



**Canada - Newfoundland and Labrador
Labour Market Development
Agreement (LMDA)**

Annual Performance Report 2023-24

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Introduction

The Department of Immigration, Population Growth and Skills (IPGS), on behalf of the Government of Newfoundland and Labrador, is pleased to present the Canada – Newfoundland and Labrador Labour Market Development (LMDA) Annual Performance Report 2023-24.

The Government of Newfoundland and Labrador has successfully implemented flexible, responsive, and innovative programs and services under the labour market transfer agreements. These are designed to help in training residents to address labour market demands; support displaced workers impacted by labour force adjustments and company closures; and address new and ongoing challenges and opportunities. The effective application of programs and services continues to assist in mitigating the effects of economic downturns, and results in positive outcomes for clients, employers, and communities throughout the province.

The LMDA reinforces the common vision shared by Canada and Newfoundland and Labrador to create a strong, resilient, and adaptable workforce with the skills needed to succeed in the province's economy.

Program and Services

The LMDA, through a diverse array of programs and services, has consistently demonstrated positive outcomes for a wide variety of clients, employers, and communities in Newfoundland and Labrador. Investments made through the LMDA enable the province to capitalize on economic and advanced educational opportunities leading to job creation and growth. Evidence demonstrates that clients develop skills, obtain, and maintain employment because of participation in employment and skills training programs. During the 2023-24 fiscal year, the following programs were delivered by the province:

- Wage Subsidies;
- Job Creation Partnerships;
- Self-Employment Assistance;
- Skills Development;
- Employment Assistance Services;
- Labour Market Partnerships; and
- Research and Innovation.

Details on the above programs can be found in the section [Program Investments, Activities and Outcomes](#).

2023-24 Annual Plan Summary

As outlined in the 2023-24 Annual Plan, Canada and Newfoundland and Labrador share a common vision to support the employment and training needs of the Canadian labour market through an integrated, client-centered, outcomes-driven employment and training model, which is responsive to the evolving needs of individuals, employers, and communities.

Objectives of the agreement include:

- Fostering inclusive labour market participation by helping individuals access labour market opportunities and by supporting successful integration of individuals facing obstacles to finding and maintaining employment;
- Alignment of skills with labour market needs to help workers and employers access the skills required to adapt to the changing requirements of jobs and the labour market, and by encouraging employer involvement in training and continuous learning opportunities for workers; and
- Creation of efficient labour markets by supporting strong and responsive labour market infrastructure to allow for timely and effective labour market programming.

Newfoundland and Labrador's program and service delivery models contribute to a stronger economic and labour environment by:

- Ensuring the province has the skilled workforce and highly educated graduates to participate in and contribute to their communities;
- Strengthening the workforce through education, training, financial, and social supports;
- Creating and equipping the province's workforce to meet current and future provincial labour market demands;
- Providing guidance and support to employers to recruit and retain the necessary workers to grow their businesses;
- Offering guidance and support to residents to achieve the greatest benefit from opportunities that exist in the province;
- Enhancing client case management;
- Supporting residents with career decisions and securing and retaining employment; and
- Providing guidance and support for the development of policy and procedures on employment and training programs.

Service Delivery

Newfoundland and Labrador continues to work on enhancing and increasing employment and training supports delivered through digital and virtual technologies. In 2023-24, the department partnered with My Interview Practice, an innovative platform designed to enhance individuals' interview skills and give them a competitive edge in

the job market. My Interview Practice simulates interviews for 120 job titles from entry level to advanced positions, providing users with a broad spectrum of realistic interview scenarios. Individuals can request feedback on their performance strengths and areas for improvement. By leveraging online tools and virtual technologies, we have been able to better support individuals in their quest to secure employment, ultimately increasing access to services and reducing employment barriers, particularly in regions with rural and isolated communities.

Purpose and Organization of the Report

This report provides a profile of the clients, employers and organizations who participated in employment and training programs under the LMDA for the 2023-24 fiscal year. The report also contains a summary of program descriptions, investments, activities, and outcomes, followed by a section on stakeholder engagement, research and innovation, employer based training, and aggregate information on employer programs. There are two annexes included in this report. The first contains the audited financial statement for the LMDA for 2023-24 fiscal year, as per the reporting requirements, while the second contains aggregate information on employer programs.

Client Summary

During the 2023-24 fiscal, 7,214 clients received support from programs or services delivered by the province or its community partners under the LMDA. In addition, 18,261 Employment Assistance Services were supported through LMDA investments. Program descriptions and outcomes are included in the [Program Investments, Activities and Outcomes](#) section.

Individual-level program data and outcomes have been provided to the Federal Government (Employment and Social Development Canada) via secure upload and are not included in this report. IPGS' third-party agencies provided monthly files from data captured in the Accountability Resource Management System (ARMS). These files are securely uploaded monthly, as per reporting requirements.

Program Investments, Activities and Outcomes

For 2023-24, the Province of Newfoundland and Labrador was provided a funding allocation, as follows:

Program Base funding	\$123,243,234
Budget 2017 top-up	\$14,172,161
Administrative funding	\$8,937,456
Total	\$146,352,851

Federal Budget 2023 announced an additional \$625 million in 2023-24 to the labour market transfer agreements, with \$425 million of this additional funding flowing to provinces and territories through the LMDA (\$200 million will be administered through the Workforce Development Agreement). For Newfoundland and Labrador, this equates to \$14,172,161 in additional funding. In 2023-24, this was invested in the following areas to offset demands:

Program Area	Additional Funding 2023-24
Wage Subsidy	\$2,249,520
Research and Innovation	\$8,832,953
Labour Market Partnerships	\$3,089,688
Total	\$14,172,161

This section will outline the various programs delivered under LMDA, including the level of investment in the programs and measured outcomes. LMDA funding allowed Newfoundland and Labrador to develop and implement labour market programs and services to meet the needs of a wide variety of clients, including EI-eligible, unemployed workers, and persons with disabilities. Programs supported individuals to attach to the labour market, receive work supports, and participate in skills and employment training to improve labour market attachment. Funding through LMDA was integral in supporting priority sectors to grow the labour force through the provision of wage subsidies, labour market partnerships, and research and innovation. The number of clients who participated in the various program and services reflect the positive impacts this funding has provided to clients in this province.

As outlined in the LMDA Performance Measurement Strategy, a summary of aggregated information on Employer Programs is found in [Annex 2](#).

Program	Investment, Activities and Outcomes for 2023-24
Skills Development	
<p>Skills Development assists EI-insured participants in need of financial assistance to obtain the skills needed for employment, ranging from basic to advanced skills through direct assistance to individuals.</p> <p>Funding under this activity includes costs paid to publicly funded training institutions for costs related to EI-eligible clients over the amount recovered through tuition fees.</p>	<p>Investments and Activities In 2023-24, \$49,799,370 was expended under this activity.</p> <p>Outcomes In 2023-24, 1,907 clients received funding under the Skills Development Program to attend post-secondary training.</p>

Program	Investment, Activities and Outcomes for 2023-24
<p>Adult Basic Education (ABE) Supports provides eligible clients with support to participate in ABE or General Educational Development (GED) preparation. Program targets EI-eligible clients.</p> <p>Note: The tuition for some clients under ABE is paid directly by the Department of Education to the ABE service provider.</p> <p>Individual supports are paid under the Skills Development Employment Benefit.</p>	<p>Investment and Activities In 2023-24, \$1,537,763 was expended to support the tuition costs of eligible clients to participate in ABE.</p> <p>Outcomes In 2023-24, 598 clients participated and received benefits through ABE Supports. These supports were integral to client participation in the program, which enables them to work towards obtaining further post- secondary training.</p>
<p>Apprenticeship Supports provides apprentices, directed by Newfoundland and Labrador to attend full-time, in-school apprenticeship training, with assistance related to incremental costs of attending this training, such as living allowance, dependent care, and travel costs.</p> <p>The Apprenticeship and Trades Certification Division issues tuition costs directly to training institutions.</p>	<p>Investments and Activities In 2023-24, \$1,402,153 was expended to provide individual supports to apprentices participating in the in-class portion of apprenticeship training.</p> <p>Additionally, \$5,344,122 was paid to support the tuition costs of the clients attending the programs.</p> <p>Outcomes In 2023-24, 1,286 apprentices benefitted from this program, enabling them to work toward journeyperson certification.</p>
<p>Educational Assessments identify areas of strength and areas of need with respect to academic and cognitive functioning. They can be used to identify a learning disability, an intellectual disability, or giftedness. An educational assessment can be considered when an individual is experiencing academic or workplace learning difficulties for which there is need to obtain greater understanding of the underlying cause for these difficulties, and to assist with the facilitation of the client employment planning process.</p>	<p>Investments and Activities In 2023-24, \$40,000 was expended under this activity.</p> <p>Outcomes In 2023-24, 17 clients received funding for educational assessments as part of their employment plan development.</p>

Program	Investment, Activities and Outcomes for 2023-24
Job Creation Partnerships	
<p>Job Creation Partnerships Program (JCP) provides EI-insured participants with opportunities to gain work experience that will improve their employment prospects. While project activities benefit both the participant and the community, the focus is helping insured participants who need work experience to increase their chances of successfully finding ongoing employment.</p> <p>JCP participants will maintain or enhance employability skills through this work experience opportunity. Participating clients may be eligible for a living allowance and sponsors may be eligible for assistance with project overhead.</p>	<p>Investments and Activities In 2023-24, expenditures under this activity included \$7,777,980 towards project overhead and living allowances to participants.</p> <p>Outcomes In 2023-24, 867 individual clients received funding to participate in 198 JCP projects.</p> <p>Participation provided work experience and skills development opportunities to enhance labour market attachment.</p>
Wage Subsidies	
<p>Supported Employment program is delivered in partnership with community organizations to develop employment opportunities for people who have an intellectual disability. The program provides the necessary support to allow eligible individuals to participate in meaningful integrated employment in the community.</p> <p>Supports range from orientation and work analysis to full-time support from a job trainer to ensure that the required duties of the job are completed to the satisfaction of the employer.</p>	<p>Investment and Activities In 2023-24, \$2,249,520 was invested to support individuals with intellectual disabilities in employment, with the assistance of job trainers to help them perform the required duties of the job.</p> <p>Outcomes In 2023-24, 1,324 individuals participated in Supported Employment. Of these, 150 gained employment with the services provided.</p>
<p>Wage Subsidy Community Coordinator receives a contribution to support the costs of a project designed to encourage employers to hire female apprentices by offering wage subsidies to the employer to hire the apprentice and provide them with work experience to support progression towards journeyperson status. The program targets EI-eligible women apprentices.</p>	<p>Investments and Activities In 2023-24, \$597,082 was expended under this activity.</p> <p>Outcomes In 2023-24, the Office to Advance Women Apprentices was funded to support women apprentices in securing employment in non-traditional occupations. Thirty- four placements were secured for clients.</p>

Program	Investment, Activities and Outcomes for 2023-24
<p>Jobs NL Wage Subsidy is designed to bring employers and employees together by providing funding to employers to create employment opportunities. The program supports employer/employee connections that promote sustainable long-term employment or seasonal employment.</p> <p>There are two subsidy options under Jobs NL Wage Subsidy:</p> <ul style="list-style-type: none"> • Jobs NL- 42 provides a wage subsidy for 28 weeks of a minimum 42-week period of employment. The subsidy is provided as follows: <ul style="list-style-type: none"> ○ First 14 weeks, 60 per cent subsidy, to a maximum of \$12 towards the hourly wage rate. ○ Second 14 weeks, 0 per cent subsidy towards wages. ○ Third 14 weeks, 80 per cent subsidy, to a maximum of \$12 towards the hourly wage rate. • Jobs NL- 28 provides a wage subsidy for a period of 10 – 28 weeks; this duration allows funding for seasonal / short term employment. A 60 per cent subsidy is provided, to a maximum of \$12 towards the hourly wage rate. 	<p>Investments and Activities In 2023-24, expenditures were \$3,373,952 for this activity.</p> <p>Outcomes In 2023-24, 507 clients participated in this program and obtained work experience.</p>
<p>Apprentice Wage Subsidy (AWS) Program assists apprentices to gain work experience in a skilled trade, and progress to journeyperson certification by providing a wage subsidy to employers who hire apprentices. The program provides a wage subsidy of 75 per cent, to a maximum of \$14 an hour for all apprentices funded under the program and is paid directly to the employer.</p>	<p>Investments and Activities In 2023-24, \$3,253,762, was expended under this program activity.</p> <p>Outcomes In 2023-24, 362 apprentices acquired work experience towards journeyperson certification.</p>

Program	Investment, Activities and Outcomes for 2023-24
<p>Opening Doors Program provides a wage subsidy to hire EI-eligible clients with disabilities. The wage subsidy initiative provides employment for persons with disabilities within Provincial Government departments for a maximum of 52 weeks. These are full-time, permanent positions that have been designated for persons with disabilities.</p> <p>Additionally, Opening Doors provides information, advice, and training, on issues related to the employment of individuals with disabilities to directors of human resources, managers, supervisors, and executive within the public service. Career support services are also available to provide practical job search and career counselling assistance to persons with disabilities registered with the Office's Client Registry.</p>	<p>Investments and Activities In 2023-24, \$39,303 was used to support individuals through the wage subsidy initiative.</p> <p>Outcomes In 2023-24, one client obtained work experience and career support services to support the transition into employment.</p>
<p>Employment Enhancement Program is designed to support employers in the forestry, aquaculture, agriculture, and fishing sectors engaged in value-added secondary processing, by providing funding to employers to create sustainable, long-term employment or seasonal employment and a training allowance to support new employees.</p>	<p>Investments and Activities In 2023-24, \$92,475 was expended under the program that provided individuals work experience in the fishing and forestry sector.</p> <p>Outcomes In 2023-24, eight employers participated in this program, providing work experience to 27 individuals.</p>
Self-employment Assistance	
<p>Self-Employment Assistance Community Coordinator provides funding to organizations to assist eligible unemployed clients with starting their own business. The coordinator position supports clients through the provision of entrepreneurial training, general information sessions, and assessment and implementation of a business plan.</p>	<p>Investments and Activities In 2023-24, \$2,494,716 was expended under this activity.</p> <p>Outcomes In 2023-24, 17 organizations were provided with funding under this activity.</p>

Program	Investment, Activities and Outcomes for 2023-24
<p>Self-Employment Assistance (Individual Supports) Program assists insured participants through the provision of a living allowance to help them create jobs for themselves by starting a business.</p>	<p>Investments and Activities In 2023-24, \$3,109,792 was expended under this activity.</p> <p>Outcomes In 2023-24, support was provided to 285 individuals.</p>
Labour Market Partnerships	
<p>Labour Market Integration for Newcomers provides funding to organizations to pilot initiatives that support integration of unemployed newcomers into the workforce. Initiatives are designed to enable service-providing organizations, groups and communities to develop and/or deliver programming that expedites the attachment of newcomers to the labour market, helps them advance to their professional fields, as well as achieve progress in their careers.</p>	<p>Investment and Activities In 2023-24, \$3,089,688 was expended under this activity.</p> <p>Outcomes In 2023-24, 22 projects were supported with five different organizations.</p> <p>Further information on agreements contracted in 2023-24 is provided in the Labour Market Integration for Newcomers section of this report.</p>
<p>Labour Market Partnerships provides funding to support employers, employer or employee associations, community groups and communities in developing and implementing labour market strategies and activities for dealing with labour force adjustments and meeting human resource requirements.</p> <p>Labour Market Partnerships may be used to help employed persons who are facing loss of employment. Proposed activities must focus on an identified labour market issue and be assessed as likely to have a positive impact on the labour market. All activities must involve partnership.</p>	<p>Investment and Activities In 2023-24, \$16,304,660 was expended under this activity.</p> <p>Outcomes In 2023-24, 50 projects received support under this program activity.</p> <p>Initiatives included activities to address employment needs of persons with disabilities, newcomers, Indigenous peoples, and needs of specific labour market sector such as:</p> <ul style="list-style-type: none"> • Agriculture; • Petroleum; • Early Childhood Education; • Environment; • Fisheries and Aquaculture; • Tourism and Hospitality; • Information Technology; • Healthcare; and • Skilled Trades. <p>Further information on agreements contracted in 2023-24 is provided in the Labour Market Partnerships section of this report.</p>

Program	Investment, Activities and Outcomes for 2023-24
Employment Assistance Services	
<p>Employment Assistance Services (EAS) Program provides funding to organizations, enabling them to offer employment assistance services to unemployed or underemployed persons. These services can be provided to an individual or in a group setting.</p> <p>The key services funded through EAS are:</p> <ul style="list-style-type: none"> • Self-serve employment resources. • Needs assessment. • Development of employment plans. • Case management. • Employment counselling. • Provision of workshops in various employment related topics including, but not limited to, job search, resume writing, and transitional employment support services. 	<p>Investments and Activities In 2023-24, \$12,315,876 was expended on EAS activity.</p> <p>Outcomes In 2023-24, 48 agreements were provided with funding to provide EAS type activities to clients. Over 18,261 services were provided.</p>
Research and Innovation	
<p>Research and Innovation provides funding support for research and innovative projects that explore and identify better ways of helping persons prepare for and attach to the labour market as productive employees.</p>	<p>Investments and Activities In 2023-24, \$25,194,253 was expended under this activity.</p> <p>Outcomes Further information on agreements contracted in 2023-24 is provided in the Research and Innovation section of this report.</p>

Stakeholder Engagement

The department regularly engages with industry, labour, community, and education stakeholders to inform policy and budget priorities and to ensure programs and services are effective and relevant.

In addition, through IPGS' Regional Employment Services Offices and affiliated community partners delivering labour market programs, IPGS regularly obtains information from service delivery staff and management to gain a better understanding of client and employer needs. This provides important insight into current and future government-supported programming.

The province's Workforce Innovation Centre (WIC) hosts engagement sessions with underrepresented groups, exploring labour market challenges and opportunities, as well as research projects to support improved employment outcomes. Sessions and discussions are held with several organizations, including those representing: Indigenous people, persons with disabilities, youth, older workers, women, and newcomers to the province. Findings and feedback from these sessions are helping to inform program and policy development.

Several key themes have emerged from these engagement activities, including:

- Increased collaboration and partnerships;
- Continued emphasis on immigration and attracting talent, including- the recognition of foreign credentials;
- Improved access to labour market information;
- Closing skills gaps through skills development and mentorship opportunities, in particular in priority sectors such as healthcare, construction, and renewable energy;
- Preparing individuals, and supporting employers in emerging sectors and advancing technologies, including automation and artificial intelligence;
- Enhanced awareness and access to programs and services; and
- Promotion of inclusive and diverse workplaces, particularly as it relates to our newcomer population.

With the shifting nature of work, it is critical that the Provincial Government's employment and training programs and services continue to evolve. Given that the responses envisioned by Newfoundland and Labrador are as multidimensional as the challenges themselves, continued engagement and collaboration with stakeholders and partners will be instrumental in allowing the province to promote new economic growth as well as address existing and future labour market challenges.

Examples of stakeholders	
Employers	Employers such as Newfoundland and Labrador Health Services, World Energy GH2, Verafin, Anaconda Mining, DF Barnes Fabrication, Corner Brook Pulp and Paper, Newco Metals, and small to medium sized enterprises
Community Groups	Community groups, including organizations supporting persons with disabilities, such as Community Sector Council, Vera Perlin, Stella's Circle, Choices for Youth, Heritage Foundation of NL, Sharing our Culture, Association for New Canadians, and Supported Employment Newfoundland and Labrador
Indigenous Partners	Indigenous partners such as Labrador Aboriginal Training Partnership, First Light (St. John's Native Friendship Centre), and Nunatukavut Community Council
Business and Industry Associations	Business and industry associations such as Newfoundland and Labrador Construction Association, Community Business Development Corporations, Newfoundland and Labrador Employers Council, Canadian Federation of Independent Businesses, Hospitality NL, NL Forestry Industry Association, techNL, Newfoundland and Labrador Federation of Agriculture, Oceans Advance, Canadian Manufacturers and Exporters – Newfoundland and Labrador, econext, and Newfoundland Aquaculture Industry Association
Provincial Government Departments	Other Provincial Government Departments such as Departments of: Education; Fisheries, Forestry and Agriculture; Industry, Energy and Technology; Health and Community Services; and Children, Seniors, and Social Development
Educational Institutions	Educational institutions such as Memorial University, Marine Institute, College of the North Atlantic, Newfoundland and Labrador Association of Career Colleges, Association of Building Trades Educational Colleges, and private training institutions
Official Language Minority Communities (OLMC) stakeholders	Official language minority representatives such as Réseau de développement économique et d'employabilité de Terre-Neuve-et-Labrador (RDÉE TNL), and La Fédération des francophones de Terre-Neuve et du Labrador (FFTNL)
Labour Organizations	Labour organizations such as Newfoundland and Labrador Federation of Labour, Fish, Food and Allied Workers, and International Brotherhood of Electrical Workers
Youth Groups	Youth groups such as Premier's Youth Council, Conservation Corps, and St. John's Boys and Girls Club
Municipal Government	Municipalities Newfoundland and Labrador, towns, and local service districts
Federal Government Departments	Employment and Social Development Canada, Atlantic Canada Opportunities Agency, and Agriculture and Agri-Food Canada

Employment Benefits and Support Measures in Action

Labour Market Partnerships

Labour Market Partnerships provides funding to support employers, employer or employee associations, community groups and communities in developing and implementing labour market strategies and activities for dealing with labour force adjustments and meeting human resource requirements. The following is a summary of projects that were active in 2023-24.

Beginning in April 2019, the **Community Sector Council NL** received funding to lead a project of comprehensive efforts focusing on planning for attraction, retention, succession, and growth of the paid and unpaid labour force in community-based organizations. This project involves research of the types of jobs in the sector in Newfoundland and Labrador; developing and delivering needed training through regional skills facilitators; offering support to organizations to build new leadership; providing timely in-person, online and digital access to information for nonprofit governance, management, and accountability; and establishing an evaluation framework for continuous feedback improvement. This project is being funded for a five-year period (total of \$2,507,900), with \$250,790 expended in 2023-24.

Starting in January 2020, **Corner Brook Pulp & Paper Limited** received funding to assist in their five-year training plan to address the short and long-term training needs of a workforce of approximately 450 people from all areas of the operation: staff, unionized workers, woodlands, mill, Deer Lake power, operations, and maintenance. This project will be funded for a five-year period (total of \$5,273,000), with no funds paid out in 2023-24.

Commencing in January 2021, **Supported Employment Corporations** received funding to pilot assistance to support persons with autism spectrum disorder to develop action plans and employment strategies in job search. The focus was on providing support and skill development in personal development, social, and communication skills. Individuals learned strategies and skills to become independent and successful in the workplace. Corporations also worked with employers to provide education and build knowledge and strategies to assist individuals in overcoming challenges and barriers. The scope of the pilot included a broader range of individuals who require additional supports. These projects received \$92,104 in 2023-24.

Beginning in March 2020, **Trades NL** was provided funding to create the Office for Indigenous and Northern Skilled Trades (OINST) in Happy Valley-Goose Bay. Trades NL and Innu Nation established a memorandum of understanding to address the supply of labour for future resource development opportunities in Labrador. This outlined how Trades NL will work with Innu Nation to promote the skilled trades as a

viable career, offer career assistance and guidance, mentor Innu trades members through the apprenticeship-journeyperson process and assist in finding employment opportunities. In March 2023, further funding was provided to continue operation of the ISTO in Happy Valley-Goose Bay, and to establish and operate additional offices in both St. John's and Corner Brook. Funding for this project will continue until March 2026, with \$1,787,265 expended in 2023-24.

From January 2021 through December 2023, **Oceans Advance Inc.** was funded to deliver an Ocean Careers Immersion Program for NL Youth. This program will provide students with hands on learning experience in the marine sector through their placements and will focus on marine research, applied technology, business innovation, and entrepreneurship. This project will support their career exploration and development and provide a meaningful opportunity to raise awareness of employment for rural and indigenous students in the ocean industry. This project was funded for a three-year period (total of \$458,825), with no expenditures in 2023-24.

Beginning in January 2021, **Hospitality Newfoundland & Labrador** was provided funding to increase the focus on training, skills and knowledge development by tourism operators, owners, managers, supervisors, and employees. This project involves developing a skilled workforce to deliver quality services and experiences; improving the quality of products, customer service and visitor experiences; enhancing market readiness and consumer confidence; improving the image of tourism as a viable career choice; assisting students to obtain jobs in the sector; and increasing labor market participation. This project will be funded for an approximate four-year period (total of \$1,121,050), with \$72,685 expended in 2023-24.

The **Newfoundland and Labrador Transitional Support Program** pilot in 2022-23 provided funding to eligible businesses and organizations to assist in industry adjustment related to increases to the minimum wage rates. This project had a budget of \$1,163,308 with \$103,619 expended in 2023-24.

In 2023-24, the **Community Sector Council of Newfoundland and Labrador** delivered AMPLIFY (Assist My Potential: Labour Market Initiative for Youth) and partnered with other organizations across NL involved with youth programming to provide work placements for up to 150 youth, including up to 40 at risk youth throughout the province. In 2023-24, AMPLIFY exceeded its participant target with jobs being located for 166 youth. In addition, 87 (52 per cent) participants were determined to be at risk, with 67 percent connected to the Income Support system individually or through their family. In 2023-24, \$791,100 was expended on this project.

Beginning in January 2021, **techNL** was provided funding to implement a two-pronged strategy to address the talent gap in the tech sector: create a Talent Office and provide employment related supports to drive awareness, make connections, and combine

efforts of multiple companies in pursuing talent initiatives and immigration. This project involves helping employers source tech talent; improving alignment between local and international talent needs with that of employers; communicating and emphasizing benefits of NL tech sector to attract tech talent; improving retention by developing, supplying and tracking toolkits/best practices for onboarding new international tech talent; improving settlement and integration services for international tech talent by working with community-based organizations; facilitating the matching of local skilled labour to jobs in the tech sector; and developing a needed talent pipeline through initiatives in the K to 12 system. This three years project has a budget of \$1,869,500, with \$205,750 expended in 2023-24.

From January 2021 through March 2023, **Heritage Foundation of Newfoundland & Labrador** was funded to address gap and loss of knowledge in Heritage Preservation and Conservation, and revival of traditional skills at risk that have the potential to create new cultural and economic opportunities. This project involved delivering a series of modules including historic masonry, overview of historic masonry issues and challenges, working with lime-based mortars, stabilization of historic masonry structures, repair of concrete structures, and restoration of historic plasterwork. Over the course of the agreement, Heritage NL and its community partners completed 67 training events with 30 instructors and more than 1,000 registrants. Sixty-one people from around Newfoundland and Labrador participated in the Mentor Apprentice Program. This project was funded for a two-year period (total of \$433,500), with \$13,400 expended in 2023-24.

Canadian Career Development Foundation was funded from November 2021 through March 2023 to test the adoption of the PRIME accountability framework. PRIME is a data/client management software that supports career/employment services and a more robust evaluation of the impact of services. This project involved providing PRIME access and training to frontline career/employment service providers. This project had a budget of \$210,240, with \$16,480 expended in 2023-24.

Beginning in June 2022, **Newfoundland & Labrador Oil & Gas' Petroleum Industry Human Resources Committee (PIHRC)** received funding to conduct a Target Audience Perception Study and implement a Partnership and Collaboration Strategy to continue and grow current successful partnerships and collaborations with similar organizations and associations. The long-term goal of the project is to ensure that the province's oil and gas industry consistently has adequate numbers of appropriately skilled Newfoundlanders and Labradorians to fill its human resource requirements. This project will be funded for an approximate two-year period (total of \$172,040), with \$17,000 expended in 2023-24.

In October 2022, **Taskforce NL Inc.** was funded to connect approximately 100 Ukrainian newcomers to employers within their network within the province of

Newfoundland and Labrador who were experiencing labour shortages. This project involved job matching, identifying labour market needs, encouraging employers to enhance recruitment practices, and employer follow-up after recruitment. Taskforce NL collaborated with other community organizations to promote hiring of Ukrainian newcomers, delivered training sessions and job fairs, and successfully matched 49 Ukrainian newcomers with employment. This project was funded for a 24-week period with \$6,400 expended in 2023-24.

The AXIS Career and Employment Services Division of the **Association for New Canadians** was funded to provide supports to local employers in recruiting and retaining international talent. AXIS develops strong relationships with industry and key community partners to seek and apply leading-edge strategies in its efforts to help newcomers navigate through the challenges of the local labour market. This project was funded over a 52-week period with \$382,543 expended in 2023-24.

In February 2023, **Recreation Newfoundland & Labrador Inc.** received funding to implement phase two of the Rec Zone online platform. This project involves implementing learning governance for the Rec NL Learning Program; increasing knowledge and participation in the Rec Zone; developing priority training targets; executing a training pilot; evaluating digital courses; and developing a recurring revenue model for training delivery at Rec NL. This project was funded until March 2024 (total of \$200,675), with \$20,068 expended in 2023-24.

Central Development Association was funded to prepare a conceptual plan for the Great Coastal Trail. The trail will be an integrated set of trails for the region from the Gros Morne National Park northern boundary to L'Anse aux Meadows/St. Anthony at the northern tip of the peninsula. The project will develop the planning framework for the creation of the trail system, including trail research, consultation with potential partners, regional assessment, as well as preparing economic development and employment targets related to successful completion of the project. This project was funded for 29 weeks with \$46,000 expended in 2023-24.

Beginning in November 2022, **Council of Marine Professional Associates (COMPASS)** was funded to deliver measures and initiatives to address the current skills gap and labour shortages in the ocean marine sector and bring awareness to youth of the benefits of working in the sector and prepare them for future career opportunities. This was achieved through the enhancement of digital literacy capabilities to further prepare youth for future labour demands that require skills in technology. This project will address these issues through the enhancement of youth technology skills through engagement with industry, by facilitating participation in youth technology experience programs, creating structured in-classroom and virtual learning, and by collaborating on youth work experiences to promote the development of technology linked careers.

This project was initially funded for a one-year period, however, was extended to December 31, 2024 (total of \$55,000), with no funds expended in 2023-24.

In November 2022, **Newfoundland and Labrador Federation of Agriculture Inc.** received funding to implement the Agriculture Sector Work Plan that was jointly developed along with the provincial and federal governments. This project involves engaging and hiring professional staff to undertake the activities of the initiative including developing strategies to diversify the provinces agriculture industry and stimulate employment by working to modernize legislation; updating skills needed by the sector; profiling opportunities in the sector; and contributing to the development of post- secondary education agriculture-related studies. This project was extended to October 31, 2027 (total of \$2,675,612), with \$925,612 expended in 2023-24.

In February 2023, **Grieg Seafood Newfoundland Ltd.** was funded to attract, upskill, and retain local Newfoundlanders and Labradorians. This project provided Technician skills training for 22 out of a possible capacity of 24 EI-eligible individuals focusing on candidates within the local community, who were experiencing long-term unemployment. This training was delivered by the Marine Institute of Newfoundland and Labrador and included a work placement at Grieg which provided practical skills to support the in-class training. Of the 22 participants, 18 were hired by Grieg at the end of the initiative. This project was funded for a 30-week period (total \$132,063) with \$13,206 expended in 2023-24.

In March 2023, **Laughing Heart Music Ltd.** received funding to lead a project focusing on workforce development for the cultural industries (specifically music) that prioritizes youth engagement and employment, as well as diversity, equity, and inclusion principles in the Corner Brook, NL area. This project involves forming and executing an advisory committee to identify existing strengths, capacities, and assets within the community that can be used to strengthen and develop the music sector and arts sector, as well as planning and delivering professional and creative development opportunities for artists and arts workers in Corner Brook. This project was extended to five years (total of \$1,291,664), with \$317,884 expended in 2023-24. Accomplishments in 2023-24 include engagement of over 200 youth participants across delivery of over 50 events (15 of which were specifically youth-focused), and four youth mentorships completed.

Marathon Gold received funding in March 2023 to recruit, train, and retain Drill Operators and Blasters for the mining industry. Marathon Gold, with its partner organizations, is using a combination of third-party training along with mentorship from an on-site driller/blaster to ensure that those hired for the positions receive the most up-to-date, practical, hands-on training in a supportive environment that mitigates risk for operating high-cost, technical machinery. This project will end on March 31, 2026. There were no expenditures for 2023-24.

In March 2023, **econext** was provided funding for a Clean Energy Initiative. This involves the organization facilitating this project in close partnership with industry partners with the goal of accelerating the participation of Newfoundland and Labrador's workforce in emerging clean energy industries (e.g., wind, hydrogen, bioeconomy), and progress the province's ability to innovate in these areas by providing supports towards collaborative research between academia and industry. This project will end on March 31, 2025, with no funds expended in 2023-24.

The **Newfoundland and Labrador Forest Industry Association (NLFIA)** was provided funding for the implementation of an attraction and retention strategy. The organization will finalize its human resources plans comprehensive training and activity plan over the next two years, with a total budget of \$2,000,000 allocated in 2023-24.

In 2023-24, **Women in Resource Development Inc.** was funded to provide consultation services and customized training options for employers to encourage, support, and facilitate equitable and inclusive recruitment and retention practices. This project involved providing information and training sessions to employers, workplace assessments, job fairs, and partnering with industry, education, and community stakeholders to coordinate and deliver regional employment information sessions. A total of \$667,191 was expended in 2023-24 for this project.

In March 2024, the **Association of Early Childhood Educators of Newfoundland and Labrador** received funding to develop ten self-study competency-based modules for eight of the ten content areas (except for the practicum and research content areas) that are outlined in the Newfoundland and Labrador provincial program standards for Early Childhood Education. The purpose of this project is to help certify individuals whose credentials in early childhood education are recognized by education assessment agencies such as the World Education Services (WES) but do not meet the NL provincial program standards for Early Childhood Education. The project is scheduled for 10 months, with \$41,750 in funding provided in 2023-24.

In September 2023, **Marble Mountain Development Corporation (MMDC)**, was granted funding for a project to make labour market adjustments associated with the transition from a one-season to a four-season resort. This project involves strengthening human resource management and planning capacity; preparing and implementing a workforce development strategy; identifying and addressing evolving workforce needs and skills gaps; developing and delivering tailored training programs to address current and emerging needs associated with four-season transition; and developing and delivering programs for knowledge transfer, mentoring, succession planning and job rotation. This project is being funded for a three-year period (total of \$636,197), with \$318,098 expended in 2023-24.

In January 2024, **MUN: Centre for Research and Innovation (CRI)** in Corner Brook received funding to develop and deliver micro-credential and certificate level programming that will address structural shortages in western Newfoundland's labour market. Applied courses targeting established and emerging labour sectors will be developed and offered. The courses include 3D design and printing, CNC design and manufacturing processes, rapid prototyping, robotics, geographic information systems (GIS), technical skills and social policy development for wind energy/green hydrogen production. This project is being funded for a three-year period (total of \$634,618), with \$571,156 expended in 2023-24.

In March 2024 the **Heritage Foundation of Newfoundland and Labrador** received funding to promote the restoration and repair of wooden windows on heritage properties in Newfoundland and Labrador. This project will provide training for a more skilled workforce in the building restoration sector and create new training options for heritage carpentry. It will also address a labour shortage in the sector, the shortage of year-round job opportunities for heritage carpentry, and the lack of community and organizational capacity around proper heritage conservation. The project is funded for a two-year period, until March 2026, with \$187,076 expended in 2023-24.

Starting in March 2024, **Municipalities Newfoundland** received funding to hire Capacity Building Officers who will work with municipalities across Newfoundland and Labrador to address the ongoing housing and homelessness crisis. These officers will identify small and medium-sized municipalities in NL who do not have the human resource capacity to be part of the housing solution. They will provide training and support to these municipalities and will collaborate with staff to enhance the development of housing needs assessments, identify options for increasing the housing stock, and build the capacity of municipalities to apply for and secure both new and ongoing federal and provincial funding to support housing at the municipal level. This project is being funded for two years (total of \$154,306) with \$138,875 expended in 2023-24.

In March 2024, **Advanced Educational Systems Inc. (Keyin College)** received funding to deliver Personal Care Attendant training using a hybrid model. The initial 15 weeks of training will be conducted online followed by clinical and preceptor-based training in each student's local region. Upon completion, Keyin College will work with Newfoundland and Labrador Health Services to ensure job interviews are arranged for every graduate within their region of residence. This project has a total budget of \$3,000,000, with \$2,850,000 expended in 2023-24.

In March 2024, the **Town of Fogo Island** received funding to develop a research project aimed at industry diversification, economic growth, and population expansion. The Town has partnered with Mitacs and Memorial University (MUN) to identify labor market gaps and opportunities for growth in existing industries, as well as to explore

potential new industries. The project's primary goal is to produce a detailed report and assessment outlining the labor market and skill needs across both current and prospective industries. This final report will provide insights and recommendations that the Town of Fogo Island will use to formulate a strategy for sustainable industry and labor market growth, as well as a community marketing plan. The project has a total budget of \$7,500, all of which was expended in 2023-24 fiscal year.

In March 2024, the **Association of Professional Engineers and Geoscientists of Newfoundland and Labrador (PEGNL)** received funding for a nine-month project aimed at replacing the current Application Access Database. The project will develop an online Application Portal that allows applicants to submit required information and track the status of their applications more easily. It will enhance the efficiency of registration processes, provide greater transparency to applicants, and focus on streamlining the Foreign Qualification Recognition process. Total budget of this project is \$85,275 has been expended in 2023-24 fiscal year.

Starting in March 2024, **Newfoundland and Labrador Employer's Council INC** received funding to administer a wage incentive to provide targeted financial support to businesses significantly impacted by increasing costs. Project activities will include developing and launching a targeted outreach campaign to inform businesses of the available support, creating a specially designed application portal to facilitate easy application, and implementing a streamlined application review process to ensure quick disbursement of funds. The project is funded for 23 weeks with a budget of \$2,200,000, all of which was advanced in 2023-24 fiscal year.

In March 2024, the **West Coast Cycling Association Inc. (WCCA)** secured funding to lead a project aimed at enhancing the labor force through a Mountain Bike Experience initiative. Over the next three years, WCCA will create direct employment opportunities through project-based work related to mountain bike trail development and construction. The association will also train and develop a workforce to support sustainable trail construction, tourism, and marketing. Additionally, WCCA will connect trail builders, tourism workers, and marketers with valuable internship opportunities. Total budget of this project is \$781,990 has been expended in 2023-24 fiscal year.

In March 2024, **White Bay Central Development (WBCDA)** received funding to spearhead a project aimed at building workforce capacity through economic programming support and delivery. To ensure the project's success, WBCDA plans to hire two positions that will be responsible for analyzing community demographics, engaging with business and community councils, coordinating public interactions, and supporting the planning and execution of new enterprises. This project is being funded for three years with the total budget \$522,150 expended in 2023-24.

College of the North Atlantic (CNA) is the only public college in Newfoundland and Labrador and, in partnership with industry, was funded to quickly pivot and deliver additional training required to meet the needs of the province's labour market. With success and continued demands, programming will be integrated into regular business. Outlined are the projects that received funding in 2023-24:

- To address the labour shortage in the health care sector, CNA received funding beginning March 2020 to provide Project Management and Quality Assurance support for Health Responsive Programming. This expansion included increased/new offerings of the Personal Care Attendant (PCA) program, Practical Nurse (PN) program, and the Advanced Care Paramedicine (ACP) program. This project was funded over four years with all funds expended prior to 2023-24.
- Beginning March 2020, funding was provided to offer ACP training. This programming will provide upskilling for current Primary Care Paramedicine (PCP) practitioners. This will provide them with additional knowledge and skills for delivering advanced emergency health care and prepare them to function as leaders in emergency situations. This project was funded over four years with \$100,000 expended in 2023-24. Forty-five participants were upskilled in this project.
- Beginning April 2020, CNA was funded to offer additional PCA training. New offerings of the PCA program were delivered at two campuses and capacity was increased within programs currently being delivered at eight campuses. The project was funded over four years, with \$209,807 expended in 2023-24. Thirty-nine individuals successfully completed this program.
- Beginning in April 2020, CNA was funded to offer PN training. New offerings of the PN program were delivered at four campuses and intake was increased within existing programs being delivered at two campuses. The project is funded over five years, with no funds expended in 2023-24. This project added 208 spaces to the existing capacity for this program over the five-year period.
- Starting in December 2020, CNA was funded to pilot a two-year e-Commerce Web Development Program to address labour market shortages in the technology sector. The program was funded over two years with \$14,207 expended in 2023-24, with 24 students receiving training.
- Beginning in January 2021, CNA was funded to develop and deliver a workforce training pilot over the course of 45 months. The pilot will seek to address the needs of both the Health and the Information/Communication Technology Sectors using a Literacy and Essential Skills development approach. The Literacy and Essential Skills program will utilize the Test of Workplace Essential Skills (TOWES) to assess participants; deliver industry appropriate pre-employment and career readiness training, including industry orientation and related occupational awareness; provide occupational skills training aligned with employer needs and the Essential Skills/National Occupational Classification (NOC) - leading to certifications that are in demand in the local labor market; and industry specific job development/ Work Integrated Learning (WIL) and placement services based on strong relationships with employers. The contract will end in September 2024, with no funds expended

in 2023-24. The training was developed, and programs commenced in multiple locations in September 2023.

- Due to a skills shortage of Early Childhood Educators (ECE) CNA was provided funding to offer an additional 150 part-time seats in the ECE Certificate (Online) program in the fall 2021 semester. The contract runs from January 2021 to August 2024, with a funding commitment of \$1,983,383, with no funds allocated to 2023-24.
- In January 2022, funding was provided to develop education and training programs that will help achieve the workforce development priorities identified by companies involved in the growing mining sector in Newfoundland and Labrador. The contract is two years in duration with total funding of \$303,752, \$91,880 of which was expended in 2023-24.
- In January 2022, funding was provided to offer additional seats for the PCP program to meet the needs of the healthcare sector in Newfoundland and Labrador. The agreement is over three years, totaling \$1,847,005, with no funds expended in 2023-24. This will add 40 seats to the existing capacity for this program across multiple locations.
- In May 2022, funding was provided to offer 32 additional seats in the Medical Laboratory Assistant program to meet the growing demands within the health care sector. The contract is for two years with no funding expended in 2023-24.
- In January 2022, funding was provided to implement phase one of the development and delivery of the Film and Media Production program. An advisory team will undertake a labour market analysis on the industry, identify gaps in training and upskilling, and engage Program Developers and Instructional Designers to develop the program curricula and content. The contract has been expanded to three years totaling \$1,789,720, with no funds expended in 2023-24.
- In January 2022, funding was provided to implement the Technology Career Pathways (TCP) pilot program. The goal of the program is to develop new opportunities for students to transition from high school to post-secondary programs in Information Technology. Students who complete the TCP program will receive a micro-credential certificate from CNA (Python Programming) and a transferable course credit. The two-year agreement provided \$1,384,536 in funding, with \$203,493 expended in 2023-24. To date, 121 participants took part in this pilot.
- In September 2022, funding was provided to develop a Prospector Training program because of feedback from stakeholders including the Newfoundland and Labrador Prospectors Association, Mining NL, and industry representatives. CNA will optimize its capacity to reach a wider and more diverse audience by formatting and designing a significant portion of the training for online delivery. Curriculum will reflect current industry standards, along with a one-time pilot delivery of online theory content and field practicum. The contract was expanded to 28 months with funding of \$69,570, with no funds expended in 2023-24.

- In March 2023, funding was provided to develop a PCP blended program for online asynchronous delivery as well as to deliver the program on a part-time basis for Emergency Medical Responders (EMRs) currently working in the province. The program will be designed for EMRs who have experience working in ambulance settings. Extensive clinical time is built into the program for these students to develop the required PCP level skills with an experienced preceptor. Funding of \$2,099,222 was provided for this four-year initiative, with the total budget expended in 2022-23. Four cohorts will be offered over the duration of the agreement, with 18 students in each cohort. The first cohort commenced in September 2023.
- Starting in March 2024, funding was provided funding to offer an additional 16-student cohort of the Personal Care Attendant program at the Gander, NL campus, beginning in September 2024. This project was initiated to address labour shortages for this profession in the central region of Newfoundland and Labrador and is scheduled to operate until June 2025, with \$252,307 was expended in 2023-24.

Highlight from the Self-employment Assistance Program

In 2023, with the assistance of the Self- Employment Assistance program, “**Travis**” began researching the viability of operating his own business of manufacturing and selling high-end and unique wood-fired and electric outdoor saunas. The research showed there was a demand for the product and for consumers purchasing locally. His product offers a patented roof design that extends the life of the sauna and is completely eco-friendly. As a result of his success to date, “Travis” has been featured on, local radio stations as well as a local magazine to promote his business.

Labour Market Integration for Newcomers

A subset of the Labour Market Partnerships measure, the Labour Market Integration for Newcomers provides funding to organizations to pilot initiatives that support integration of unemployed newcomers into the workforce. The following is a summary of projects that were active in 2023-24:

In April 2022, funding was provided to the **College of Registered Nurses of Newfoundland and Labrador** for the Nursing Community Assessment Service (NCAS) for Internationally Educated Nurses (IENs) in Newfoundland and Labrador. The aim of this program was to streamline the evaluation and integration of IENs into the local healthcare workforce. This service allows IENs who do not meet the Registered Nurse (RN) requirements in the province to qualify for LPN practice, providing them with an employment opportunity while they undertake any additional required education or training. The NCAS project served as a single assessment pathway for IENs to pursue three different nursing roles, thereby reducing barriers and saving time and costs for applicants. It also offered IENs the chance to acclimate to the Canadian nursing environment, improve their English proficiency, and receive necessary training. The total budget for this project was \$1,173,027, with \$117,303 expended in 2023-24.

In December 2023, the **YMCA of the Northeast Avalon** was provided \$477,048 to assist newcomers by facilitating business planning, entrepreneurship workshops, employment skills workshops, and housing support. Targeted towards Temporary Residents, including International Students and Temporary Foreign Workers (TFWs), the project aims to serve approximately 1,900 participants. The project fosters inter-cultural and inter-generational knowledge transfer. There is also a focus on intersectional program delivery; programming that considers the challenges newcomers face in their settlement and integration journey.

In November 2023, **AMAL** was provided \$287,421 to deliver a Transitional Employment Supports Program focused primarily on assisting newcomers to secure meaningful employment and providing direct support to employers and coworkers, particularly in the first three months of employment. The program was available to all newcomers seeking employment, but the proponent prioritized to those who are not yet proficient in the English language. Throughout the project delivery, the organization successfully supported 185 newcomers who needed their support and services. Of the 185, 37 newcomers gained meaningful employment.

In December 2023, **Bethesda** received \$160,505 to provide comprehensive support services that address the immediate and long-term needs of immigrants and refugees. This project supports employment integration for newcomers in Newfoundland and Labrador (NL) providing an avenue for individuals to develop their English-speaking skills. Additionally, the project aims to deliver employment focused workshops to

support employment readiness which include resume writing supports, interview preparation and establish direct employment through the development of the employer/employee pool.

In December 2023, **Christian Missionary Fellowship** was provided \$80,000 for the Settlement and Economic Integration Program for Newcomers. This project will support and empower newcomers in Newfoundland and Labrador (NL) through entrepreneurship training workshops, financial literacy, and youth leadership workshops. Key project activities include:

- The Entrepreneurship Incubator program will create a supportive, and successful entrepreneurial program that includes resource provision, mentorship, training programs, entrepreneurship competition and business development.
- The "Financial Literacy Seminars" project is an educational initiative designed to improve financial understanding and decision-making among newcomers, particularly in the context of Canada's financial systems and practices. It supports business development plans through an increase knowledge of Canadian financial literacy. The knowledge imparted is crucial in helping newcomers make informed financial decisions, which is key to achieving economic stability and growth.

In September 2023, the **City of St. John's** was provided \$9,350 to facilitate the 2023 My New St. John's Expo event. This is a free event provided for newcomers to facilitate their introduction to the organizations that can provide settlement supports. The business community who have employed newcomers will be invited to attend. They will be encouraged to bring their employees who have already been through the process.

In December 2023, **Collective Interchange Co-operative**, Latin American Community Network (LACN NL) was provided \$75,000. This project will develop and test a sustainable online Latin American Community Network with a design team of representatives from the targeted Latin American community living in our province. This platform will be used engage in all aspects of Newfoundland and Labrador life to enhance recruitment and retention in various industries and sectors. Additional features of the platform will include, delivery of language supports, translation supports and development of needs assessments tools that will support the recruitment and retention employees from the Latin American region. This project aligns with Departmental recruitment efforts which target Mexico to support the construction industry.

In December 2023, **La Federation des Francophones** was provided \$195,689 to provide settlement and employment supports to French Speakers. The employment portion of the project will facilitate hiring a part-time position for the expansion of services to French speaking clients residing in the Western part of the province. Individual hired will conduct needs assessments for clients, organize and facilitate

language supports and provide referral-based services with other supports in the community and the region. The organization will also expand its partnership with MUN Grenfell Campus to ensure French speaking international students are supported to ensure retention of the French speaking community in the region and supporting labour market needs in the area.

In December 2023, **Memorial University, Grenfell Campus** was provided \$46,115 for the Language Works project. The project will seek to offer workplace-related language training that will be developed through conversations with employers. When applicable, classes or sessions will be conducted onsite at the workplace for applied practice. The project leader will take notes of how each student progresses throughout the program and whether they shift into paid employment because of their involvement in the program. The Project Lead will also liaise with employers to determine if programming effectively responds to the language requirements of their workplaces.

In December 2023, **Public Legal Information Association of Newfoundland and Labrador (PLIAN)** was provided \$235,198 for Legal Support for Newcomers throughout the province. The project will expand the facilitation of legal clinics to the Western region of the province. The project will create direct employment for two project coordinators position. The two coordinators will facilitate and provide on-going education presentation and workshops. The project will prioritize a direct legal support for newcomers to the province, enhancing their capacity to advance in the labour market. PLIAN will develop, translate, print, and distribute plain language legal information materials on topics including family law, residential tenancies and housing, labour and employment law, criminal law, and immigration law.

In January 2024, **Southern Labrador Development Association** of NL was provided with \$124,000 for Labrador Straits Employment Connections and Development Office. The project will connect with newcomers and locals to offer job skills training, resume building, mentorship, and collaborative community awareness. The project will create an employee/employer profile database, assist individuals with employment profile building, student career connections, information and training sessions, employment connections and skills matching. In addition, the project will help Foreign Credential Recognition (FCR) navigation, explore flexible work schedules, social media management, and public relations. To date, this project has supported 103 participants.

In December 2023, **Tombolo Multicultural Festival** was provided \$165,000 to design and implement employment programs, events and activities that will facilitate, promote, and support the economic advancement of newcomers. The project will improve labour market access by creating direct employment; providing career navigation supports to help them make important career decisions; removing barriers to accessing the labour market. This project will also assist newcomers' with foreign credential recognition.

In December 2023, **Ukrainian National Federation of Canada- Avalon** was provided \$132,560 for the Integration and Community Building Program. This multi-phase project will be dedicated to understanding and providing socio-cultural activities and programs for Ukrainian newcomers while providing integration opportunities. The project will provide direct employment for four Ukrainian nationals who will facilitate and support the establishment of the organization. The project will facilitate and provide on-going employment supports and workshop for the Ukraine Community in the Province, such as resume writing, language supports and interview skills.

The **Association for New Canadians (ANC)** is a non-profit, community-based organization delivering settlement and integration services to immigrants and refugees in Newfoundland and Labrador. For more than 40 years, the ANC has delivered programs and services that support all aspects of immigrant integration, ranging from settlement information and orientation to language learning, skills development, and employment. Outlined are the projects that received funding in 2023-24, all of which started in December 2023:

- \$81,564 was provided for an Agriculture Training Program. This project will provide comprehensive training and internship opportunities to support newcomers' economic and social integration in the agriculture sector in Newfoundland and Labrador. This project aimed to engage a cohort of 45 newcomers in a 12-week comprehensive agriculture training program. To date, 20 participants have completed the agriculture training program.
- \$143,144 was provided for a project entitled 'Build Your Future.' This project is a construction trades program designed to support refugees to gain employment in construction-related occupations and apprenticeship trades through a multi-stakeholder program model. The project will provide training to refugee newcomers with the basic knowledge of construction work following the narrowed down level 1 carpentry training in two levels by the Red Seal Certified Journeyperson. This project aimed to engage four cohorts within one year with a target of 75 newcomers' total. To date, 20 participants have completed the Build Your Future program.
- \$22,529 was provided funding for a project entitled 'Coding for Success.' This project aims to provide an opportunity for newcomers to learn about coding/programming and to explore career opportunities. The project includes engagement from key stakeholders, such as Verafin, Metricsflow, TechNL, GetCoding, and Memorial University. This project aims to engage a total of 120 newcomer youth for the duration of the project. To date, 15 participants have participated in Coding for Success programming and workshops.
- \$24,399 was provided for a Newcomers Entrepreneurship Training project. As entrepreneurship is a critical factor in the economic development of the province, the Newcomer's Entrepreneurship Training (NET) program helps motivated newcomers who are interested in entrepreneurship as a career in Newfoundland and Labrador. This project will support newcomers with entrepreneurship

experience by providing training and supports on how they can establish businesses, provide a great contribution to the local business community, inject their expertise and practical knowledge throughout the various job sectors in the province. The Association aims to support 72 participants through this project. To date, 42 participants have participated in NET project. It is a continuation project from the previous fiscal year, which was reported to be successful.

- \$76,233 was provided for Planning My Career Journey- PLAR Approach to Early Labour Market Attachment. Recognizing the ongoing changes and challenges in the labour market, Prior Learning Assessment and Recognition will provide an opportunity for highly skilled newcomers to define their knowledge, skills and abilities in a Canadian context while demonstrating that their competencies are relevant and meet the expectations of employers in the current and future labour market. To date, ANC has reported that 76 newcomers have been supported.
- \$351,675 was provided for a project entitled ‘Occupation-Specific Language Training for Newcomers.’ This project provides targeted language and communication training for specific occupations and facilitates the development of cultural knowledge and linguistic proficiency to ease their transition into the Canadian workforce. This project will emphasize the development of occupation-specific vocabulary, expressions, and language, enabling them to effectively communicate and perform their work tasks. In addition, the project outlines the importance of effective interactions, building both oral and written communication skills. The OSLT program implements a variety of methods, including online and classroom-based learning as well as site-based language coaching in direct consultation with employers. The ANC aims to engage 100 participants for this project. To date, 54 participants have engaged in the ANC’s Occupation-Specific Language Training for Newcomers.
- \$19,773 was provided for an ESL Program to address the specific needs of those ESL learners seeking to enroll in Level I ABE. In particular, this program will address issues related to newcomer learning (e.g. educational gaps) by introducing key concepts related to essential skills; adjusting strategies and methodologies to take into account the learner’s prior knowledge while building the academic language skills needed to aid success in a mainstream ABE program; and, will be adapting the delivery style and duration of the program to ESL learner needs. The ESL-supported, essential-skills-focused ABE Bridging Program will be delivered with the objective of facilitating the newcomer’s social, cultural, and economic integration into the community. To date, 28 participants have engaged in the program.
- \$198,907 was provided for a project entitled ‘Strategic Transitions to Employment Program (STEP) - Linking Practical Skills.’ The STEP and Linking Practical Skills programs target newcomers with practical experience and skills in specific sectors but not necessarily the formal educational training to support their skills and abilities. The project subsidizes 12-week work experience placement initiative (30 participants) and targets experienced skilled/educated newly arrived permanent

residents and migrant workers (Ukrainians), as well as spouses of International Students/Graduates. Activities include completion of employment readiness training, a monitored work placement, peer mentoring, employer feedback/evaluation and targeted one-on-one employment maintenance support for both the employers and the participants. The Association aims to support 30 participants through this project. To date, 26 participants have participated in STEP project.

- \$66,276 was provided for a project entitled “Business Diversity.” The project includes industry-specific outreach and focuses on having a wide reach to small businesses. The project will offer workshops focused on current Inclusion, Diversity, Equity, and Anti-Racism frameworks and research, and collaboration with business community partners for employer and employee support.

Highlight from the Skills Development Program

“**Rick**” approached the department in May of 2022 after the closure of the company where he had been employed as a truck driver for several years. Rick had not completed any post-secondary training, other than some safety courses that were required by his previous employer. He began actively job searching but was unable to secure employment. With the assistance of his Case Manager, he developed an employment plan to return to school under the Skills Development Program. He graduated from a Heavy Equipment Operator program in 2023 and immediately secured full-time sustainable employment in his field.

Research and Innovation

The following is a summary of projects that were active in 2023-24:

Newfoundland and Labrador Workforce Innovation Centre (NLWIC)

In February 2017, the Government of Newfoundland and Labrador established the NLWIC. It was designed to support and fund labour market activities, research, and projects that demonstrate innovation and identify methods to better assist individuals prepare for, find, return to, or maintain sustainable employment. To diversify the economy through innovation, NLWIC collaborates with business, labour, community groups, and other agencies to foster innovative approaches to address local labour market needs and improve employment and training outcomes.

Recent work has been ongoing in preparation for the establishment of an Economic Immigration Ideas Lab to identify practical approaches to facilitate newcomer

participation in the provincial labour market and stimulate innovation and leadership in newcomer recruitment and retention.

Research continues in support of Work Remote Hubs, aimed at the establishment and promotion of centres in NL oriented towards supporting remote work for companies or individuals by providing access to resources needed when working remotely, such as printing, specialized technologies, physical space, and human resources.

NLWIC continues to engage with stakeholders and partners, and leverage other funding partners, in support of several projects, including:

- Working with Future Skills Centre (FSC) to develop an Ecosystem Mapping tool, (WorksupportNL), aimed to present a map and search tool to help those in need of employment related services in NL find local services.
- Partnership with ACOA and the Max Bell Foundation to conduct a research project with the DAIS (public policy and leadership think tank at Toronto Metropolitan University) to complete a Job Transition Pathways project aimed to determine job transition pathways for workers in occupations in declining sectors to transition to related occupations in emerging sectors.
- Partnered with the DAIS also on a Tech Sector Labour Market Research Project stemming from a techNL request for proposals.

Micro-credential Pilot

In March 2024, following a call for proposals, a total of \$17,236,515 was provided to three training institutions in NL for the development of micro-credentials to help fill an identified gap in the current suite of programs currently available in the province. Micro-credentials allow individuals to participate in industry recognized upskilling, while they continue to work. This will provide a pathway for individuals to gain the skills needed for higher skilled, better paying jobs. In addition, micro-credentials have been identified as helping to create equity by creating on-ramps to support traditionally under-represented groups obtain the critical skills needed to enable them to find employment. Micro-credentials offer a transformative approach to skill development, empowering individuals to take control of their learning journey, adapt to the changing needs of the labour market, and pursue meaningful and fulfilling careers. Industry Working Groups will be assembled to guide and recommend the development of these micro-credentials. This project will run for five years as a pilot to support the development and delivery of micro-credentials that have been identified by industries that align with government and labour market priorities.

Main Brook Research and Development Corporation

In March 2023, Main Brook Research and Development Corporation was provided \$1,770,570 to research, develop and promote innovative, labour market strategies that capitalize on four season adventure tourism opportunities. The organization will develop a workforce assessment and skills inventory; develop a training plan in

partnership with post-secondary education to fill skills gaps; and assess the interest and skills capacity in relation to entrepreneurship opportunities.

Trailhead Development Company Inc.

The Trailhead Development Company Inc. was provided \$6,187,168 for a five-year period to research, develop and promote innovative, labour market strategies and pilot projects arising from emerging opportunities associated with the continuous, regional tourism hiking/biking attraction currently under development known as the Great Coastal Trail. This trail will connect two United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage designated sites; Gros Morne National Park and the UNESCO World Heritage site at L'Anse aux Meadows. The project is intended to create workforce development through training and skills development arising from the operation of targeted, social enterprises. This project holds the promise of having significant value to job creation outcomes and to the broad, economic development prospects for the Great Northern Peninsula.

Annex 1: Audited Financial Statement

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Independent auditors' report

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To the Deputy Minister of the Department of Immigration, Population Growth and Skills;

Opinion

We have audited the accompanying Statement of Operations of Benefits and Measures and Administration Costs for the Province of Newfoundland and Labrador for the year ended March 31, 2024 ("the statement").

In our opinion, the financial information in the statement for the year ended March 31, 2024 is prepared, in all material respects, in accordance with the financial reporting provisions in Articles 18.1(a)-(b) of the amended Canada-Newfoundland and Labrador Labour Market Development Agreement dated March 27, 2018 ("the Agreement").

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Statement section of our report. We are independent of the Agreement in accordance with the ethical requirements that are relevant to our audit of the statement in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Basis of accounting and restriction on distribution

We draw attention to Note 1 to the statement, which describes the basis of accounting. The statement is prepared to assist the Province of Newfoundland and Labrador to meet the requirements of Articles 18.1(a)-(b) of the Agreement. As a result, the statement may not be suitable for another purpose. Our report is intended solely for the Province of Newfoundland and Labrador and the Department of Immigration, Population Growth and Skills and should not be distributed to parties other than the Province of Newfoundland and Labrador and Employment and Social Development Canada. Our opinion is not modified in respect of this matter.

Management's responsibility

Management is responsible for the preparation of the statement in accordance with the financial reporting provisions in Articles 18.1(a)-(b) of the Agreement, and for such internal control as management determines is necessary to enable the preparation of the statement that is free from material misstatement, whether due to fraud or error.

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Auditor's responsibilities for the Audit of the Statement

Our objectives are to obtain reasonable assurance about whether the statement is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this statement.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the statement, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Agreement's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates, if any, and related disclosures made by management.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The logo for Grant Thornton LLP, featuring the company name in a stylized, handwritten font.

St. John's, Canada
August 13, 2024

Chartered Professional Accountants

Canada - Newfoundland and Labrador Labour Market Development Agreement
Statement of Operations
Fiscal Year Ending March 31, 2024

1 CONTRIBUTIONS FROM CANADA		Contribution	Total
Base contribution from the EI Operating Account			
Base Contribution toward cost of benefits and measure (Program)	\$ 123,243,234		
Carry forward from 2022-23 (Program)	\$ -		
Base Contribution toward administration cost (Administration)*	\$ 8,937,456		
Carry forward from 2022-23 (Administration)	\$ -		
Contributions to costs of benefits and measures outside of base LMADA allocation			
Budget 2017 Additional Allocation (Program)	\$ 14,172,161		
Additional Targeted Funding to support Steel & Aluminum Workers (Program)	\$ -		
Additional Targeted Funding to support Seasonal Workers (Program)	\$ -		
TOTAL CONTRIBUTIONS FROM CANADA TOWARDS PROGRAM COSTS			\$ 137,415,395
TOTAL CONTRIBUTIONS FROM CANADA TOWARDS ADMINISTRATION COSTS			\$ 8,937,456
2 PROGRAM EXPENDITURES - EMPLOYMENT BENEFITS AND SUPPORT MEASURES		Expenditure	Sub-total
EMPLOYMENT BENEFITS			Total
- Skills Development Regular (SD-R) [Provincial/Territorial equivalent name for SD-R programming]		\$ 56,721,255	
Occupational skills training	\$ 51,377,133		
Programming**	\$ 13,135,889		
Financial Assistance (EI Part II)**	\$ 38,241,244		
Short-Term Training	\$ -		
Programming**	\$ -		
Financial Assistance (EI Part II)**	\$ -		
Literacy, essential skills, language training and adult basic education	\$ -		
Programming**	\$ -		
Financial Assistance (EI Part II)**	\$ -		
Other skills development activities***	\$ 5,344,122		
Programming**	\$ 5,344,122		
Financial Assistance (EI Part II)**	\$ -		
- Skills Development Apprentice (SD-A) [Provincial/Territorial equivalent name for SD-A programming]		\$ 1,402,153	
Programming**	\$ 1,402,153		
Financial Assistance (EI Part II)**	\$ -		
- Targeted Wage Subsidies (TWS) [Provincial/Territorial equivalent name for TWS programming]		\$ 9,606,094	
Programming**	\$ 9,489,094		
Financial Assistance (EI Part II)**	\$ 117,000		
- Self-Employment (SE) [Provincial/Territorial equivalent name for SE programming]		\$ 5,604,508	
Programming**	\$ 2,494,716		
Financial Assistance (EI Part II)**	\$ 3,109,792		
- Job Creation Partnerships (JCP) [Provincial/Territorial equivalent name for JCP programming]		\$ 7,777,980	
Programming**	\$ 2,083,489		
Financial Assistance (EI Part II)**	\$ 5,694,491		
TOTAL EMPLOYMENT BENEFITS EXPENDITURES			\$ 81,111,990
SUPPORT MEASURES			
- Employment Assistance Services (EAS) [Provincial/Territorial equivalent name for EAS]		\$ 12,315,876	
Job search assistance	\$ -		
Counselling/Case management	\$ -		
Unassisted services (e.g., self-serve employment resources)	\$ -		
Other	\$ 12,315,876		
- Labour Market Partnerships (LMP) [Provincial/Territorial equivalent name for LMP]		\$ 19,394,347	
Projects/strategies in support of human resources planning and dealing with labour market adjustments	\$ 19,394,347		
Employer-sponsored training	\$ -		
- Research & Innovation (R&I) [Provincial/Territorial equivalent name for R&I]		\$ 25,194,253	
TOTAL SUPPORT MEASURES			\$ 56,904,476
OVERPAYMENTS RECOVERED FROM INDIVIDUALS			\$ 601,071
TOTAL PROGRAM EXPENDITURES			\$ 137,415,395

	OVERPAYMENTS RECOVERED FROM INDIVIDUALS	Sub-total	Total
EMPLOYMENT BENEFITS			
• Skills Development Regular (SD-R)	\$ 601,071		
• Skills Development Apprentice (SD-A)	\$		
• Targeted Wage Subsidies (TWS)	\$		
• Self-Employment (SE)	\$		
• Job Creation Partnerships (JCP)	\$		
• Targeted Earnings Supplements (TES)	\$		
TOTAL EMPLOYMENT BENEFITS EXPENDITURES		\$ 601,071	
SUPPORT MEASURES			
• Employment Assistance Services (EAS)	\$		
• Labour Market Partnerships (LMP)	\$		
• Research & Innovation (R&I)	\$		
TOTAL SUPPORT MEASURES		\$	
TOTAL OVERPAYMENTS RECOVERED FROM INDIVIDUALS			\$ 601,071

**Canada-Newfoundland and Labrador Labour Market
Development Agreement
Notes to the Auditor's Report**

Year Ended March 31, 2024

Note 1 - Basis of Accounting

The expenses for the Benefits and Measures as well as Administration costs have been incurred based on an accrual basis of accounting.

Each of the Benefits and Measures are defined in Annex 1 of the Agreement.

Administration costs are defined as the costs of administration incurred by the Province of Newfoundland and Labrador in providing the Benefits and Measures, which includes employee salaries, professional fees and rent. Rent is allocated to administration costs on a prorated basis of employees providing the Benefit and Measures in the respective regional offices.

Annex 2: Aggregate Information on Employer Programs

During the fiscal year 2023-24, 220 unique employers availed of programs delivered by the province with 306 funding agreements. Please note that employers participating in wage subsidies is not included in this aggregate information as the primary purpose of the program is for individual employment.

Table 1: Employer by Type of Organization

Program	Employer by Type				Total
	Non- Profit	Other	Private	Public	
Job Creation Partnerships	101	1		50	152
Labour Market Integration for Newcomers (Project)	12			2	14
Labour Market Partnerships	23	1	5	4	33
Research and Innovation	1		2	1	4
Self-Employment Assistance	17				17
Total	154	2	7	57	220

Table 2: Employer by Size of Business

Program	Employer by Size			Total
	Large	Medium	Small	
Job Creation Partnerships			152	152
Labour Market Integration for Newcomers (Project)	2	1	11	14
Labour Market Partnerships	2	3	28	33
Research and Innovation	1	1	2	4
Self-Employment Assistance			17	17
Total	5	5	210	220

Table 3: Employers by North American Industry Classification System (NAICS)

NAICS	Job Creation Partnerships	Labour Market Integration for Newcomers (Project)	Labour Market Partnerships	Research and Innovation	Self Employment Assistance	Grand Total
Aboriginal public administration 914	1					1
Crop production 111	3	1	2			6
Forestry and logging 113			1			1
Accommodation services 721	1					1
Administrative and support services 561	1		2		2	6
Ambulatory health care services 621	1				1	2
Amusement, gambling and recreation industries 713	5					5
Animal production and aquaculture 112			1			1
Construction of buildings 236			1			1
Credit intermediation and related activities 522					1	1
Educational services 611	4	2	5	3		15
Educational support services 6117	1					1
Federal government public administration 911	2					2
Food and beverage stores 445	1					1
Food services and drinking places 722	3					3
Full-service restaurants and limited service eating places 7225	1					1
Heritage institutions 712	24	1	2		4	31
Legal services 5411	1					1
Local, municipal and regional public administration 913	60	2	2		1	66
Management of companies and enterprises 551	1			1	1	3
Oil and gas extraction 211			1			1
Other local, municipal and regional public administration 9139	5	3	3		1	15
Paper manufacturing 322			1			1
Performing arts, spectator sports and related industries 711	10		3			14
Professional, scientific, and technical services 541	1		3		4	8
Provincial and territorial public administration 912	1					1
Religious, grant-making, civic, and professional and similar organizations 813	23	4	4		1	32
Social assistance 624	1	1			1	3
Support activities for agriculture and forestry 115			1			1
Support activities for mining, and oil and gas extraction 213			1			1
Waste management and remediation services 562	1					1
Grand Total	152	14	33	4	17	220