



The Power of Employment

Presentation to: Tourism Industry Association of NB

Date: November 10, 2021

WorkingNB

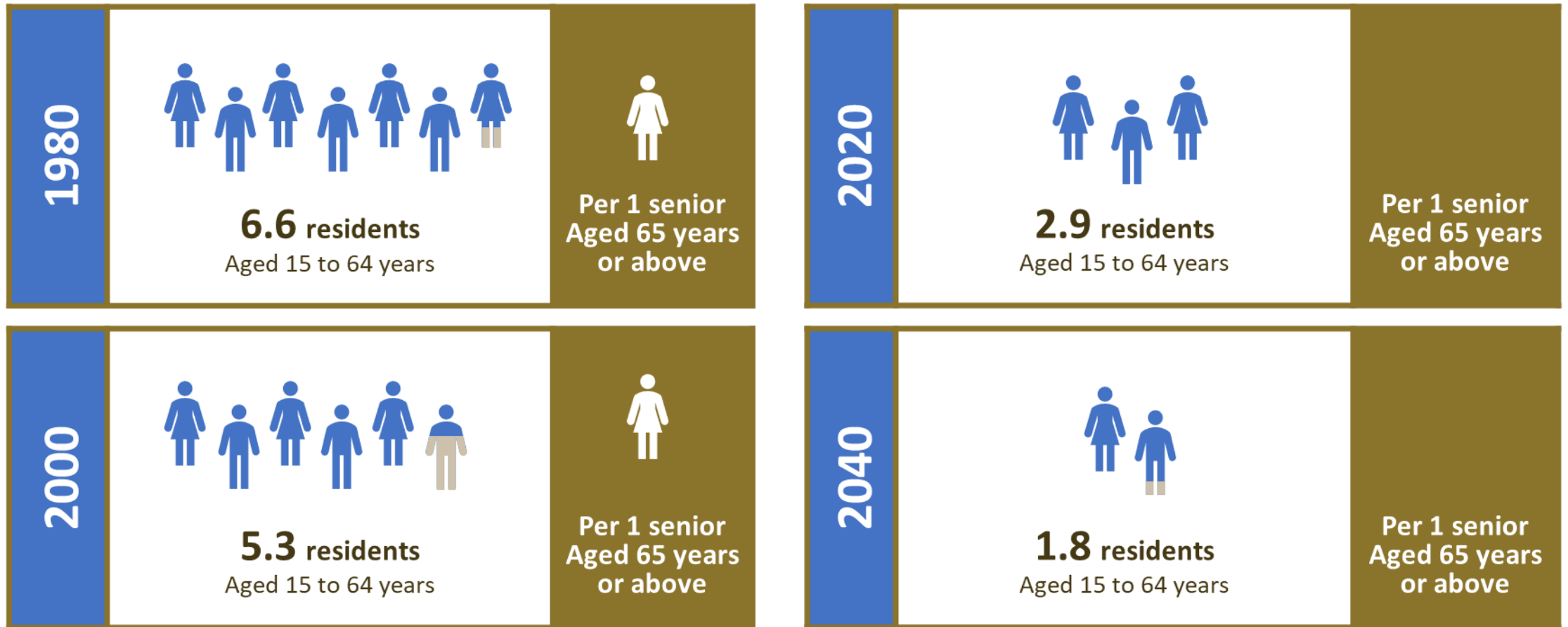
The power of employment

Empowering individuals, employers and regional partnerships through creative, measurable interventions and meaningful supports.

NB Labour Market

- Our New Brunswick labour market is changing.
 - Before (historically): more **people** than **jobs**
 - Recent years (before COVID): more **jobs** than **people**
 - Post COVID: Likely a **jobs/skills** mismatch
- We need to remain flexible to meet the changing needs of individuals and employers by changing the way we provide employment services.

Ratio of Typical Working Age Residents to Seniors (New Brunswick)



10-Year Job Openings (2018-2027)

120,000



3,200

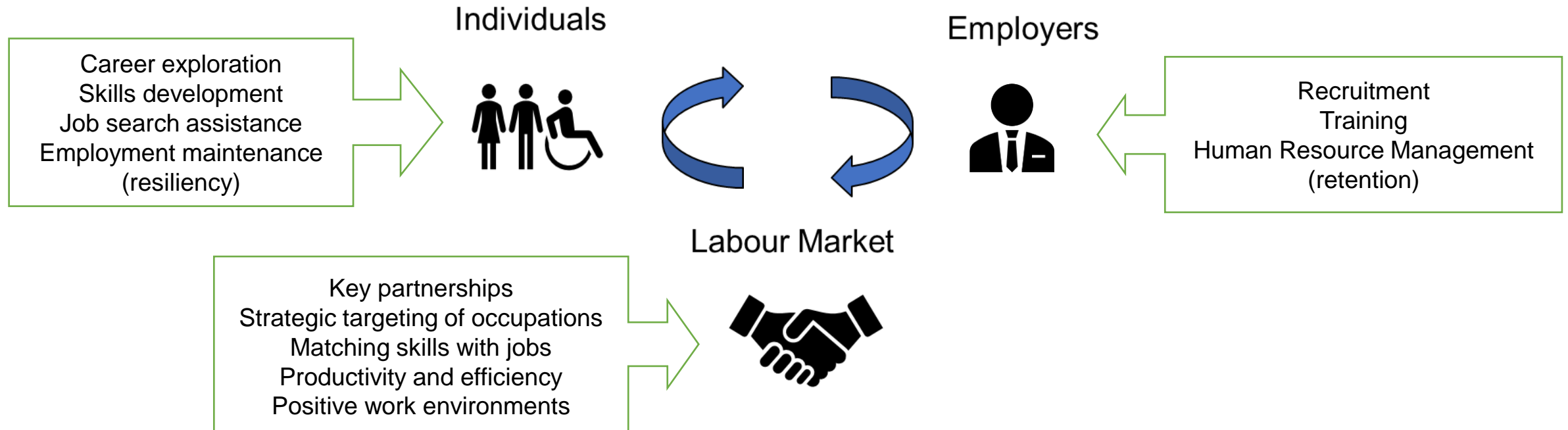
From Expansion/Growth

116,800

From Replacement/Attrition

Three clients

with multiple interconnected needs



Supporting employers

Human Resource Support Services

Helping New Brunswick's employers succeed.

- Focused on employer
- Have a conversation
- Provide HR supports based on assessment of three areas of need:
 - Recruitment
 - Training
 - HR management (coaching, tools, strategies)



Services for employers

Focus on the needs of the employers and collaboratively identify interventions that lead to successful outcomes.

WorkingNB interventions:

- Recruitment support
- Access to labour market information
- Support for training activities
- Customized training options
- Access to HR expertise
- Recruitment and retention strategies
- Development of HR policies and procedures
- Performance management strategies
- Other employment supports



Connecting the Labour Market

Virtual Job Fairs

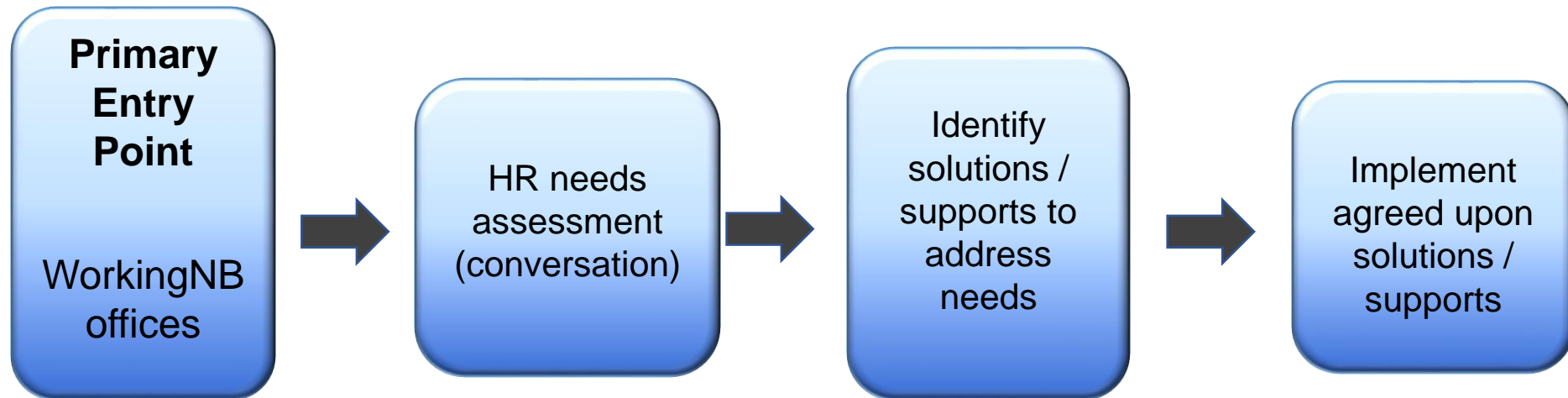
- Virtual regional events where individuals can explore job opportunities, chat with employers and download career resources
- Virtual national recruitment events (“Job Connectors”) for specific sectors / industries where employers with urgent needs can connect with job seekers

Ongoing support

- Connecting employers with WorkingNB clients (job seekers)
- In-person national recruitment events
- Referrals to ONB for immigration
- Awareness of experiential learning (referral to Future NB)
- Etc.

Process to Support Clients

Employers: Human Resource Support Services



<https://workingnb.ca/contact>

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