

Find Your Future *in Tech*

Interim Report

A GROUNDBREAKING PROGRAM

Find Your Future in Tech is a fully-funded program to train and upskill 3,000+ Newfoundlanders & Labradorians for the tech sector.

11 Education & Training partners:



Training & Upskilling programs for:



Future Workers



Upskilling Workers



Additional Supportive Programming

\$32.5 Million

Funded in part by the Government of Canada's Sectoral Workforce Solutions Program

With a focus on **Equity Priority Groups**

Launched **February 2023**

Administered by **techNL**

FUELLING FUTURE GROWTH

- + **Bolstering** the NL workforce for the future
- + **Elevating awareness** of the Newfoundland & Labrador tech sector
- + Creating a pipeline of **diverse talent** to prepare for future growth



IMPACT & PROGRESS

As of December 31, 2023

1,253

Enrolments from equity-priority groups:

- Women (716)
- Indigenous peoples (75)
- Members of racialized communities (285)
- Persons with disabilities (174)
- 2SLGBTQIA+ (22)
- New Canadians (310)
- Outside St. John's metro area (363+)

2,136

People enrolled into training

64

Program workshops, courses & services delivered

1,257

People completed training

6,500+

Applications to program courses, workshops & services

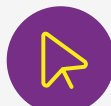
**Participants self-identify as belonging to equity-priority groups. Due to intersectionality, the numbers in each section do not add up to the total number of participants.*

“ We’re solving such exciting problems and selling them on a global stage. ”

Tech is Making Waves in Newfoundland & Labrador CAMPAIGN HIGHLIGHTS


[See Campaign Video](#)

This campaign is a first for our province – combining digital and traditional media to highlight the vibrant, innovative people powering a tech sector in a setting that's unmatched anywhere in the world.

 **7.5 million**
Impressions through paid display advertising

 **215,000+**
Unique accounts were reached on Facebook and Instagram (65% of all accounts in NL)

 **522,096**
Impressions on publisher direct websites

 **421,553**
Viewers on YouTube pre-roll

66%
Traffic in NL

34%
Traffic Outside the Province

tech is 
making waves
in Newfoundland and Labrador

 **techNL** 

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