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WRDC is now Equiforce

(St. John's, NL) Women in Resource Development Corporation (WRDC) unveiled its new name and brand identity at a launch event in St. John's today. The organization will now operate as **Equiforce**, a name that reflects its purpose and mission to advance equity and strengthen workforces across Newfoundland and Labrador. The shift signals an evolution of the organization's long-standing work supporting women and other underrepresented groups to access meaningful careers and participate fully in the labour market.

The rebrand builds on nearly three decades of impact, and marks a renewed focus on equitable workforce development, new programming, and strategic supports for employers and industry.

"Equiforce reflects a strategic shift toward building equitable talent pipelines, supporting employers and industries, and scaling workforce opportunity," said Abbie Hodder, Chief Executive Officer.
"We exist to support equitable workforce development that benefits people and industry together. We are growing our work with new programming, services that respond to the needs of industry, and deeper collaboration with partners. When we advance equity, we strengthen workforces. That is the purpose behind our name and the direction behind our work."

A new identity with a focus on impact

The transition to Equiforce marks an evolution in services that respond directly to emerging labour needs. The organization is expanding its program suite with *FastTrackHER*, an industry-led career readiness pilot for women entering in-demand fields. The pilot will begin on the Avalon with a focus on construction and is designed to expand into additional regions and sectors. It is also introducing *Pathways to Place*, a province-wide work-integrated learning initiative that connects newcomer women with meaningful, sector-aligned Canadian work experience while also supporting local employers. Equiforce is also updating and expanding its Employer Services portfolio, which includes research and evaluation, customized training and learning experiences, workforce facilitation, and data-driven measurement tools that help employers track progress and strengthen retention.

"The Board is proud to support this next chapter for the organization", said Nancy Andrews, Board Chair.
"Equitable access to opportunity helps us build a robust, well-skilled workforce that is needed to help us unlock our full potential as workers, employers, and as a province. We are excited to collaborate with industry, government, and partners to support participation and build more resilient labour capacity across Newfoundland and Labrador."

The brand rollout will continue into 2026 with updated program materials, partnerships, and new announcements. Details on refreshed and newly developed programming will be shared in the months ahead. For media inquiries, interviews, or partnership opportunities, visit **equiforce.ca**.

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