



**CANADA-NEWFOUNDLAND AND LABRADOR
LABOUR MARKET AGREEMENT**

2009/2010 Performance Indicators Report

October 1, 2010

Canada-Newfoundland and Labrador Labour Market Agreement Performance Indicators Report 2009/2010

Purpose of the Report

This report provides a profile of individuals that participated in employment and training programs funded under the Canada-Newfoundland and Labrador Labour Market Agreement (LMA) in 2009/2010. The report has been prepared in accordance with an accountability framework as per Sections 24 (1,2) and 25 (1,2) of the LMA outlining Newfoundland and Labrador's commitment to collect information and provide annual public reports on key performance and outcome indicators for LMA program investments.¹

The report summarizes demographic characteristics of individuals that participated in LMA-funded programs in 2009/2010, the types of programs they participated in and their satisfaction with the services they received. The report also outlines participants' employment status and outcomes three months following their program completion.

Background

The Department of Human Resources, Labour and Employment (HRLE) is responsible for the administration and implementation of the Canada-Newfoundland and Labrador Labour Market Agreement (LMA), in partnership with the Department of Innovation, Trade and Rural Development (INTRD) and the Department of Education (EDU). Together, these three Departments set out priority areas for LMA program investments each year as outlined in the LMA Annual Plans. These Departments also share responsibility for the delivery of LMA-funded programs with other government departments and community agencies.

The Province first entered into the LMA with the Federal Government in Fall 2008. Funding is provided under the Agreement to support the development and implementation of employment and training programs for:

- unemployed, non-Employment Insurance (EI) eligible individuals; and
- low-skilled, employed workers in Newfoundland and Labrador.

In early 2009, the LMA was amended to include additional funding under the Strategic Training and Transition Fund (STTF) as part of the Federal Government's 2009 Economic Action Plan over the 2009/2010 to 2010/2011 period. This additional funding is intended to support all unemployed individuals (EI or non-EI eligible) and employed individuals in sectors, occupations or communities affected by the economic downturn.

Employment and training programs and initiatives funded under the LMA are designed to help:

- increase participation and labour force attachment;
- enhance recruitment, retention and development of a skilled workforce to improve competitiveness;

¹ A copy of the Canada-Newfoundland and Labrador Labour Market Agreement (LMA) is available on the Department of Human Resources, Labour and Employment's website, under publications, at: www.hrle.gov.nl.ca/hrle/publications/lmd/nl_lma.pdf.

- strengthen human resource development and planning capacity among employers and partners;
- assist individuals who are being impacted by the current economic downturn in accessing the supports they need to successfully transition into new jobs, occupations and industries; and
- support employers and communities in responding to downward industry adjustments and emerging opportunities.

2009/2010 LMA Annual Plan Summary

As outlined in the 2009/2010 LMA Annual Plan, specific participant-focused employment and training programs and initiatives funded through LMA and STTF investments in the 2009/2010 fiscal year included^{2,3}:

1. Employment Supports and Benefits (including short-term training)
 - Community Employment Partnerships
 - Employment Development Supports and Services
2. Job Skills/Workplace Skills
 - Job Skills/Essential Workplace Skills
 - Workplace Skills Enhancement Program
3. Training/Skills Development
 - Targeted Supports for Apprentices
 - Skills Development/Outreach Training
 - Successful Transition to Training (ABE) Scholarships
4. Work Placement/Supported Employment Position
 - Labour Market Integration of Immigrants
 - Targeted Wage Subsidy for Persons with Disabilities

The 2009/2010 LMA Annual Plan also included funding allocations for non-participant specific activities such as the development of employment and training resources for individuals and employers and supports for external organizations in implementing strategic employment initiatives. Examples of these activities include:

- The development and launch of an online recruitment and retention toolkit for small and medium-sized employers. The toolkit provides web-based resources to employers to assist with recruitment, retention and workforce planning activities in the workplace. The Toolkit was officially launched in February 2010 at www.nlhrmanager.ca.
- Support to the *Canadian Homebuilders Association - Eastern Newfoundland and Labrador* to implement a new, employer-directed mentoring pilot program to help attract unemployed and under-employed individuals, particularly youth, to occupations in the Residential Construction sector. Details about this program can be found at: www.trythetrades.ca. Full implementation of the program is planned for the 2010/2011 fiscal year and participant outcomes will be reported in the 2010/2011 LMA Annual Performance report.

² A copy of the 2009/2010 LMA Annual Plan is available online at: www.hrle.gov.nl.ca/hrle/publications/annualreport/LMAAnnualPlan2009_2010.pdf

³ Annex 1 includes a brief description of each of these programs.

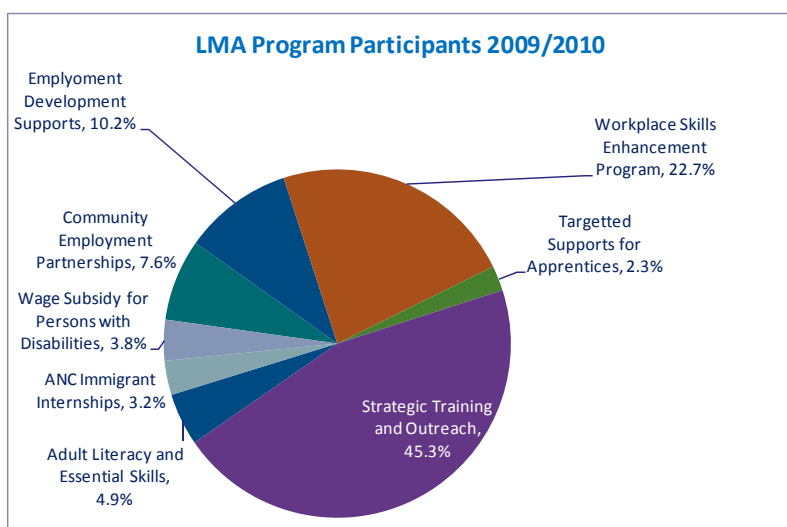
In total, the 2009/2010 LMA Annual Plan outlines planned investments of approximately \$17.7M to support the participation of approximately 2000 eligible individuals in the nine (9) participant-focused programs and non-participant focused employment initiatives outlined above.⁴

Key Performance Indicators Summary

Implementation of the majority of LMA programs did not commence until the Fall of 2009.⁵ As such, final LMA expenditures for the year totalled \$7.4M. All surplus funds were carried over to support LMA program implementation in 2010/2011. The performance indicators included in the remainder of this report reflect the part-year implementation period.⁶

Participant Profile

- Between September 2009 and March 2010, 472 individuals participated in, and received supports under LMA-funded employment and training programs in Newfoundland and Labrador.⁷
 - 305 (65%) of these individuals successfully completed their program in this period.
 - 134 (28%) were engaged in programs or activities that continued into 2010/2011.
 - In addition, over 1,500 individuals received counselling services or participated in information and awareness sessions provided through these programs.⁸



⁴ This amount reflects the normal 2009/2010 LMA allocation (\$7.6M), the additional STTF funding (\$7.2M) and a portion of the 2008/2009 LMA allocation (\$2.9M) that was re-profiled over the 2009/2010 to 2011/2012 fiscal years due to the late signing date of the LMA in Fall 2008.

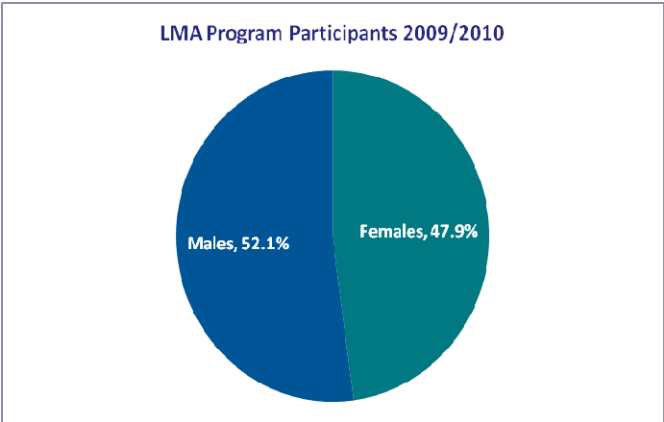
⁵ Implementation of the Job Skills Program is planned for 2010/2011.

⁶ Annex 2 outlines the key performance indicators included in the LMA accountability framework as well as Newfoundland and Labrador's methodology for collecting the required data. Annex 3 provides definitions for these indicators and other relevant terms used throughout the report.

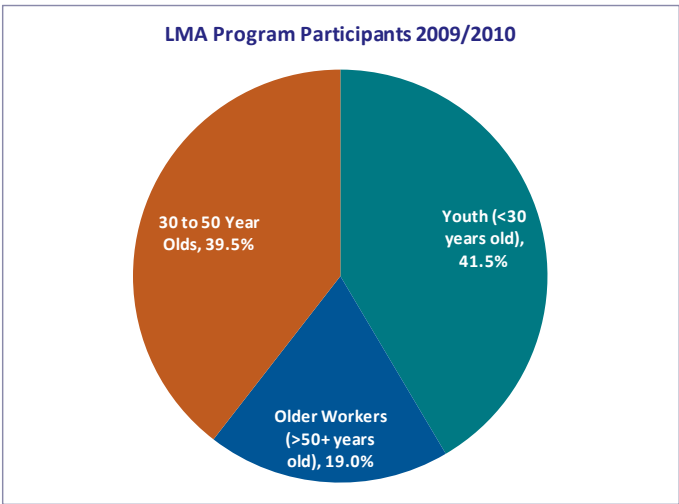
⁷ Participant numbers may vary according to the indicator being reported upon throughout the profile. In some instances, participants may not have provided information if it was a voluntary option in the application process. As well, there was a delay in collecting data from participants in the Strategic Skills and Training program related to privacy, confidentiality and information sharing protocols. These issues have since been addressed and all data will be available for the 2010/2011 period.

⁸ This report focuses on the 472 participants that received direct supports under the LMA-funded programs.

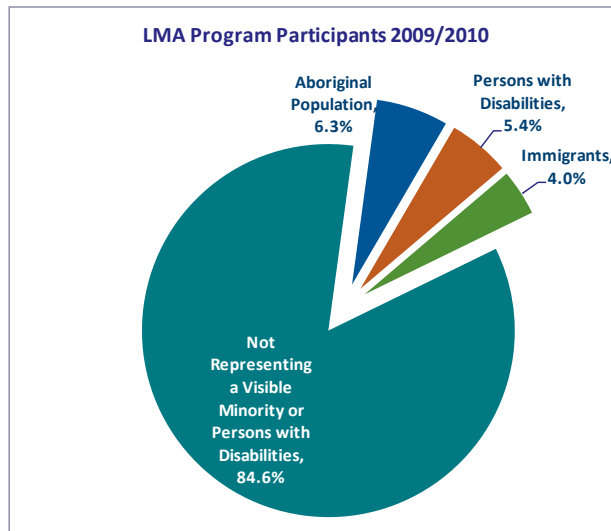
- The largest share of individuals participated in the Skills Development programs, particularly the Strategic Outreach and Training Program (45.3%). See Table 1, Annex 4.
- There was a slightly higher proportion of men that participated in LMA-funded programs in 2009/2010 (n=472). See Table 1A, Annex 4.



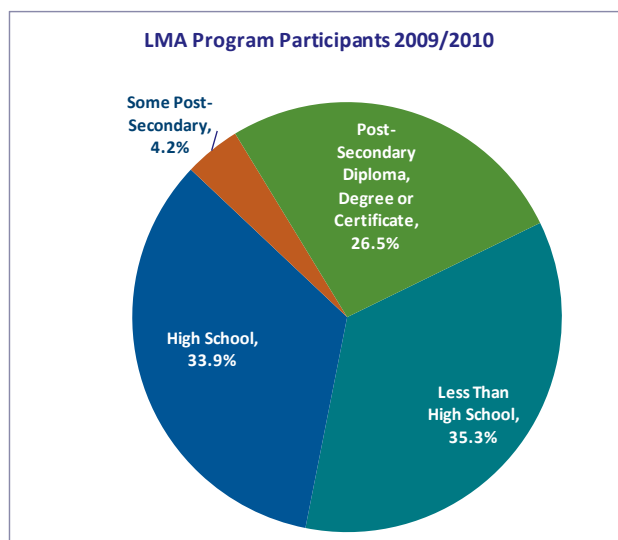
- Over 60% of LMA program participants were youth under 30 years old or older workers over 50 years old (n=352). See Table 2 and Table 3, Annex 4.



- Approximately 15.7% (or 54) of participants identified themselves as being among a visible minority population or having a disability (n=351).⁹ See Table 3, Annex 4.

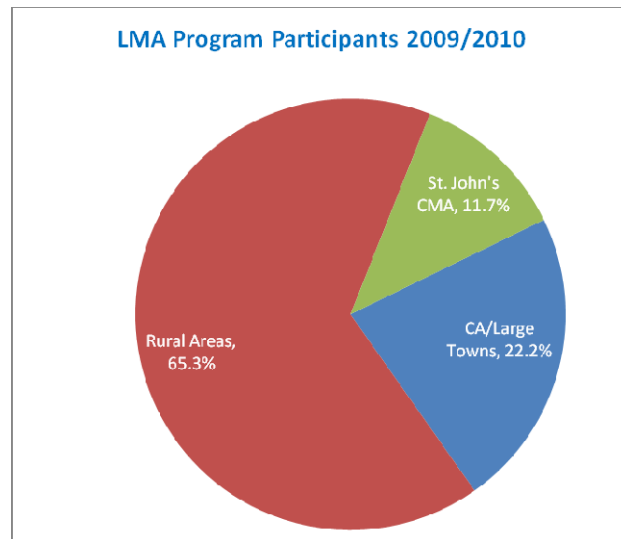


- Almost 70% of LMA program participants did not graduate from high school or had a high school certificate as their highest level of education at the start of their program (n=283). See Table 4, Annex 4.

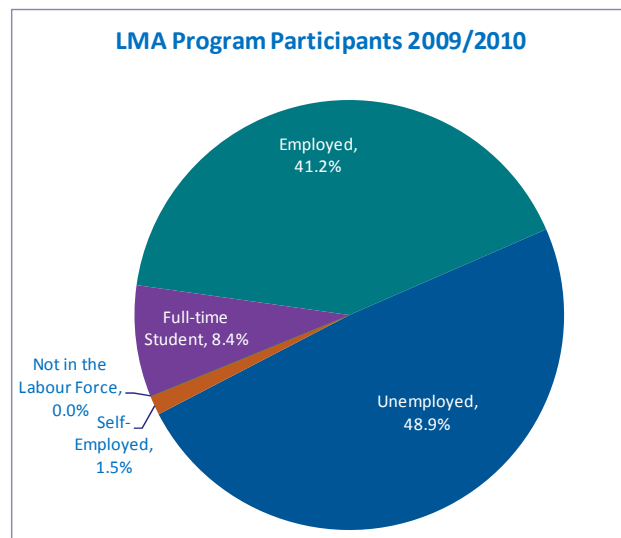


⁹ This number is not equal to the total number of participants as the provision of this information is voluntary among participants, some participants may choose not to provide the information or they may identify in multiple categories.

- Over two thirds of LMA program participants (308) lived in rural areas of the province outside of the St. John's Census Metropolitan area (CMA), the Census Agglomerations (CAs) of Corner Brook, Grand Falls-Windsor and Labrador West, and the larger towns of Carbonear, Gander and Happy Valley-Goose Bay (n=472).



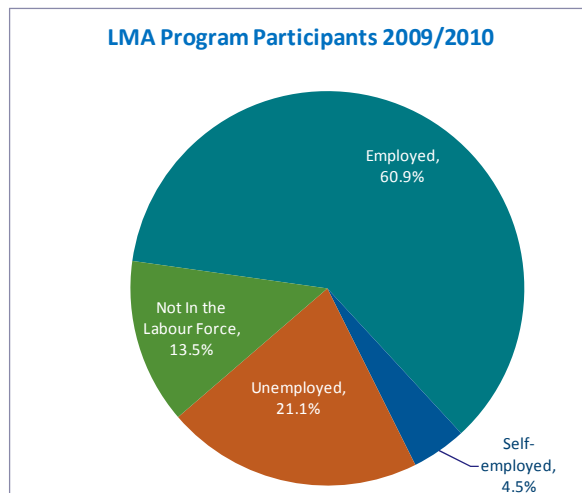
- Almost half (47%) of the LMA participants in 2009/2010 were employed or self-employed at the start of their program (n=274). See Table 5, Annex 4.
 - This is significant in that prior to the implementation of the LMA, funding was not available to support employment programs and services for employed individuals at the Federal or Provincial levels.



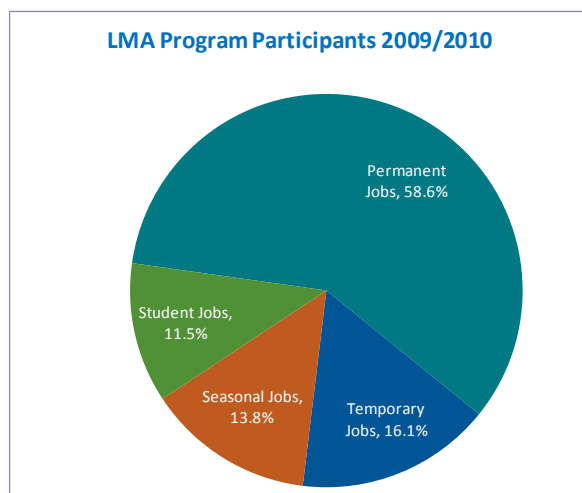
Participant Outcomes Three Months After Program Completion

- Three hundred and seventeen (317) individuals started and completed (or ended) their participation in an LMA-funded employment or training program in 2009/2010.
 - A Census telephone survey was carried out with these individuals three months after they had completed their program.
 - In total, 145 individuals completed the survey (62% response rate).
 - 133 of these respondents successfully completed their LMA program while the remaining twelve left the program early before the program was complete.

- 60.9% of respondents (81 workers) that had successfully completed their LMA program in 2009/2010 were employed three months after they completed their program (n=133).
 - Of these workers, 18 had been unemployed at the start of their LMA program and 13 had not been in the labour force.
 - The mean average hourly wage for the employed respondents was \$12.35/hour.
 - See Table 7 and Table 8, Annex 4.



- 93.6% of the program participants who were employed were working in full-time jobs (n=78).
- Almost 60% of respondents that reported they were employed and self-employed at the time of the survey were working in permanent jobs (n=87).



- 96.2 % of respondents reported being satisfied with their overall experience in the program they participated in. See Table 9, Annex 4.
 - 77.4% reporting being very satisfied.

- 92.3% of respondents indicated their experience has either improved their employability (among those unemployed at the time of the survey), or in the case of participants who were already employed, improved their opportunities for promotion or advancement within their occupation. See Table 10, Annex 4.

ANNEX 1: LMA Program Descriptions

Targeted Wage Subsidy – Persons with Disabilities

Funding was provided to expand the number of participants able to be served under the current Targeted Wage Subsidy for Persons with Disabilities. Wage subsidies are provided to provincial Departments that hire persons with disabilities in positions related to their training. These contractual work experience opportunities enhance participants' resume, making them more competitive in the labour market. The positions may be up to a maximum of one year and provide participants with valuable work experience.

Employment Development Supports and Services

LMA funding was provided to expand access to employment development services and benefits for participants not previously eligible (e.g. non income support participants). Individuals may access a variety of supports to help with participation in employment preparation, training or work.

Job Skills

This new initiative provides financial assistance to employers to develop and deliver recognized on-the-job training for existing and potential future employees. It provides up to \$5,000, with an employer contribution, of the approved training costs for each trainee. Eligible costs include wages, training materials and supplies, instruction and other delivery costs. Training must be linked to employment or advancement opportunities with the employer.

Labour Market Integration of Immigrants

Funding was provided to enhance and expand access to employment supports and opportunities for immigrants throughout the province. Program components include:

- ANC Immigrant Internship – funding for up to 20 internships with NL employers in sectors experiencing skills gaps.
- Settlement Services – expansion of services to two new locations (Central NL and Labrador), four locations in total across the province. Focus is on coordinating access to labour market services for newcomers and their families.
- Promotion and Awareness – with employers, potential immigrants and other target groups to: promote opportunities, support workforce/workplace diversity, and assist employers attract and retain immigrant workers, particularly in occupations under pressure.

Workplace Skills Enhancement Program

LMA funding is provided to help small and medium-sized enterprises (SMEs) in strategic sectors acquire and/or up-skill employees to enhance productivity and competitiveness, and support their retention and expansion strategies. Emphasis is on projects in strategic sectors where immediate skills gaps or shortages exist, and on industry-based initiatives addressing identified training needs.

Community Employment Partnerships

Funding was provided to expand the Community Employment Partnerships Program. Proposals promote workforce development through strategic alliances between Community Agencies, industry, and other stakeholders to address gaps in current services and respond to labour market adjustment needs. Eligible initiatives include:

- Those that respond to gaps in current services
- Those that respond to labour market adjustment issues

- Projects based on formalized workforce, industry and/or community partnership arrangements
- Projects that include career planning, prior learning assessments, employment preparation training, work placements, and strategies to address specific barriers of under-represented groups.

Targeted Supports to Apprentices

Programming aims to reduce barriers to participation in the apprenticeship system experienced by employers and potential apprentices. Program components include:

- Expansion of the Graduate Employment Program to assist unemployed, non-EI eligible apprenticeship graduates gain the work experience required to move toward journey person certification, and
- Introduction of new supports to assist individuals associated with the skilled trades occupations acquire training and occupational certification to continue employment or qualify as a certified journey person.

Successful Transition to Training (ABE) Scholarships

Funding was provided to double the number of scholarships available to eligible individuals who graduate from ABE and go on to pursue postsecondary education.

Strategic Training and Skills Development

Funding was provided to expand access to medium term training programs (3 weeks to a year) for eligible participants. Training courses were supported based on occupational demand from strategic growth sectors or regions under pressure. Focus was on maximizing individuals' opportunities to successfully transition to new jobs, especially unemployed and employed individuals who have been negatively impacted by the current economic downturn or downward industry adjustments.

ANNEX 2: Key Performance Indicators

As per the terms and conditions of the LMA, Newfoundland and Labrador is required to report on the following key performance indicators for participants in LMA-funded programs for each fiscal year:

(i) Eligible Participants

- a) Total number of eligible participants served/in program or service by employment status
- b) Education level of eligible participants prior to program or service:
 - o Number of eligible participants served with less than high school
 - o Number of eligible participants served with high school
 - o Number of eligible participants served with post-secondary education
- c) Number and proportion of individuals in a program or service by priority populations/groups (i.e., Aboriginal Canadians, persons with disabilities, immigrants, older workers, youth, women)

(ii) Service Delivery Indicators

- a) Number of eligible participants participating in programs or services by service type.
- b) Proportion of total eligible participants “satisfied” with programs and services received.

(iii) Eligible Participants Outcome and Impact Indicators

- a) Proportion of eligible participants completing programs and services, by service type, in the previous year.
- b) Proportion of eligible participants who, 3 months and 12 months after leaving the program or service are (a) employed (b) unemployed OR (c) in further intervention.¹⁰
- c) Proportion of eligible participants who, 3 months and 12 months after leaving the program or service indicate their training helped prepare them for future employment.
- d) Number of eligible participants who have earned credentials or certification through participation in programs or services.¹¹
- e) Average hourly earnings earned by eligible participants following program or service.¹²

In collecting the data necessary for the purposes of this report, HRLE utilized administrative data submitted by service-providers. The Department has also implemented a process to carry out a telephone-based Census survey of all participants three months and twelve months following the completion of their program to gather information about their employment and educational outcomes. This survey also collects information on a number of participant indicators beyond those identified above for purposes of program evaluation and planning.

¹⁰ Data collection for the 12-month follow-up commences in October 2010, one year after full implementation of the LMA commenced in Newfoundland and Labrador.

¹¹ This indicator will not be reported on until 2010/2011, as per terms and conditions of the LMA.

¹² This indicator will not be reported on until 2010/2011, as per terms and conditions of the LMA.

ANNEX 3: Definitions of Participant Indicators

Employed:	Employed persons are those individuals who supplied services to the labour market during the reference period. This includes those who worked for pay during the reference period; those who worked <i>15 hours or more</i> without pay during the reference period (excluding unpaid work terms and volunteer work); and those who did not work during the reference because they were: on rotation leave; on annual leave/holidays; involved in a labour dispute; suffering a short-term illness but had a job; or on personal leave. (Source: NL Work Activity Survey)
Unemployed:	Unemployed persons are those individuals who were not employed during the reference period but were offering their services to the labour market. This includes those who (a) are expecting a recall in the next six months and available for work, (b) are aware of a confirmed start date within four weeks of reference week and available for work, or c) are looking for work and available for work during the reference week period. (Source: NL Work Activity Survey)
Self-employed:	Self-employed persons are working owners of an incorporated or unincorporated business, farm or professional practice, with or without paid help. The “unincorporated” group includes self-employed workers who do not own a business (such as babysitters and newspaper carriers). Self-employed workers include unpaid family workers, i.e. persons who work without pay on a farm or in a business or professional practice owned and operated by another family member living in the same dwelling. (Definition is based on Statistics Canada’s Labour Force Survey)
Not in the labour force:	Persons not in the labour force are those who, prior to the intervention, were unwilling or unable, that is, they were neither employed nor unemployed. This category also includes discouraged workers, who want to work but are not currently looking for work because they believe no suitable work is available. (Definition is based on Statistics Canada’s Labour Force Survey)
Less than high school:	Anyone who has not completed a high school degree or equivalent, and who does not have any post-secondary courses, diplomas or certificates.
High school:	Includes individuals who have completed their high school diploma or equivalent (e.g. General Equivalency Diploma).
Post-secondary:	Includes individuals who have: <ol style="list-style-type: none">1) Some post-secondary (i.e. post-secondary program incomplete);2) Trades certificate or diploma from a vocational or apprenticeship training;3) Non-university certificate or diploma from a community college, CEGEP, school of nursing, etc.;4) University certificate below bachelors degree;5) Bachelors degree; and,6) University degree or certificate above Bachelors degree.

Aboriginal peoples:	Includes persons who are Indians, Inuit or Métis. (Definition taken from the federal <i>Employment Equity Act</i> .)
Immigrants:	Those persons who have arrived in Canada relatively recently, e.g. within the past 5 years, and who are destined to contribute to the provincial economy by either being employed in the labour market or by creating a business and employing themselves and others. (NL Office of Immigration)
Persons with disabilities:	Includes persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and who (a) consider themselves to be disadvantaged in employment by reason of that impairment, or (b) believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, and includes persons whose functional limitations owing to their impairment have been accommodated in their current job or workplace. (Definition taken from the federal <i>Employment Equity Act</i> .)
Older workers:	“Older workers” are persons aged 55 & over; (source HRSDC, guideline used for the Targeted Initiative for Older Workers.)
Youth:	“Youth” are persons aged 15-30; (source HRSDC, guideline used for federal youth programming.)
Social Assistance Recipient:	A person in receipt of income or employment support under the Department of Human Resources, Labour and Employment’s Income Support Program. (As per the <i>Income and Employment Support Act, Province of Newfoundland and Labrador</i>)

ANNEX 4: Detailed Data Tables
(Fiscal year 2009/2010)

Table 1

LMA PRIORITY INVESTMENT AREA	PROGRAMS	PARTICIPANTS IN PROGRAMS 2009/2010	
		#	%
Employment Supports and Benefits (including training)	Community Employment Partnerships	36	7.6%
	Employment Development Supports	48	10.2%
	<i>Total</i>	84	17.8%
Job Skills/Workplace Skills	Workplace Skills Enhancement Program	107	22.7%
Training/Skills Development	Targeted Supports for Apprentices	11	2.3%
	Strategic Training and Outreach	214	45.3%
	Adult Literacy and Essential Skills	23	4.9%
	<i>Total</i>	248	52.5%
Work Placement/Supported Employment	ANC Immigrant Internships	15	3.2%
	Wage Subsidy for Persons with Disabilities	18	3.8%
	<i>Total</i>	33	7.0%
TOTAL		472	100.0%

Table 1A

INDICATOR	PARTICIPANTS IN LMA FUNDED PROGRAMS 2009/2010	
	#	%
Total Participants		
Females	226	47.9%
Males	246	52.1%
Total	472	

Table 2

INDICATOR	PARTICIPANTS IN LMA FUNDED PROGRAMS 2009/2010	
	#	%
Participant Age		
18-24	100	28.4%
25-34	71	20.2%
35-44	79	22.4%
45-54	60	17.0%
55 +	42	11.9%
Total Reporting	352	74.6%
Total Data Not Available	120	25.4%
Total	472	

Table 3

INDICATOR	PARTICIPANTS IN LMA FUNDED PROGRAMS 2009/2010	
	#	%
Participants by Priority Groups		
Does Not Represent Visible Minorities or Persons with a Disabilities	297	84.6%
Persons Representing a Visible Minority or With A Disability	54	15.4%
Aboriginal	22	6.3%
Disability	19	5.4%
Immigrant	14	4.0%
Total Reporting	351	74.4%
Total Data Not Available	121	25.6%
Total	472	1
Youth (Under the age of 30)	146	41.5%
Older worker (Over the age of 50)	67	19.0%
Total Reporting	352	74.6%
Total Data Not Available	120	25.4%
Total	472	

Table 4

INDICATOR	PARTICIPANTS IN LMA FUNDED PROGRAMS 2009/2010	
	#	%
Participants By Highest Level of Education at Program Start		
Less Than High School	100	35.3%
<i>ABE</i>	5	1.8%
<i>Less Than Grade 10</i>	24	8.5%
<i>Grade 10 or 11</i>	30	10.6%
<i>Unknown</i>	41	14.5%
High School	96	33.9%
Some Post-Secondary	12	4.2%
Post-Secondary Diploma, Degree or Certificate	75	26.5%
<i>College Certificate or Diploma</i>	48	17.0%
<i>University Degree</i>	22	7.8%
<i>Unknown</i>	5	1.8%
Total Reporting	283	60.0%
Total Data Not Available	189	40.0%
Total	472	

Table 5

INDICATOR	PARTICIPANTS IN LMA FUNDED PROGRAMS 2009/2010	
	#	%
Participants By Employment Status Prior to Program Start		
Employed	113	41.2%
Unemployed	134	48.9%
Self-Employed	4	1.5%
Not in the Labour Force	0	0.0%
FT Student	23	8.4%
Total Reporting	274	58.1%
Total Data Not Available	198	41.9%
Total	472	

Table 6

Program/Activity	# of Participants Completed or Ended Program in 2009/2010	# of Participants that Completed Survey	Survey Completion Rate
Training/Skills Development	89	33	37%
<i>Strategic Training and Skills Development Program/Targeted Supports for Apprentices</i>	89	33	77%
<i>ABE Scholarships</i>	23	9	39%
Workplace Skills Enhancement Program	107	50	47%
Employment Supports and Benefits (including training)	74	45	61%
<i>Employment Development Supports and Services</i>	38	16	42%
<i>Community Employment Partnerships</i>	36	29	81%
Work Placement/Supported Employment Position	24	8	33%
<i>Immigrant Internships – Labour Market Integration of Immigrants</i>	6	3	50%
<i>Targeted Wage Subsidy for Persons with Disabilities</i>	18	5	28%
Total	317	145	46%

Table 7

Participants that Completed LMA Program in 2009/2010 By Employment Status	Total	
	n	%
<i>Employed</i>	81	60.9%
<i>Self-employed</i>	6	4.5%
<i>Unemployed</i>	28	21.1%
<i>Not In the Labour Force</i>	18	13.5%
Full-time/Part-time Status	n	% (N=78)
<i>Full-time</i>	73	93.6%
<i>Part-time</i>	5	6.4%
Type of Position Held By Employees	n	% (N=87)
<i>Permanent</i>	51	58.6%
<i>Temporary</i>	14	16.1%
<i>Seasonal</i>	12	13.8%
<i>Student job</i>	10	11.5%
Average Hourly Wage	\$12.35 (N=68)	

Table 8

Employment Status 3 Months Post-LMA Program/Activity	Indicator	Employment Status at Start of LMA Program/Activity								Total	
		Employed		Self-employed		Unemployed		Not in the labour force			
		n	% (N=51)	n	% (N=7)	n	% (N=44)	n	% (N=31)	n	% (N=133)
		Employed	48	94.1	-	-	18	40.9	13	41.9	81
Self-employed	-	-	-	-	-	-	-	-	6	4.5	
Unemployed/Not in the Labour Force	-	-	-	-	25	47.7	18	19.4	28	21.1	
Not in the labour force	-	-	-	-	-	9.1	12	38.7	18	13.5	
Total	51	100	7	100	44	100	31	100	133	100	

Note: - indicates numbers suppressed for confidentiality purposes (i.e. there were less than 5 respondents).

Table 9

Priority Area for LMA Program Investments	Total	LMA Participant Satisfaction with Overall Experience in Program 3 months after successful program completion					
		Total % Satisfied		% Very satisfied		% Somewhat satisfied	
		n	%	n	%	n	%
		Employment Supports and Benefits (including short-term training)	N=41	38	92.7%	29	70.7%
Workplace Skills							
Training/Skills Development*	N=37	37	100.0%	30	81.1%	7	18.9%
Work Placements/ Supported Employment Position (e.g. ANC and Wage Subsidy for Persons with Disabilities)	N=7	7	100.0%	-	-	-	-
Total	N=133	129	96.9%	-	77.4%	-	19.5%

Note: - indicates numbers suppressed for confidentiality purposes (i.e. there were less than 5 respondents).

Table 10

	Employment Status Post-Program/Activity									
	Employed		Self-employed		Unemployed		Not in the labour force		Total	
	n	%	n	%	N	%	n	%	n	%
Participants who felt they were more employable/promotable after completing LMA Program	77	95.0%	5	83.3%	25	0.893	16	88.9%	123	92.5%