

## Increasing labour market growth in New Brunswick

### CALL FOR LABOUR FORCE GROWTH IDEAS: PROFIT OR NOT FOR PROFIT, NON-GOVERNMENTAL PARTNERSHIP PROPOSAL

#### 1. GENERAL OVERVIEW OF THE DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR

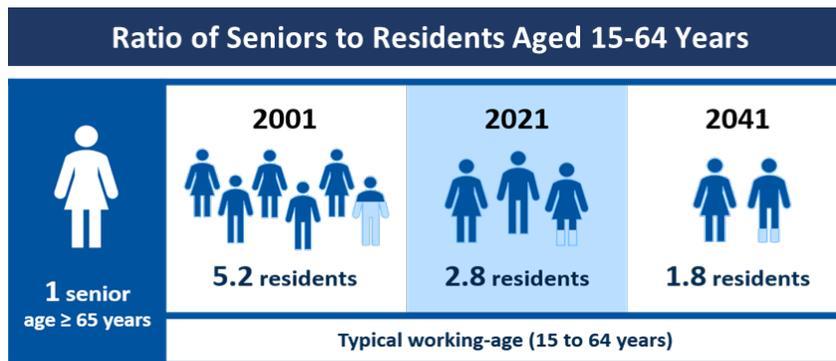
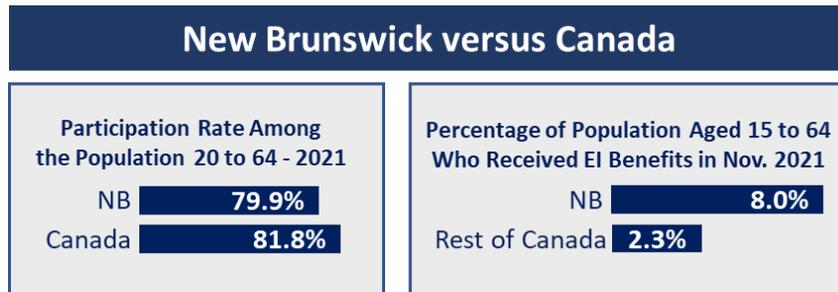
Within the Government of New Brunswick, the Department of Post-Secondary Education, Training and Labour (PETL) encompasses all services related to Adult Learning for Work, Employment, Labour and Post Secondary Training.

The department's goal is to develop a skilled labour force that aligns with the province's labour market demands. As such, the department's mission is to empower people with the skills and knowledge to succeed in NB as a place to live, learn and work in a fair, safe and inclusive environment.

#### 2. CONTEXT

Over the past decade, the province has seen very limited labour force growth, with growth being held back by an aging population and a significant number of retirements that have accompanied it. This trend is expected to continue going forward, with roughly 120,000 job openings expected over the next 10 years, the majority of which will be the result of retirements. Furthermore, the COVID-19 pandemic has created additional challenges to labour market growth. It is anticipated that future employment opportunities will be filled by new graduates and under-represented groups such as Youth, Persons with Disabilities, Women, Newcomers and Indigenous people.

New Brunswick lags Canada on key labour force data:



The department of Post-Secondary Education, Training and Labour (PETL) is seeking for profit or not for profit, non-governmental organization partnership proposals from Individuals or Organizations who would have ideas that could generate positive impacts on labour force growth in New Brunswick.

Challenges which could be addressed include **but are not limited** to:

- How to increase labour force participation rates?
- How to bring New Brunswickers home?
- How to encourage inter-provincial migration to New Brunswick?
- How to re-engage Older workers to the labour market?
- How to make the workforce more welcoming to newcomers?
- How to attract people towards electrician, carpenter, plumber, bricklayer and/or roofer occupations?
  
- How engage youth to actively take part in the workforce?
  
- How to draw under-represented groups (i.e. Persons with Disabilities, Women, Newcomers, Indigenous people) to the labour market?

### 3. PROJECT EVALUATION CRITERIA

Project assessment is based on the following criteria:

- How the proposed activities and desired results will contribute to growing the labour force in New Brunswick;
- **The project benefits** – what are the proposed project benefits and value to the province / region;
- **The measurable outcomes** – How will outcomes be measures to determine project success;
- **The project viability** – How the project benefits can be realized / completed as proposed;
- **The project sustainability** – How will the project outcomes be maintained beyond the completion of the project;
- The turnaround time for outcome impact;
- **The applicant viability** – The state of the operational and financial stability of the applicant;
- **The applicant capacity** – The management and financial capacity of the client to meet the costs associated with the delivery of the project.

**NOTE:**

Additional consideration will be given to profit or not for profit, non-governmental organization partnership proposals that include:

- under-represented groups (Youth, Persons with Disabilities, Women, Newcomers, Indigenous people. etc.), employer in targeted sectors (i.e.: health, residential and manufacturing trades, food production, forestry, ICT)
- designated priority occupations (personal support workers, registered nurses, school teachers, early childhood educators, logging machinery operators, silviculture and forestry workers, sawmill machine operators, electricians, carpenters, plumbers, bricklayers, roofers, food production workers, and occupations in computer and information systems)

Project Timelines:

- Proposals are accepted until May 6<sup>th</sup>, 2022. *An additional submission will be considered beyond that date depending on available funds.*
- Projects can be from 0 to 10 years in duration

#### 4. PROPOSAL CONTENT

The proposal must include the following information:

**Organization / Individual Information**

- Name of Individual / Organization
- Address
- Contact Person and Information (name, telephone number(s), email)
- Background of Organization

**Project Information**

- Project Title
- Objective of proposal

- Description of proposed activities that will contribute to growing the labour force in New Brunswick
- Anticipated outcomes, measures and / or targets
- Timeframes
- Resources
- Proposed budget
  - include funding from other sources, as well as the contribution from the organization and (in cash and in kind) from other partners.

**Note:**

- **Additional administrative fees will not be provided beyond 10%**
- **Partnership are encouraged. One or more organizations can combine there specialties together in order collaborate on a project.**

## **5. PROPOSAL SUBMISSION**

Submit electronically to:

Post-Secondary Education Training and Labour

Attention: WorkingNB

Email: WorkingNBCentralTravailNB@gnb.ca

Subject title: Labour Force Growth - Project 2022

**\*\*Individuals / Organizations should limit the content of the concept paper to a maximum of 5 pages. PETL may request additional information if it's deemed necessary. \*\***