



CANADA'S LARGEST
MANUFACTURING CONSORTIUM

NB YOUTH IN MANUFACTURING (17-29)

EDUCATION & COMMUNITY PARTNERS FREQUENTLY ASKED QUESTIONS

Funded by the Government of New Brunswick's WorkingNB (PETL)

What is the NB Youth Manufacturing program?

Supported by the Government of New Brunswick through WorkingNB, the program is designed to help New Brunswick manufacturers build their early-career talent pipelines by hiring local youth (ages 15–29) into paid placements. The initiative integrates structured, on-the-floor mentorship with self-paced online training courses (approximately 10 hours) designed to build essential industrial, safety, and digital skills - awarding successful youth with industry-recognized digital badges upon placement completion.

How does the program's funding model differ from the previous regional Atlantic program?

The previous Atlantic Youth in Manufacturing program was federally funded by ACOA and offered a flat \$2,500 incentive for 8-10 week terms.

The new NB program is provincially funded by WorkingNB and operates on a 50/50 cost-matched wage subsidy of up to \$3500 with employers on actual gross payroll, supporting longer placements (up to 6 months) and higher hourly commitments (up to 320 hours).

How does this program support the provincial youth employment strategy?

The initiative directly aligns with the Government of New Brunswick's strategic priority to increase the percentage of youth (aged 17-29) engaged in education, employment, or training to 86.9% by 2028. It establishes structured, supported entry points into a cornerstone sector of the provincial economy.

What are the eligibility requirements for participants?

To be eligible, participants must be

- Between 17 and 29 years old* on your day of hire
- A current resident of New Brunswick
- Legally authorized to work in Canada

*Applications for high school students will be reviewed on a case-by-case basis

Exclusions: Participants must not be completing an active post-secondary co-op or work-integrated learning (WIL) term and must not be a registered apprentice.



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Are high school students eligible for funding?

We do offer a stream for hiring high school students; but each application will be reviewed on a case-by-case basis.

What are the work hour targets and placement durations?

Placements can be completed on a full-time or part-time basis over a maximum duration of 6 months. The program utilizes two distinct hourly thresholds based on the youth's stream:

- Non-Student Stream (including high school students not in co-op, recent grads, un/underemployed, post-secondary students not in co-op, not in apprenticeship): Target of 320 working hrs per placement
- High School Stream: Target of 240 working hrs per placement

If a placement falls below the 75% threshold, employers should contact EMC to discuss the situation.

What training are participants required to complete?

All participants must complete mandatory, self-paced online training courses (approximately 10 hours) on the EMC Online Learning Portal:

- MEC Manufacturing Foundations: Core workplace skills (adaptability, accountability, team problem-solving).
- Health & Safety 101: Critical safety rights, hazard recognition, and emergency communication.
- Introduction to Green Manufacturing: Practical sustainability, resource conservation, and waste reduction.
- Lean Fundamentals: Continuous improvement methodologies (5S, Takt Time, pull systems, and Kaizen).

Once completed, participants earn official digital badges for their achievements once the placement is complete.

These modules complement the employer's site-specific safety and task-based training. A successful placement is required for the participants to earn their formal digital badges.

What types of businesses are eligible to host placements?

- A registered, active business operating in New Brunswick
- A member of Canada's manufacturing sector (NAICS 31–33) or Manufacturing Allied Industries
- Have active, valid WorkSafeNB coverage
- Offering a position with the intention of creating full-time employment



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- Will provide a target of 320 working hours for non-students for a maximum duration of six months and/or 240 working hours for high school students; participants must be hired as direct payroll employees (independent contractor arrangements are ineligible)
- Commitment to a minimum of 10 hours of participant training during the work period

How can educators and community partners support youth matching?

You can actively support local youth and manufacturers through the following steps:

- Direct eligible students, graduates, or youth clients to explore opportunities in manufacturing
- Introduce local manufacturers to EMC to help them access the program
- If you work with WorkingNB or local employment service agencies, contact EMC directly to establish direct referral pathways for youth receiving employment or income assistance

Who is the main contact for the New Brunswick program?

For this summer launch cohort, spaces are extremely limited to only 16 placements across New Brunswick. Registrations are processed on a first-come, first-served basis.

To learn more, contact April at april@emccanada.org