



Newcomer Settlement & Community Sustainability in Newfoundland and Labrador

Population Stability, Community Strength, and
Long-Term Growth

Presented by:

**Susan Watkins – Regional
Settlement Services**

Karin Loock – Employment Services



Land Acknowledgement

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-honoring



The Association for New Canadians



Who We Are

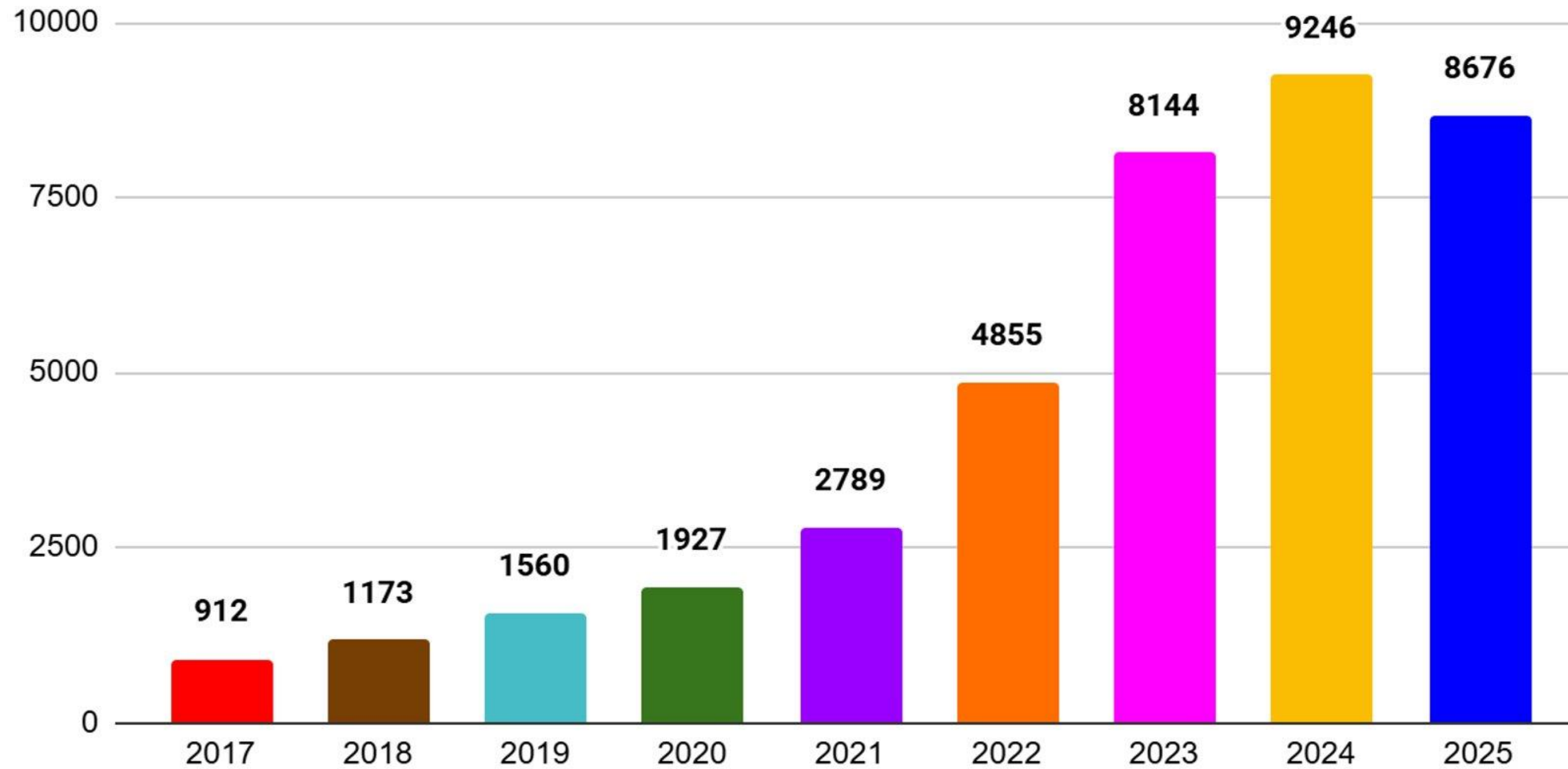
- Non-profit settlement organization in NL
- 45+ years supporting newcomers
- Province-wide services

What We Do

- Connect employers to newcomer talent
- Retain newcomers to contribute to local economy
- Deliver diversity training
- Provide settlement + integration support



Clients Served by Year



Clients Served by Year: 2017-2025

The Reality in NL

- Aging population
- Ongoing outmigration
- Fewer people entering the workforce
- Labour shortages across sectors



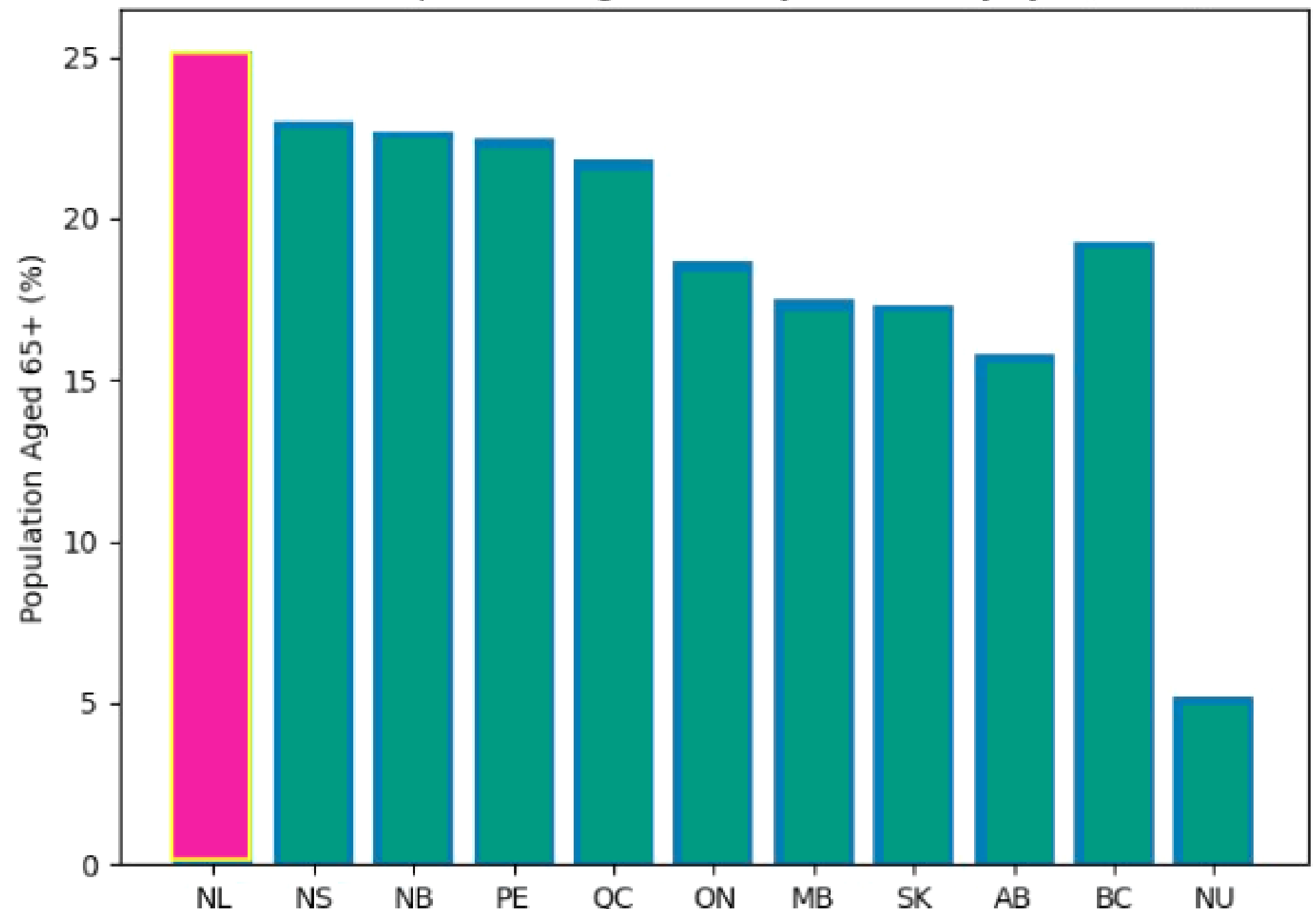
This is a community sustainability issue.

The Reality in NL

- NL has the oldest population in Canada. With a median age of about **47.8 years**, it significantly exceeds the national median (40.6).
- More than **one in four residents are aged 65 and older**, the highest share of seniors among all provinces and territories.

Statistics Canada. *Canada's population estimates: Age and gender, July 1, 2025.* The Daily. Released September 24, 2025. Retrieved from <https://www150.statcan.gc.ca/n1/daily-quotidien/250924/dq250924a-eng.htm>.

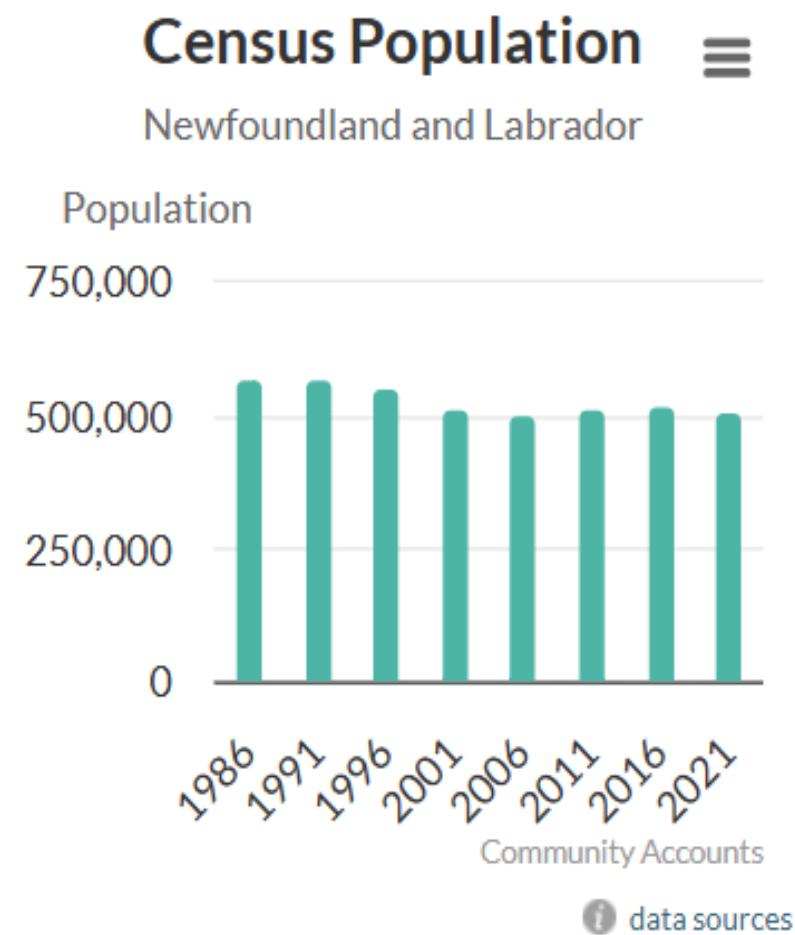
Share of Population Aged 65+ by Province (July 1, 2025)



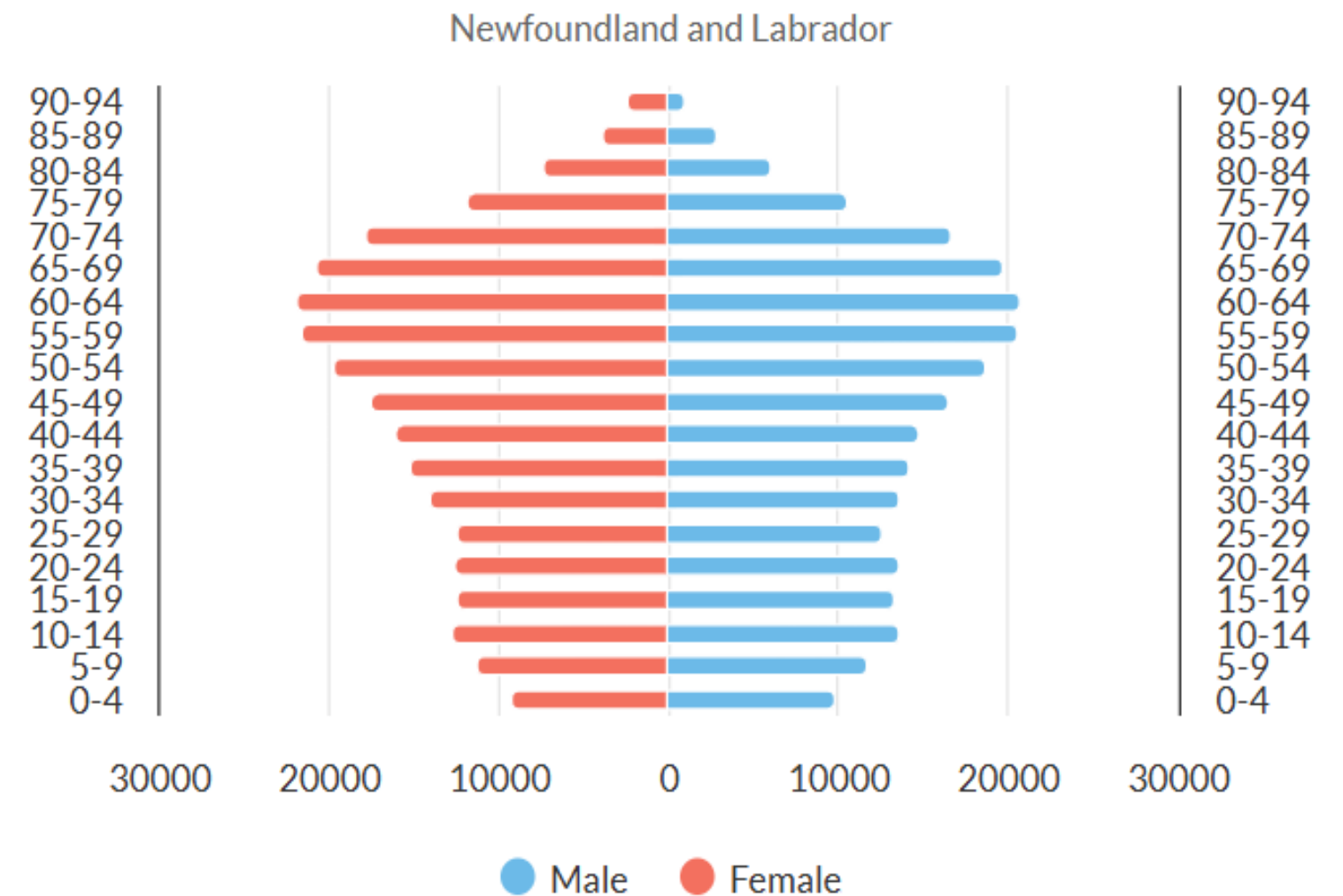
Why This Matters in NL?

2021 Census Population

The 2021 Census population for Newfoundland and Labrador was 510,550. This represents a decline of 1.8% since 2016 (519,715). Over the same period, Canada experienced a population increase of 5.2% since 2016 (36,991,980 in 2021, up from 35,151,725). The median age in Newfoundland and Labrador was 48 in 2021.



Population Pyramid, Census 2021



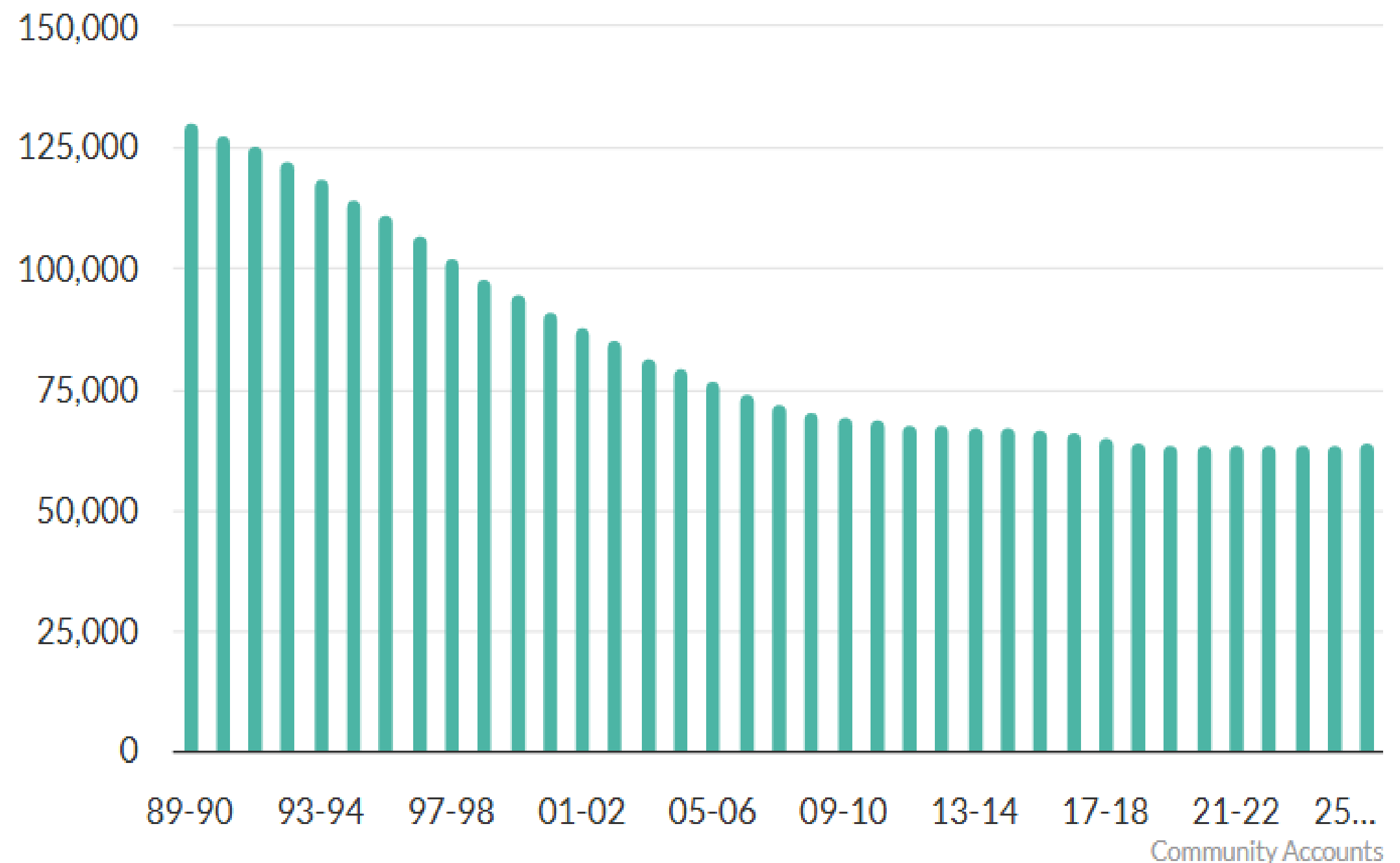
Population & Service Sustainability

Key Points:

- Settlement supports population growth and retention
- Stable populations support:
 - Schools and childcare
 - Health and social services
 - Recreation and community programs

School Enrolment, All Grades

Newfoundland and Labrador



What Settlement Looks Like on the Ground

Key Points:

- Support with housing, employment, and orientation
- Navigation of schools, healthcare, banking, and local services
- Registration for youth activities
- Community connection and belonging
- Language Support



Cultural and Social Benefits to the Community



Cultural diversity strengthens community life



New traditions, food, arts, and perspectives



Opportunities for cultural exchange



Community Engagement and Volunteerism



ASSOCIATION FOR NEW CANADIANS

Key Points:

- Newcomers actively volunteer and participate
- Involvement in schools, groups, and events
- Settlement creates pathways to participation



The Association for New Canadians Employment Services



We supplement workforce in almost every sector, including:

- Construction & Skilled Trades
- Hospitality
- Forestry & Agriculture
- Manufacturing
- Seafood Production
- Tech & Finance
- Mining & Engineering
- Healthcare
- And more!



Why It Matters

- Businesses struggling to stay open
- Reduced services in communities
- Pressure on local economies
- Harder to attract new investment

Maintaining a workforce is an integral component of community sustainability.

Source: Government of Newfoundland and Labrador, Economics (2025)

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410028701>



The Opportunity

- Newcomers are ready and willing to work
- Bringing skills, experience, and long-term goals
- Supporting population growth and stability



This is one of the most immediate and realistic solutions we have.

The Gap

- Hiring alone is one step.
- People are arriving, but not always staying
 - ANC helps with job maintenance and retention



Recruitment gets people there. Retention is what actually matters.

How Employers Are Supported

Recruitment

- Co-plan workforce development
- Pre-screen candidates
- Coordinate interviews
- Support placements

Onboarding & Retention

- Language support
- Workplace training
- Ongoing job maintenance

Workplace Support

- Diversity training
- EDI support

We support employers to hire and retain talent.

How Newcomers Are Supported

Employment

- Job readiness
- Training & certifications
- Job matching

Settlement

- Housing, support services
- Navigating systems
- Orientation to life in NL

Integration

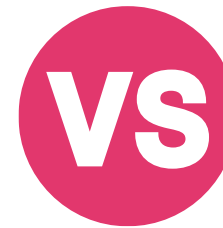
- Community connections
- Ongoing support

ANC supports continue after hiring.

Recruitment vs Retention

Recruitment

- Filling positions
- Short-term solution



Retention

- Keeping people long-term
- Building stable communities

We need to shift from filling jobs to building **“WELCOMING”** communities.

What Supports Retention

- Meaningful, stable employment
- Access to housing and services
- Welcoming communities
- Social connection



People stay where they feel supported.

Real NL Example

- Rural employer in Hopedale struggled to fill roles for months
- Partnered with ANC to hire a newcomer

Outcome:

- Employee retained and promoted
- Family members also joined the workforce
- 12 newcomers hired to date



Real Impact in Rural NL

In 2025, **ANC Employment Services** facilitated

193 job placements
in 26 rural communities

across Newfoundland and Labrador.

- | | | |
|------------------|---------------------|-----------------|
| ● Harbour Breton | ● Eastport | ● Pasadena |
| ● St. Alban's | ● Glovertown | ● Springdale |
| ● Port de Grave | ● Branch | ● Hermitage |
| ● Brigus | ● Dover | ● Nain |
| ● Witless Bay | ● Hickman's Harbour | ● Random Island |
| ● Aquaforte | ● Ramea | ● Clarenville |
| ● Dildo | ● Port au Choix | ● Grand Falls |



Role of Employers

- Think long-term, not just immediate need
- Be open to non-traditional hiring pathways
- Support onboarding and training
- Create inclusive workplaces

Employers play a major role in whether someone stays or leaves.



Role of Municipalities

- Support local housing solutions
- Help create welcoming communities
- Connect employers with services like ANC
- Promote inclusion and community engagement



Municipalities are key to making communities livable, not just workable

It Takes Coordination

- Employers
- Municipalities
- Community organizations - ANC

No single group can do this alone.



What We're Seeing

- Strong employer demand across the province
- Growing number of newcomer placements
- Faster pathways to employment
- Better outcomes when supports are in place

When the system works together, retention improves.

What Success Looks Like

- Businesses stay open
- Communities grow instead of shrink
- Families settle long-term
- Newcomers become part of the community

That's what we're working toward.



Key Takeaways

- Workforce challenges = community challenges
- Newcomers are part of the solution
- Retention is the priority
- Collaboration is what makes it work

What You Can Do

- Connect with ANC
- Identify local workforce needs
- Support welcoming initiatives
- Work with employers in your community



Small actions locally make a big difference long-term.



***Together, we're building
communities.***

Thank You!

Susan Watkins and Karin Looock

kloock@ancnl.ca

Manager of Employer Engagement

ANC Employment Services