

Responding to Labour Markets Opportunities and Challenges in Newfoundland and Labrador:

Recruitment and Retention, Increasing Participation, and Labour Market Information

A Presentation for the
Company of Master Mariners of Canada
Newfoundland & Labrador Division

Thursday, 2 October 2008

Seminar on
Maritime Human Resource Solutions



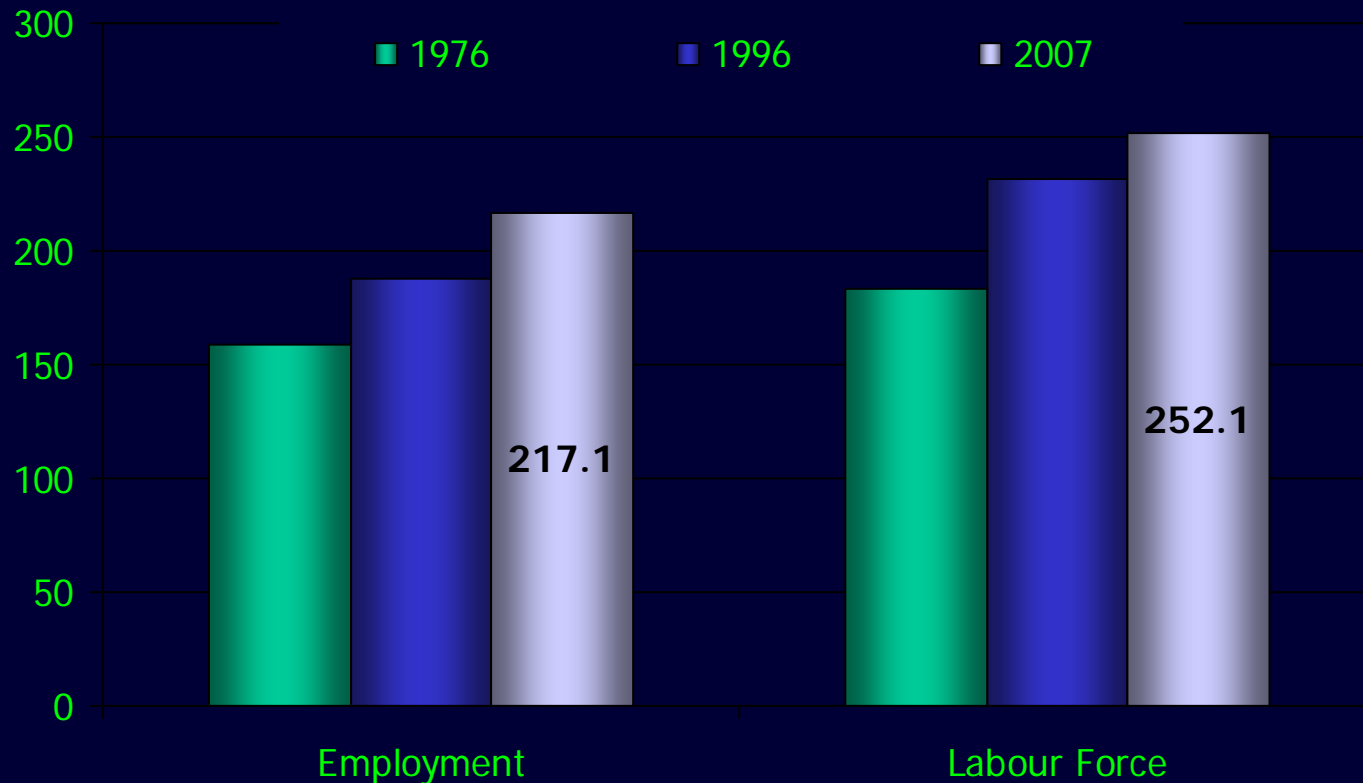
DEPARTMENT OF HUMAN RESOURCES,
LABOUR AND EMPLOYMENT

Overview of Presentation

- Labour market trends
 - Key opportunities & challenges
 - Future outlook
- Responding to the opportunities and challenges
 - Recruitment and retention
 - Increasing participation
 - Labour market information
 - Collaboration and Partnership

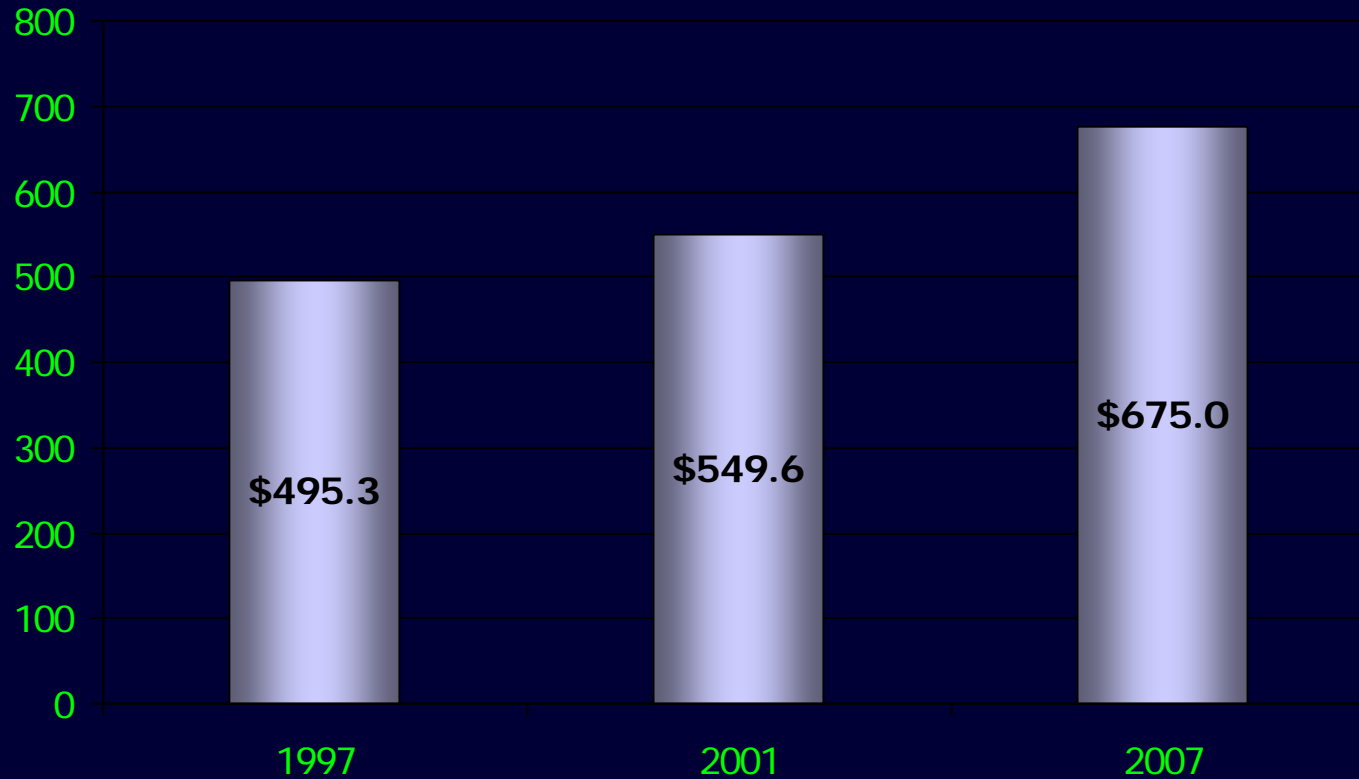
Labour market conditions are improving....

Employment is at record level high...

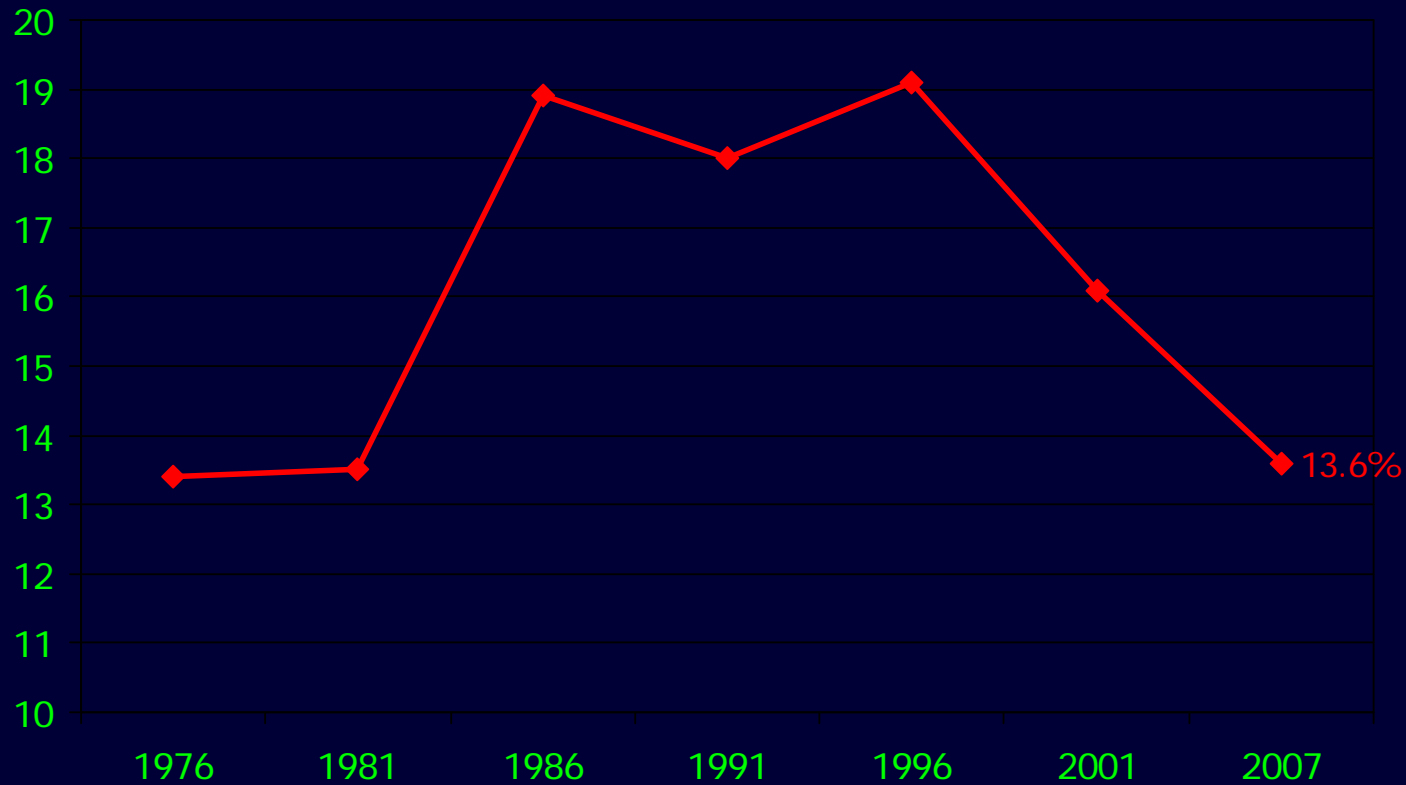


Wages are increasing...

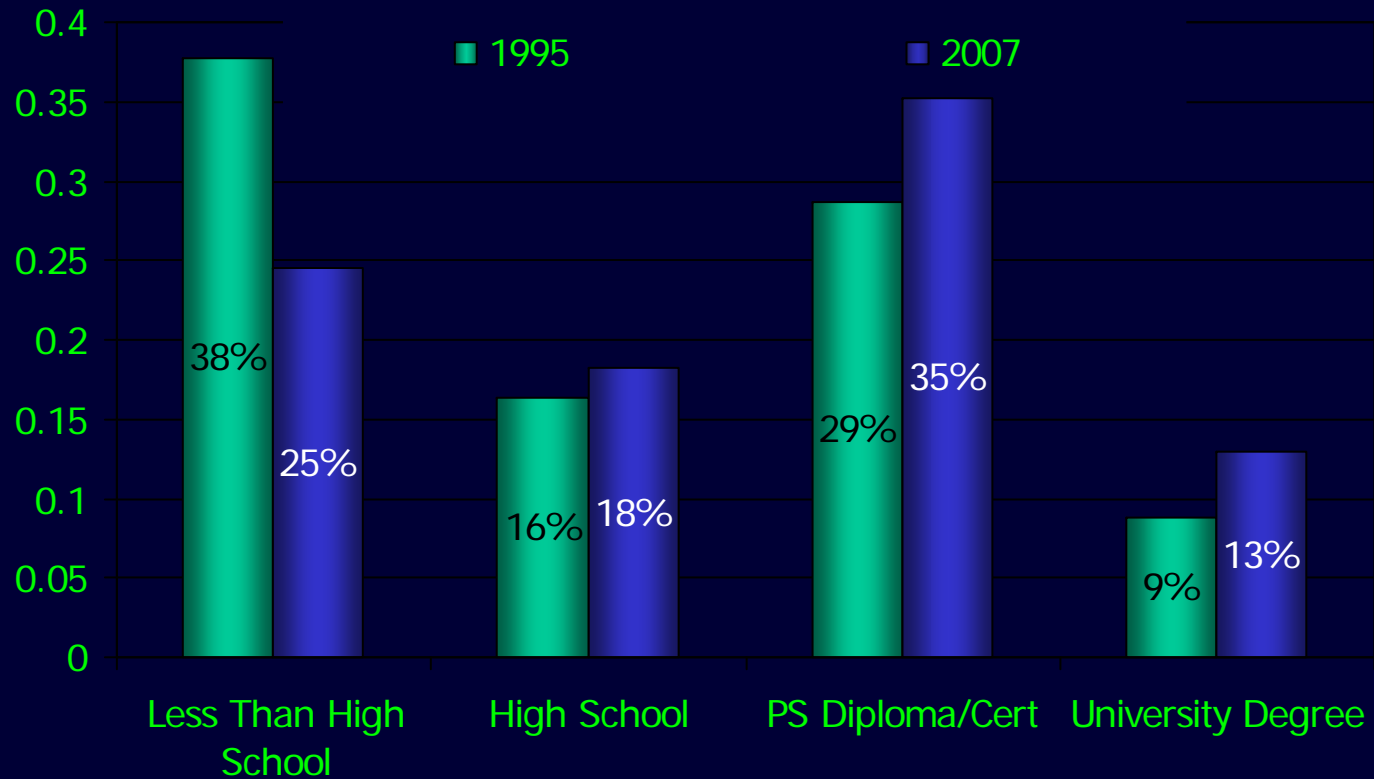
(Avg Weekly)



Unemployment rate at lowest level in 25 years



Education levels improving among working-age population (15-64 year olds)



Positive news about the labour supply....

...what about labour demand?

Positive trends continue...

- Recovery and growth
- Increasing diversification
- Growth in knowledge-based and service-based industries
- Lessening dependency on traditional, primary industries
- Increasing full-year and full-time work
- Lessening dependency on seasonal employment

THANKS FOR COMING IN FOR THE INTERVIEW...



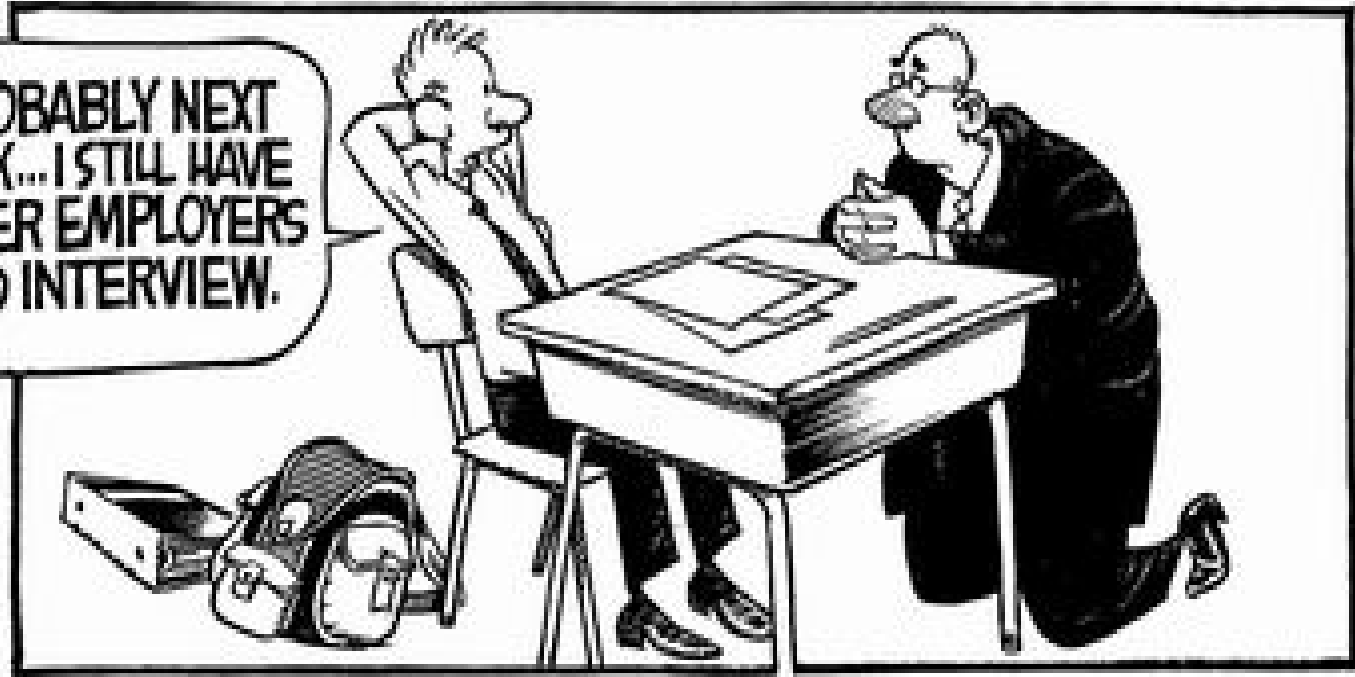
I'LL CHECK YOUR REFERENCES AND GET BACK TO YOU.



WHEN WILL YOU BE MAKING YOUR DECISION?



PROBABLY NEXT WEEK... I STILL HAVE OTHER EMPLOYERS TO INTERVIEW.



Strong signs of a tightening labour market...

Recent survey release indicated that NL's long-term job vacancy rate doubled from 2.6 in 2006 to reach 5.1 in 2007 (Canadian Federation of Independent Businesses)

CBC - Home-care shortages prompts St. John's women to share...

The Telegram - Even in IT, people skills in demand

The Telegram - Companies offer flexibility to attract, retain workers

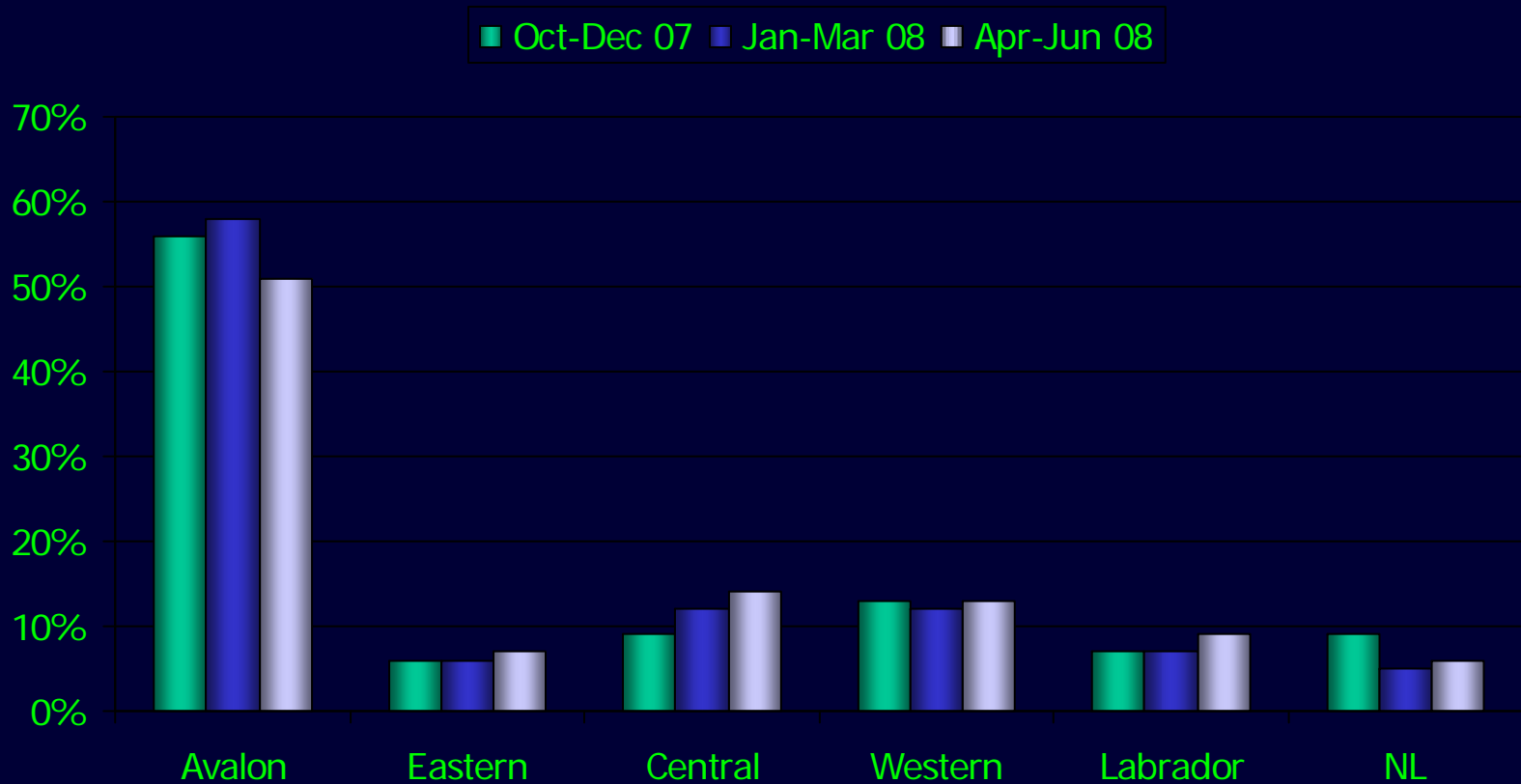
Tourism jobs grow: labour shortage looming

VOCM - Nursing shortages cause Christmas crunch in St. Lawrence

The Beacon- Help wanted-Mine looking to fill vacant jobs

Shipping industry faces severe shortages over next decade

Over 18,800 job advertised for positions in NL... across industries, regions and occupations



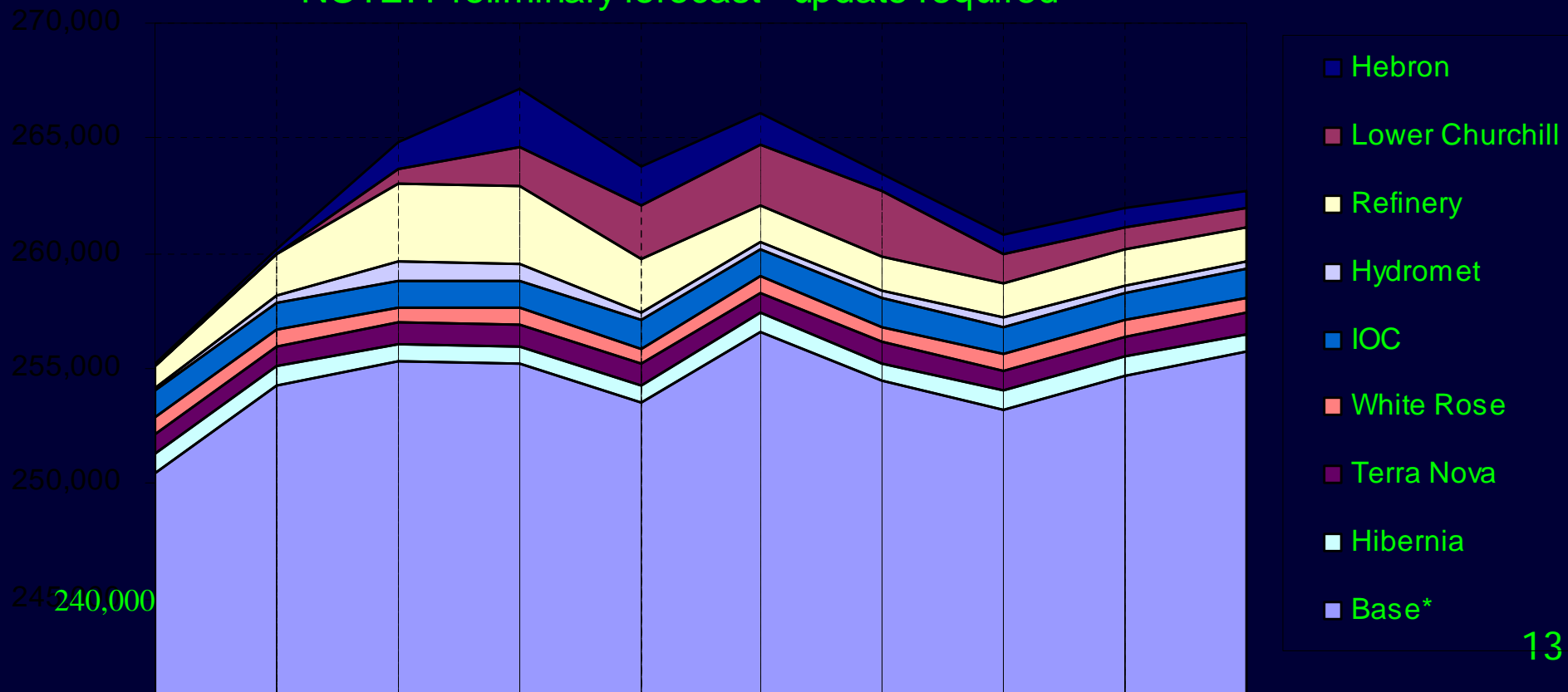
Employment growth outpacing labour force growth...

(1996-2007)

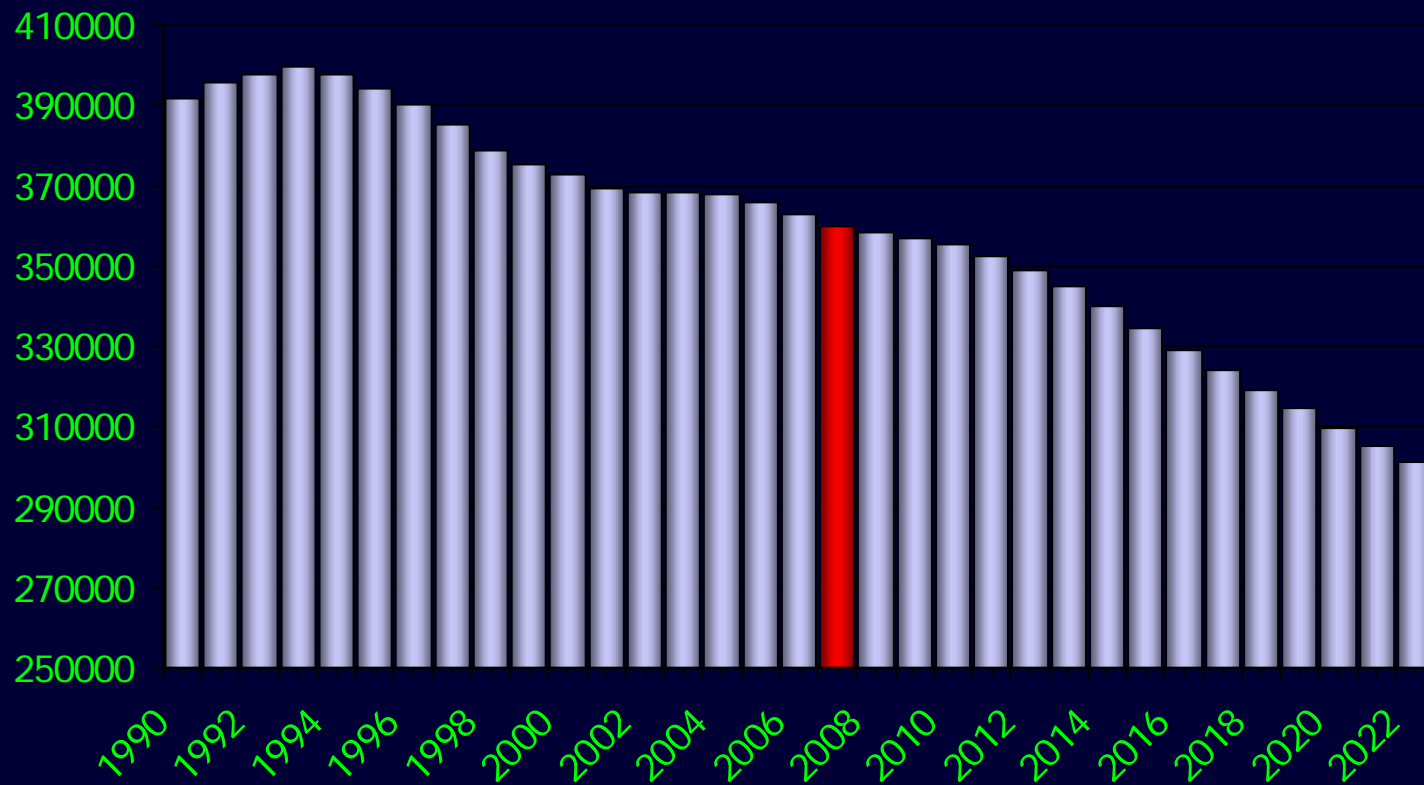


New labour demands and job opportunities will continue to grow...

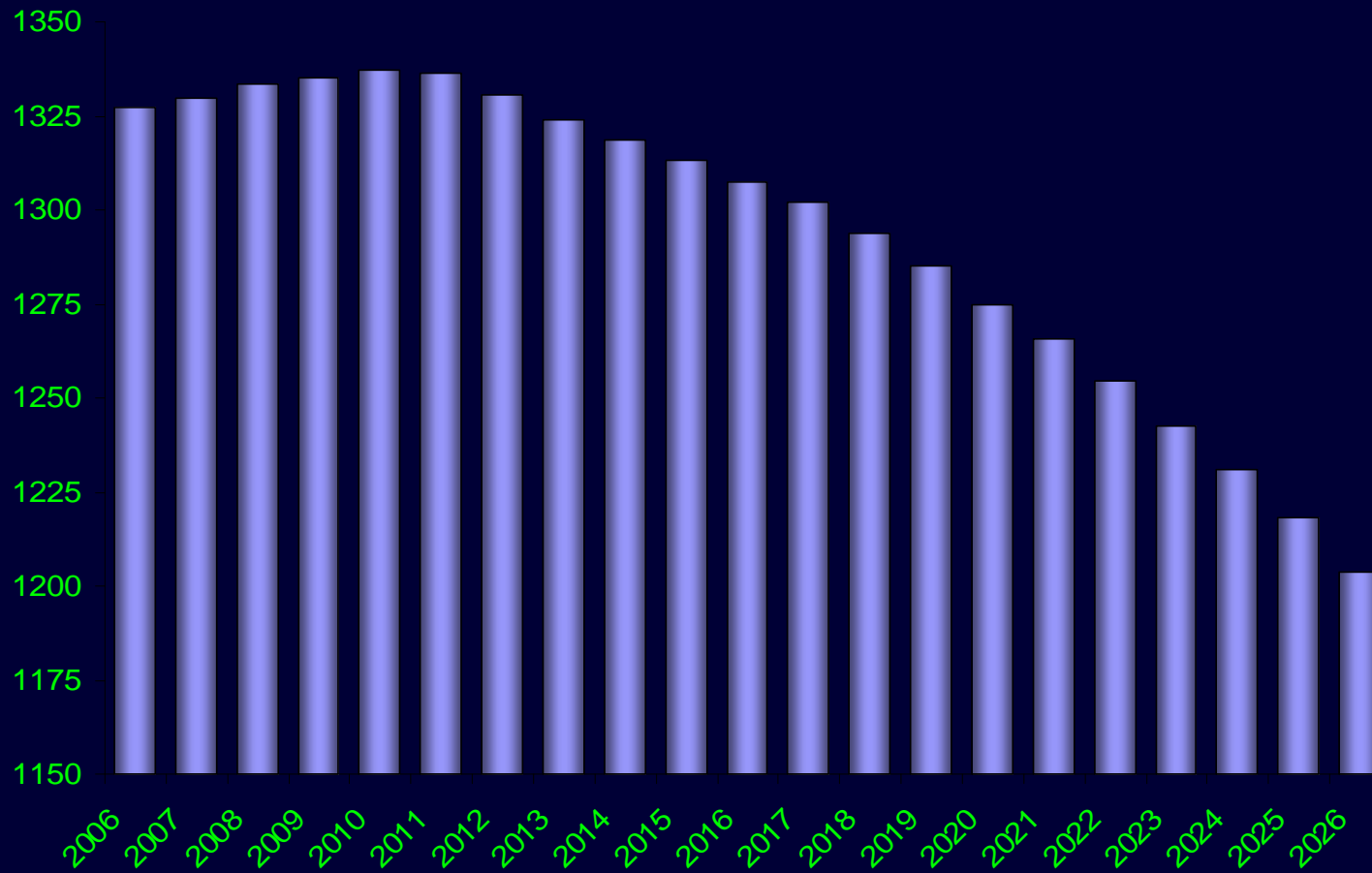
Preliminary Occupational Forecast, NL, 2008-2017
NOTE: Preliminary forecast - update required



Population trends a key driver in NL... (15-64 year olds)

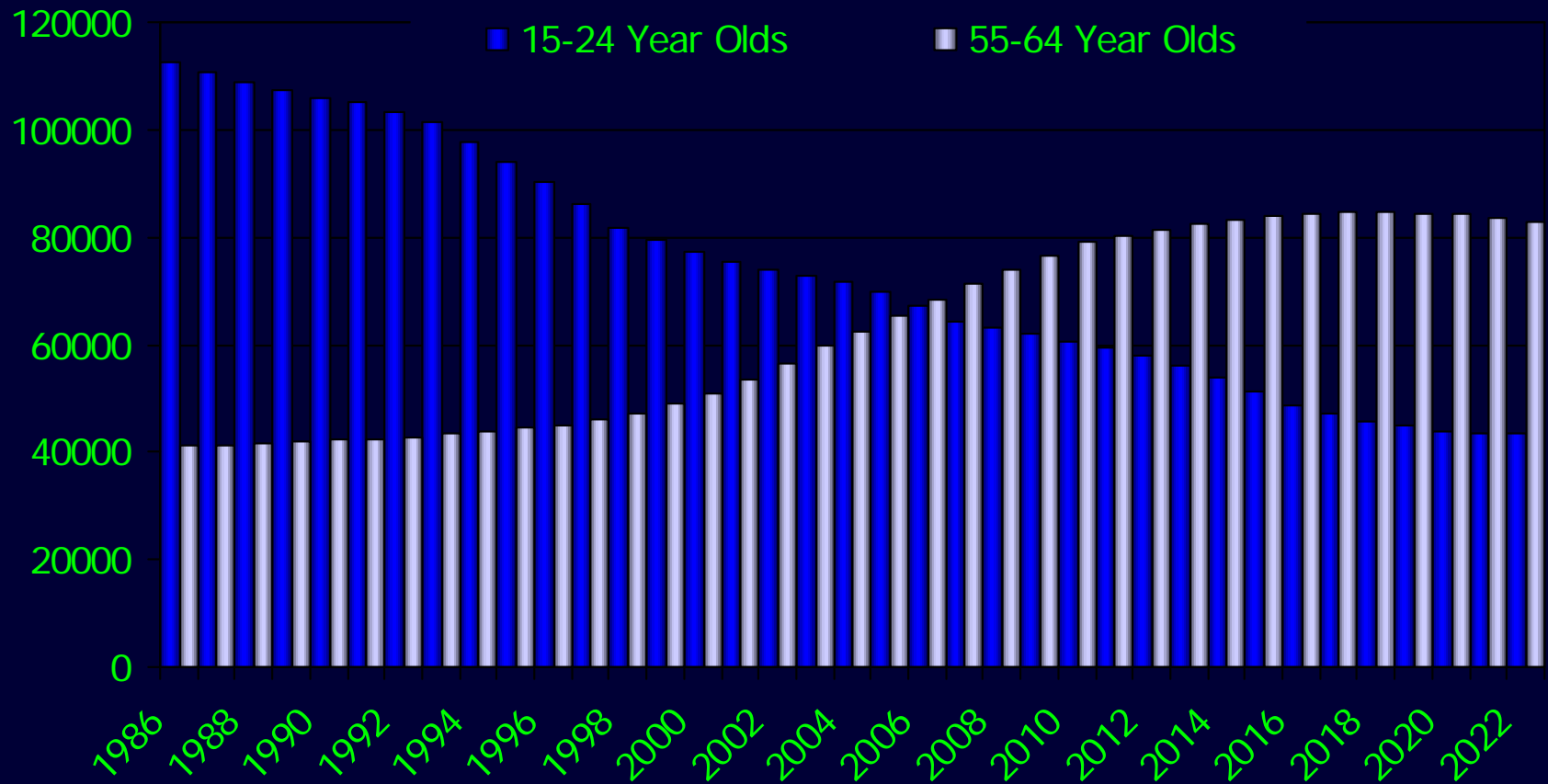


... Atlantic region, Canada and throughout the world (25-64 yrs)...



- ~ 70% of all job openings in Canada will be due to retirements in next decade – ~ 30,000 job openings in NL

- By 2022 ½ population will be 50 years old...



Key Challenges:

Finding and keeping the skilled workforce needed to compete and grow

- Education:
 - 25 of every 100 people aged 15-64 have less than high school education
 - Only 13 in 100 have a university degree
- Labour force location
 - Almost ½ of labour force live in rural areas, 600+ communities, 405000 km²
 - Only 18% of labour force in rural areas for whole of Canada

- Human resource capacity:
 - New challenges
 - Used to oversupply of labour
 - Succession planning/retirements
 - Constraints on developing and maintaining HR
 - Limited capacity to benefit from capacities of large firms
- Competition for workers
 - Will intensify
 - Mobility of workers (globalization and AIT)
 - Economic growth in other jurisdictions
 - NL lags behind Canada for most key labour market indicators (e.g. wages)

Key Opportunities: Finding and keeping the skilled workforce needed to compete and grow

- One of strongest, competitive advantages in Canada
 - Our people – skilled youth; innovative and attached population
- Location and Lifestyle
 - Wages are not everything
 - Quality of life
- Growth and Productivity
 - New demands and sectors (e.g. health)
 - Adoption of new processes and technologies
 - Thinking about work in new ways (bringing work to the people, bringing people to the work)

Opportunities: Finding and keeping the skilled workforce needed to compete and grow

- Increasing participation:
 - Marginalized workforce
 - Represent a significant untapped supply of labour
 - Demonstrated success in workplace when appropriate supports are in place
 - Industry Adjustments
- Partnerships
 - Small province, close relationships
 - Business, labour, government and community
 - Opportunity for innovative and collaborative solutions:
 - Eg. Marine Careers Secretariat, Petroleum Industry Human Resource Committee
- Ahead of the game: Opportunities for sustainable success
 - Culture of investing in people
 - Solid foundation of labour market information
 - Community capacity building

HRLE Strategic Labour Market Priorities

- 1. Recruitment and Retention***
- 2. Labour Force Participation***
- 3. Labour Market Information***

Critical Labour Market Partnerships

- **Labour Market Committee**
 - Established in 2005
 - Tripartite Committee: Business, Labour and Government
 - Provides Strategic Leadership for Labour Market Development in NL For more information visit <http://www.labourmarketcommittee.ca/>
- **Industry Coordinating Committee**
 - Oversee implementation of Skills Task Force recommendations
 - Established in February 2008
 - Business, Labour, education and other key sectors
 - *All the Skills to Succeed* report released May 2007

HRLE Strategic Labour Market Priorities and Initiatives

- 1: Recruitment and Retention of Workers
 - Youth Retention and Attraction Strategy
 - Immigration and Multiculturalism Strategy
 - International Registry
 - Employer HR Toolkit
 - Public Awareness Campaign
 - Local opportunities
 - Benefits of living and working in NL

HRLE Strategic Labour Market Priorities and Initiatives

- 2: Labour Force Participation
 - New Labour Market Agreement
 - Non-EI Eligible Individuals
 - Employer workers (lower skilled)
 - Devolved Labour Market Development Agreement (October 1, 2009)
 - Targeted Initiative for Older Workers
 - Labour Market Agreement for Persons with Disabilities
 - Making Work Pay
 - Ex. New Prescription Drug Program

HRLE Strategic Labour Market Priorities and Initiatives

- 3: Labour Market Information to Support Better Job Matching
 - Click, Call or Come In....
 - Career Work Centres
 - Toll-free Labour Market and Career Information Hotline (1-800-563-6600)
 - LMIwork.nl.ca
 - Career and Employment Counsellors in High Schools
 - Occupational Supply and Demand Forecast
 - Job Vacancy Monitor
 - Provincial Labour Market Surveys
 - Mobility Workforce (Research)

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Thank You!