



**NIEFS**  
NORTH ISLAND EMPLOYMENT

ANNUAL REPORT - 2019 / 2021

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connecting people with work

since 1986



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## Our Mission

To assist those in need with the development of skills that will enable them to find and hold employment in an ever-changing world.



# Board Chair Message



Just when you think you know what it means to deal with challenges, you realize that there’s a lot more to learn!

Fortunately, NIEFS is a learning organization, and has continued serving the community while operating within the restrictions of a pandemic. We owe a huge debt of gratitude to our management and staff for persevering through these difficult times.

The needs of the community, the employers and those seeking work are evolving as we open up again, and NIEFS is ready to respond in providing the supports that will be most helpful.

As we look ahead, we see another transition on the horizon. Val Meaney will be leaving us as Executive Director this fall after nearly 25 years with us. She will be sorely missed. Val has skillfully and compassionately guided NIEFS through all manner of challenging times, and we are so glad that she had the helm through this past year!

NIEFS has been very fortunate in its Executive Director transitions. Val stepped in most ably when Doug Preston retired. Now we look forward to Shannon Baikie taking the reins. As our current Regional Manager, Community and Labour Market Services, Shannon has the skills, experience, and heart to lead us on into the adventures that await in the post-COVID world.

**We anticipate interesting times ahead, and continued excellence in NIEFS’ contributions to our community and to our sector!**

Nickie Polson  
NIEFS Board Chair

# Executive Director Message



It has been an interesting year and a half for NIEFS, as it has been for most businesses. The pandemic led to a very rapid shift to mostly virtual service delivery and our staff and clients showed their resilience and ability to adapt throughout the transition. As we shift again towards being fully back to in-person service delivery, we will continue to adapt to what our communities need. A hybrid service delivery model is likely here to stay and our focus will continue to be delivering excellent services to job seekers and employers.

NIEFS was recognized for its excellence again this year as the winner of the British Columbia Career Development Association (BCCDA) Organization of the Year for 2021. It is an honour to be recognized with such an award and reflects the level of professional work that we do and the level of accreditation of our staff. Career Development is a highly specialized field of work and this award acknowledges the work we have done in ensuring we are at the top of this field.

NIEFS will experience another transition this year as I leave the position of Executive Director in September and Shannon Baikie becomes our next Executive Director. It will be an exciting time for NIEFS as there will be many opportunities to assist our job seekers and employers in new ways and to continue to be a key part of our communities’ recovery from the Pandemic. NIEFS will be in great hands as Shannon takes on this leadership role.

Our partners, our Board and our staff continue to be key to our ongoing success in our work. Their commitment to our work is essential to our success. Thank you for supporting our Mission and our work.

**We look forward to another exciting year of innovation and success!**

Val Meaney  
Executive Director

# Board of Directors

NIEFS’ volunteer Board of Directors consists of 6 members that are a tireless group of volunteers who are committed to our work and the success of our clients in achieving their employment objectives. Their expertise, commitment and caring have made a significant difference to the people we serve and our staff. They are greatly appreciated!

Nickie Polson	Chair	Retired Journalist, Instructor School District #72 Continuing Education
Rob Beauchamp	Vice-Chair	Retired Human Resources Development Canada
Jim Forsyth	Secretary / Treasurer	Skylink Consulting
Brian Cruise	Director	Owner, Cruise HR Solutions
Cheryl O’Connell	Director	Dean, Trades and Technical Programs North Island College
Kash Ward	Director	Shoulder Tapper, School District #72

# SUCCESS STORY

I can’t stress enough how helpful it has been for our cost / overhead management to be able to access this wage subsidy for her training period. It’s given us the flexibility to incorporate more job shadowing type training opportunities without significant cost, and I think it’s been very beneficial to our new staff. It’s also helped cover the cost of getting our Wage Subsidy candidates up to standards with respect to their safety certifications, which reduces our concern about having to take on those costs with new hires.

Monica Stewardson  
Mainstream Biological Consulting Inc





# Who we are

## North Island Employment Foundations Society (NIEFS)

As a Gold Certified Career Development Agency by the British Columbia Career Development Association, NIEFS serves communities and individuals living on northern Vancouver Island and the central coast of BC.

Our goal is to provide support for people as they seek to build the self-sufficiency which results from active and sustainable participation in the labor force. We help people find employment or acquire the skills they need for future employment.

Our services help some of the most vulnerable members of our communities; those who are at risk of long-term unemployment, those affected by economic change and industry restructuring, and those who want and need to build more sustainable participation in the workforce.



# WorkBC Employment Services

NIEFS delivers direct services to clients and employers through our WorkBC Centres in Campbell River, Port Hardy and a satellite office in Port McNeill.

**Our Services include a range of options delivered in-person, virtually and remotely:**

- Individualized job search assistance, career planning, funding supports for occupational skills training, wage subsidies, and job sustainment services.
- A wide range of workshops about finding and keeping work including specialized services with clients with disabilities. Career and hiring fairs.
- Career and hiring fairs along with Employer information sessions.
- Resource Centres and a website that includes local resources and the North Islands' most comprehensive job board.







# WorkBC Employment Services



Sarah is celebrating a year of working at the Berwick By the Sea / Marquise Hospitality. Sarah is an essential worker whose favourite part of the job is the fun-loving relationships with the residents. She enjoys her team mates and is happy to provide exceptional service.

*Congratulations on all your accomplishments, Sarah!*

*"To care for those who once cared for us is one of the highest honors." — Tia Walker*

WorkBC.ca | SEPTEMBER IS DISABILITY EMPLOYMENT MONTH IN B.C. [www.WorkBC.ca/Accessibility](http://www.WorkBC.ca/Accessibility)  

Canada 

 BRITISH COLUMBIA

This program is funded by the Government of Canada and the Province of British Columbia.



# Community Involvement

## Having trouble accessing valuable online community services due to lack of technology?

With support from United Way Central & Northern Vancouver Island (UWCNVI), North Island Employment Foundations Society (NIEFS) is excited to offer the Tech Lending Library!



For more details reach out to our office today!

250.286.3441

(Campbell River and surrounding areas)

Toll-free 1.866.286.6788

(Port Hardy and the North Island)

Email - [info@niefs.net](mailto:info@niefs.net)

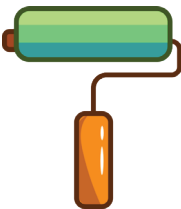
*NIEFS is grateful to United Way Central & Northern Vancouver Island for supporting our program. Because of the United Way and the Emergency Community Support Fund grant we are excited to launch this project. Emergency Community Support Fund is funded by the Government of Canada.*



**United Way**  
Central & Northern  
Vancouver Island



**Canada**



**NIEFS continues to be an active member of the Campbell River and District Coalition to End Homelessness and was also a member of the Leadership Team.**



**NIEFS continues to be an active member of the Table of Partners with the Strathcona Community Health Network.**



**NIEFS staff member appointed to the Board of Directors for the Port Hardy Chamber of Commerce and is involved at a committee level with the BC Chamber of Commerce.**

## North Island Training and Attraction Society (VINTAS)

NIEFS is a member of the Executive. The VIU Fundamentals of Forest Harvesting was impacted by COVID-19 but had a full cohort in August 2021 and a cohort planned for March 2022.



**NIEFS has a staff member appointed to the Executive for Vancouver Island North Training and Attraction Society.**



**NIEFS is an active member of the Mount Waddington North Island College Learning Council aimed at sharing information to better connect education, training and employment.**



**NIEFS has a staff member appointed to the Board of Directors for the Vancouver Island Economic Alliance (VIEA).**





## Events

Throughout the 2019-2021 period and despite the impacts of COVID-19 facing us to deliver only virtual services between March 2020 and the spring of 2021, NIEFS was still able to connect with many clients and continue to provide many virtual event opportunities aimed at connecting job seekers and employers including:

- Sayward and Gold River Job Clubs
- Grieg Seafood Information Session
- Campbell River Golf and Country Club Information Session
- Big Bay Hiring Event
- Brown's Bay Resort Information Session
- Cortes and Quadra Eyes Wide Open Series

## Employer Services

As the primary Employment and Workforce Development agency on the North Island, NIEFS works collaboratively with employers to help them adapt to our rapidly changing economic and demographic conditions. We do this through a wide range of services including:

- Facilitating and coordinating the development of community-wide transition strategies as outlined in the Community Accord on Workforce Development.
- Providing local Labour Market Intelligence Reports to help employers understand the changes occurring in our economy, and how it impacts their recruitment and retention of staff.
- Maintaining an on-line North Island Job Bank where employers can market their employment opportunities both locally and nationally.
- Offering a confidential resume collection service for local employers.
- Hosting hiring fairs to bring job seekers and employers together under one roof.

We also offer a Quarterly LMI Newsletter that provides a snapshot of what's happening in the local labour market. This publication provides key information about our local labour market trends that impact our community. Issues can be found on our website under the publications tab.

In addition, we have up to date information on the major projects happening in our communities that can be found by going to: <http://goo.gl/maps/bqad>.





# Website Statistics - [www.niefs.net](http://www.niefs.net)

NIEFS website is a go to resource for employers, job seekers and community across the North Island. Between April 1, 2020 and March 31, 2021 which was during the height the COVID-19 pandemic the NIEFS website had the following usage.

766,711 page views      81,020 users

## Top cities people were searching from:

- |                   |                 |
|-------------------|-----------------|
| 1. Campbell River | 6. Nanaimo      |
| 2. Port Hardy     | 7. Victoria     |
| 3. Vancouver      | 8. Port Alberni |
| 4. Surrey         | 9. Calgary      |
| 5. Courtenay      |                 |

## Job posting statistics

NIEFS job board is one of the very few local labour market tools that although not exhaustive does a great job of identifying trends in the local labour market. Between April 1, 2020 and March 31, 2021 job posting statistics are as follows:

## 2555 Job Postings

(down 324 postings compared to the year before which is entirely a result of COVID-19)

### Quality of Employment

Full-time      69% of total job postings  
Part-time      20% of total job postings  
Casual, Contract and Seasonal make up the remainder

### Top 5 Industries

- Forestry – 16.3% (419 postings)
- Other Business Services – 16.3% (419 postings)
- Tourism/Hospitality – 13.1%(336 postings)
- Construction/Trades – 12.7% (316 postings)
- Social Services – 6.3% (161 postings)

### Top 5 National Occupation Classification (NOC)

1. Sales and Service with 31.9% of jobs posted on the NIEFS job board.
2. Trades, Transport and Equipment Operators with 29.7% of jobs posted on the NIEFS job board.
3. Education, Law, Social and Community Services Trades, Transport with 13.8% of jobs posted on the NIEFS job board.
4. Natural Resources, agriculture and related with 8.8% of jobs posted on the NIEFS job board.
5. Business, Finance and Administration with 7.2% of jobs posted on the NIEFS job board.

# WorkBC Centre

Thank you for Celebrating *Inclusive Employment* month and sharing your stories.

Don't wait for September. Learn how you can support your community through *inclusive employment* and contact our office today.



For services reach out to our office at: WorkBC Centre

250.286.3441 (Campbell River and surrounding areas)

Toll-free 1.866.286.6788 (Port Hardy and the North Island) Email - [info@niefs.net](mailto:info@niefs.net)

920 Alder St. Campbell River, BC



This program is funded by the Government of Canada and the Province of British Columbia.

## Partnerships

To better serve the clients and employers we work with and the communities in which we operate, NIEFS partners with a range of organizations. These organizations are key to our successful delivery of services and deserve a huge thank you.

### **Our partner organizations who deliver services to our WorkBC**

#### **Employment Services clients include:**

- Immigrant Welcome Centre – North Island
- Bridges for Women Society
- Community Futures Mount Waddington
- Campbell River and District Association for Community Living
- Amber Education Services

*These partners allow us to provide specialized services to our clients and to help us meet the diverse needs of communities across the North Island.*

#### **Funders:**

NIEFS could not deliver the range of programs and services without our funders:

- Government of Canada and the Province of British Columbia (Ministry of Social Development and Poverty Reduction)
- United Way – Electronics Lending Library
- Donations

### **Other community partnerships and involvement includes:**

- Ongoing partnership with BC Hydro and the various capital projects expected to be underway in the coming years through participation on the Community Liaison Committee as a way to better connect job seekers and employers to opportunities.
- Ongoing partnerships with municipal economic development in Campbell River, and the Regional District of Mount Waddington.
- Members and participation in regional Chambers of Commerce (Campbell River, Port Hardy, Port McNeill, Gold River) to ensure employers, business and industry are aware of our services.
- Members of and participation in the Vancouver Island Economic Alliance Board of Directors.
- Member of and participation in the Vancouver Island North Training and Attraction Society as a member of the Board of Directors and Executive Committee.
- Member of and participation in the Strathcona Community Health Networks as part of the Community Table of Partners.
- Member of and participation in the Campbell River and District Coalition to End Homelessness as part of the Leadership Team.
- Ongoing partnerships with the various Literacy Associations in the region (Campbell River, Mount Waddington, Cortes, Gold River) to connect clients to services and supports.
- Participation in the North Island College Learning Councils.
- Participation in the Campbell River Community Health and Public Safety Advisory Committee.

Each of these partnerships is based on a shared purpose, and is supported by the efforts of each organization's staff to expand information sharing, coordinate planning and to support community development initiatives.

An informal relationship with Literacy Outreach Coordinators in Sayward, Quadra Island and Gold River created opportunities for clients to access on-line service supports with organizations who understand the impact of literacy on employment and who were able to assist clients with literacy issues impacting their employability.



### **Campbell River**

920 Alder Street (inside the NIEFS building), Campbell River, BC V9W 2P8

Phone: 250-286-3441

Fax: 250-286-3447

Toll-free: 1-866-286-6788

Email: [info@niefs.net](mailto:info@niefs.net)

### **Port Hardy**

129-8950 Granville Street (inside the Thunderbird Mall), Port Hardy, BC V0N 2P0

Phone: 250-286-3441

Fax: 250-286-3447

Toll-free: 1-866-286-6788

Email: [info@niefs.net](mailto:info@niefs.net)

### **Port McNeill Satellite**

1705 Campbell Way #3 (inside the Community Futures Office), Port McNeill, BC V0N 2R0

Phone: 250-286-3441

Fax: 250-286-3447

Toll-free: 1-866-286-6788

Email: [info@niefs.net](mailto:info@niefs.net)