



NIEFS

NORTH ISLAND EMPLOYMENT

ANNUAL REPORT - 2021/2022

connecting people with work

since 1986



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.

Land Acknowledgement

We would like to respectfully acknowledge and appreciate that the WorkBC Centre-Campbell River location is located within unceded Ligwilda'xw Territory; and that the WorkBC Centre-Port Hardy location is situated on unceded Kwakiutl Territory. We are grateful for the opportunity to live, work, and play on these unceded lands and recognize and honour all Indigenous People and Nations within our North Island region.

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Board Chair Message



A year ago, we were looking forward to finding our way into the post-Covid world. But it seems that there’s no returning to the world as it was before the pandemic.

Now we are looking forward to building a better understanding of what the changes and challenges will entail. With labour shortages, supply chain issues, and so many support systems stretched very thin, these are not and will not be easy times for employers, workers, and job-seekers. Nor are they easy times for agencies such as NIEFS.

The NIEFS’ Board is immensely proud of our management and staff. They continually sought ways to provide services in the past two years under remarkably difficult conditions. Our gratitude to them is even greater now, as they continue to adapt and innovate to meet the demands of changing times.

We are extremely fortunate in the leadership at NIEFS. This past year, we said goodbye to Val Meaney as she left her role of Executive Director. It’s not an easy job to step into the shoes of a founding Executive Director (Doug Preston), but Val did it with great skill and success.

Shannon Baikie moved into the Executive Director roll in the fall, and the transition was as close to seamless as one could hope for. The board owes a huge debt of gratitude to the care and attention Val and Shannon gave to the transition!

NIEFS continues to flourish with Shannon at the helm. We are in good hands!

Nickie Polson
NIEFS Board Chair

Executive Director Message



Wow, what a year! Between managing expectations and service delivery during the ebbs and flows of the pandemic and implementing a smooth transition from our outgoing Executive Director Val Meaney to myself in October it has been a year of change. I want to thank Val and the Board for taking the time to transition the Executive Director position in a way that worked for everyone.

We are excited to be open to face to face services again and look forward to serving communities from Oyster River to Port Hardy. As a gold certified Career Development Agency by the BC Career Development

Association our amazing staff are highly qualified and provide exceptional services to individuals and employers.

As we look to the future, we are excited to continue to assist people to find work or to get skills they need for employment and to help employers and industry find the right people with the right skills at the right time.

We appreciate and acknowledge our community partners, our Board of Directors, our staff, Employers and Clients as they continue to be key to our ongoing success in the work we do. Their commitment to our work is essential to our success. Thank you for supporting our Mission and our work which is to assist those in need with the development of skills that will enable them to find and hold employment in an ever-changing world.

We look forward to another exciting year of success through exceptional service delivery and community connections!

Shannon Baikie
Executive Director

Board of Directors

NIEFS’ volunteer Board of Directors consists of 7 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
Stefanie Hendrickson	Director	Stefanie Hendrickson Consulting and Campbell River and District Coalition to End Homelessness Coordinator

Success Story

“We are grateful to NIEFS for providing the wage subsidy program which we have used for five new hires during the last few years, all of which have been successful! The subsidy alleviates the financial risk in new hires, by covering a portion of the wage during the training period in the first 6 months. This has allowed our business to flourish as we were able to hire the needed staff to manage our growth. Gay, Chris and the team at NIEFS are so easy to work with - thank you”!

Lovena Harvey
CEO/Co-Founder, Gathering Place Trading



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.



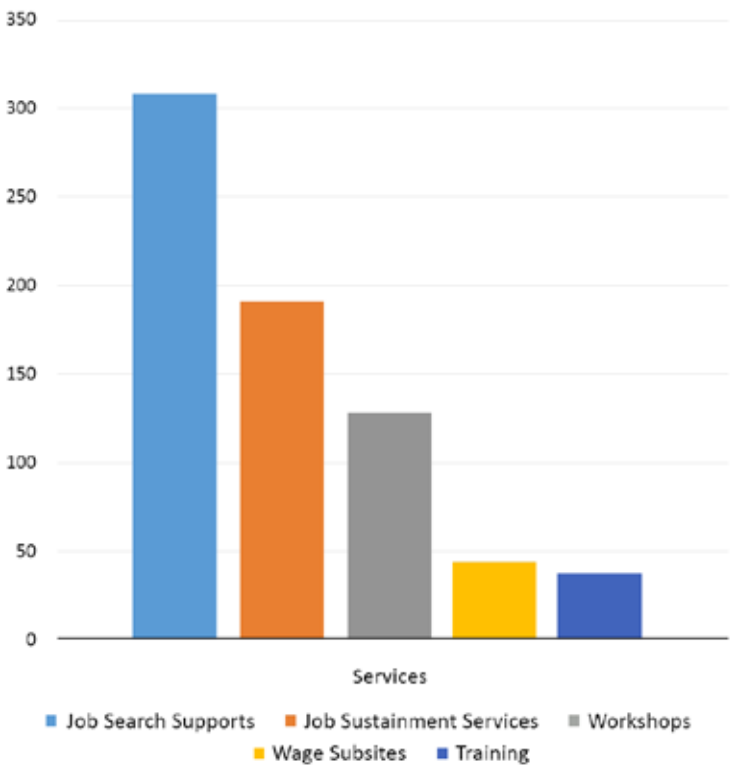
WorkBC Employment Services

NIEFS delivers direct services to clients and employers through our WorkBC Centres in Campbell River, Port Hardy and a satellite office in Port McNeill. Client volume and participation in services over the 21/22 reporting period reflected ongoing impacts of Covid 19, and a very robust labour market.

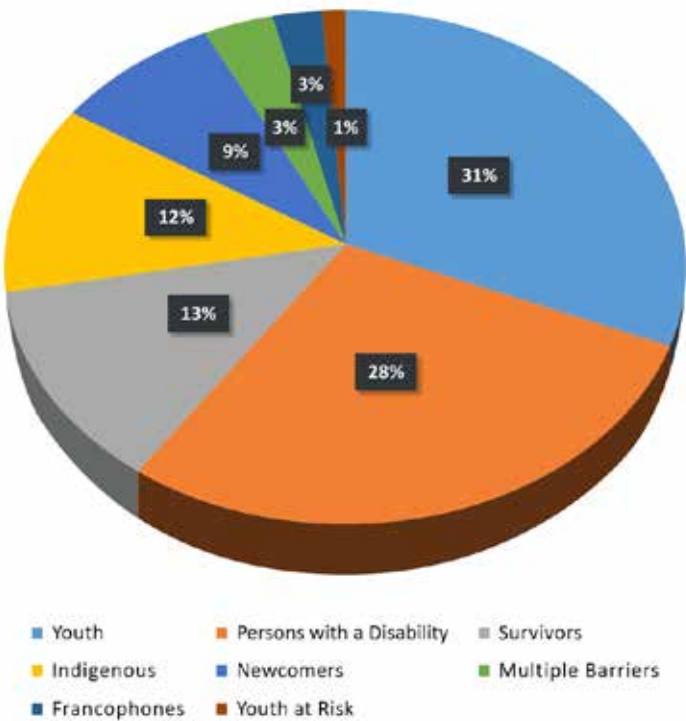
Our Services include a range of options delivered in-person, virtually and remotely:

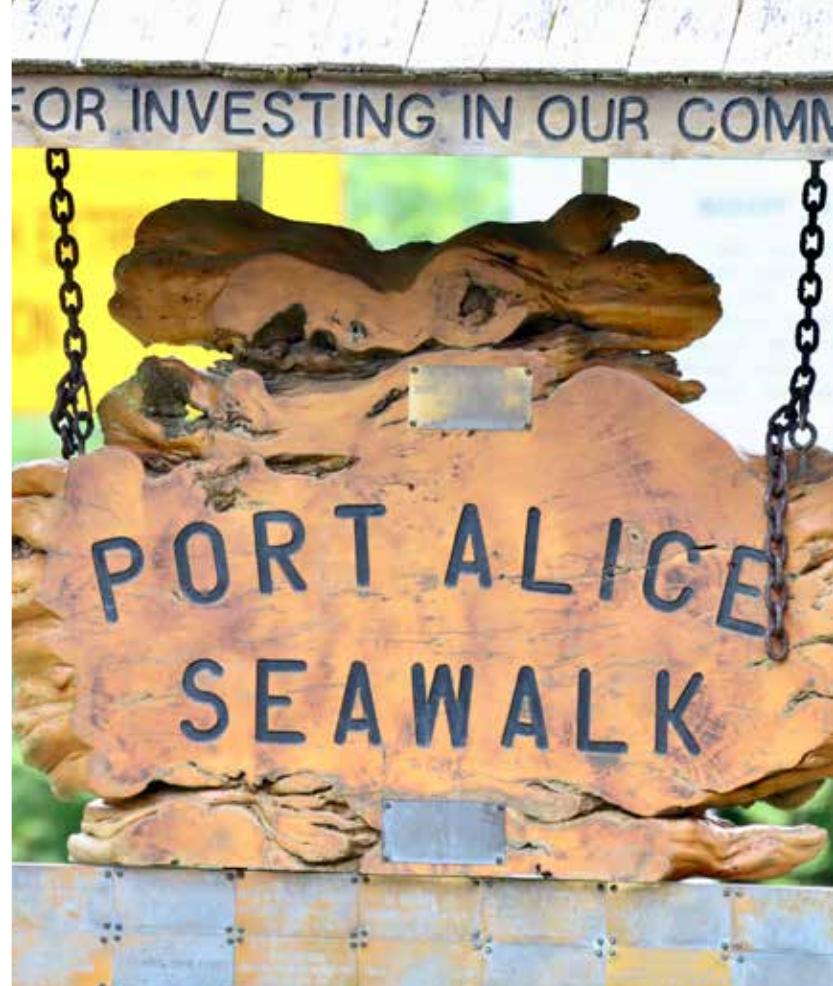
- Individualized job search assistance, career planning, funding supports for occupational skills training, wage subsidies, and job sustainment services.
- A wide range of workshops topics about finding and keeping work.
- Career fairs, hiring fairs, and Employer information sessions.
- Staffed Resource Centres and a user friendly website with the North Islands' most comprehensive job board.

Highlight of Services Delivered



Populations Served - WorkBC Inclusion Groups





Foundry Works

In 2017, NIEFS partnered with John Howard Society of the North Island to pilot a youth integrated service delivery 'hub' (Foundry Campbell River) that brings youth health and wellness services under one roof, including employment services. NIEFS board contributed significantly to this partnership by funding a youth employment counsellor to work on-site at Foundry to assist youth connect to work as well as community supports, health services and counselling at Foundry.

Four years later in 2021, Foundry BC launched Foundry Works in their youth 'hubs' across BC (13 communities and growing) in recognition of the significant role work and career play in the health and wellness of young people. Because of NIEFS' unique partnership with John Howard Society/Foundry Campbell River, this program was one of 7 youth employment programs invited to participate in a pan-Canadian research project being conducted by the Centre for Addiction and Mental Health (CAMH), Foundry BC and Future Skills Centre called "What works for work? Employment integration in youth service hubs across Canada" - www.fsc-ccf.ca/projects/what-works-for-work-employment-integration-in-youth-service-hubs-across-canada/

Foundry Works is a strengths-based, individualized youth employment program that helps youth (ages 15 – 24 who are not working or attending school full-time) achieve their employment and educational goals while providing wrap-around community supports. The Foundry Works team (2 Youth Employment Specialists and a part-time supervisor) help youth identify their work/career strengths, interests and goals and connect them to employers, work and education opportunities that match these. The staff also provide support to both youth and employers so that youth succeed at work and go on to carve pathways to achieve their career and education goals. This team has been recognized in the research project as one of the top performers across Canada in terms of engaging youth in the research project and creating successful work placements and employment outcomes.

Foundry Works Success Story


"I was unemployed and just graduated high school. I was trying to find work in my small town with not many options to choose from. I was also looking for work in different cities but couldn't find anything affordable to live in. It was stressful for me and I started to feel pressured to find work faster.

Foundry helped me find more options and opportunities for jobs that I would enjoy. It helped me narrow down what I was looking for in a job as well. I found an educational opportunity through Foundry Works.


I am now currently working as a housekeeper in Gold River for the summer and hope to work with Foundry Works again after the summer to find another job I will enjoy".

[Olivia Stratton, 18](#)

Community Involvement




Borrow a Laptop!



Laptops now available for one-week loans at the following branches of the Vancouver Island Regional Library:

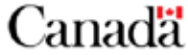
- Campbell River	- Quadra Island
- Cortes Island	- Sayward
- Gold River	- Sointula
- Port Alice	- Tahsis
- Port Hardy	- Woss
- Port McNeill	


For more information, please visit or call your local library (See virl.bc.ca/branches for contact information)
Or reach out to the Tech Lending Library at NIEFS:
Telephone: 250-286-3441
Toll-free: 1-866-286-6788
Email us: info@niefs.net



United Way
Central & Northern
Vancouver Island

NIEFS is proud to have partnered with United Way
British Columbia- Central & Northern Vancouver Island
and the Government of Canada on this initiative.







COALITION HOMELESSNESS

CAMPBELL RIVER & DISTRICT

TO
END

Community Involvement



SCCNC – Strathcona Connected Coast Network Corporation



VANCOUVER ISLAND ECONOMIC ALLIANCE

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NIEFS continues to be an active member of the Campbell River Coalition to End Homelessness.
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NIEFS continues to be an active member of the Table of Partners with the Strathcona Community Health Network.
- 

NIEFS staff member appointed to Board of Directors for the Port Hardy Chamber of Commerce and elected to Director role with the BC Chamber of Commerce.
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NIEFS staff member was a panel member at the “Why Offering ‘A Job’ Just Isn’t Enough Anymore” Speaker’s event, part of the City of Campbell River Economic Development’s Modern Entrepreneur Series
- 

NIEFS is a member of the Executive with Vancouver Island North Training & Attraction Society

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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).
- 

NIEFS has a staff member appointed to the Board of Directors of the Strathcona Connected Coast Network Corporation which is focused on bringing high speed internet accessibility to rural and remote communities along coastal BC, Haida Gwaii, and Vancouver Island.
- 

NIEFS has a staff member serving on the National Career Development Stakeholder Committee at the Labour Market Information Council.



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. In this reporting period, many North Island employers reported significant challenges in the areas of recruitment and retention and this labour market trend is expected to continue into the foreseeable future. We continue to provide a wide range of services to employers, including:

- 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.
- Hosting hiring fairs to bring job seekers and employers together, virtually or in-person.
- 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.
- Facilitating and coordinating the development of community-wide transition strategies as outlined in the Community Accord on Workforce Development

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>.

CAMPBELL RIVER GOLF & COUNTRY CLUB TAPPED INTO THE TALENT POOL OF PERSONS WITH DIVERSE ABILITIES AND SCORED AN ACE WHEN THEY FOUND NICK!



Nick Benner, Amanda Raleigh and Kris Mailman

"Nick is a great asset to our team here at Campbell River Golf & Country Club. He cares deeply about the property, the game of golf and the future of the business. He always brings up new ideas and is great at completing his daily tasks".

Amanda Raleigh, General Manager, CRGCC

For additional information about Disability Employment Month or employment services in the North Island area, please contact NIEFS, your local WorkBC Service Provider.



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

September is Disability Employment Month

Diversity + Inclusion = Better Business Outcomes

"Organizations with inclusive cultures are:
 2 x as likely to meet or exceed financial targets
 3 x as likely to be high-performing
 6 x more likely to be innovative and agile
 8 x more likely to achieve better business outcomes"

"The Diversity and Inclusion Revolution" Deloitte Review, January 2018

"Diversity is being invited to the party. Inclusion is being invited to dance".
 Verna Myers ®



For additional information about Disability Employment Month or employment services in the North Island area, please contact WorkBC Centre-North Island at 250-286-3441 or toll free 1-866-286-6788



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

Events

While COVID-19 continued to impact client volumes and participation, NIEFS was delighted to transition back to increased in-person services in the last fiscal year.

Working with job seekers and employers both virtually and in person, the team provided a number of events aimed at connecting job seekers and employers including:

- Let's Talk Trades virtual information session, presented in partnership with ITA, Construction Foundation of BC, and Campbell River School District 72
- Island Health virtual information session
- Job Seeker Virtual Cafes
- Pivot Gold River virtual sessions
- Virtual and in-person presentations to job seekers from the Connect4Work program at Mount Waddington Family Literacy Society
- Brown's Bay Hybrid Hiring Event



Website Statistics - www.niefs.net

NIEFS website is a go to resource for employers, job seekers and community across the North Island. Between April 1, 2021 and March 31, 2022 NIEFS website had the following usage.

738,793 page views **113,543** users

Top cities people were searching from:

- | | | |
|-------------------|------------------------|-----------------------|
| 1. Campbell River | 4. Surrey | 7. Sydney – Australia |
| 2. Vancouver | 5. Courtenay | 8. Nanaimo |
| 3. Port Hardy | 6. Frankfurt - Germany | 9. Toronto |

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, 2021 and March 31, 2022 job posting statistics are as follows:

5925 Job Postings which is up 3370 postings compared to the year before. This jump signifies economic recovery from COVID and a return to labour shortages for many businesses and employers.

Quality of Employment

Full-time	67% of total job postings
Part-time	22% of total job postings

Casual, Contract and Seasonal make up the remainder

Top Industries

- Forestry – 17% (1028 postings)
- Tourism/Hospitality – 16.5%(998 postings)
- Other Business Services – 16.2% (977 postings)
- Construction/Trades – 12.5% (756 postings)
- Social Services – 7.5% (452 postings)
- Retail/Wholesale – 7.2% (433 postings)

Top National Occupation Classification (NOC)

1. Sales and Service with 31.1% of jobs posted on the NIEFS job board.
2. Trades, Transport and Equipment Operators with 30.5% of jobs posted on the NIEFS job board.
3. Education, Law, Social and Community Services Trades, Transport with 11.5% of jobs posted on the NIEFS job board.
4. Business, Finance and Administration with 8.3% of jobs posted on the NIEFS job board.
5. Natural Resources, agriculture and related with 8% of jobs posted on the NIEFS job board.

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:

- 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 John Howard Society North Island, Foundry and Foundry Central.
- 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.

Other community partnerships and involvement cont.

- 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.
- 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 with the Welcoming Communities initiatives with the Immigrant Welcome Centre North Island.

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.

WorkBC Centre North Island

Let's Get Social!

Join us online for updates on WorkBC Employment Services,
WorkBC Centre-North Island news, events and more!



[@workbccentrenorthisland](https://www.instagram.com/workbccentrenorthisland)



[@workbccentrenorthisland](https://www.facebook.com/workbccentrenorthisland)



[@workbccentre_ni](https://twitter.com/workbccentre_ni)



[@linkedin.com/company_workbccentrenorthisland](https://www.linkedin.com/company/workbccentrenorthisland)



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

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

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

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