



Job Vacancy Report

2017

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Introduction: Newfoundland and Labrador Job Vacancy Report 2017

Job Vacancy Report 2017 includes the number and types of job vacancies recorded for Newfoundland and Labrador in 2017, presenting them in a demographic, economic and social context.

This latest report, the fourth of its kind, 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 2017 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 Newfoundland and Labrador. Because this coverage is based 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. 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
Industries	North American Industry Classification System
Skill Levels	National Occupational Classification Matrix
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 2017 offers Newfoundlanders and Labradorians a valuable tool to address labour market needs.

Report Highlights

The Department of Advanced Education, Skills and Labour recorded a total of 13,554 job ads in 2017. This represents a consistent decrease in the number of job vacancies within Newfoundland and Labrador since the first job vacancy report was published (for the year 2014). Job Vacancy Report 2017 also noted:

- The April to June 2017 quarter had slightly more job ads than other quarters (29 per cent of all ads) while the October to December 2017 quarter had slightly less (20 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 2017 were located in the Northeast Avalon Region (50.3 per cent), with the majority of these jobs located in the St. John's area (38.9 per cent).
- The Retail Trade industry continues to post the most job ads, followed by Health Care and Social Assistance¹, Accommodation and Food Services; and Other Services (Except Public Administration)². These four industries comprised over half of all job ads in 2017 (54.4 per cent) and also had the most vacancies in previous reports published by the Department.

¹Healthcare 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.

²Other 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.

- At the regional level, five regions had Health Care and Social Assistance as the industry posting the most job ads while the remaining five had Retail Trade as the industry with the most frequently posted job ads.
- Over half of the jobs posted in 2017 (56.5 per cent) were in management occupations or required a post-secondary education (e.g., a university degree, a college diploma or apprenticeship certification). 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 job ads in management occupations or requiring a post-secondary education was the Labrador Region (59.3 per cent) followed closely by the St. Anthony - Port aux Choix Region (58.7 per cent). The regions with the smallest percentage were the Gander - New-Wes-Valley Region (47.7 per cent) and the Corner Brook - Rocky Harbour Region (49.5 per cent). All other regions had approximately 50 to 58 per cent of their job ads requiring such skill levels.
- The most commonly posted occupation in 2017 was retail salespersons, followed by: cooks; food counter attendants, kitchen helpers and related occupations; home support workers and related occupations; and cashiers.
- Six regions had retail salespersons as their most frequently posted occupation while three had home support workers and related, and one had cooks as the most frequently posted occupation.
- The top occupation at the management level was for retail and wholesale trade managers, although the overall top 10 occupations in management during 2017 reflected a diverse range of educational requirements and experience levels.
- The top occupation requiring a university education was registered nurses and registered psychiatric nurses (and to a slightly lesser extent, specialist physicians and college and other vocational instructors). Similar to the case for management occupations, the overall top 10 occupations requiring university education in 2017 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 2017 was cooks. As seen in other categories of occupations requiring post-secondary, the top 10 occupations in this category covered a range of fields (e.g., trades, food service, and business).

**Job Vacancy Report 2017 offers
individuals another valuable tool
to address labour market needs.**

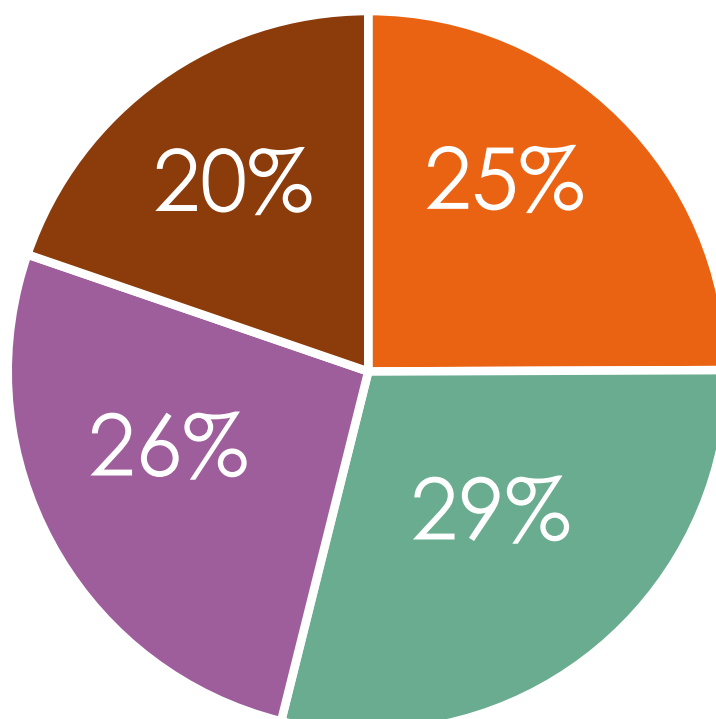
- The top occupation requiring secondary school and/or occupation-specific training was retail salespersons. This occupation accounted for almost one-fifth of the total job ads in this category (19.0 per cent), considerably more than any other occupation requiring secondary school and/or occupation-specific training.
- The top occupation where on-the-job training is provided was food counter attendants, kitchen helpers and related occupations (followed closely by cashiers). 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 (over 73 per cent).

When Were Most Job Ads Posted?

Figure 1: Job Ads by Quarter

The total number of job ads recorded in 2017 was 13,554. Analysis of the number of job ads recorded during different quarters of 2017 shows that each quarter had over 20 per cent of the total year's job ads. The April to June quarter had slightly more job ads (3,924, or 29 per cent) while the October to December quarter had less (2,675, or 20 per cent). Generally speaking, a large number of job vacancies were recorded in all quarters.

- January - March 2017
- April - June 2017
- July - September 2017
- October - December 2017



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**

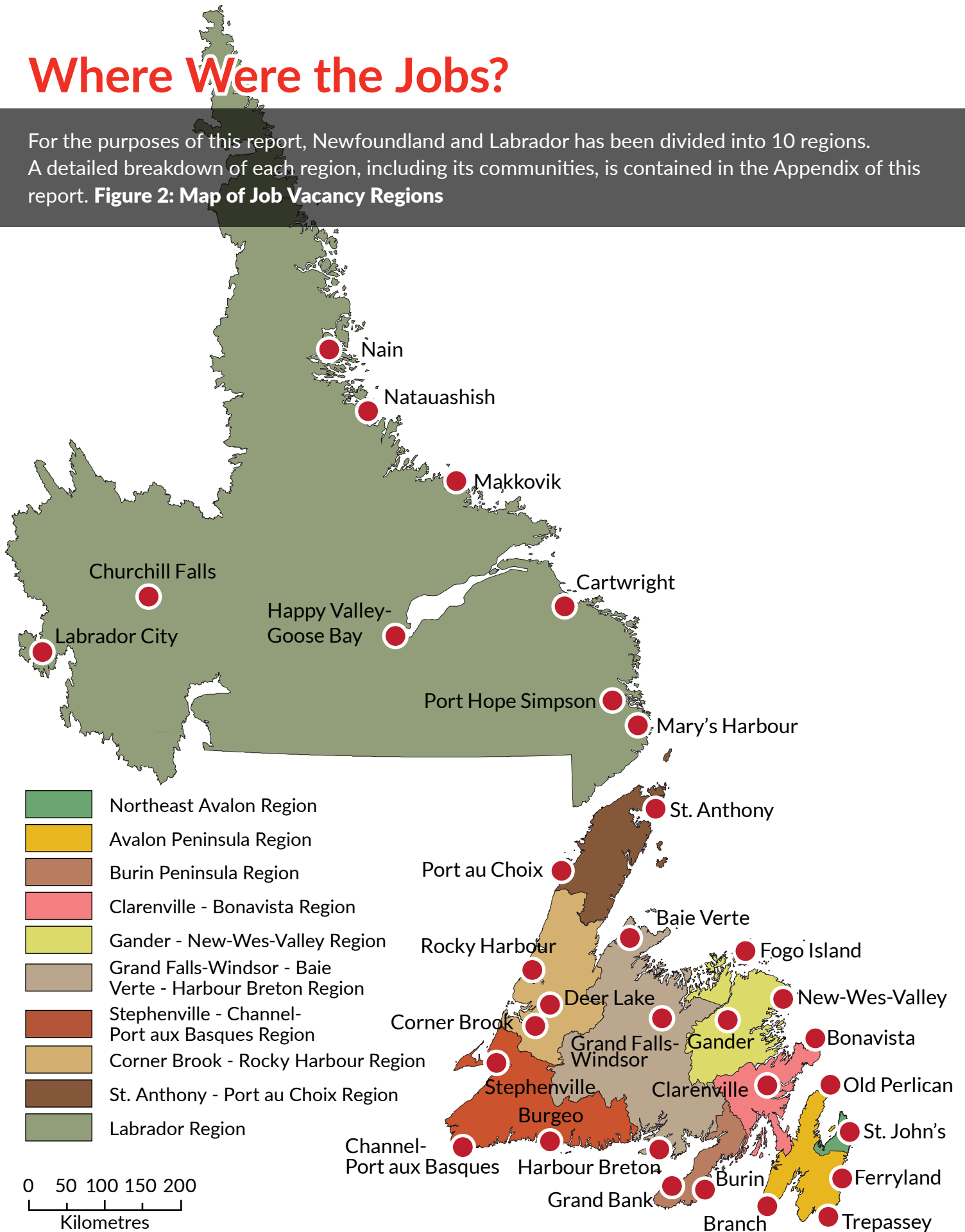
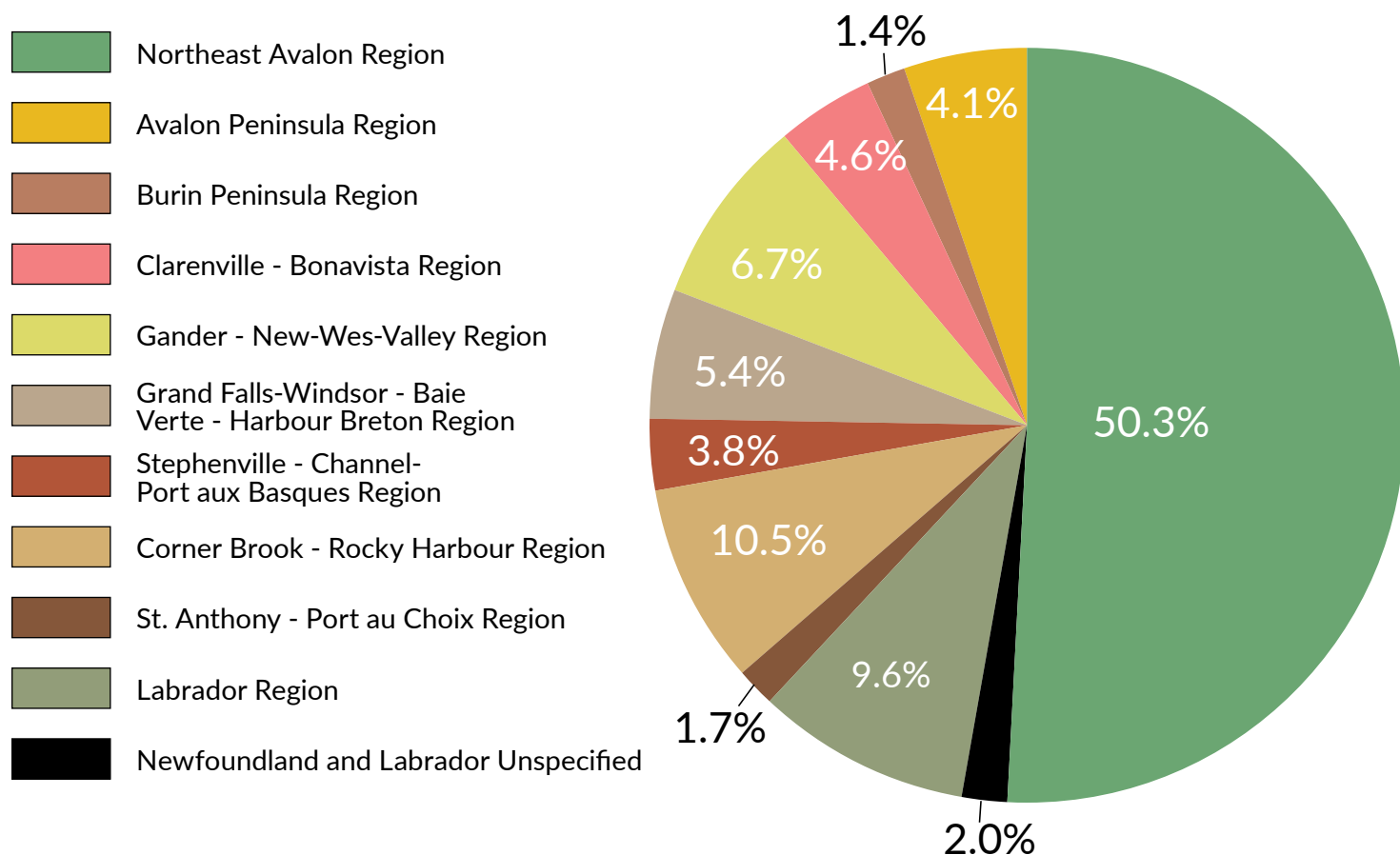
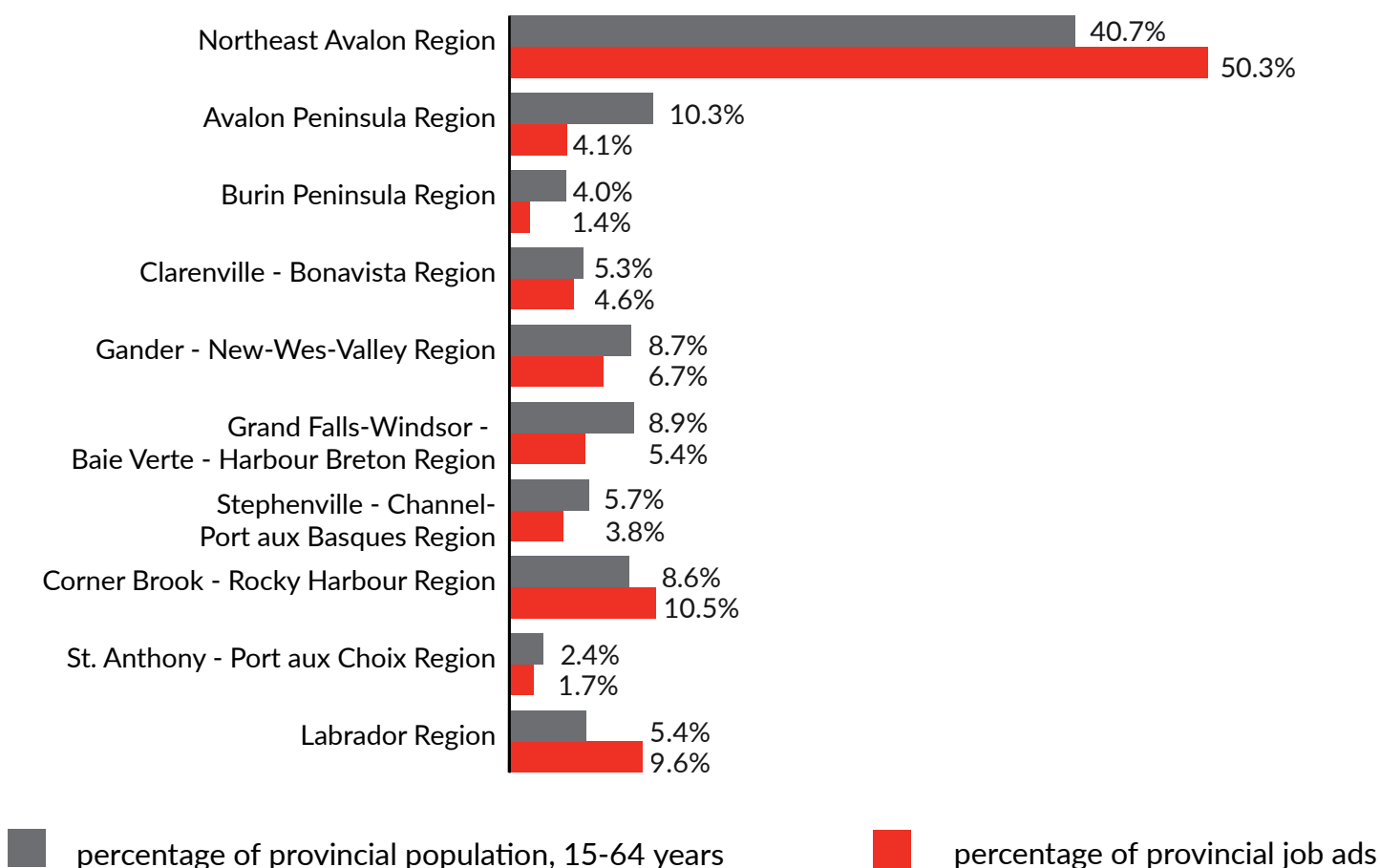


Figure 3: Job Ads by Region



Although job ads were recorded for all regions of Newfoundland and Labrador, the majority (over 50 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 Corner Brook – Rocky Harbour Region (10.5 per cent), the Labrador Region (9.6 per cent), and the Gander – New-Wes-Valley Region (6.7 per cent). All other regional categories each had less than a six per cent share of the total job vacancies in 2017, including 2 per cent of job ads where the region was unspecified in the original posting (i.e., “Newfoundland and Labrador Unspecified”).

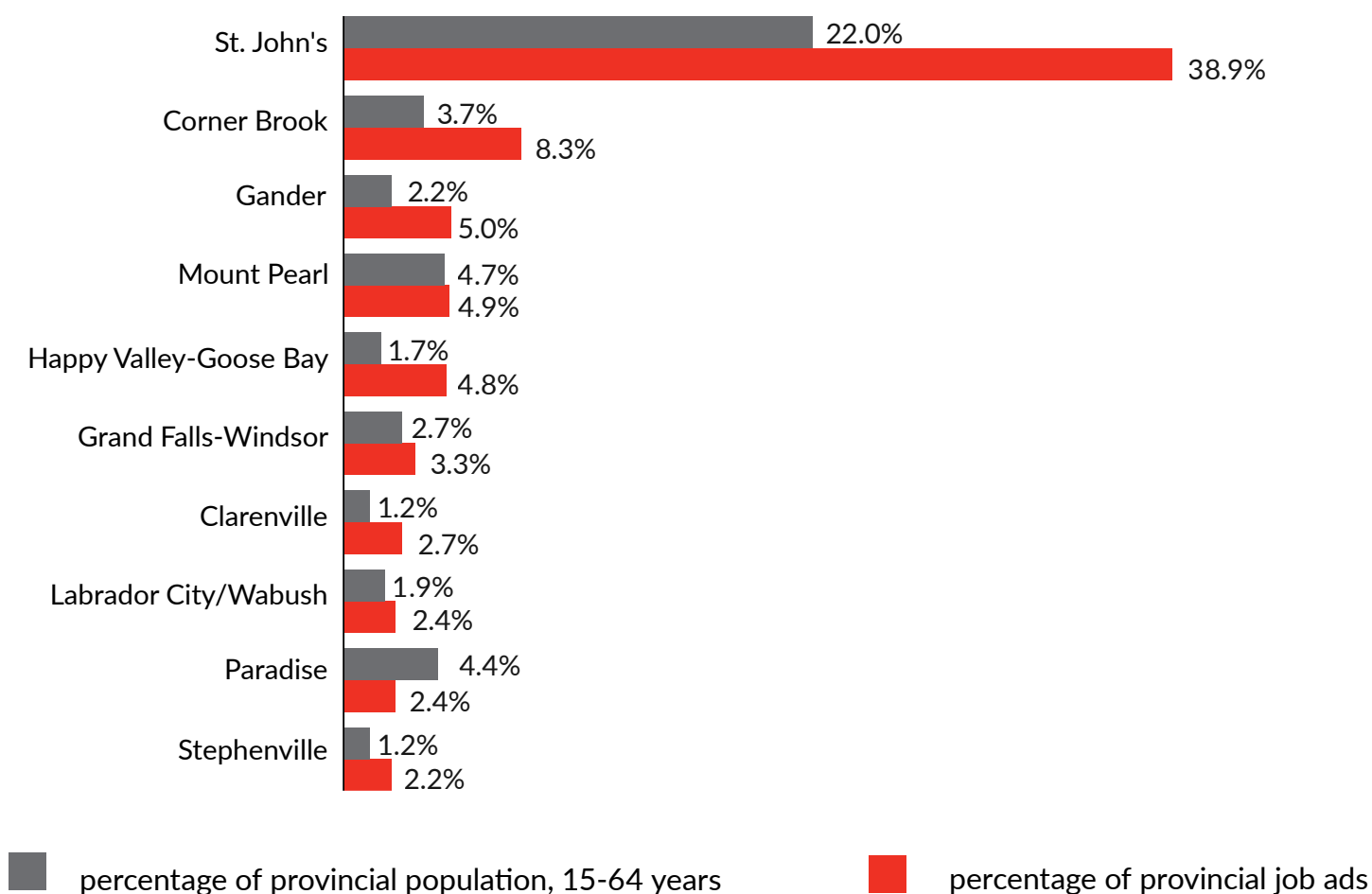
Figure 4: Share of Provincial Population (15-64 years) and Job Ads



As noted in previous reports, job vacancies tend to be greater in urban areas. 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 many other parts of the province.

³Population data for regions 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 2017 (38.9 per cent), followed by Corner Brook (8.3 per cent), Gander (5.0 per cent), Mount Pearl (4.9 per cent), and Happy Valley-Goose Bay (4.8 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). They have also been the regions with the greatest number of job postings for all years that job vacancy reports have been published by the department (i.e., 2014 to 2017). The trend towards greater job ads in urban parts of Newfoundland and Labrador is therefore a consistent one, 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 Ad



Job ads are not only more prominent in certain regions but 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 2017. The largest numbers of job ads, however, were posted for:

- Retail Trade;
- Health Care and Social Assistance⁵; and
- Accommodation and Food Services; and
- Other Services (Except Public Administration)⁶.

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 in this industry.⁷

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

^{5,6}Please see footnotes 1 and 2 on page two of this report.

⁷This 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.

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.

Furthermore, there were notable regional differences in 2017 with respect to which industries posted the largest number of job ads. As an example, for five 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 (30.0);
- Gander - New-Wes-Valley Region (27.7);
- Burin Peninsula Region (26.8);
- Avalon Peninsula Region (21.8); and
- Stephenville - Channel-Port aux Basques Region (19.4).

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

- Corner Brook - Rocky Harbour Region (23.2);
- Grand Falls-Windsor - Baie Verte - Harbour Breton Region (21.6);
- Clarenville - Bonavista Region (17.4);
- Northeast Avalon Region (15.9); and
- Labrador Region (14.4).

The industries most heavily represented in jobs postings for regions are fewer than in previous years covered by job vacancy reports. Whereas other industries (such as Other Services) were represented in some regions in previous years, only two industries were represented as having the most job vacancies in each region during 2017. Regional differences in industries posting the most job ads, however, continue to be the result of 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, urban areas have a greater number of businesses in Retail Trade, and consequently the industry accounts for a majority of job ads in these areas. In contrast, more rural areas with an aging population have a greater need to advertise and fill positions in Health Care and Social Assistance. For example, St. Anthony - Port au Choix and Gander - New-Wes-Valley each had over 25 per cent of their total job ads in 2017 in the Health Care and Social Assistance sector, higher than for many other regions.

Current trends in industry job ads suggest that labour demands remain present throughout Newfoundland and Labrador 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 may be expected to increase over time.

What Skill 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, 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.

Working with this classification system, the distribution of skill levels among all job ads posted in Newfoundland and Labrador during 2017 was as follows (with only 0.3 per cent not able to be classified):

- 10.1 per cent of job ads were Management-Level;
- 14.0 per cent were University Level;
- 32.4 per cent were College/Apprenticeship Training Level;
- 29.3 per cent were High School or Equivalent Level; and
- 13.8 per cent were On-the-Job Training Level.

In total, over half of the jobs posted in 2017 were for management/post-secondary required jobs (56.5 per cent). This is slightly higher than the percentage that has typically been found in previous years of job vacancy reporting. 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 2017 were:

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

Management-level job ads

- Real Estate and Rental and Leasing (21.6 per cent);
- Utilities (19.6 per cent); and
- Mining and Oil and Gas Extraction (17.7 per cent).

University-level job ads

- Professional, Scientific and Technical Services (38.4 per cent);
- Educational Services (36.7 per cent); and
- Health Care and Social Assistance⁹ (32.0 per cent).

College/Apprenticeship-level job ads

- Management of Companies and Enterprises (47.8 per cent);
- Construction (46.7 per cent); and
- Utilities (43.9 per cent).

Job ads requiring only high school or equivalent

- Wholesale Trade (55.8 per cent);
- Transportation and Warehousing (47.6 per cent); and
- Retail Trade (47.2 per cent).

Job ads where on-the-job training is usually provided

- Accommodation and Food Services (30.4 per cent);
- Arts, Entertainment and Recreation (24.8 per cent); and
- Construction (20.5 per cent).

The industries with the highest number of job postings in each category are generally similar to those that have been observed in past job vacancy reports. 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 more education and skills than the majority of jobs in Retail Trade). Nevertheless, the list continues to show a diverse range of industries represented at all skill levels. This confirms that the Newfoundland and Labrador economy remains diverse in terms of its industries and requirements, and that opportunities remain available for workers across a wide range of skill levels.

⁹Please see footnote 1 on page two of this report.

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	9.0%	7.0%	7.8%	12.1%	7.2%	7.9%
Occupations Usually Requiring a University Degree	15.6%	19.1%	10.4%	13.7%	13.8%	11.6%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	34.7%	32.6%	31.2%	30.7%	30.8%	28.2%
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	28.5%	25.7%	36.1%	32.9%	35.6%	37.5%
Occupations Requiring On-the-job Training	12.0%	15.7%	14.3%	10.4%	12.5%	14.8%
Unknown Skill Level	0.2%	0%	0.1%	0.2%	0.1%	0%
Total	100%	100%	100%	100%	100%	100%
Skill Level	Clarenville - Bonavista	Burin Peninsula	Avalon Peninsula	Northeast Avalon	Newfoundland and Labrador Unspecified	Province
Management Occupations	9.2%	8.2%	8.3%	11.7%	10.5%	10.1%
Occupations Usually Requiring a University Degree	16.2%	13.7%	11.0%	14.6%	18.1%	14.0%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	32.8%	35.0%	34.6%	32.0%	49.6%	32.4%
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	25.4%	31.7%	30.5%	26.8%	18.1%	29.3%
Occupations Requiring On-the-job Training	16.2%	11.5%	15.5%	14.5%	2.2%	13.8%
Unknown Skill Level	0.3%	0%	0.2%	0.4%	1.4%	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

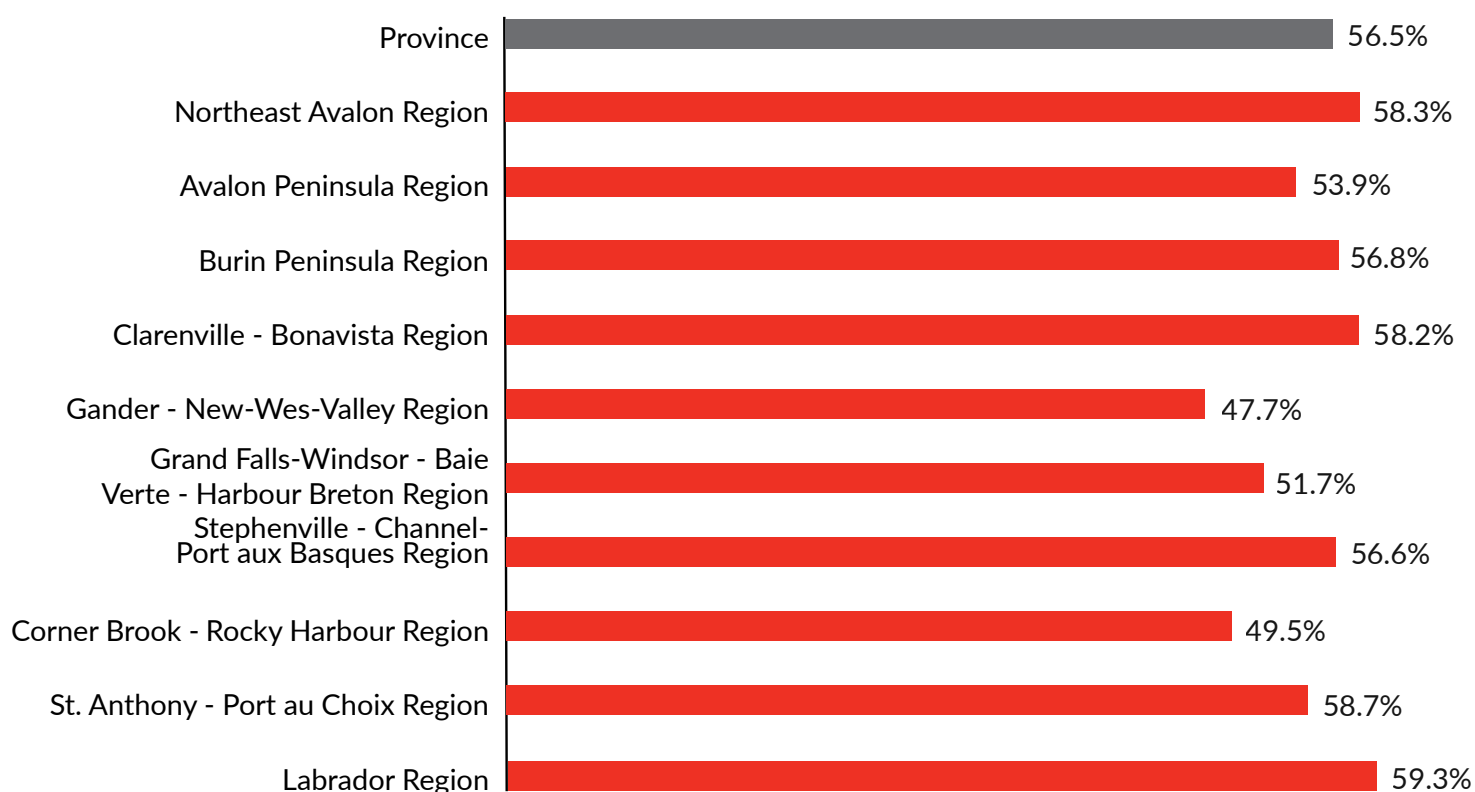


Table 2 shows the distribution of skill levels observed in 2017 job postings for different regions of Newfoundland and Labrador (excluding less than one per cent which could not be coded for such skill level).

Figure 7 shows the broader skill level of management/post-secondary required by job ads in the regions. In 2017, the Labrador Region had the highest percentage of job ads for management/post-secondary required jobs (59.3 per cent) followed closely by the St. Anthony – Port au Choix Region (58.7 per cent). This greater skill level requirement is 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 47.7 per cent of its jobs in management or requiring post-secondary and the Corner Brook - Rocky Harbour Region had 49.5 per cent. Two of the top three industries advertising jobs in these regions were Retail Trade and Accommodation and Food Services, which traditionally do not require post-secondary education.

All other regions had approximately 50 to 58 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 13,554 job ads posted in 2017, retail salespersons was the most frequently appearing occupation (accounting for 5.6 per cent of all job ads). This category was followed by:

- Cooks;
- Food counter attendants, kitchen helpers and related occupations;
- Home support workers and related occupations; and
- Cashiers.

Figure 8 shows the 10 most frequently posted occupations during 2017. Some of the fields commonly associated with these occupations are 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 10 included education (e.g., college and vocational instructors) and health (e.g., nurses). While these occupational areas are still represented in the job vacancies for 2017 (as will be noted in later sections), their numbers are smaller relative to the number of postings for the occupations listed in Figure 8. Most notably, retail trade occupies high spots on the list, possibly for reasons already considered in this report (e.g., employee turnover relative to existing demands, skill mismatches, changes in population needs, etc.). Occupations associated with food services are similarly 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).

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

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; and
6. 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 final region, that for St. Anthony – Port au Choix, had cooks as the occupation with the most posted job ads (followed by registered nurses and specialist physicians).

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 Burin Peninsula Region).

Figure 8: Top 10 Job Ads

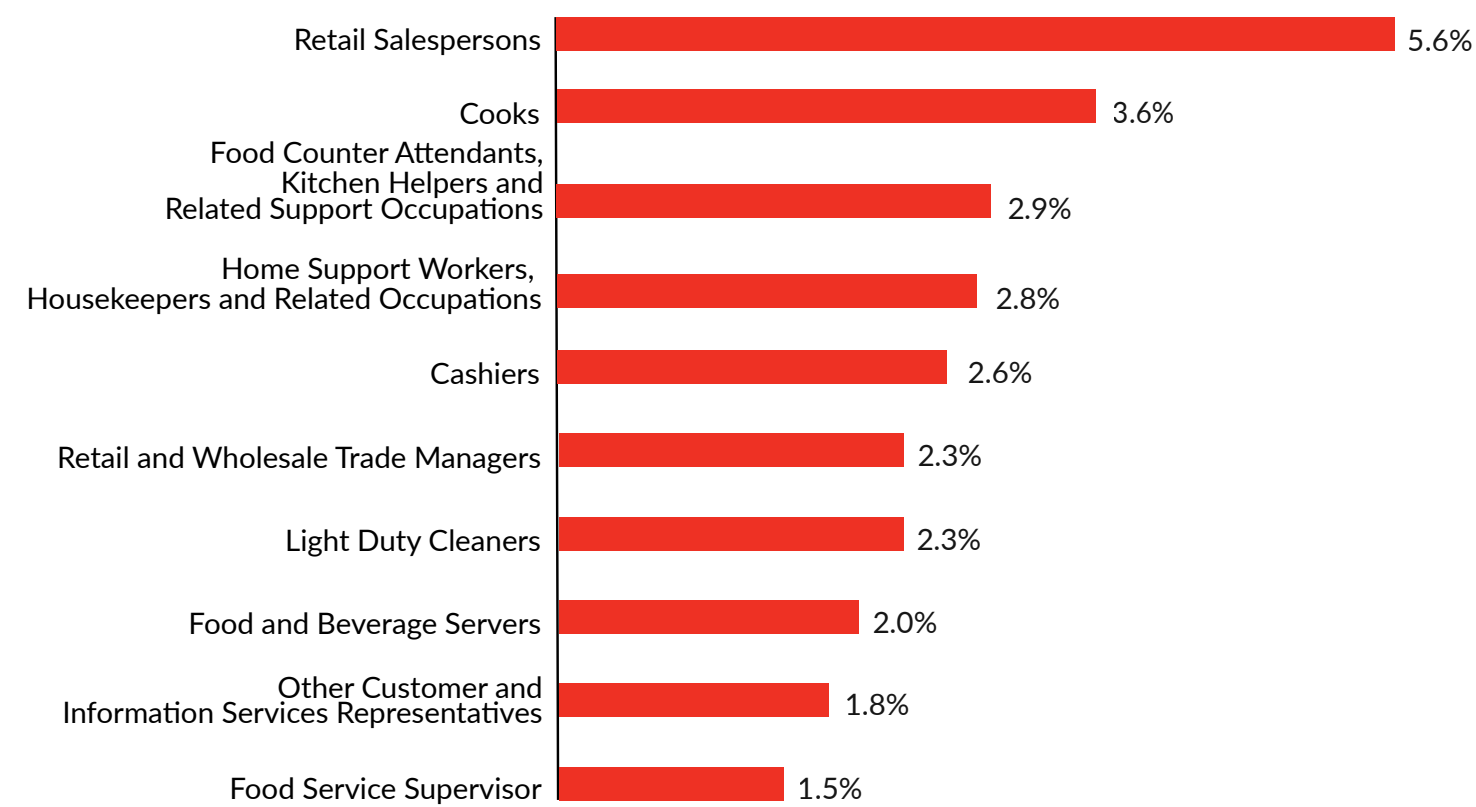


Table 3: Top Five Occupations Advertised by Region

Labrador Region	
Retail Salespersons	5.0%
Cooks	3.5%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	3.5%
Heavy-Duty Equipment Mechanics	2.5%
Registered Nurses and Registered Psychiatric Nurses	2.2%

St. Anthony - Port au Choix Region	
Cooks	5.0%
Registered Nurses and Registered Psychiatric Nurses	3.5%
Specialist Physicians	3.5%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	2.5%
Food and Beverage Servers	2.2%

Corner Brook - Rocky Harbour Region	
Retail Salespersons	9.2%
Cooks	4.1%
Retail and Wholesale Trade Managers	3.4%
Food and Beverage Servers	3.3%
Light Duty Cleaners	2.7%

Stephenville - Channel-Port aux Basques Region	
Retail Salespersons	9.0%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	3.9%
Food Service Supervisors	3.5%
General Office Support Workers	2.5%
College and Other Vocational Instructors	2.3%

Grand Falls-Windsor - Baie Verte - Harbour Breton Region	
Retail Salespersons	9.1%
Home Support Workers, Housekeepers and Related Occupations	4.8%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	4.1%
Cooks	3.4%
Specialist Physicians	3.3%

Gander - New-Wes-Valley Region	
Home Support Workers, Housekeepers and Related Occupations	11.0%
Retail Salespersons	5.7%
Specialist Physicians	4.6%
Cooks	3.9%
Cashiers	3.7%

Clareville - Bonavista Region	
Retail Salespersons	4.8%
Cooks	4.4%
Home Support Workers, Housekeepers and Related Occupations	3.4%
Cashiers	3.4%
Retail and Wholesale Trade Managers	3.2%

Burin Peninsula Region	
Home Support Workers, Housekeepers and Related Occupations	8.2%
Retail Salespersons	7.1%
Other Customer and Information Services Representatives	5.5%
Specialist Physicians	4.4%
Food Service Supervisors	3.8%

Avalon Peninsula Region	
Home Support Workers, Housekeepers and Related Occupations	7.0%
Retail Salespersons	4.9%
Cashiers	3.8%
Cooks	3.2%
Construction Trades Helpers and Labourers	3.1%

Northeast Avalon Region	
Retail Salespersons	4.7%
Cooks	3.5%
Light Duty Cleaners	2.9%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	2.9%
Cashiers	2.6%

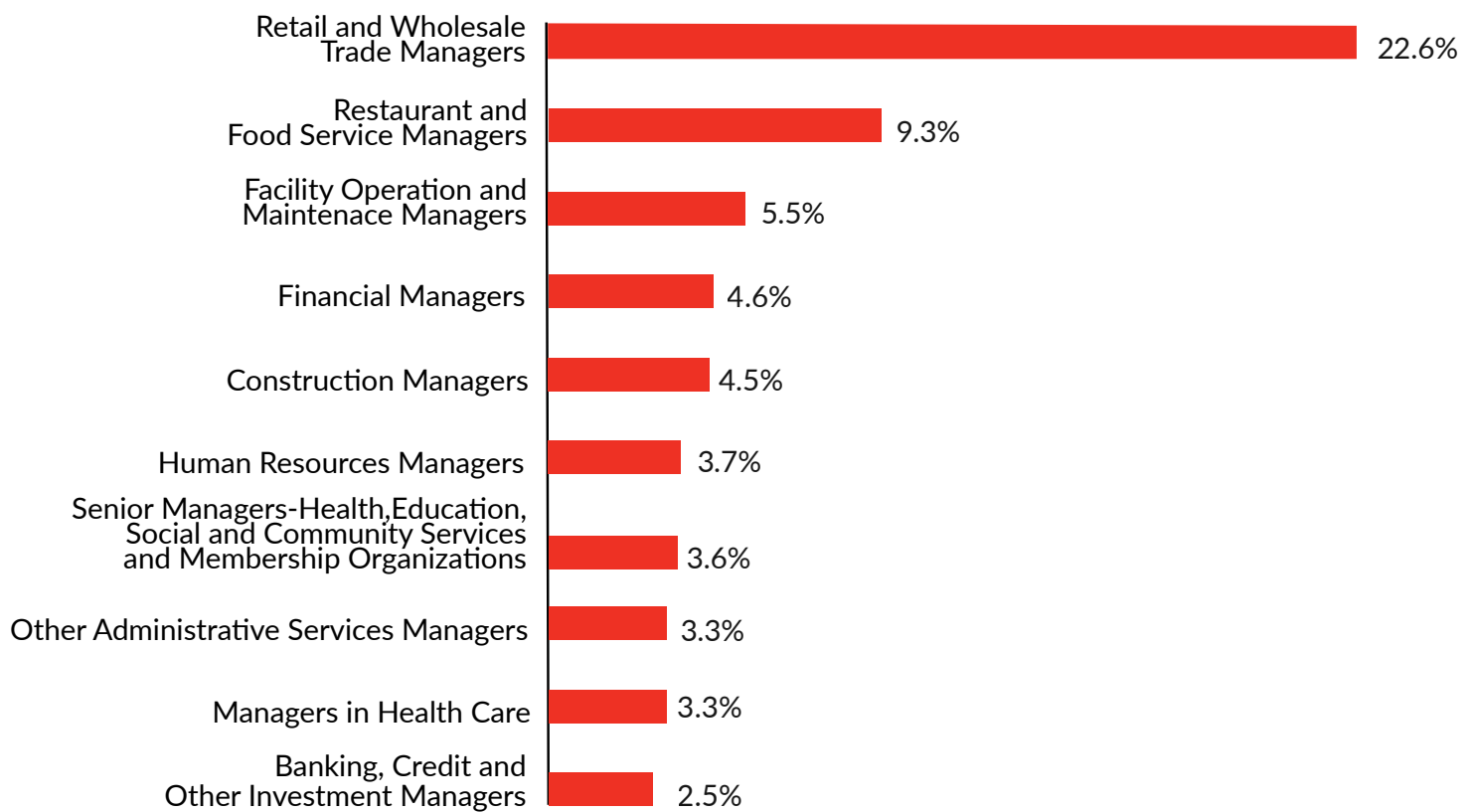
Management-Level Job Advertisements

“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 2017 were for:

1. Retail and Wholesale Trade Managers;
2. Restaurant and Food Service Managers;
3. Facility Operation and Maintenance Managers;
4. Financial Managers; and
5. Construction Managers.

Together, these five occupations made up almost half (46.5 per cent) of all management-level job ads in 2017. 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 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



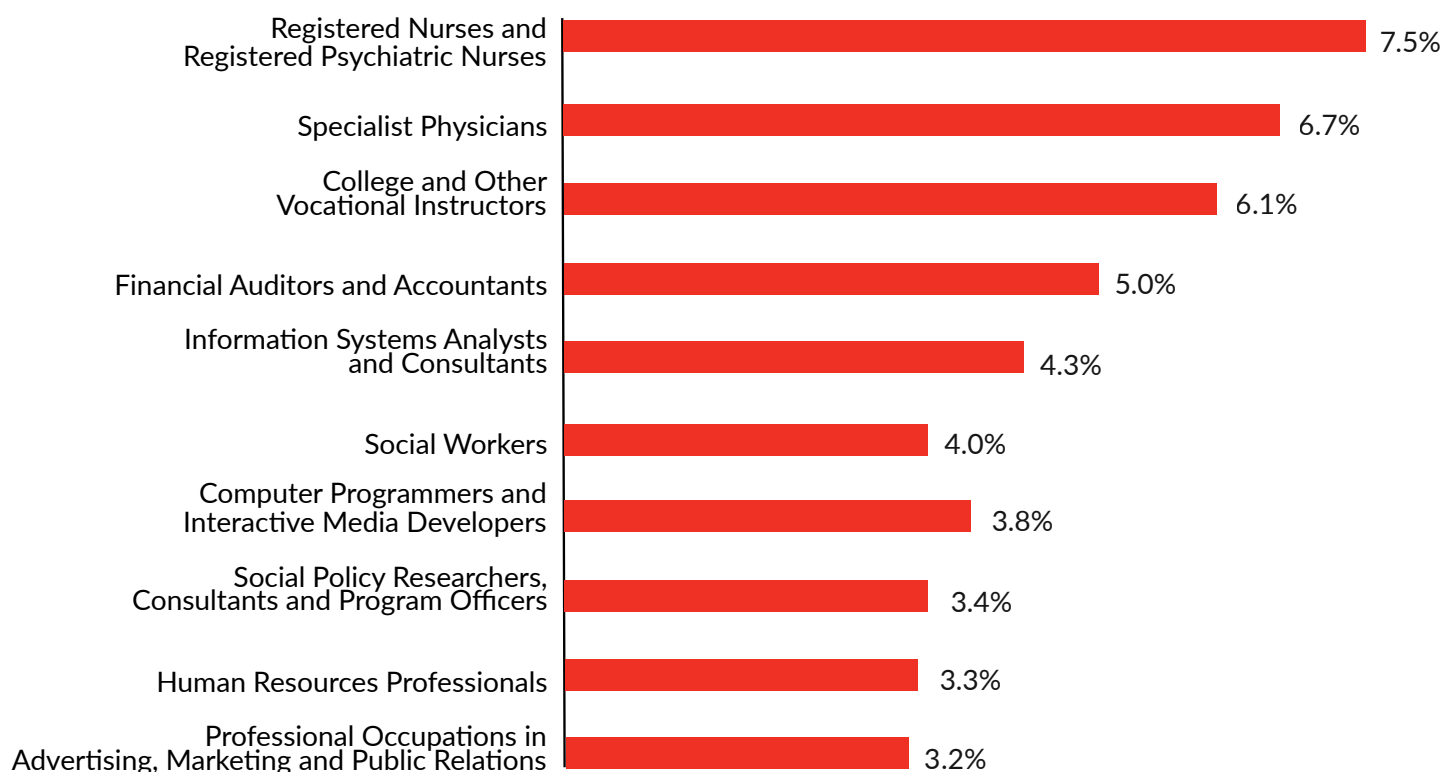
University Degree Job Advertisements

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 2017 were:

1. Registered Nurses and Registered Psychiatric Nurses;
2. Specialist Physicians;
3. College and other Vocational Instructors;
4. Financial Auditors and Accountants; and
5. Information Systems Analysts and Consultants

Together, these five occupations made up 29.6 per cent of all university-level job ads in 2017. 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 2017 are taken into consideration). For example, Registered Nurses and Specialist Physicians both appear on this list but neither is found on the list of top 10 occupations with job ads overall.

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:

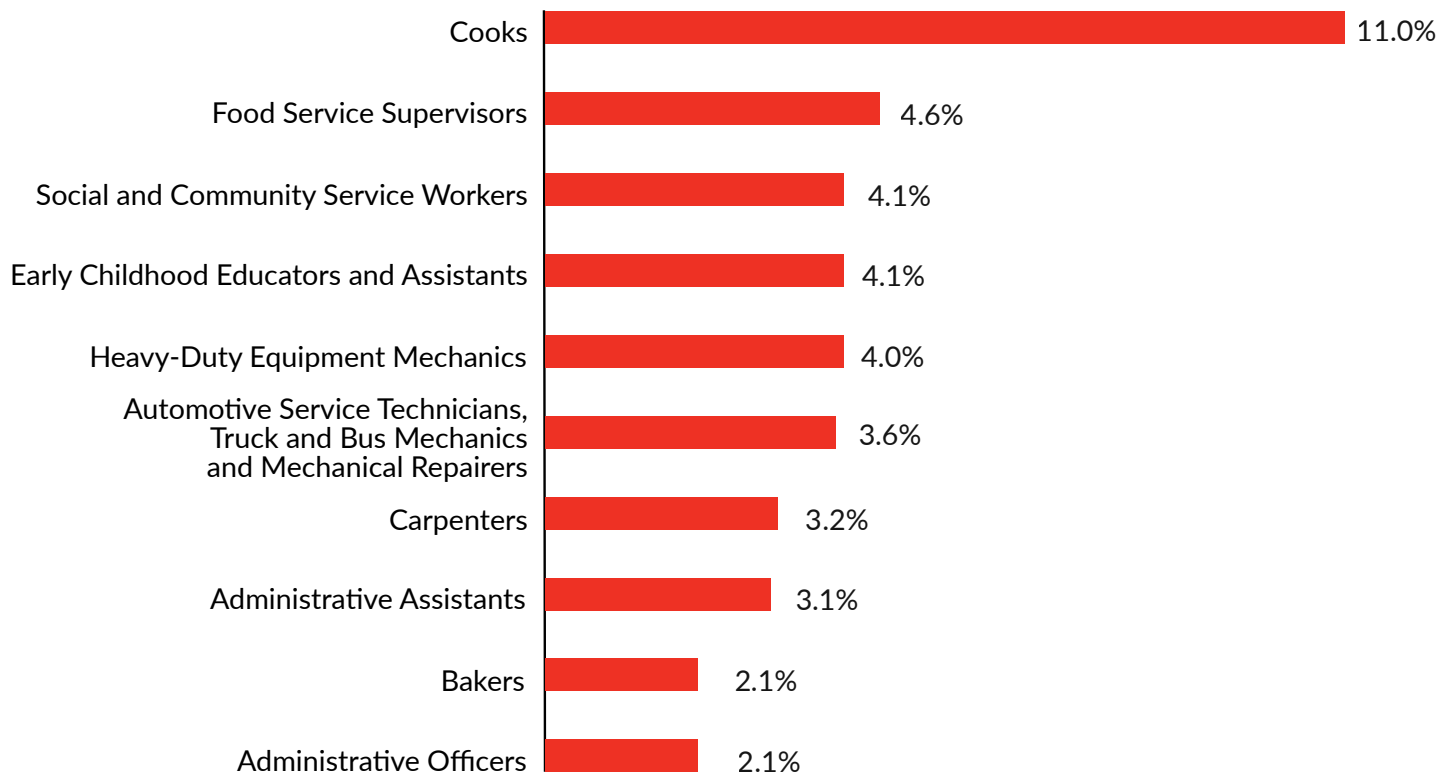
1. Cooks;
2. Food Service Supervisors;
3. Social and Community Service Workers;
4. Early Childhood Educators and Assistants; and
5. Heavy-Duty Equipment Mechanics.

Together, these five occupations made up more than one-quarter (27.8 per cent) of all college/apprenticeship training-level job ads in 2017.

A number of occupational fields are represented in the top 10 list for this category, including trades (e.g., cooks, carpenters), education (e.g., early childhood educators, assistants), and business (e.g., administrative assistants, officers). Most jobs that require college education or apprenticeship training do not show up on the list of the most advertised jobs with two exceptions, cooks and food service supervisors.

The top five occupations in this category only make up a quarter of all occupations requiring such education or training, suggesting there are additional occupations represented in this category comprising a smaller percentage share of overall job ads. Further analysis of jobs confirms that this is the case. There were 175 occupations represented in the college education/apprenticeship training category, compared to 81 occupations for the university education category and 44 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 2017 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. Transport Truck Drivers.

Together, these five occupations made up just under half (45.9 per cent) of all high school education-level job ads in 2017. 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 and social assistance are also represented here (e.g., home support workers) as is security services (e.g., guards and related occupations). Thus, even within the pool of jobs not requiring post-secondary education, 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 2017 were:

1. Food Counter Attendants, Kitchen Helpers and Related Occupations;
2. Cashiers;
3. Light Duty Cleaners;
4. Construction Trades Helpers and Labourers; and
5. Janitors, Caretakers and Building Superintendents.

Combined, these five occupations made up almost three-quarters (73.1 per cent) of all jobs in 2017 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. Further analysis shows that this is the case, with only 27 occupations in this category having job ads during 2017. 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 (90, or 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 2017 provides an updated picture of the Newfoundland and Labrador labour market for the year 2017 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 2017.

As already mentioned, the number of vacancies recorded in 2017 was lower than for either of the past three years (i.e., 2014 to 2016). This is due, in part, to continuing changes in the overall economy. 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. Some general patterns appear to have remained relatively strong from one report to the next.¹⁰ These would include the following:

- A greater percentage of job ads occurring during the spring quarter (April to June) and a lower percentage in the fall quarter (October to December);
- A greater percentage of job ads occurring in urban regions, most likely due to a greater number and range of industries in these areas compared to rural ones, as well as a larger number of people in urban populations to potentially meet new industry demands;
- An approximately 50/50 split between job ads in management or requiring post-secondary and jobs ads not requiring post-secondary. While the percentage in management or requiring post-secondary has varied somewhat from year-to-year (currently at a high of approximately 57 per cent in 2017), this category has consistently made up half of all job vacancies posted in any single year. 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.

¹⁰ 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 question 8 in the following section on “Common Questions Regarding Job Vacancies”).

- A larger number of job postings concentrated in Retail Trade, Health Care and Social Assistance¹¹; Accommodation and Food Services, and Other Services (Except Public Administration)¹². While Retail Trade has consistently had the most vacancies reported from year to year, the remaining three industries have occupied different positions in the top four from report to report. Nevertheless, these four industries have consistently made up the top four industries for job postings, suggesting that these industries are tied to regular ongoing demands and are not one-time only requirements.
- The most frequently posted occupations within job ads being for retail salesperson; cooks; cashiers; home support workers and related occupations; and food counter attendants, kitchen helpers and 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 and occupations as well.
- Variations in job ads across different regions, 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). As an example, urban regions have regularly had a larger number of postings in retail trade whereas rural regions are more likely to have a higher number in health care (possibly due to the greater challenge of recruiting health care professionals to rural areas, coupled with an older population in these areas with greater health service requirements).
- A diverse range of occupational fields represented in the province's job postings for each year, including: health care, education, retail trade and food services.

Although the ongoing transitioning phase of the economy has likely impacted the total number of vacancies for 2017, 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 the current phase of the economy.

Demand for various forms of labour and services will continue as a result of many factors. In particular, Newfoundland and Labrador 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

¹¹Healthcare 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.

¹²Other 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.

demands may become challenging in the years to come, particularly if replacement occurs at the same time as new demands arise. 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, 2017. 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 2017 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 Newfoundlanders and Labradorians with the best data available to help people make informed career choices. To this end, the department will continue to build upon existing labour market information tools, such as those captured in Job Vacancy Report 2017.

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 (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 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 (newspapers, 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 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 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 2017 lower than for any of the three 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. 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 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 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 2017 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; Health Care and Social Assistance¹³; Accommodation and Food Services; and Other Services (Except Public Administration)¹⁴.
- 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, accommodation and food services, 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 2017.

4) How come many regions of Newfoundland and Labrador had Health Care and Social Assistance as the industry with the most job ads in 2017, 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

¹³Healthcare 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.

¹⁴Other 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.

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 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 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 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) 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 2017 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. AESL'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 2017, 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).

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

This report is the fourth to be published by the Department of Advanced Education, Skills and Labour, Government of Newfoundland and Labrador. Previous reports for the years 2014 to 2016 can be found on AESL's website. If there are further questions, additional inquiries can also be sent to the Department's Workforce Development Secretariat.

**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.**

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 Breat, 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	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, Samiajj 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).

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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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