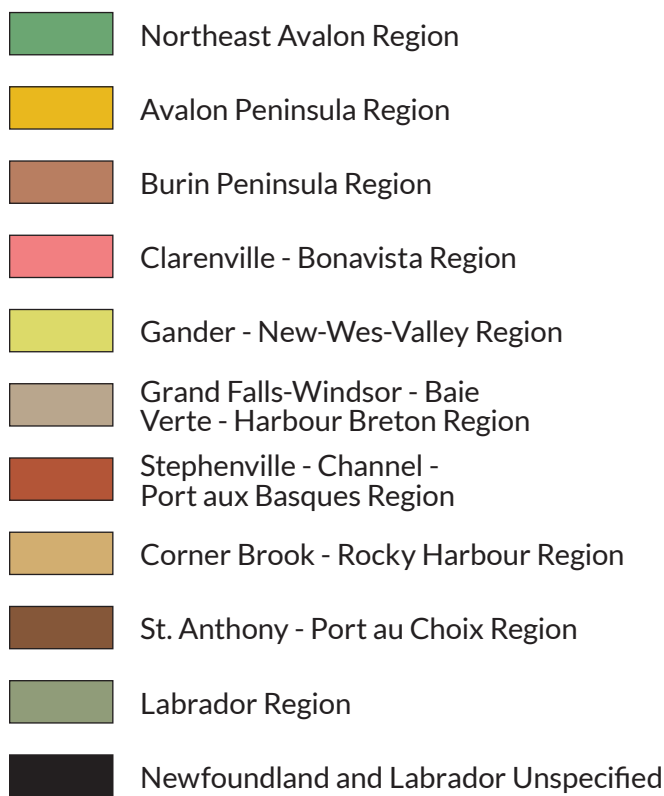
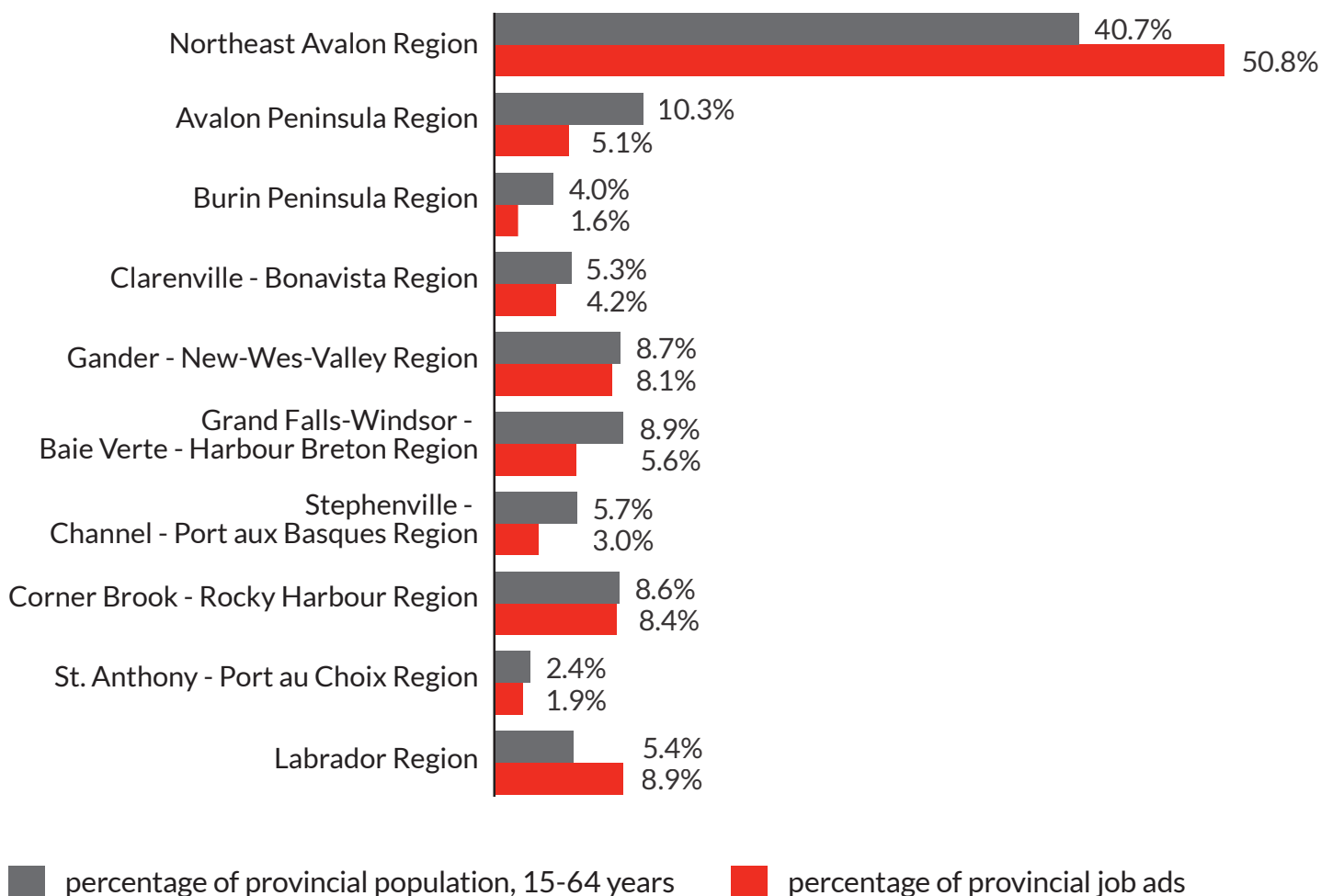


Figure 3: Job Ads by Region



Although job ads were recorded for all regions, the majority (almost 51 per cent) were posted for the Northeast Avalon Region. After the Northeast Avalon Region, the regions with the highest percentage share of job ads were the Labrador Region (8.9 per cent), Corner Brook - Rocky Harbour Region (8.4 per cent), and the Gander New-Wes-Valley Region (8.1 per cent). All other regional categories each had less than a six per cent share of the total job vacancies in 2016, including 2 per cent of job ads where the region within the province was unspecified in the original posting (i.e., “Newfoundland and Labrador Unspecified”).

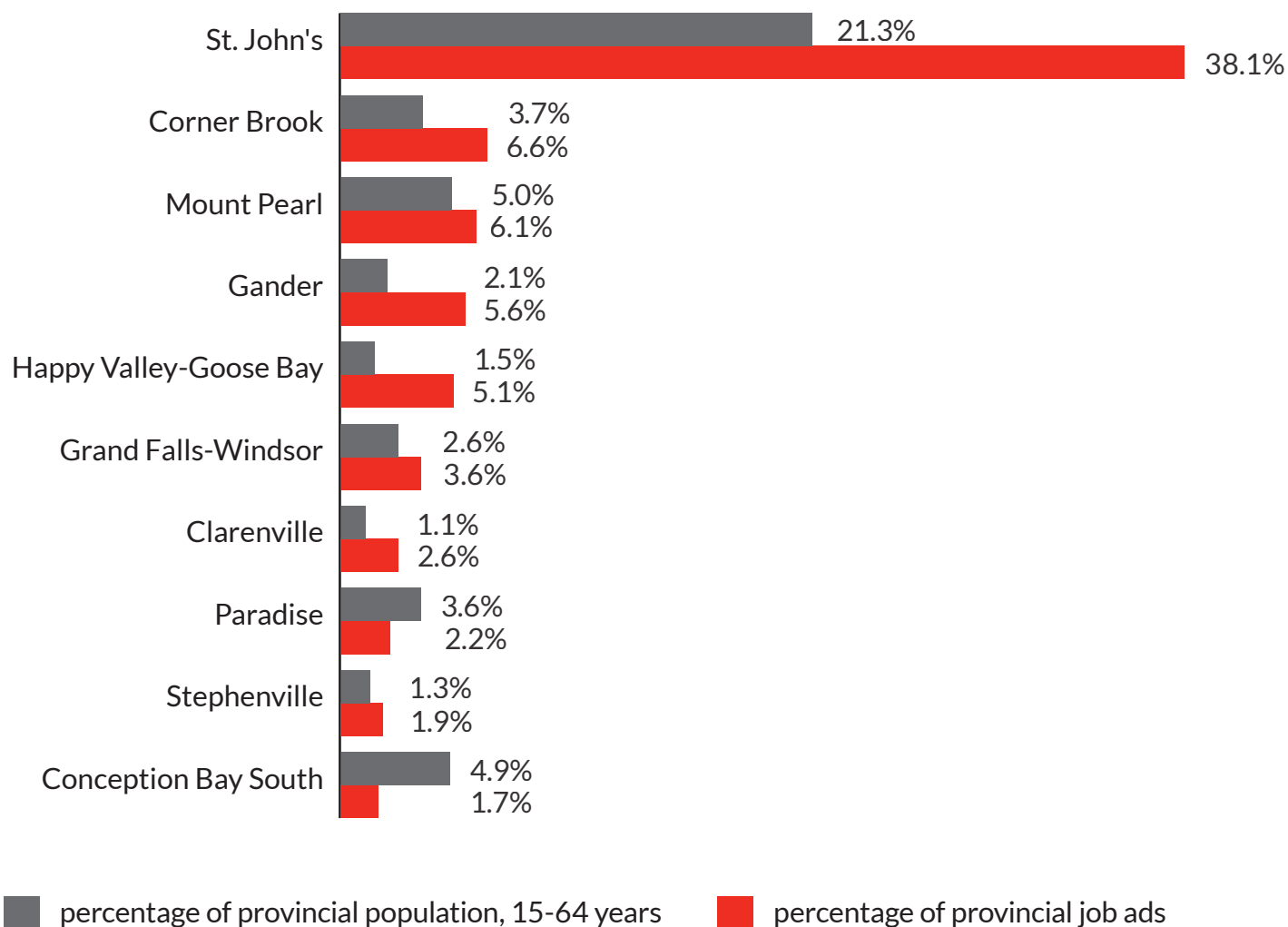
Figure 4: Share of Provincial Population (15-64 years) and Job Ads



As noted in previous reports, job vacancies tend to be greater in urban areas. Only two regions in the province 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 and the Labrador Region, both regions with higher levels of economic activity than other parts of the province.

³ Obtained from the 2011 Census, Statistics Canada (compiled by and obtained from the Community Accounts website, Newfoundland and Labrador Statistics Agency, Department of Finance).

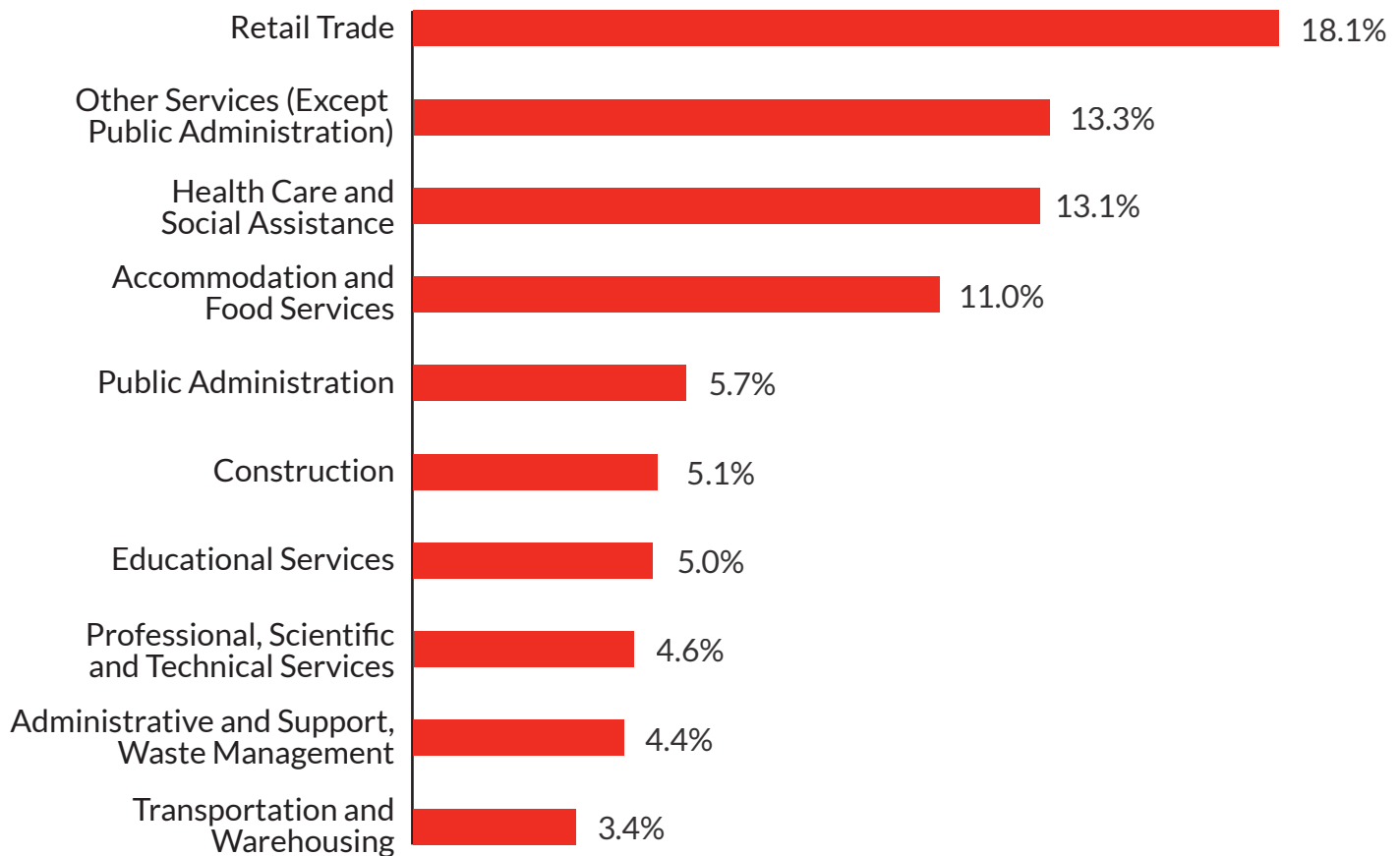
Figure 5: Share of Provincial Population and Top 10 Communities with Job Ads



Analysis of communities where job postings were recorded supports the notion that the largest number of job ads is located within the urban or service centres of Newfoundland and Labrador. Specifically, St. John's had considerably more job ads than all other communities in 2016 (38.1 per cent), followed by Corner Brook (6.6 per cent), Mount Pearl (6.1 per cent), Gander (5.6. per cent) and Happy Valley-Goose Bay (5.1 per cent). These all represent notable urban areas and/or regions that have a larger population of those in the labour force age. The trend towards greater job ads in urban areas is a consistent one, observed at both the regional and community level. These areas retain the largest number of job postings, possibly as a result of their more diversified economic base.

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, they are also more common in specific industries within Newfoundland and Labrador. Similar to previous years, jobs were posted across the full range of industries during 2016.

The largest number of job ads in the province was posted for:

- Retail Trade;
- Other Services (Except Public Administration)⁵
- Health Care and Social Assistance⁶, and
- Accommodation and Food Services.

⁴ The industry groupings used throughout this report are from the North American Industry Classification System (NAICS) 2012 used by Statistics Canada.

⁵ Please see footnote 1 on page three of this report.

⁶ Please see footnote 2 on page three of this report.

These particular industries have also been the most heavily represented in previous job vacancy reports, consistently accounting for over half of all job ads each year since 2014. The greater percentage of job ads in these industries may be reflective of many different types of forces impacting demand. For example, the large number of ads in Health Care and Social Assistance may be an indicator of an increased need for health professionals (possibly due to an older population) combined with challenges in finding the people with the skills required to do the work required in this industry.⁷ It is also worth noting that some of these industries (such as Accommodation and Food Services) likely 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 may vary considerably from one industry to the next. This trend is continuing despite recent shifts in the provincial economy.

Furthermore, there were notable regional differences in 2016 with respect to which industries posted the largest number of job ads. As an example, for six of the regions, the industry with the most job ads was Health Care and Social Assistance. These regions were (as a percentage of ads):

- St. Anthony - Port au Choix Region (36);
- Gander - New-Wes-Valley Region (35.8);
- Grand Falls-Windsor - Baie Verte - Harbour Breton Region (28.7);
- Burin Peninsula Region (21.6);
- Avalon Peninsula Region (16.7); and
- Labrador Region (15.1).

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

- Clarendville - Bonavista Region (25.6);
- Corner Brook - Rocky Harbour Region (25.4); and
- Northeast Avalon Region (18.8).

The Stephenville - Channel - Port aux Basques Region was the only region to have Other Services (Except Public Administration) with the most job ads (18.1 per cent). Again, these regional differences in industries posting the most job ads are likely resulting from many regional factors influencing both demand (e.g., a larger number of older residents with increasing health care needs) and supply (e.g., a smaller proportion of skilled or younger workers in the region's population to meet existing industry needs). For instance, regions having Retail Trade as the industry with the most job ads are typically urban areas where there are a greater number of businesses in Retail Trade (some of which require large numbers of staff and/or face a greater probability of employee turnover, both of which would lead to a higher number of vacancies in that industry). In contrast, more rural regions would have fewer businesses in Retail Trade, but also

⁷ 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.

greater needs in Health Care and Social Assistance (due to their generally older populations) combined with greater potential challenges recruiting individuals with the necessary education and training to meet this demand. As an example, rural regions such as St. Anthony - Port au Choix and Gander - New-Wes-Valley each had over 35 per cent of their total job ads in 2016 in the Health Care and Social Assistance sector.

Current trends in industry job ads suggest that labour demands remain present throughout the province and may be arising for a number of reasons. The prominent demands in the Health Care and Social Assistance industry, particularly in more rural regions, is a good example of the types of employment opportunities that can be expected to increase over time. As older residents of the province retire and there are fewer young people to fill their positions, one can anticipate demands to increase across a number of additional sectors; in order to replace workers lost through retirements, as well as to fill any new demands arising from employment expansion.

What Skills Levels Were in Demand?

Occupations are categorized according to the general skill level required. All occupations can be classified into one of the following five 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 noted in Table 1 of this report, occupations are assigned their appropriate skill level categorization based upon their corresponding National Occupational Classification codes.⁸ Occupations at university, college or apprenticeship training levels can also 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. The last category, management-level occupations, is 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.

⁸ The occupational groupings used throughout this report are from the National Occupational Classification 2011 used by Statistics Canada.

Working with this classification system, the distribution of skill levels among all job ads posted in Newfoundland and Labrador during 2016 was as follows (with only 0.3 per cent not able to be classified):

- 10.6 per cent of job ads were management-level;
- 14.6 per cent were university level;
- 30.4 per cent were college/apprenticeship training level;
- 29.9 per cent were high school or equivalent level; and
- 14.2 per cent were on-the-job training level.

In total, over half of the jobs posted in 2016 were for management/post-secondary required jobs (55.6 per cent). Additionally, a number of job vacancies were 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 for their postings in 2016 were:

Management-level Job Ads

- Administrative and Support, Waste Management and Remediation Services (18.2 per cent);
- Public Administration (16.6 per cent); and
- Educational Services (16.1 per cent).

University-level Job Ads

- Educational Services (44.6 per cent)
- Professional, Scientific and Technical Services (35.9 per cent); and
- Health Care and Social Assistance⁹ (35.8 per cent).

College/Apprenticeship-level Job Ads

- Management of Companies and Enterprises (60 per cent);
- Construction (53 per cent); and
- Utilities (51.7 per cent).

Job Ads Requiring Only High School or Equivalent:

- Wholesale Trade (52.3 per cent);
- Transportation and Warehousing (47.1 per cent); and
- Retail Trade (47.1 per cent).

Job Ads Where On-the-job Training is Usually Provided

- Real Estate and Rental and Leasing (37.3 per cent);
- Accommodation and Food Services (29.7 per cent); and
- Retail Trade (23.6 per cent).

⁹ Please see footnote 2 on page three of this report.

Note that many of the industries highlighted previously in this report are represented on this list as well. Most notably, Health Care and Social Assistance is third 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 speaks again to how skill mismatches are more likely to arise in some industries compared to others (e.g., jobs in health care require much more education and skills than the majority of jobs in Retail Trade).

Likewise, the list shows a diverse range of industries represented at all skill levels. Some, such as construction, would largely fall into a single category (i.e., college/apprenticeship-level job ads) whereas other industries might have job ads which fall under multiple skill levels (Educational Services and Retail Trade being the most notable examples from the current list). This confirms that the Newfoundland and Labrador economy continues to be diverse in terms of its industries and requirements, and that opportunities remain available for workers across a wide range of skill levels within the province (and even within select industries).

**The Newfoundland and Labrador
economy continues to be diverse in terms
of its industries and requirements.
Opportunities remain available for
workers across a wide range of skill
levels within the province.**

Table 2: Distribution of Job Vacancies by Skill Level and Region

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
Management Occupations	11.4%	7.3%	9.7%	13.0%	8.1%	7.0%
Occupations Usually Requiring a University Degree	18.5%	33.1%	12.3%	13.2%	22.5%	18.9%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	30.0%	25.1%	27.6%	31.6%	27.5%	27.5%
Occupations Usually Requiring a High School Diploma and/ or Occupation-specific Training	28.8%	27.3%	35.7%	31.6%	29.6%	32.5%
Occupations Requiring On-the-job Training	10.9%	7.3%	14.7%	10.4%	12.3%	14.1%
Unknown Skill Level	0.5%	0.0%	0.1%	0.2%	0.0%	0.1%
Total	100%	100%	100%	100%	100%	100%
Skill Level	Clareville - Bonavista	Burin Peninsula	Avalon Peninsula	Northeast Avalon	Newfoundland and Labrador Unspecified	Province
Management Occupations	10.5%	6.5%	7.5%	11.7%	15.5%	10.6%
Occupations Usually Requiring a University Degree	13.2%	16.9%	12.6%	12.1%	18.3%	14.6%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	34.3%	33.3%	32.4%	30.9%	41.4%	30.4%
Occupations Usually Requiring a High School Diploma and/ or Occupation-specific Training	26.4%	32.9%	27.2%	29.6%	19.1%	29.9%
Occupations Requiring On-the-job Training	15.1%	10.0%	20.2%	15.3%	5.4%	14.2%
Unknown Skill Level	0.5%	0.4%	0.1%	0.4%	0.4%	0.3%
Total	100%	100%	100%	100%	100%	100%

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

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

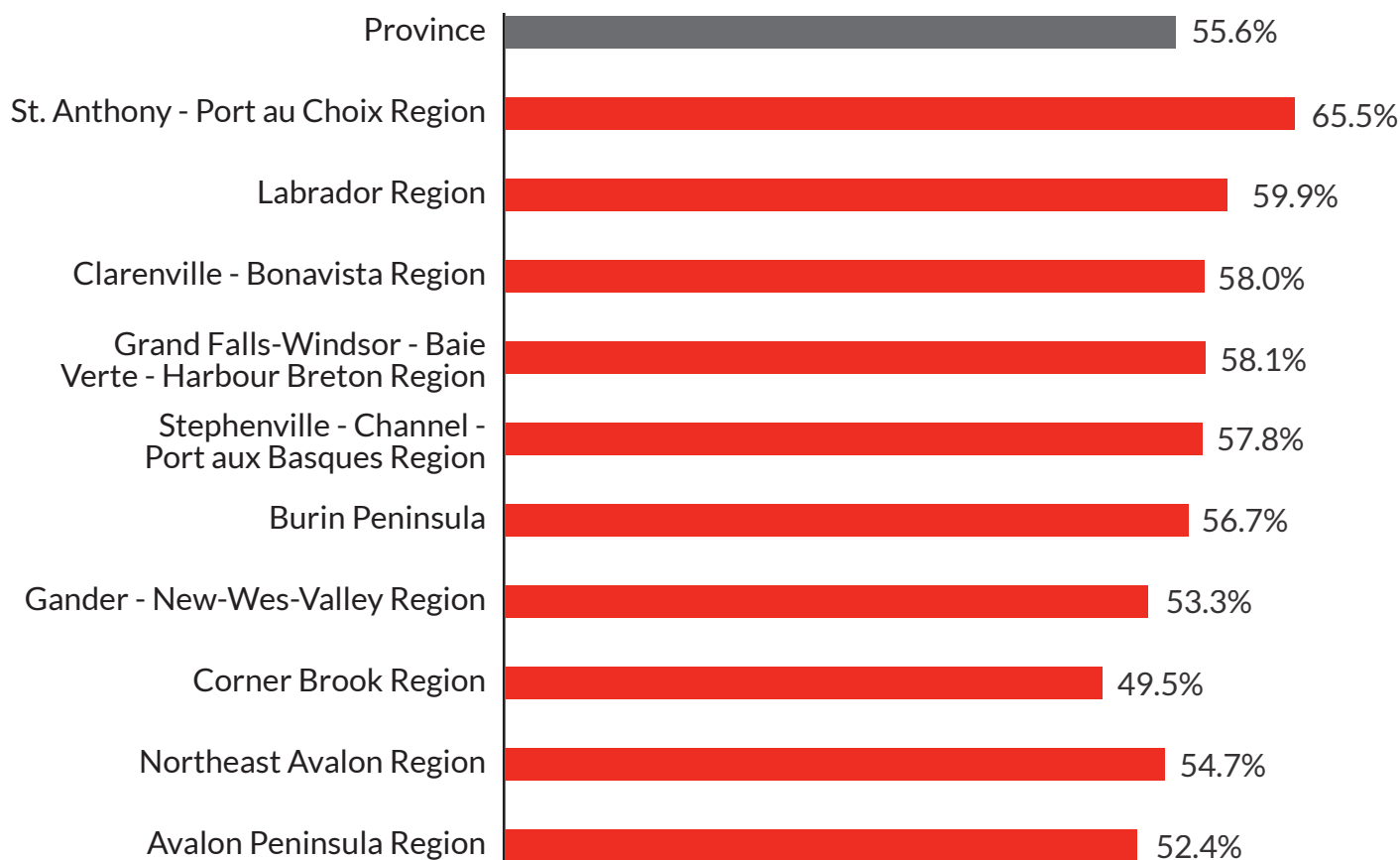


Table 2 shows the distribution of skill levels observed in 2016 job postings for different regions of the province (with only a very small percentage of job ads - less than one per cent - unable to be coded for such skill level). Similarly, Figure 7 looks at the broader skill level of management/post-secondary required as it relates to job ads in the regions. In 2016, the St. Anthony - Port au Choix Region had the highest percentage of job ads for management/post-secondary required jobs (65.5 per cent). Not surprisingly, this greater skill level requirement is directly tied to industries and occupations most in demand in the region - specifically, a high proportion of job ads occurring in Health Care and Social Assistance (including occupations such as nurses, general medical practitioners and specialist physicians). A previous analysis in this report also noted that the Health Care sector was one of the most prominent with job ads requiring university education, meaning a higher representation of post-secondary required jobs in those regions where health care demand is especially high (as is the case for the St. Anthony - Port au Choix Region).

On the other end of the range, the Corner Brook - Rocky Harbour Region had only 49.5 per cent of its jobs in occupations related to management or requiring some post-secondary credential. Looking back at the most common industries posting job ads in this region, the top two were Retail Trade and Accommodation and Food Services. These are two industries which traditionally have a higher

percentage of jobs in the no post-secondary required categories; thus, it follows that the region also has a lower percentage for higher skill levels to meet existing demands. In contrast to the St. Anthony - Port au Choix and Corner Brook - Rocky Harbour Regions, all other regions of the province had between 50 and 60 per cent of their job ads for management occupations or for occupations requiring some post-secondary credential.

The Most Frequently Posted Occupations

In addition to region, industry, and skill level, job ads can also be analyzed based on occupation; that is, from the perspective of which occupations were most highly represented in job ads. Looking at the 14,180 job ads posted in 2016, retail salespersons and sales clerks was the most frequently appearing occupation (accounting for 6.7 per cent of all job ads in the province). This category was followed by:

- cooks;
- cashiers;
- home support workers and related occupations;
- food counter attendants, kitchen helpers and related occupations; and
- retail and wholesale trade managers.

Figure 8 shows the 10 most frequently posted occupations during 2016. Some of the fields commonly associated with these occupations are retail (e.g., salespeople, managers in retail and wholesale trade), food services (e.g., cooks, food counter attendants and servers), education (e.g., college and vocational instructors) and health (e.g., nurses, home support workers). This speaks to the general diversity of occupations represented in the Newfoundland and Labrador economy. The list also provides insight into which types of occupations remain in demand at the current time. Most notably, retail trade and health occupations occupy high spots on the list, for reasons already considered earlier in this report (e.g., employee turnover relative to existing demands, skill mismatches, changes in population needs, etc.). Occupations associated with food services are high on this list and would likely face many of the same challenges as in retail trade (in particular, a higher degree of employee turnover and therefore a higher degree of replacement demand). Occupations related to education, on the other hand, are tied to larger demands in specific areas of the province.

Reviewing the top occupations within regions, some occupations were more commonly posted in job ads in certain regions of the province compared to others (see Table 3). For instance, retail salespersons was the most posted job category in the following seven regions of the province:

1. Labrador Region;
2. Corner Brook - Rocky Harbour Region;
3. Stephenville - Channel - Port aux Basques Region;
4. Grand Falls-Windsor - Baie Verte - Harbour Breton Region;
5. Clarenville - Bonavista Region;
6. Burin Peninsula Region; and
7. 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, and cashiers was the most frequently posted in the Avalon Peninsula Region. Finally, St. Anthony - Port au Choix Region was the only region to have registered nurses and registered psychiatric nurses as the occupation with the most number of 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). Health occupations were less represented in some regions (in particular, urban areas such as the Corner Brook - Rocky Harbour Region and the Northeast Avalon Region); however, they also tended to be heavily represented in other regions (most notably, the St. Anthony - Port au Choix Region, the Grand Falls-Windsor - Baie Verte - Harbour Breton Region and the Gander - New-Wes-Valley Region). Job ads for occupations in education were well-represented overall but tended to be more heavily associated with specific regions rather than all areas equally (e.g., St. Anthony - Port au Choix Region, Stephenville - Channel - Port aux Basques Region, Burin Peninsula Region and the Avalon Peninsula Region).

Figure 8: Top 10 Job Ads

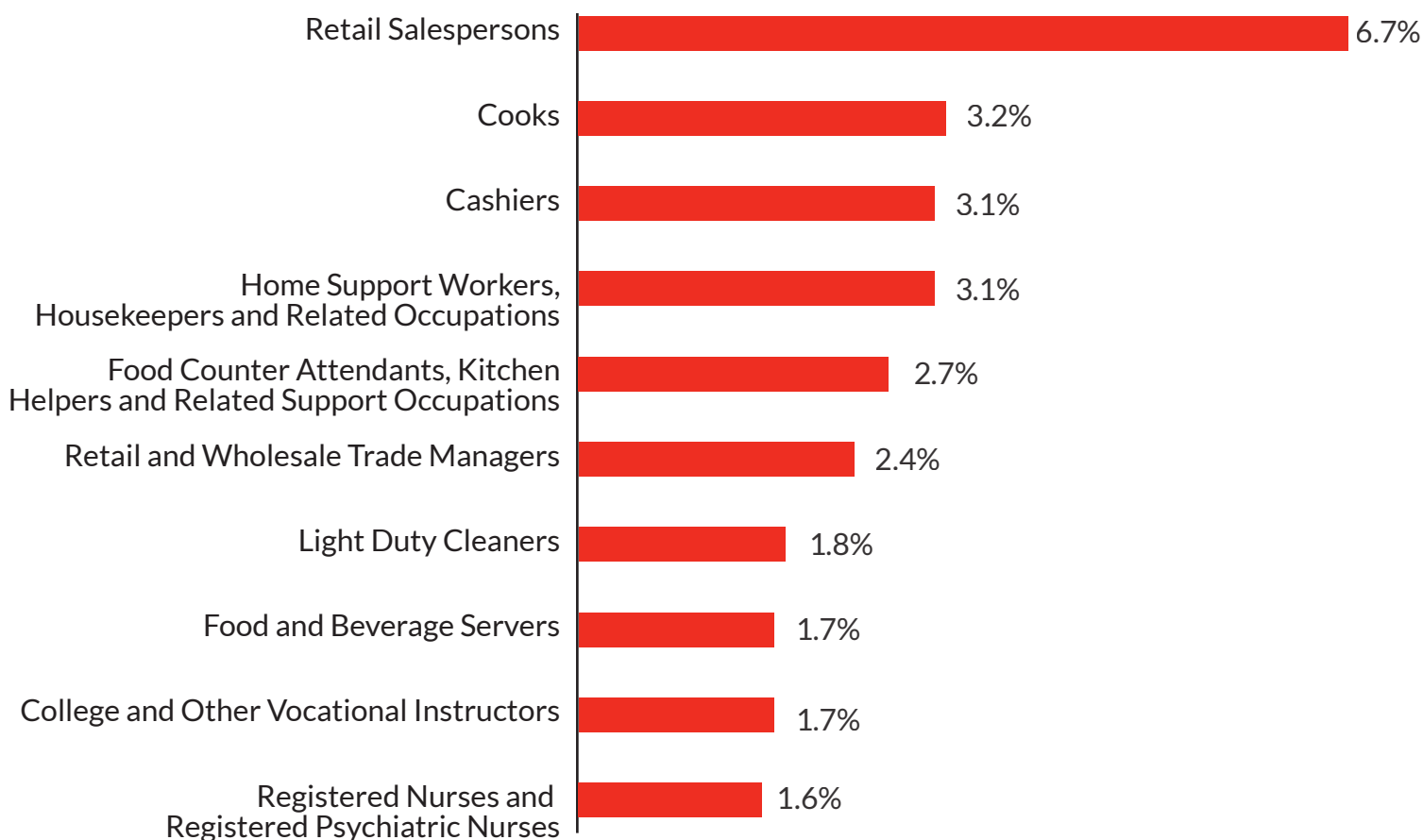


Table 3: Top Five Occupations Advertised by Region

Labrador Region	
Retail Salespersons	4.8%
Cooks	3.5%
Registered Nurses and Registered Psychiatric Nurses	3.3%
Cashiers	2.3%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	2.3%

Clareville - Bonavista Region	
Retail Salespersons	7.2%
Cashiers	6.0%
Retail and Wholesale Managers	4.2%
Cooks	4.0%
College and Other Vocational Instructors	2.7%

Corner Brook - Rocky Harbour Region	
Retail Salespersons	10.7%
Cooks	3.9%
Food and Beverage Servers	3.6%
Cashiers	3.4%
Retail and Wholesale Trade Managers	3.4%

Avalon Peninsula Region	
Cashiers	4.7%
Home Support Workers, Housekeepers and Related Occupations	4.6%
Retail Salespersons	4.5%
College and Other Vocational Instructors	3.6%
Retail and Wholesale Managers	2.6%

Grand Falls-Windsor - Baie Verte - Harbour Breton Region	
Retail Salespersons	8.6%
Registered Nurses and Registered Psychiatric Nurses	7.3%
Home Support Workers, Housekeepers and Related Occupations	5.3%
Specialist Physicians	3.1%
Cashiers	2.8%

St. Anthony - Port au Choix Region	
Registered Nurses and Registered Psychiatric Nurses	7.3%
Specialist Physicians	5.5%
College and Other Vocational Instructors	5.1%
Cooks	4.7%
General Practitioners and Family Physicians	4.4%

Stephenville - Channel - Port aux Basques Region	
Retail Salespersons	8.1%
College and Other Vocational Instructors	4.6%
Home Support Workers, Housekeepers and Related Occupations	3.2%
Cooks	3.2%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	2.8%

Burin Peninsula Region	
Retail Salespersons	8.7%
Home Support Workers, Housekeepers and Related Occupations	7.4%
College and Other Vocational Instructors	4.8%
Specialist Physicians	3.5%
Retail and Wholesale Managers	3.5%

Gander - New-Wes-Valley Region	
Home Support Workers, Housekeepers and Related Occupations	8.6%
Retail Salespersons	7.2%
Registered Nurses and Registered Psychiatric Nurses	5.2%
Specialist Physicians	4.2%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	3.8%

Northeast Avalon Region	
Retail Salespersons	6.5%
Cooks	3.4%
Cashiers	3.2%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	3.0%
Retail and Wholesale Managers	2.5%

Management-Level job advertisements

“Management-level” jobs are generally 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 2016 were for:

1. retail trade managers;
2. restaurant and food service managers;
3. financial managers;
4. facility operation and maintenance managers; and
5. construction managers;

Together, these five occupations made up close to half (44.9 per cent) of all management-level job ads in 2016. 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 2011 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 while jobs such as financial manager, construction manager, and engineering manager would be expected to 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 2016 were:

1. college and other vocational instructors;
2. registered nurses and registered psychiatric nurses;
3. specialist physicians;
4. financial auditors and accountants; and
5. other financial officers.

Together, these five occupations made up 40 per cent of all university-level job ads in 2016. Other fields are also well-represented in the top 10 occupations requiring university, including business (business development officers, financial auditors), information technology (systems analysts) and natural science (civil engineers). Thus, even though certain occupational fields are more heavily represented in this list, the top 10 covers a wide range of fields overall.

Note as well that, 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 2016 are taken into consideration). For example, civil engineers and business development officers both appear on this list but are not found on the list of top 10 occupations with job ads overall. On the other hand, some occupations on this list requiring university education also appear on the overall top 10 list for occupations (e.g., instructors as well as nurses).

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:

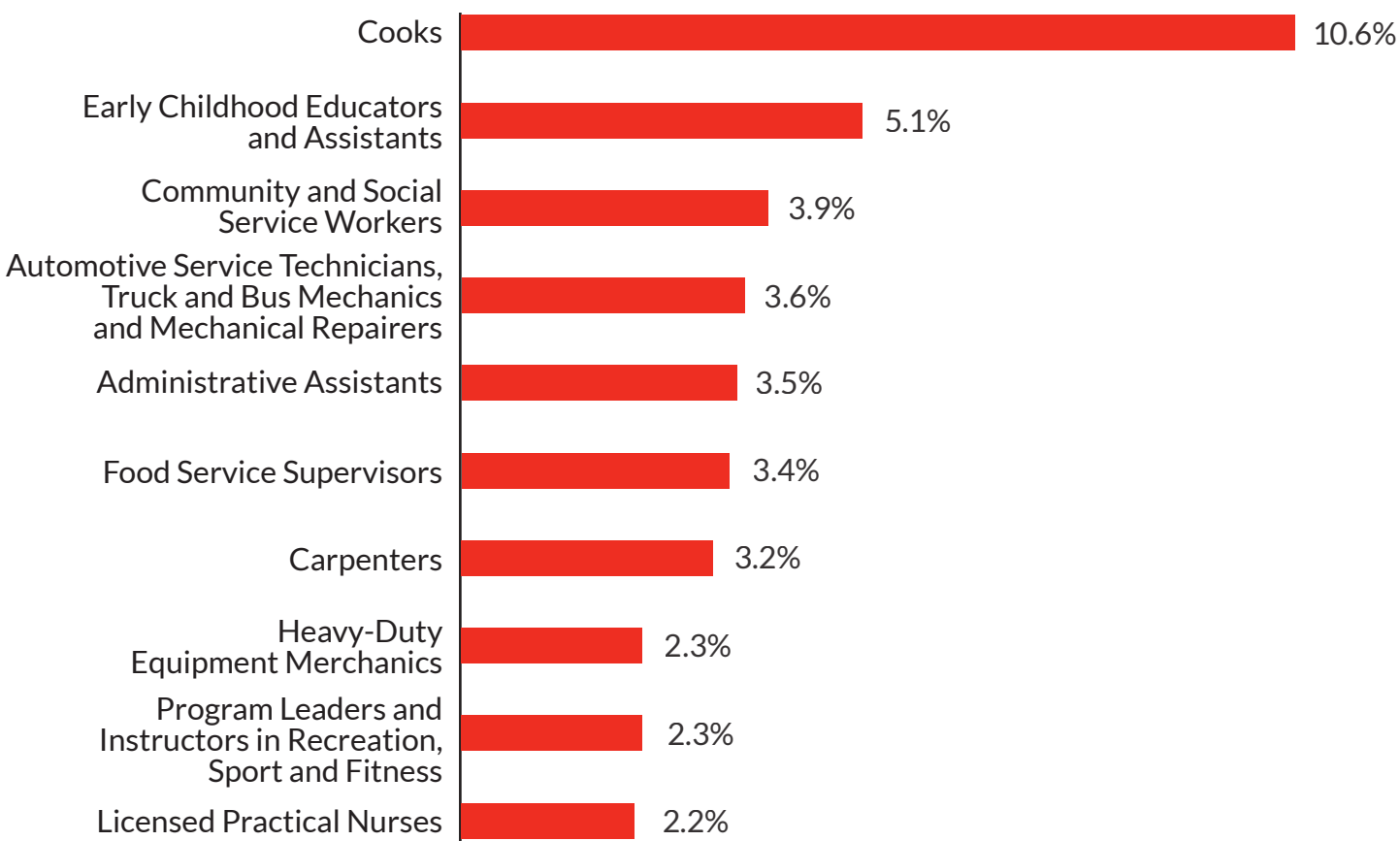
1. cooks;
2. early childhood educators and assistants;
3. community and social service workers;
4. automotive service technicians, truck and bus mechanics and mechanical repairers; and
5. administrative assistants.

Together, these five occupations made up over one-quarter (26.6 per cent) of all college/apprenticeship training-level job ads in 2016.

Within the top 10 list for this category, a number of occupational fields are represented, including trades (e.g., cooks, carpenters, heavy-duty equipment mechanics), education (e.g., early childhood educators and assistants), business (e.g., administrative assistants) and health (e.g., licensed practical nurses).

Most of the occupations on the top 10 list of occupations requiring college education or apprenticeship training do not show up on the overall top 10 list of occupations with the most job ads (cooks being the only exception). Furthermore, the fact that the top five occupations in this category only make up a quarter of all occupations requiring such education or training suggests that there are many more occupations represented in this category, each of which makes up a smaller percentage share of overall job ads. Further analysis of jobs confirms that this is the case (specifically, there were 176 occupations represented in the college education/apprenticeship training category, compared to 80 occupations for the university education category and 45 occupations for management jobs). This may be partly due to the more diverse number of program offerings in the college and apprenticeship system with direct applicability to the labour market.

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



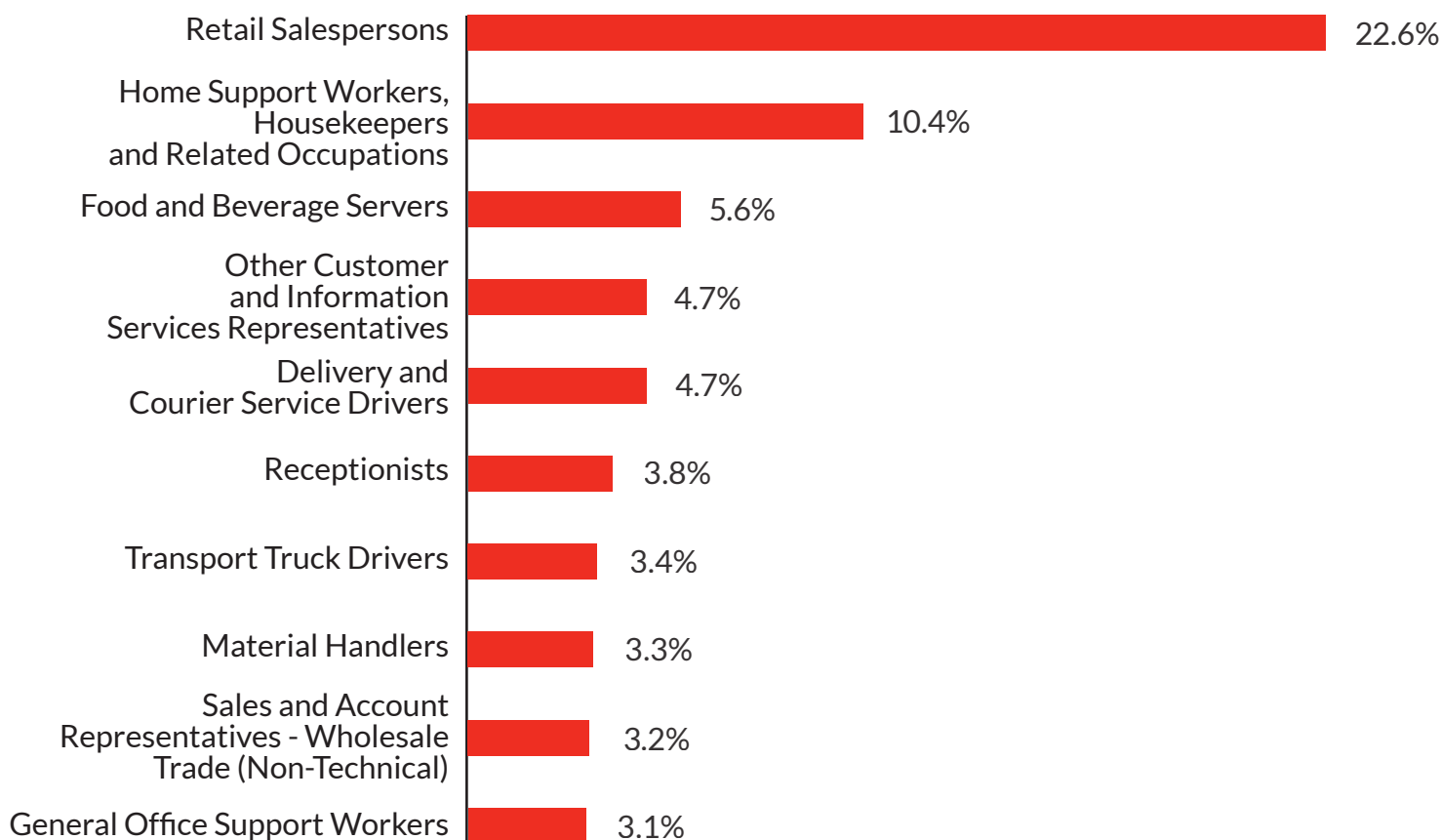
High School Diploma and/or Occupation-Specific Training job advertisements

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 2016 were:

1. retail salespersons;
2. home support workers and related occupations;
3. food and beverage servers;
4. other customer and information services representatives; and
5. delivery and courier service drivers.

Together, these five occupations made up just under half (48 per cent) of all high school education-level job ads in 2016. Again, a number of fields are represented in the top 10 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), transportation (e.g., truck and delivery drivers), and food service (e.g., servers). Certain domains of health care are also represented here (e.g., home support workers). Thus, even within the pool of jobs not requiring post-secondary, there remain 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 2016 were:

1. cashiers;
2. food counter attendants, kitchen helpers and related occupations;
3. light duty cleaners;
4. construction trades helpers and labourers; and
5. janitors, caretakers and building superintendents.

Combined, these five occupations made up over two-thirds (68.9 per cent) of all jobs in 2016 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 fewer other occupations where job ads are represented. Further analysis shows that this is the case, with only 28 occupations in this category having job ads during 2016. This finding provides additional support that greater education leads to more opportunities. As an example, job ads requiring a high school diploma or equivalent had a much higher number of occupations represented (over three times the number associated with the on-the-job training category).

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



Summary

Job Vacancy Report 2016 provides a picture of the Newfoundland and Labrador labour market for the year 2016 by reviewing one aspect of overall labour demand - the number of job vacancies. This review was accomplished by analyzing the job posting data collected from the Department of Advanced Education, Skills and Labour's job vacancy monitor for the 2016 calendar year.

While the number of ads (and their corresponding region, industry, skill level and occupation classifications) can usually be classified, it is not as easy to know 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). Ultimately, the actual reasons for different job vacancies cannot be directly identified based on vacancy numbers alone. Nevertheless, by analyzing recurring patterns in vacancies (both in their numbers and types), and then reviewing them in the context of the existing economy and labour market, educated insights into these reasons can be made. As an example, review of the job vacancy numbers recorded in 2016 indicates, among other things, the following:

- The largest number of job ads tends to occur in regions and communities that are urban and/or have a larger labour force population base. This is likely due to the fact that a wider range of industries and businesses are possible in such environments, and a greater number of workers available to provide the services required by these businesses.
- While industries such as Retail Trade account for the largest number of job ads, there are vacancies represented in a number of other sectors as well (including Other Services (Except Public Administration)¹⁰; Health Care and Social Assistance¹¹; and Accommodation and Food Services). These particular industries also had the most vacancies in previous reports issued by the Department, suggesting that these are tied to ongoing demands and are not one-time only requirements.
- Post-secondary required jobs continue to make up over half of all jobs ads, meaning relevant education and training is a necessity for many of these jobs. At the same time, slightly less than half of job ads require no post-secondary. This suggests that the Newfoundland and Labrador economy continues to be a diverse one, with employment opportunities remaining available for people at all skill levels.
- The most frequently posted occupations within job ads were for retail salesperson; cooks; cashiers; home support workers and related occupations; and food counter attendants, kitchen helpers and

¹⁰ Please see footnote 1 on page three of this report.

¹¹ Please see footnote 2 on page three of this report.

related occupations. Although most of these occupations are tied to sectors such as Retail Trade and Accommodation and Food Services, many other job ads are occurring in other industries as well. Job ads related to education and health were noted as prevalent in many different parts of this report, particularly within certain regions of the province.

- Job ads vary considerably by region in terms of overall numbers, most frequently posted industries, skill level requirements and occupations. Such patterns in job ads are likely due to the unique forces affecting the labour markets in each of these locations (economic, demographic and social, to name but a few).
- Some of the occupational fields most prominently highlighted in the current job vacancy report include: health care, education, retail trade and food services. That said, job ads continue to occur in the province across a wide range of skill levels, occupations and industries, as seen in previous years.
- Although the current transitioning phase of the economy has likely impacted the total number of vacancies for 2016, not all vacancies are tied to the global economic factors which have precipitated this transitioning (i.e., the decrease in commodity prices and the resulting delay in further major projects, among others). Additional factors which are more closely tied to dynamics occurring at the provincial and regional levels are also having an influence upon the numbers and types of vacancies occurring. As an example, current demand trends in Health Care and Social Assistance and Retail Trade are having continued impact upon the number of vacancies in these sectors, even during this somewhat weaker phase of the economy.
- Demand for various forms of labour and services will continue as a result of many factors in the province. In particular, the province has an aging population which will likely mean an increase in demand associated with the replacement of retiring workers (i.e., replacement demand). Meeting these demands may become challenging in the years to come, particularly if replacement occurs at the same time as new demands arise. Current trends occurring in sectors such as Health Care and Social Assistance are a good example of the types of demands that will likely arise in a number of industries, as more and more of these types of factors come into play and gain prominence. This is also part of the rationale for reviewing indicators such as job vacancy regularly.

When reviewing this vacancy report, it is important to remember that the data presented here provides only a snapshot of the labour demands within the province for a specific year, 2016. As noted previously, there are also 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 2016 is based on the collection of a large number of vacancies from a variety of 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 may be further reflected in the number and types of vacancies being recorded.

The Department of Advanced Education, Skills and Labour is committed to providing individuals with the best data available to help people make informed career choices. To this end, the Department will continue to build upon its existing labour market information tools, such as those captured in Job Vacancy Report 2016.

Noteworthy Questions Regarding Job Vacancies in 2016

Below is a sample of questions readers may have after reading Job Vacancy Report 2016 (as well as appropriate answers to these questions).

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

As mentioned earlier, job vacancies are a measure of labour demand (and, to some extent, supply issues as well). 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 Advanced Education, Skills and Labour'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 this data collection (nor this report). Nevertheless, Advanced Education, Skills and Labour does collect data from a large number of provincial sources (newspapers, jobbank.gc.ca, and careerbeacon.com) which can provide a suitable picture of job vacancies in the province; 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 in this report is a reflection of recent labour market demands, labour demand is likewise a function of prevailing economic factors impacting the province. Newfoundland and Labrador's current economy is now in 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 2016 lower than for either of the two 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 (most notably, oil) and the delay of several major projects in response to this decrease.

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 need for health occupations (and health care, in general) 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 workers in health is now occurring in many different regions, suggesting that there remain active demands for various forms of labour and services. These needs are only 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 2016 in the first place in order 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 industries such as Retail Trade, Other Services (Except Public Administration)¹²; Health Care and Social Assistance¹³; and Accommodation and Food Services;
- In occupations such as retail salespersons, cooks; cashiers; home support workers and related occupations; and food counter attendants, kitchen helpers and related occupations;
- In occupational fields such as: health care, education, and retail; 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. For instance, job vacancies are found in all regions and across all industries (as well as in many different occupations and occupational fields). The nature and type of vacancies can also vary quite significantly with the region of the province, so this should be kept in mind as well when reviewing any vacancy information. Nevertheless, the above list covers the most common areas where vacancies were observed in Newfoundland and Labrador during 2016.

¹² Please see footnote 1 on page three of this report.

¹³ Please see footnote 2 on page three of this report.

4. How come most regions of the province had Health Care and Social Assistance as the industry with the most job ads in 2016, 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 discrepancy primarily 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 for the province 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 field?

As mentioned above, an industry generally refers to the place where a form of work is carried out. An occupational field, on the other hand, would refer 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 field 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 2012 North American Industry Classification System, or NAICS) whereas occupational fields 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 fields 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 field).

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

Although a large number of cooks in the province have not been officially trained as apprentices as part of their jobs, this is how that particular occupation is categorized in the 2011 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 in the province are observed.

7. How do these job vacancy trends compare to those from previous job vacancy reports published by the department?

As already mentioned, the number of vacancies recorded in 2016 was lower than either 2014 or 2015. This is likely due, in part, to changes in the overall economy (i.e., the current transitioning stage of the economy, as described in other parts of this report). In addition to these changes, however, there have also been some methodological changes as to how the data on job vacancies has been collected over the years. Because the full impact of these data collection changes is challenging to isolate, in-depth comparisons of different years' vacancies is not recommended (and therefore has not been included as part of this current report). However, some general patterns appear to have remained relatively strong from one report to the next, even in the presence of these changes; most notably,

- the greater percentage of job ads occurring in urban regions;
- the approximately 50/50 split between job ads requiring management or post-secondary and jobs ads not requiring post-secondary;
- the most common types of occupations posting job ads;
- the most common industries posting job ads; and,
- the tendency for regional differences to occur across many of these job vacancy indicators.

For further information regarding prominent job vacancy patterns in previous years, one is advised to consult the earlier job vacancy reports that have been published by the Department of Advanced Education, Skills and Labour (see link in question nine).

8. Given the findings of this report, what should individuals 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 2016 is not designed to tell a person what they should or should not do as a career. The report only provides useful information on areas where labour demand is higher during this period. Advanced Education, Skills and Labour's job vacancy monitoring process is also designed to provide 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 2016, it also notes that the provincial economy is a diverse one, with many different options available for individuals 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 Advanced Education, Skills and Labour's employment centres can also be contacted to provide more assistance with career planning (see available locations throughout the province 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 third to be published by the Department of Advanced Education, Skills and Labour, Government of Newfoundland and Labrador. Previous reports for the years 2014 and 2015 can be found at www.gov.nl.ca/aesl/lmi.html. If there are further questions, additional inquiries can also be sent to the Department's Workforce Development Secretariat at www.gov.nl.ca/aesl/department/branches/workforce/workforce_development.html.

Appendix

Job Vacancy Region Descriptions

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. Judes, 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	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).
Gander - New-Wes-Valley Region	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).

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).

Have questions?

Looking for some labour market help?

Call the Labour Market and Career Information Hotline at 1-800-563-6600

Visit www.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

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Alternate formats available upon request.

Advanced Education, Skills and Labour
P.O. Box 8700
St. John's, Newfoundland and Labrador A1B 4J6
Canada
Phone: 1-800-563-6600
E-mail: aesl@gov.nl.ca
Fax: 1-709-729-1129

