

Baccalieu Trail fosters labour market participation

The regional economic development board on the Baccalieu Trail is taking proactive action to address regional workforce challenges. The Mariner Opportunities Resource Network (M-RON) is working to increase labour market participation in the region through two specialized employment programs.

Supported Employment Services



Supported Employment Services
Support. Encourage. Succeed.

The Supported Employment Services Program (SES) is increasing labour market participation by persons with developmental disabilities in the region.

The SES program involves real work in integrated settings, with pay in accordance to normal standards.

Because persons with developmental disabilities have difficulty transferring skills from one environment to another, skills are taught in the environment in which they will be used. Unlike traditional employment services which provide training before work, supported employment utilizes on-the-job skills training and modeling, as opposed to a simulated environment.

The program includes client assessment, employment/career counseling, job development, job matching, and/or employment creation. The final stage involves employment maintenance interventions, such as worksite monitoring, the provision of on-site co-worker support, as well as the planned fading of supports, whenever and wherever possible. The program also includes the coordination of client support systems such as the recruitment, orientation, evaluation, supervision of co-workers/job coaches, and/or the negotiation of purchased and/or natural support at the client's worksite.

M-RON administers the SES program from its office in Carbonear. It employs three counselors who have helped an increasing number of clients since the REDB began administering the program in 2004.

Individuals with significant challenges to employment who have participated in this SES program have proven that they can become contributing members of their communities through inclusion in the local labour market. They have contributed to the local economy through spending their own earnings on products and services - a major step forward in the movement toward inclusion.

“It gives me a great sense of independence to work with little guidance on my own in a big school,” says SES client Sandra Smith. “I feel good that people accept me for who I am and not my disability. I am proud to be part of the workforce and use some of my skills.”

For individuals who have been chronically devalued, stigmatized and segregated, supported employment offers the opportunity to become valued members of society – people with status that are seen as productive and competent. Work offers structure to one's day, an opportunity to expand one's social circle, and the chance to contribute to the social and economic growth of the community.

Improving Youth Employment Prospects



employment or return to school.

Young people facing barriers to employment are benefiting greatly from the services of the Baccalieu Trail Youth Employment Centre (BTYEC), also run by M-RON. The REDB has operated the centre since November 2007 to provide career and employment services to youth aged 15-30 years (particularly those facing multiple barriers to employment) in order to assist them with plans to secure

Staff deliver group information sessions and assisted services such as résumé writing, e-mail, fax, photocopying, individual employment counseling and workshops/presentations.

Jonathan Neil says the centre has helped him tremendously. “I scheduled an appointment with one of the Employment Counselors to seek help with my resume as I was actively seeking employment. While at the BTYEC, not only did I get help with my resume, I was also informed of various programs that I could possibly avail of.”

Alexis Janes says the centre has provided her with ongoing support.

“I still visit the Baccalieu Trail Youth Employment Centre for help. It is an amazing place if you are looking for a job or career,” says Janes. “The people who work there are friendly and will help you with anything you need.”



The BTYEC began as an expansion of the Youth Career Coach Service, a service that was offered through M-RON. Although this service was successful, it was felt that the program would be more effective in meeting the needs of vulnerable youth if it was given greater autonomy. While the operation of the BTYEC is managed by and receives direct support and direction from M-RON, the Centre is housed within its own facility and has its own dedicated staff.

The BTYEC has had a significant impact on the long-term economic stability of the Baccalieu Trail Region. Through assisting young people in obtaining local employment and training opportunities, the BTYEC has helped to ensure that local businesses have access to the required human resources, while simultaneously ensuring that young people are able to obtain meaningful employment in the region.

In its efforts to connect youth with available programs, as well as provide a full range of career and employment services, the BTYEC will continue to assist those who may be struggling to establish themselves in the community and within a specific career path. This effort to positively reinforce and create awareness of educational and employment opportunities available on the Baccalieu Trail will continue to remove barriers for young people entering the workforce while helping to provide a sustainable regional workforce.