

LMI SOURCES

Sector Associations

WHAT IS IT?

Sector Associations are organizations founded and funded by businesses that operate in a specific industry or sector, at provincial and/or national levels. They are often not-for-profit organizations that are supported by members and corporate sponsors, and are guided by a board of directors. Collaborations and partnerships with industry partners, educational institutions, and government help shape sector specific policy, aid in advocating for member issues and ultimately enable sector growth. By drawing upon members' experiences, analyzing current employment opportunities and trends, and conducting research; sector associations provide sector and industry specific information and resources that highlight current and emerging labour issues, offer career information and promote careers within their particular sector.

REASONS TO USE (STRENGTHS)

- **Additional resource** – Sector associations are often not thought of as a “go-to” place to find labour market information, however, they can provide the reader with current and well-founded information. They are also a place to raise awareness of issues within specific sectors and industries.
- **Variety of members** – Since sector associations are comprised of members and stakeholders from differing industries and specialties, there can be a variety of interests and issues that are highlighted in the sector associations' missions, advocacy and resources.
- **Up-to-date and current news** – Updated news and media articles highlighting sector related stories are used to keep members and the public up-to-date on what is happening in the province in that particular sector.
- **User-friendly tools and products** – Data published by sector associations are made available through a number of different formats, including easy-to-read charts, and monthly news releases providing commentary on the latest data available.

AREAS OF CAUTION (WEAKNESSES)

- **Timeliness** – Although comprehensive data may be found on a sector associations' websites, does not mean it is current. Additionally, though some sector associations ensure the most recent headlines are published on their websites, not all take this approach. Best practice is to be mindful of when data is posted, how current the data is and consider what timeframe it covers.
- **Opinions matter** – Depending on the sector association, there can be a multitude of members from differing industries. Thus, taking into consideration who is in the membership will offer a better understanding of what information is being presented.

RELATED LINKS

The following are links to various sector associations (including some targeting specific groups) in Newfoundland and Labrador (or with connections to NL) that cover a mix of industries, representing a variety of economic focused groups and members. By no means is this a complete list, so if there is an association not listed below and of interest to you, be sure to search and see if it exists.

- **The Business Association of Newfoundland and Labrador (BANL)** - <http://businessassociationnl.ca/>
- **Canadian Agricultural Human Resources Council (CAHRC)** - <https://cahrc-ccrha.ca/>
- **Newfoundland and Labrador Federation of Agriculture (NFLA)** - <http://www.nlfa.ca/>
- **Newfoundland Aquaculture Industry Association (NAIA)** - <https://www.naia.ca/>
- **Atlantic Canada Aerospace and Defense Association (ACADA)** - <https://ac-ada.ca/>
- **Energy NL** - <https://energynl.ca/>
- **Canadian Federation of Independent Business (CFIB)** - <https://www.cfib-fcei.ca/en>
- **Petroleum Industry Human Resources Committee (PIHRC)** - <http://www.oilandgascareerinfo.ca/>
- **Council of Marine Professional Associates (COMPASS)** - <https://www.councilofmarineprofessionals.ca/>

- **Canadian Home Builders' Association – NL** - <https://chbanl.ca/>
- **Newfoundland and Labrador Construction Association (NLCA)** - <https://www.nlca.ca/>
- **Canadian Manufacturers and Exporters – Newfoundland and Labrador (CME-NL)** - <https://cme-mec.ca/newfoundland-labrador/>
- **Mining Industry NL** - <http://www.miningnl.com/>
- **techNL (former NATI)** - <https://www.technl.ca/>
- **Econext** - <https://econext.ca/>
- **Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE)** - <https://www.nlowe.org/>
- **Hospitality NL (HNL)** - <https://hnl.ca/>
- **Newfoundland and Labrador Forest Industry Association** - <https://www.nlfia.ca/>
- **OceansAdvance** - <http://oceansadvance.net/>
- **Professional Fish Harvesters Certification Board** - <https://www.pfhcb.com/>