

Excel in Rural NL

Khalid Al Hariri
Employment Services
kalhariri@ancnl.ca



www.ancnl.ca
Newfoundland and Labrador

The Gaps

- Aging/shrinking population
- Outmigration
- Employee shortages
- Businesses closing



Actions Taken

- Employment readiness training
- Transportation
- Accommodations
- Workplace language
- Community integration supports
- Employment maintenance



Employer Engagement

- 10 locations in 2024
- Connected with employers prior to season start
- Held regular meetings and updates
- Set partnership expectations
- Delivered info sessions



Our Challenge

- Attracting newcomers to rural NL
- Responding to the HR needs of the seafood processing industry
- In 2022 - 17,000 employees and 1.4 B in revenue



Key Successes

- 98% finished the processing season
- 85% indicated a desire to return
- Provision of accommodations is critical
- Some clients relocated from other provinces



Client Profile

Yageen, a young woman from Sudan, arrived in Canada in 2024. 8 weeks after coming to NL, she started working in a plant. She was admired by her colleagues for her work ethic and positive attitude.



With deep respect and gratitude, we acknowledge that ANC offices are located on traditional Beothuk, Mi'kmaq, Innu, and Inuit territories. As newcomers to Ktaqmkuk (Newfoundland) & Labrador, we commit to collective healing, true reconciliation, and land-honouring.

Next Steps

- Work with municipalities and local residents to create welcoming communities
- Provide support to live and stay in rural NL

