

Welcoming Communities *Virtual Coffee & Connections* Thursday, February 12, 2026



Land Acknowledgement

In the spirit of truth and reconciliation, NLWIC would like to respectfully acknowledge that the land on which we live and work as the ancestral homelands of the Mi'kmaq and Beothuk peoples. We also recognize the Inuit and the Innu as the original people of Labrador. We offer our respects to all our Indigenous cultures and recognize their continued connection to the land.



NL WORKFORCE
INNOVATION
CENTRE

Welcoming Communities Project Team





About NLWIC

Administered by the College of the North Atlantic, NLWIC's goal is to promote, support and collaborate the research, testing and sharing of **ideas** and models of **innovation** in workforce development that will positively **impact** employability, employment, and entrepreneurship within the province's labour force and particularly under-represented groups. Funding for NLWIC is provided by the provincial Department of Jobs, Growth and Rural Development (JGRD), under the Canada-Newfoundland and Labrador Labour Market Development Agreement and supplemented by other funding partners.



NLWIC Overview

We work to positively impact employability, employment and entrepreneurship, particularly for underrepresented groups, through workforce innovation projects that address labour market needs in Newfoundland and Labrador.

Vision

To lead a sustainable and innovative workforce development ecosystem that accelerates the economic growth and prosperity of Newfoundland and Labrador.

Mission

To innovate workforce development in Newfoundland and Labrador.

Core Values



Ideas

Listen to and understand where the gaps and opportunities are in our workforce ecosystem to drive solutions.



Innovation

Be a thought leader and valuable collaborator to strengthen not only the labour market in our province but within Canada, and beyond.



Impact

Drive impactful change through collaborations and evidence-informed recommendations

Stakeholder
Engagement



Research &
Innovation



Workforce
Development

Knowledge
Mobilization



NLWIC Pillars

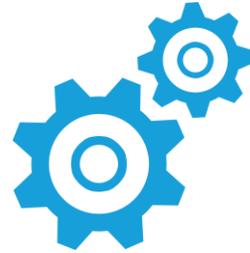
#TipOfTheIceberg

NLWIC Pillars: Below the Surface



Research and Innovation

We address issues and opportunities in NL's labour market through evidence-based applied research & innovation projects.



Workforce Development

We focus on employment initiatives for employers that address the creation, recruitment and retention of a viable workforce.



Knowledge Mobilization

We actively engage and share information with labour market stakeholders within NL's workforce innovation ecosystem.

NLWIC-Funded Research Projects

NLWIC provided proposal-based funding for applied research projects that tested innovative approaches to address labour market challenges and opportunities and improve outcomes for people and the province of Newfoundland and Labrador.

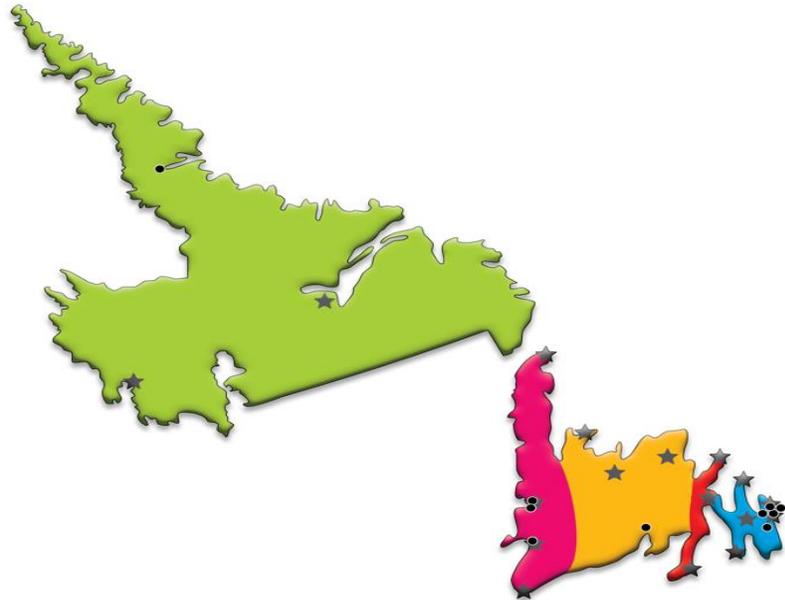
20
Projects
Funded

Total
Funding

\$7,663,736



The 20 NLWIC Workforce Innovators



 **NL WORKFORCE INNOVATORS**

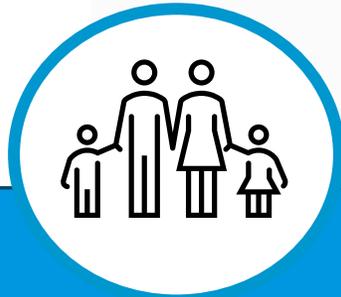
    



Bottom Line: This is the Value of What we Do



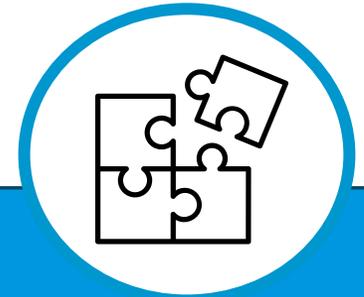
We focus on NL government priorities and projects for industry development and value for dollars/ROI.



We focus on helping our province by helping our people through innovative workforce development.



We engage people to identify labour market issues, opportunities, and solutions to improve rural, community, and provincial development and prosperity.



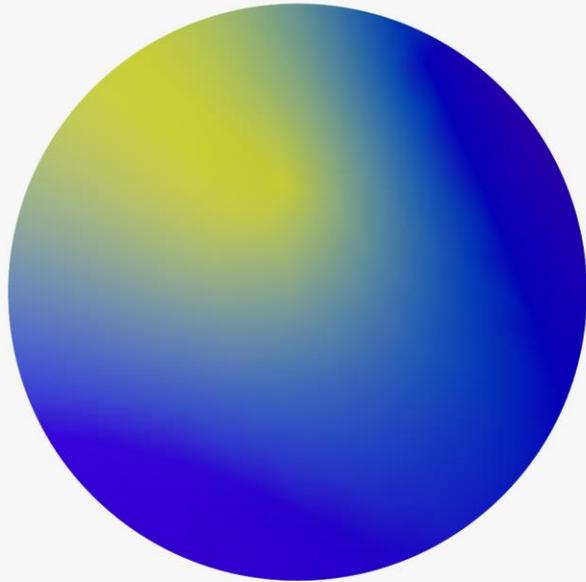
We promote NL as a hub for pilot testing, evaluation, and action to improve workforce development and innovation.



LABRADOR NORTH

CHAMBER OF COMMERCE

Welcoming Communities Initiative



The Welcoming Communities Initiative A Project of the Labrador North Chamber of Commerce

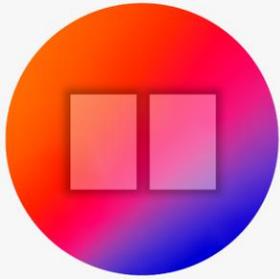
Composed of a series of projects aimed at strengthening recruitment & retention in Central Labrador, the Welcoming Communities Initiative is an ongoing project of the Labrador North Chamber of Commerce.



Events, Tools, and Education

The Initiative's Three Core Elements

Elements of the Initiative's programming are largely categorized in one of three ways: Events that help connect newcomers and the community, Tools that help employers recruit and retain talent, and informative events aimed at offering stakeholders the knowledge they need to succeed.



WCI: Major Projects

Magazines, Summits & Video

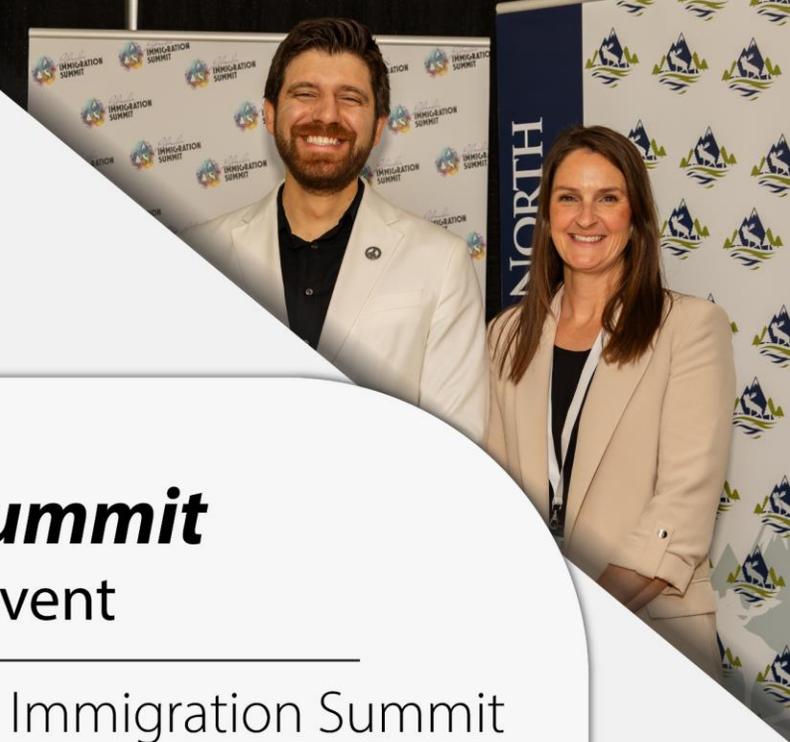
Currently, the Initiative's three major projects include a newcomer-focused magazine, a purposeful conference for learning and collaboration, and our video testimonials project geared towards adding more tools to employer's recruitment and retention toolbox.



North 1941

Central Labrador's Magazine for Newcomers

Available, in both print and digital editions, North 1941 is a showcase for life and work in Central Labrador, while providing some much needed know-how for thriving in a remote and often snowy region.



The Labrador Immigration Summit The Initiative's Flagship Immigration Event

Beginning in March of 2025, the Labrador Immigration Summit brings together like-minded professionals, newcomer-serving organizations and employers for an insightful, educational, and collaborative immigration-focused conference.





Testimonials Video Project Our Upcoming Video Series

This upcoming project will include a number of video testimonials from newcomers and New Canadians of diverse backgrounds and professions. Subjects will speak on their experience moving to Central Labrador, and the reasons they decided to stay.



MICHAEL CHUBBS

**Community Navigator,
Welcoming Communities Initiative**
Labrador North Chamber of Commerce
welcome@chamberlabrador.com
(709) 896-8787



Welcoming Communities – Burin Region





Project Overview

- “Welcoming Communities”
- Led by Newfoundland and Labrador Workforce Innovation Centre (NLWIC)
- Funded by the Future Skills Centre (FSC)
- Implemented in collaboration with the Labrador North Chamber of Commerce (LNCC)
- To find evidence-informed solutions to low immigrant retention on the Burin Peninsula.





Objective & Deliverables

- Develop a "Welcoming Communities Model" based on the best practices customized for the Burin Peninsula
- Produce a Sustainability Plan
- Build a Community of Practice of Welcoming Communities in Newfoundland and Labrador





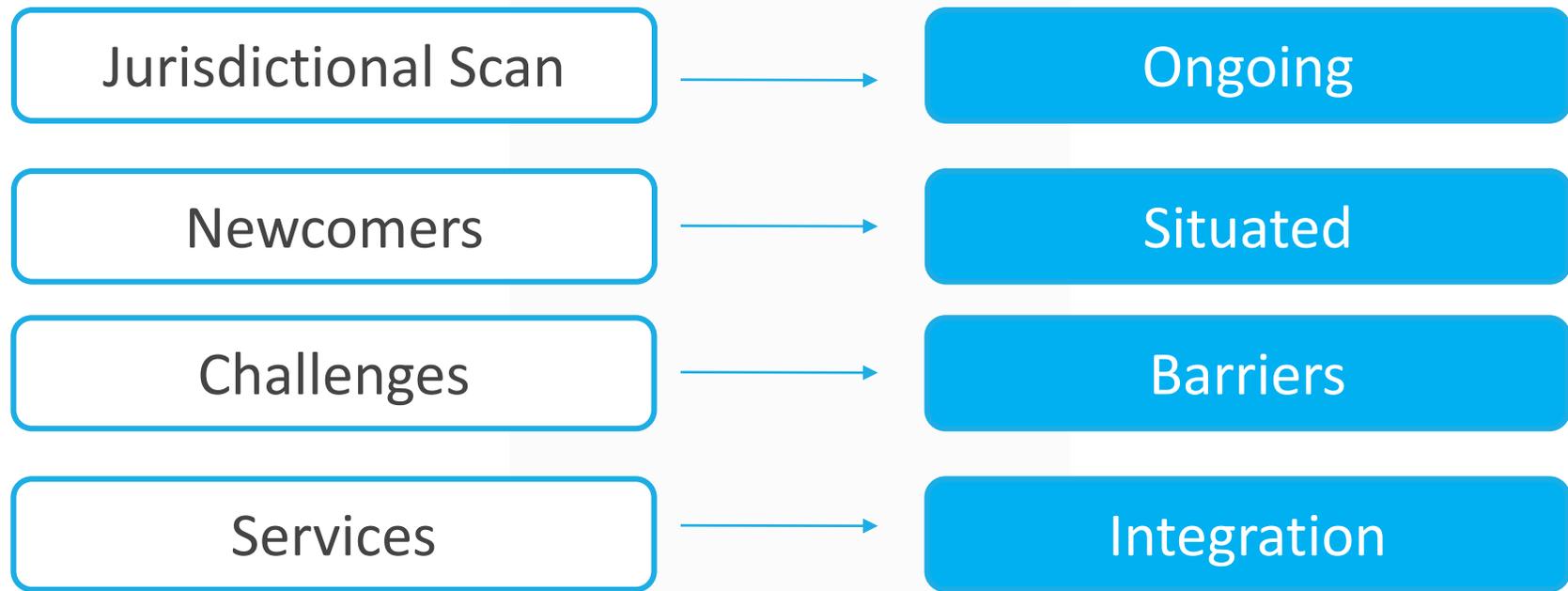
What do we need to get this project done?

- Verifiable research
- Leveraging existing resources, strengthening local partnerships, and developing innovative strategies to support immigrant retention.
- Community involvement, engagement and feedback.





What has been done?





What remains to be done?

- Ongoing research
- Prepare Stakeholder Engagement Plan
- Focus groups, interviews, surveys with newcomers, business leaders and municipal officials.
- These will be held on location within respective clusters
- What are the most significant gaps in newcomer support?



Burin Peninsula Community Clusters

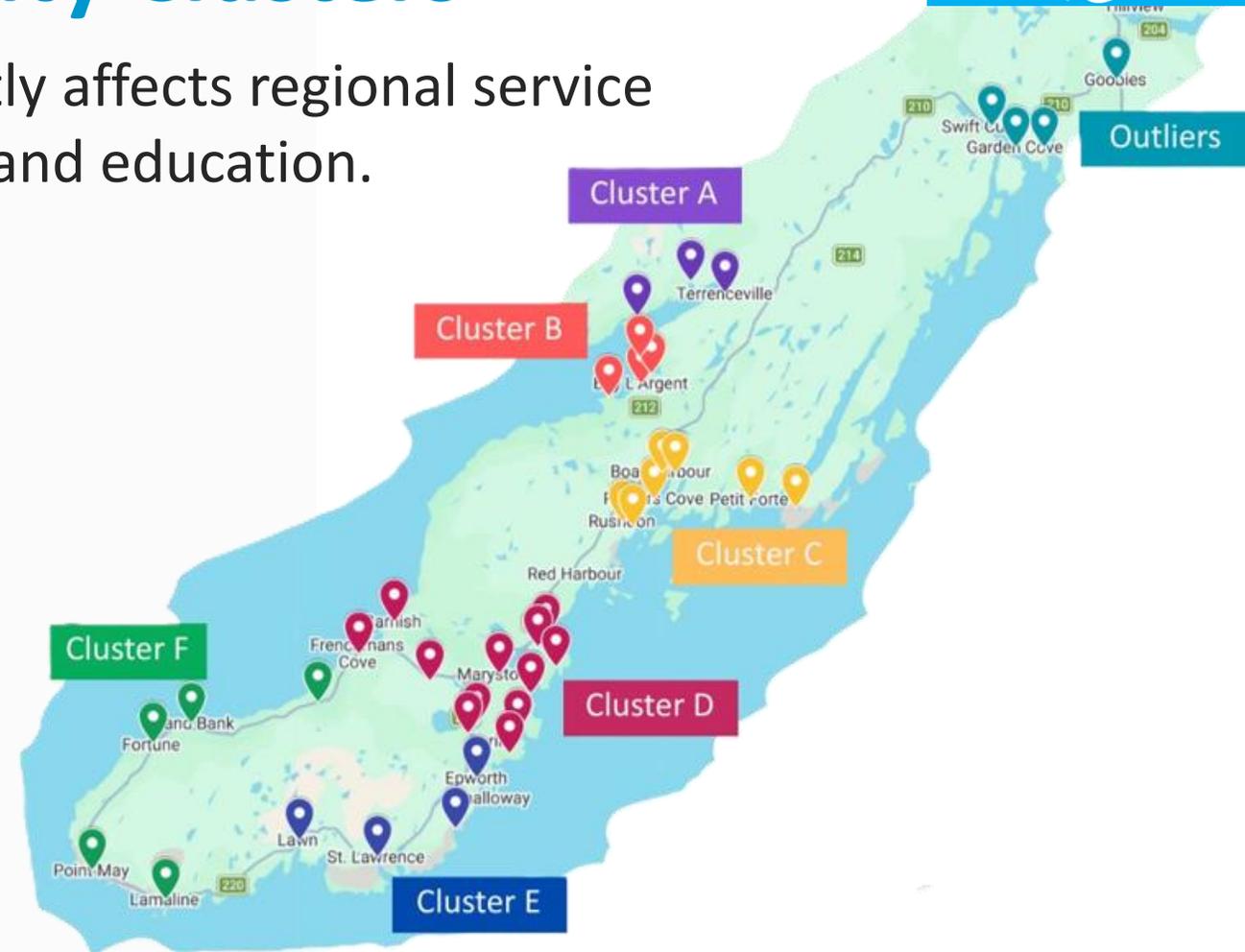
Geographic proximity to Clarenville directly affects regional service access, including commerce, healthcare, and education.

OUTLIERS

- Goobies
- Swift Current
- North Harbour
- Garden Cove

CLUSTER A

- Terrenceville
- Grand le Pierre
- English Harbour East



CLUSTER B

- St. Bernard's- Jacques Fontaine
- Bay L'argent
- Little Bay East
- Harbour Mille

CLUSTER C

- Rushoon
- Parkers Cove Baine
- Harbour Boat Hr. West
- Brookside
- Petit Forte
- *Southeast Bight



CLUSTER D

- **Marystown**
- Jean de Baie
- Spanish Room
- Rock Harbour
- Salt Pond
- Burin
- Mortier
- Port aux Bras
- Beau Bois
- Lewins Cove
- Winterland
- Garnish
- Frenchman's Cove

CLUSTER E

- St. Lawrence
- Lawn
- Epworth
- Corbin

CLUSTER F

- Grand Bank
- Fortune
- Lamaline
- Point May
- Grand Beach





What do we do after this event?

DEFINE

Specific considerations for stakeholder engagement sessions. What works best for each given area?

ACKNOWLEDGE

Burin Peninsula is not a single entity.

IDENTIFY & CONNECT

Constantly expanding network of affected and involved persons and organizations



Communications & Knowledge Sharing



- Share key updates, events, invitations and follow-up surveys throughout the course of the Project
- Collect, highlight newcomer and community success stories from Burin Peninsula (and beyond)
- Following project completion, support knowledge mobilization; ensure learnings/findings are shared with stakeholders to guide future initiatives.
- Support development of Final Report, Playbook & practical resources (i.e. Brochure/Guide/Zine) to highlight available services for newcomers.



How can we stay connected?

- I'm your main point of contact for ideas, questions or suggestions on the Welcoming Communities Project, My Email: ariyana.gomes@nlwic.ca
- Visit the Welcoming Communities webpage: [Welcoming Communities Project – NL Workforce Innovation Centre](#)
- Reach out with your input: communities, partners, sector associations to inform the creation & sharing of this sustainable newcomer retention model for the Burin Peninsula region.
- Welcome to connect with NLWIC on social media channels (i.e. Facebook, LinkedIn, Instagram, X) to stay informed with project updates.



Q&A Session





THANK YOU



Contact Us



nlwic.ca



nlwic@nlwic.ca



141 O'Connell Drive
Corner Brook, NL



(709)289-3011

Follow us



@NLWIC



@nlwic_cna