

Demographics and Labour Market

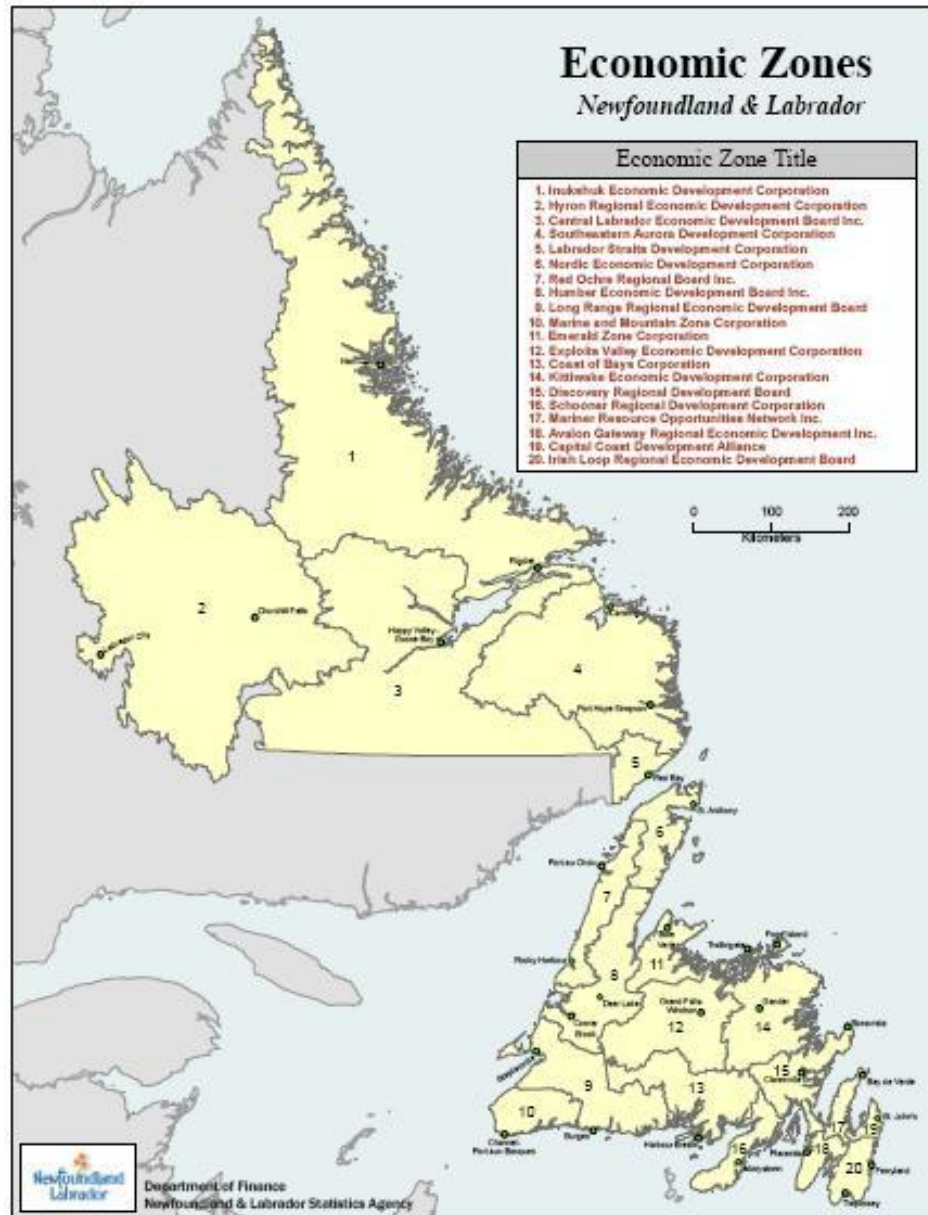
Economic Zone 18
Avalon Gateway Region

A decorative graphic consisting of a solid teal horizontal bar at the top, followed by a white horizontal bar, and then three thin, parallel white horizontal lines extending to the right.

Introduction

- Regional Economic Development Boards
- Zone 18 Demographic Changes
- Zone 18 Labour Market Issues
- Addressing Demographic and Labour Market Issues

Provincial Economic Zones



Provincial Economic Zones



Provincial Economic Zone 18



Regional Economic Development Boards

- Each zone has a Regional Economic Development Board (REDB)
- REDBs are the lead economic development organizations in each zone
- Core funding provided
 - Atlantic Canada Opportunities Agency (ACOA)
 - Department of Innovation, Trade and Rural Development (INTRD)

REDB Mandate

- Develop and coordinate the implementation of a strategic economic plan in each zone supported by an integrated business plan.

REDB Mandate

- Develop a strong partnership with municipalities in each zone that incorporates the strategies and priorities of municipalities in the economic planning process.

REDB Mandate

- Develop partnerships in planning and implementation with Chambers of Commerce, industry associations, labour organizations, post secondary institutions, Canadian Business Development Corporations (CBDCs), and other zones that advance and support the economic and entrepreneurial environment of a zone.

REDB Mandate

- Undertake capacity building and provide support to stakeholders to strengthen the economic environment of the zone.

REDB Mandate

- Coordinate and facilitate linkages with federal /provincial /municipal government departments and agencies in support of the strategic economic plan.

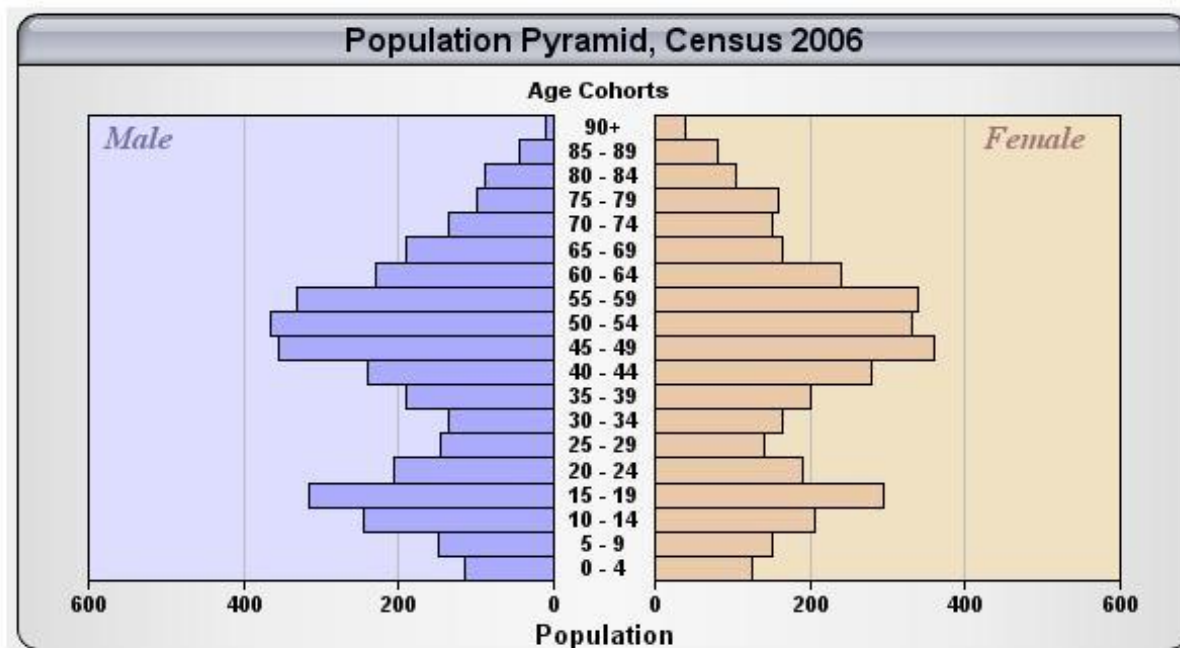
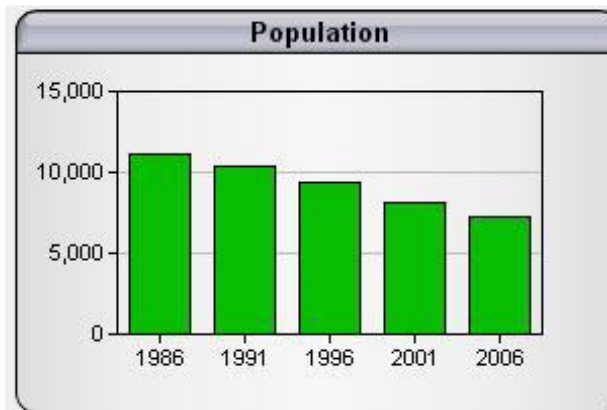
Avalon Gateway REDB

- Volunteer Board of Directors representing key stakeholder groups and organizations
- Three core staff
 - Executive Director
 - Economic Development Office
 - Office Administrator

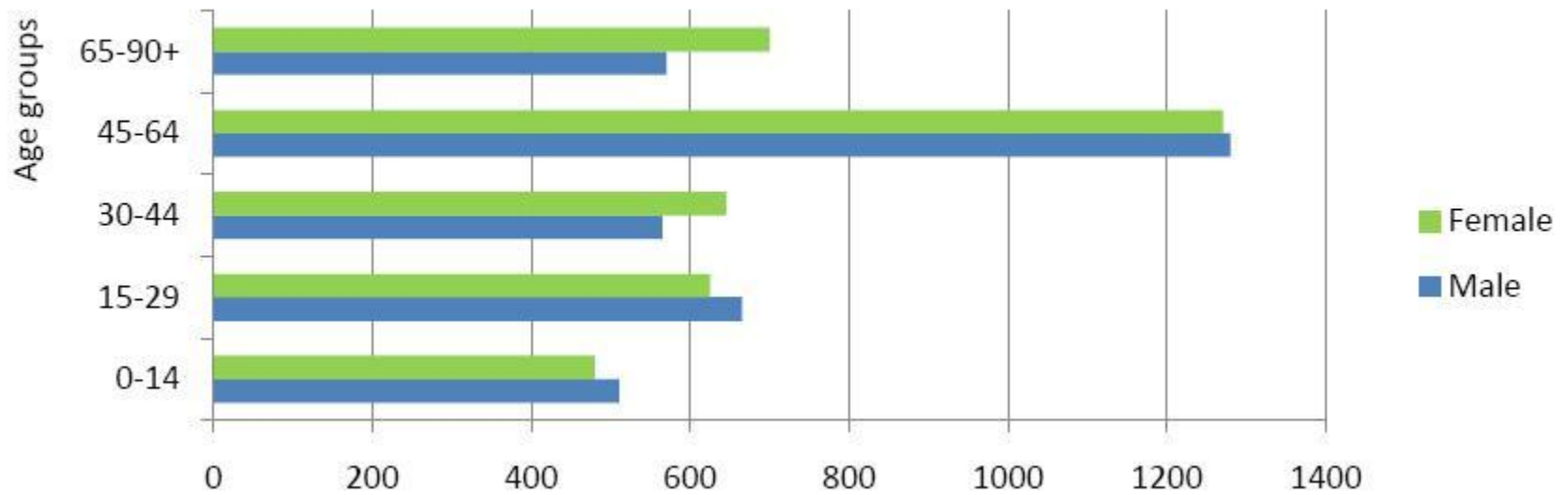


Zone 18 Demographics

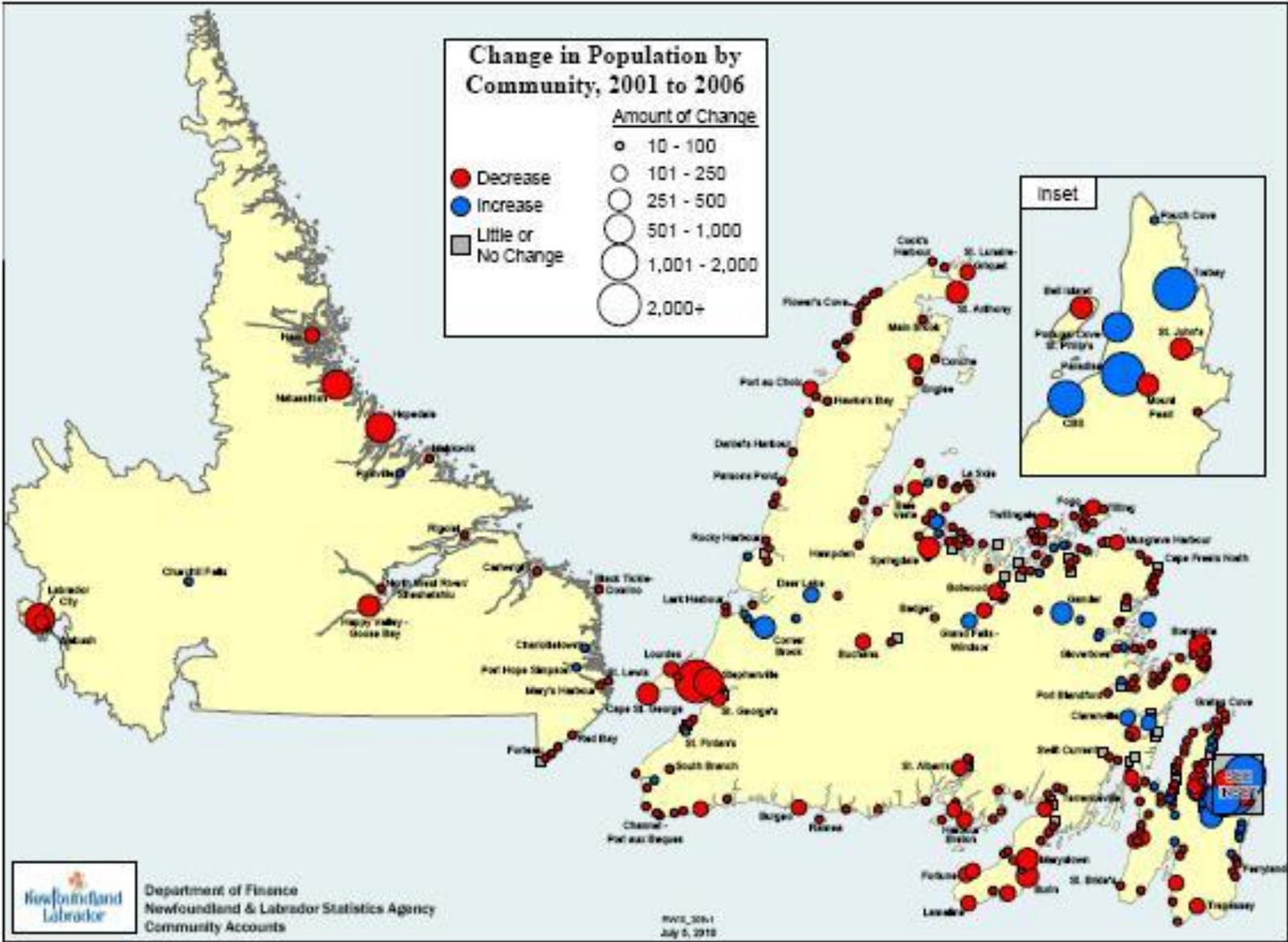
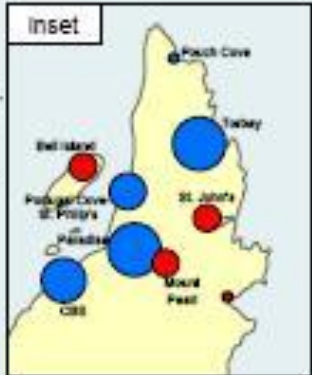
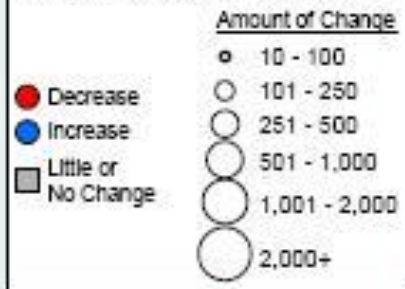
Population



Population of the Economic Zone 18 by Age Groups, 2006 (Individuals)



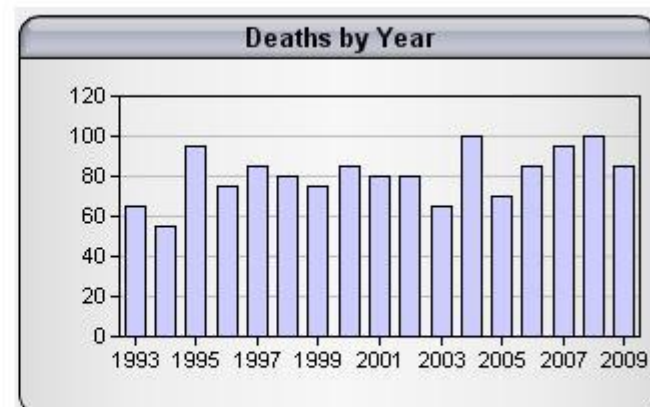
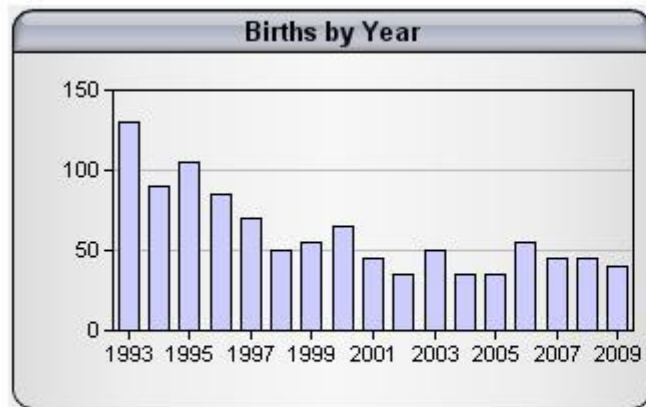
Change in Population by Community, 2001 to 2006



Department of Finance
Newfoundland & Labrador Statistics Agency
Community Accounts

NR15_2011
July 5, 2010

Births and Deaths

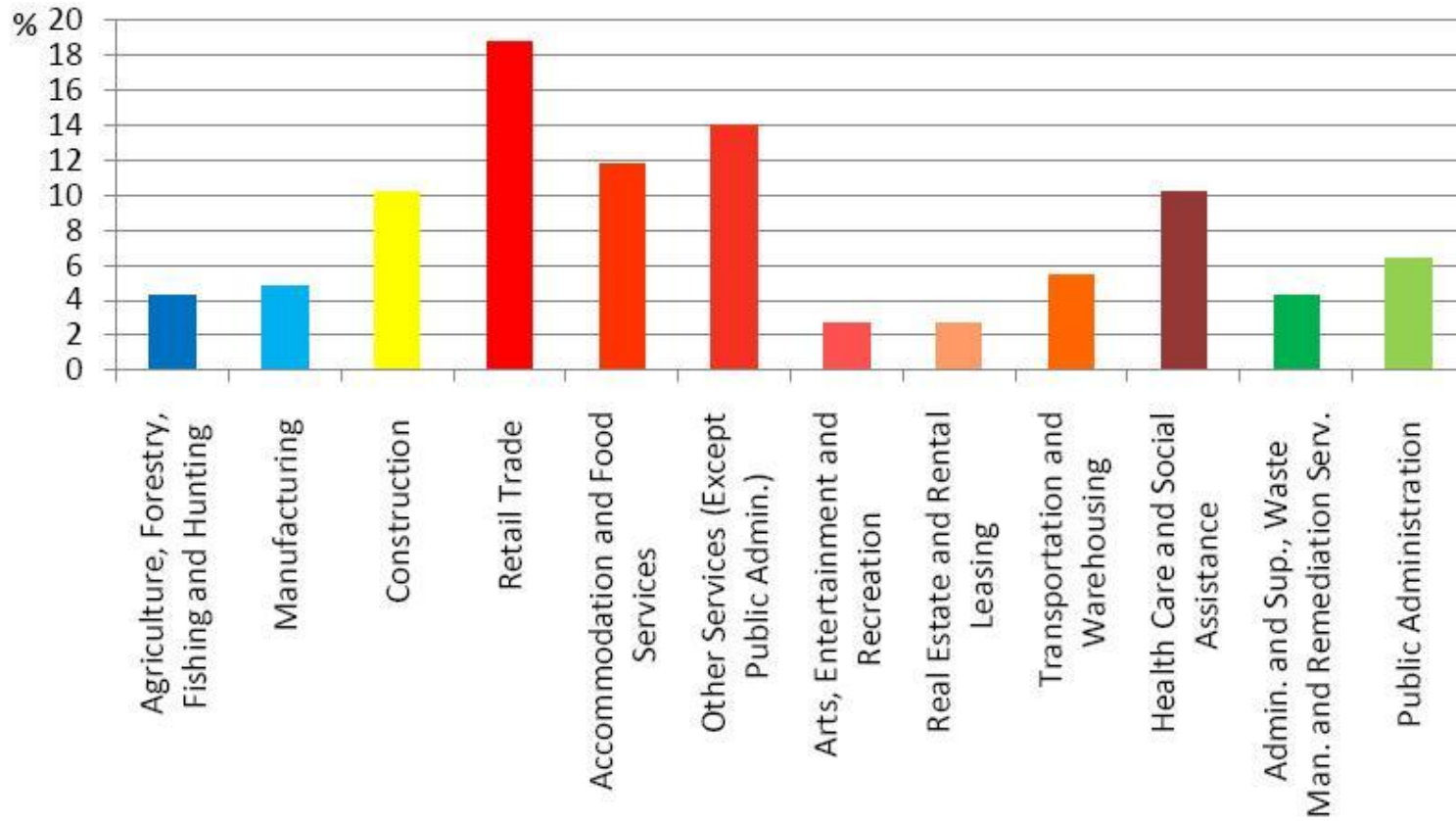


Migration

- 2006 Residual Net Migration: **-2.0%**
- Migration 2001 – 2006: **13.5% of population**
- Migrating to Northeast Avalon, Alberta, Ontario

Zone 18 Labour Market

Businesses by Industry 2009



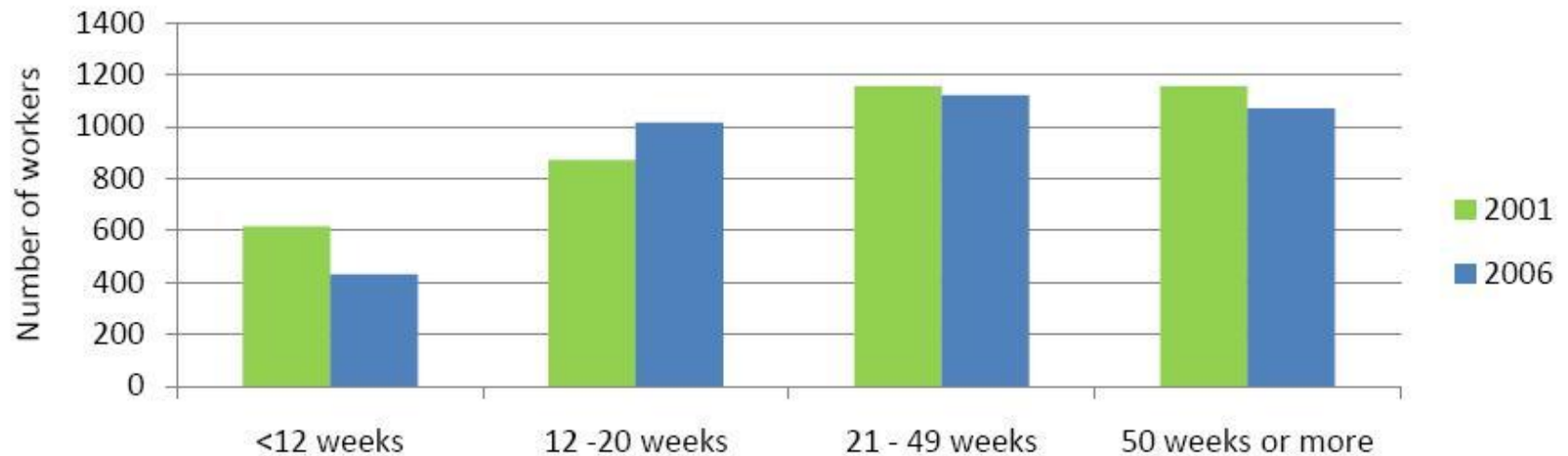
Labour Market Demand

- Vale Nickel Processing Plant – Multi Billion Dollar Project
- Fishery continues to struggle

Labour Market Indicators 2006

	% of the region's labour force	Participation rate (% of working age population)	Unemployment rate (% of labour force)	Employment rate (% of working age population)
Placentia	43.18%	53.75%	30.78%	38.87%
Cape Shore	37.21%	52.63%	31.03%	35.90%
St. Mary's Bay North	19.6%	59.7%	45.23%	31.35%

Number of Weeks Worked 2001, 2006



Highest Level of Schooling 2006

	Without High School	High School only	Trades or non-university	University
Canada	23.8%	25.5%	28.2%	22.6%
Newfoundland and Labrador	33.5%	22.1%	19.7%	14.7%
Zone 18	36.6%	20.5%	33.5%	9.3%



Labour Market Development



Initiatives

- Active Labour Market Case Study
- Employment-Related Geographic Mobility (E-RGM) Research
- Zone 18 Community Accounts


Active Labour Market Case Study

- September 2010 – May 2011
- Led by MUN and Rural Secretariat
- Local Steering Committee
 - Employment
 - Training
 - Business
 - Economic Development
- Explore labour market development approaches



Active Labour Market Case Study

  **2011**


Labour Market Profile for the Avalon Gateway Region (Economic Zone 18)



*Ekaterina Lysenko
Department of Geography Memorial
University of Newfoundland*

  **2011**

Applicability of the Local Labour Market Development Approach in Newfoundland and Labrador: A Case Study of the Avalon Gateway Region (Economic Zone 18)



*Ekaterina Lysenko and Kelly Vodden
Department of Geography, Memorial
University of Newfoundland*

Active Labour Market Case Study

- Findings
 - Mismatch between supply and demand
 - Difficult to fill demand for skilled labour
 - Demand for low-skilled jobs often unmet
 - High unemployment, high seasonality, low level of education, aging and shrinking workforce

Active Labour Market Case Study

- Key Recommendations
 - Training for Vale project – process operator
 - Increased job matching and referrals
 - Support business enhancement and innovation to stimulate demand for quality jobs
 - Implement Community-Based Learning pilot
 - Coordinate workforce and economic development

Active Labour Market Case Study

- Local Labour Market Partnership Committee now in place to address recommendations

E-RGM Research

- Local Labour Market Partnership Committee partnering with researchers
- Comprehensive, 7-year, national study
- How, why and with what consequences for individual workers, employers, sectors, communities, regions and provinces
- Includes policy research, statistical research, field research, on-line surveys

Zone 18 Community Accounts

- NL System of Community Accounts
- A social accounting system which shows how social and economic forces interact with natural resources and our environment to determine our individual and collective well-being
- Map community resources through the lens of the economic input/output production model

nl.communityaccounts.ca

Newfoundland and Labrador
Community Accounts
data information knowledge



Indicators
& Well-Being



Profiles



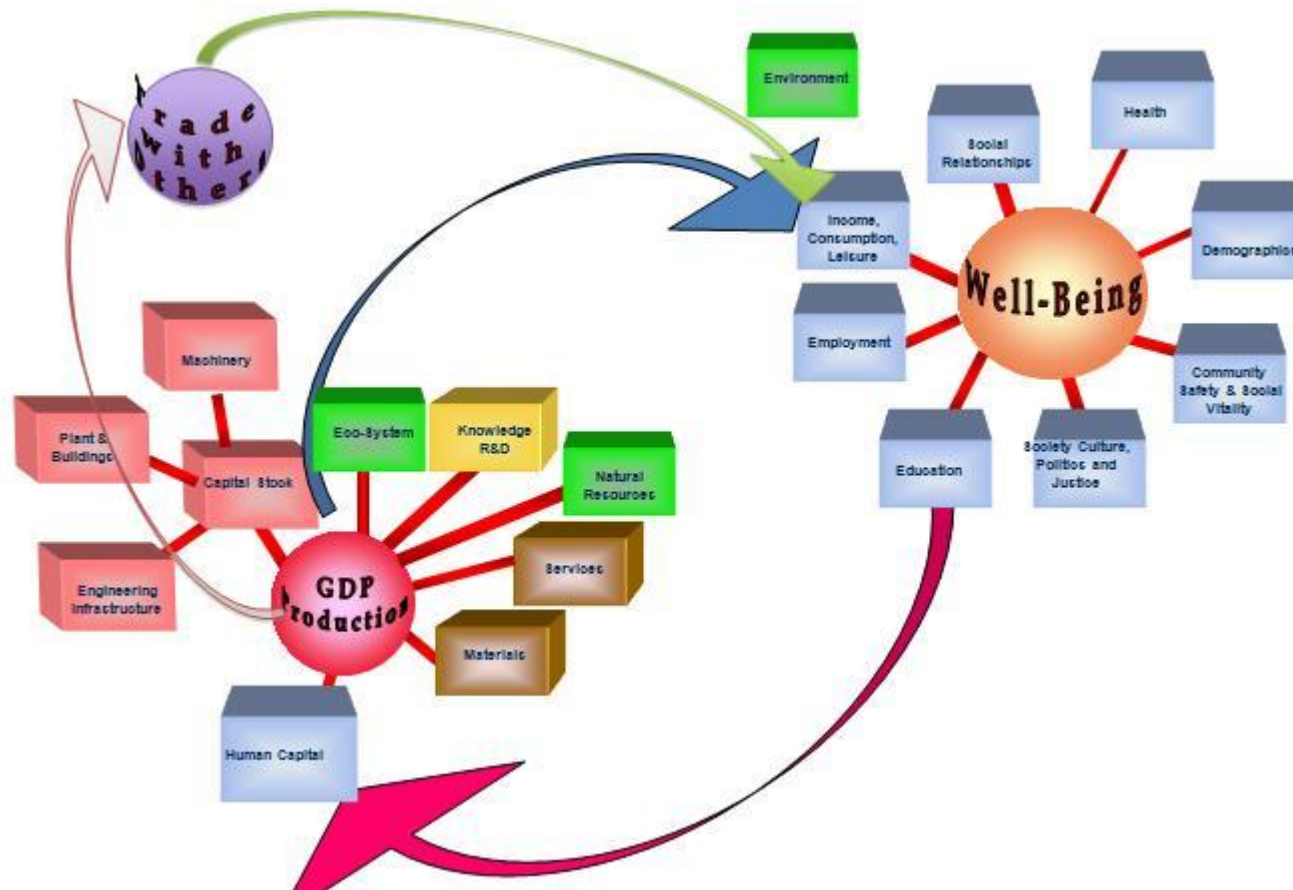
Tables and
Charts



Maps



CA General Framework



Zone 18 Community Accounts

- Culture and Heritage Account prototype
- Branch, Placentia
-

**Production
Activities
Arranged into
Industries**

where

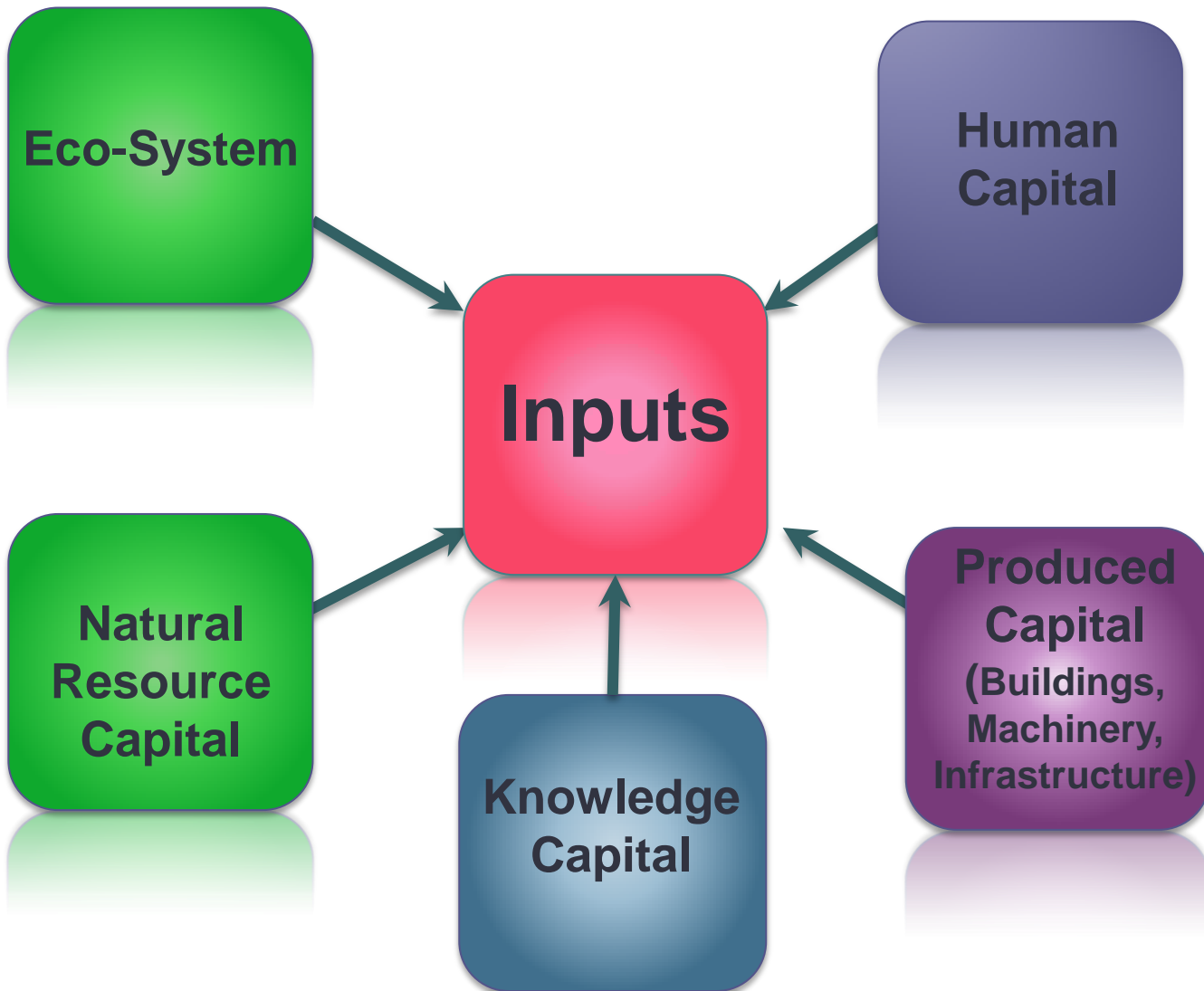
Inputs



Outputs

**flows from
assets/resources**

commodities/services



Summary

- Regional Economic Development Boards
- Zone 18 Demographic Changes
- Zone 18 Labour Market Issues
- Addressing Demographic and Labour Market Issues

Thank you!