

# Building Healthy Labour Markets in Newfoundland and Labrador

PROVINCIAL LABOUR MARKET SYMPOSIUM

**Presentation by Graham Lowe**

**Monday, October 30, 2006**

**The Fairmont Newfoundland, St. John's, NL**

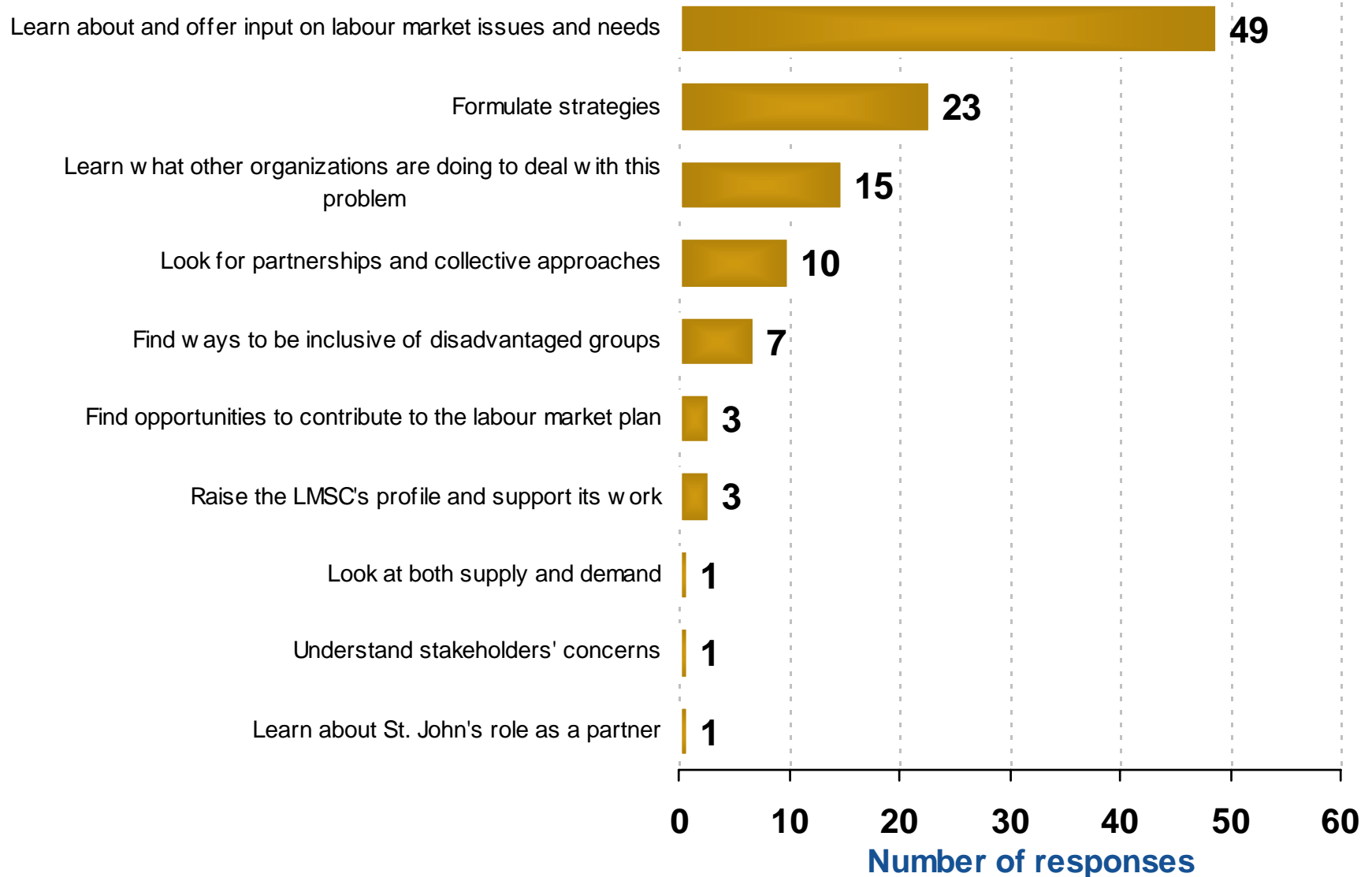
## CREATE STRATEGIC PARTNERSHIPS TO...

1. Share labour market information.
2. Learn from each other's experiences.
3. Identify priority needs.
4. Find opportunities to meet common goals.
5. Create a framework for coordinated action.

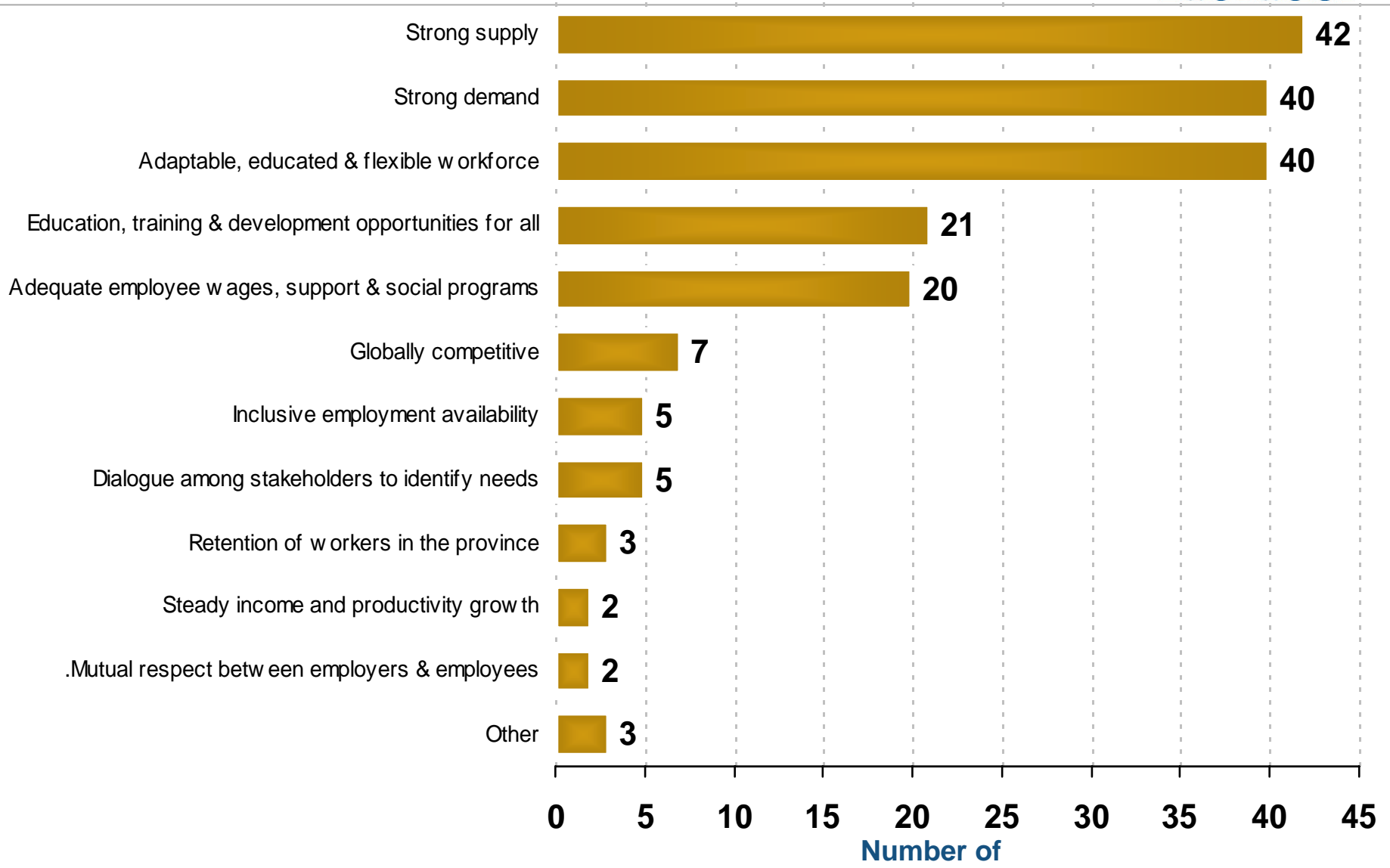
# Agenda themes

1. Setting the **context**: future labour market outlook.
2. Defining **success**: perspectives on healthy labour markets.
3. Increasing **participation**: overcoming barriers.
4. Strategic **investments**: education, skills training and life-long learning.
5. Strategic investments: work and the workplace.
6. Strategies for success: coordinated **action**.

# Your expectations for the Symposium



# How you define a healthy labour market



# Putting the pieces together



# Lessons from the competition



## ***Northern Alberta...***

**It resonates prosperity, opportunity, and adventure just waiting to be discovered. Career opportunities are plentiful, whether it's resource industries, the helping professions or private business.**

**Northern Alberta is the right place to start or advance in your career or to find new opportunities. Top this with a choice of towns, cities or country living that allows you to participate actively in community life.**

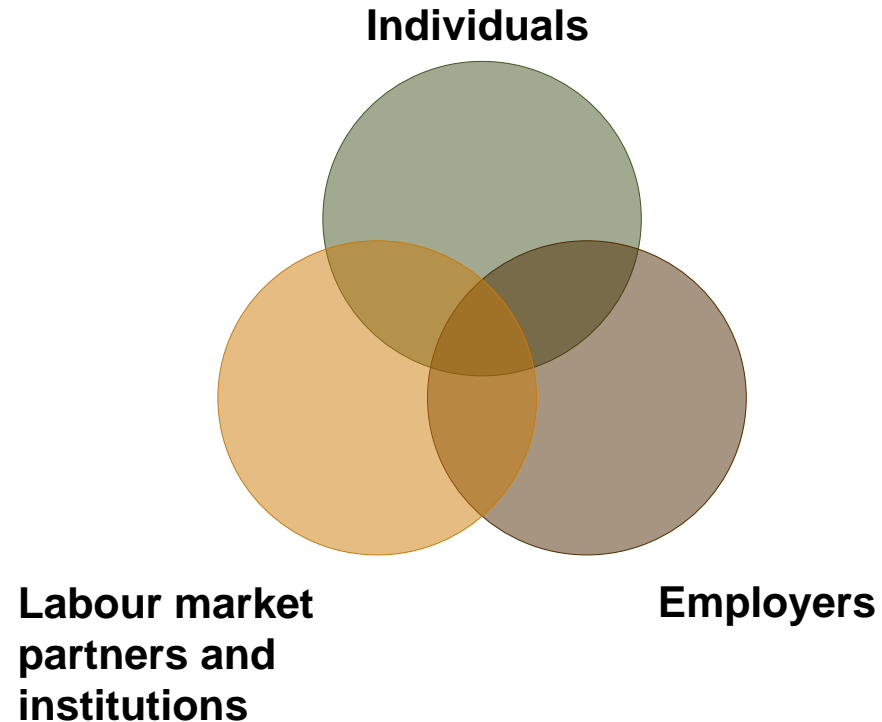
**Alberta's North offers a range of services and conveniences, plus natural surroundings ready to be explored. There's a reason why over 260,000 people call Northern Alberta home! Discover it all right here, your connection to Alberta's North.**



[www.opportunitynorth.ca](http://www.opportunitynorth.ca)

## IT'S ALL ABOUT PEOPLE:

Achieving quality of life goals through human capital depends on the values, attitudes, knowledge and behaviours of individuals.



# What workers want in a job

## WANT-HAVE GAPS:

This survey asked workers what is important to them in a job. It also asked whether they had these characteristics in their current job.

\* Biggest 'want-have' gaps.

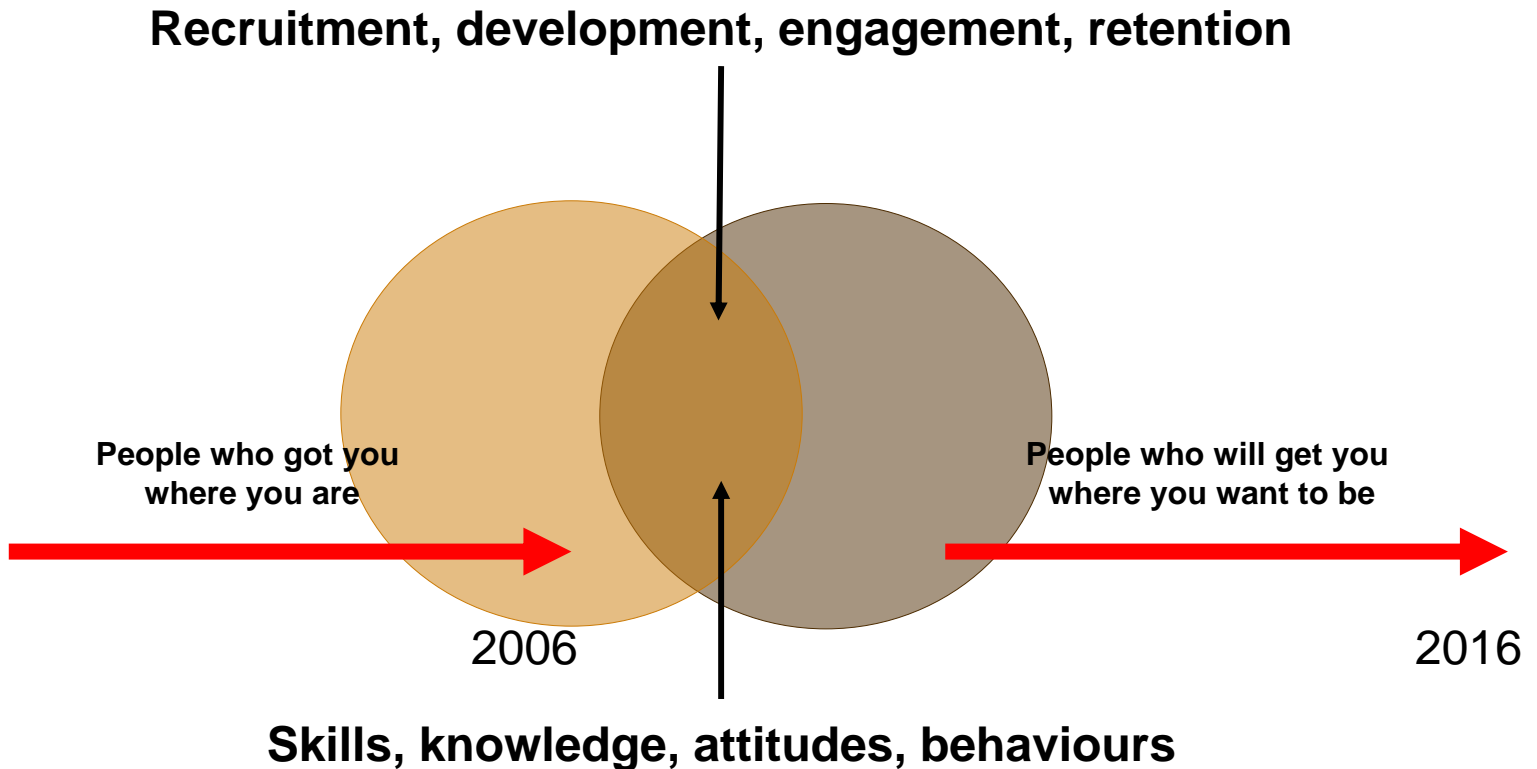
## MOST IMPORTANT JOB CHARACTERISTICS, RANKED:

- ✓ Respectful relationships
- ✓ Healthy and safe work environment \*
- ✓ Trustworthy senior management \*
- ✓ Work-life balance \*
- ✓ Sense of pride and accomplishment
- ✓ Job-related training \*
- ✓ Good pay \*
- ✓ Good job security
- ✓ Challenging and interesting work
- ✓ Good relationship with supervisor

Source: *Rethinking Work*, national worker survey. EKOS Research Associates & The Graham Lowe Group, fall 2004.

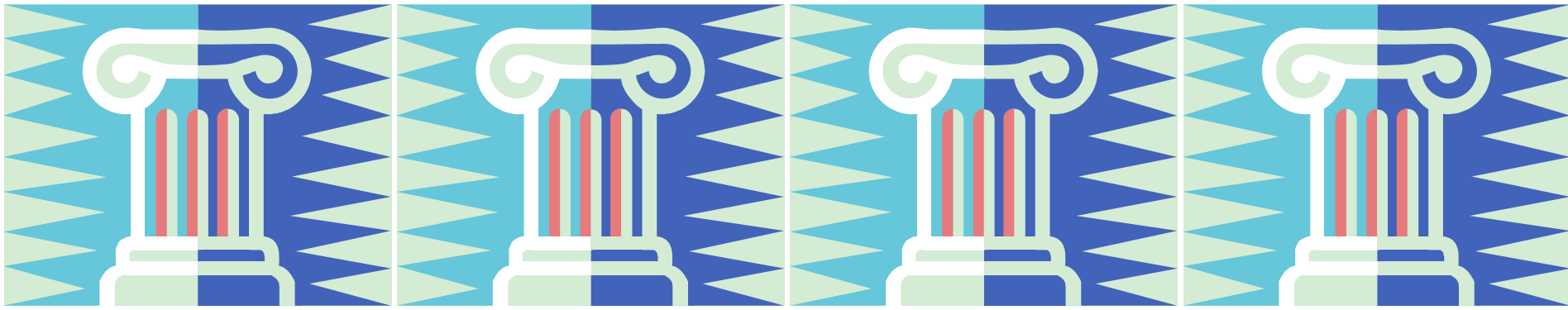
## **EMPLOYERS NEED TO DEVELOP LONG-RANGE, PROACTIVE, COMPREHENSIVE STRATEGIES TO ADDRESS THESE CHALLENGES:**

- ✓ Recruitment and retention.
- ✓ Shortages of specific skills.
- ✓ Knowledge loss.
- ✓ Leadership development.
- ✓ Employee 'engagement'.
- ✓ Health and productivity.



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# Building human capabilities



**RECRUIT**

**DEVELOP**

**ENGAGE**

**RETAIN**



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# From knowing to doing

**AS YOU PARTICIPATE IN THE SYMPOSIUM,  
KEEP THESE QUESTIONS IN MIND:**

1. Are you ready to change your thinking about labour market problems and solutions?
2. What is the shared Vision of a healthy labour market for the province that can guide action?
3. Are you willing to commit to taking specific follow-up actions?
4. What is the ONE issue/problem/opportunity that you will work with other partners to address?
5. How will you communicate the ideas and actions from the Symposium within your organization?

# Healthy labour market actions

## SUMMARY OF IDEAS FROM OCT. 30:

- Navigate global forces of change; understand that the context has changed
- Raise literacy levels, especially math
- Focus on rural areas and their needs
- Job-related training incentives/investments/support/infrastructure
- University education: access, student funding
- Access to apprenticeships, especially for young women
- Understand/measure quality of life values
- Find a common language to talk about these issues
- Reduce EI dependency especially in rural areas
- Rural industry cluster strategies for export
- For low-wage workers: raise minimum wage, income supplements, benefits, enforce legal standards
- Programs to employ individual with disabilities
- Design programs and policies to meet women's needs
- PARTNERSHIPS TO ADDRESS ALL THE ABOVE.

## NEXT STEPS...

- What is the ONE issue/problem/opportunity that you will work with other partners to address?

# Partnership success factors

- ✓ Knowing how to work together
- ✓ Building on successes and momentum
- ✓ Guided by learning and evidence
- ✓ Keeping the big picture in view
- ✓ Focusing on regional/local initiatives & needs
- ✓ Balancing today's urgency with long-term goals
- ✓ Linking social and economic goals
- ✓ Building individual and community capacity