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## Leadership Message:

**2011-12** was another successful year for the Planning Board. As we forged new partnerships and strengthened old ties the importance of workforce planning and local labour market information continues to become clear. Once we are aware of the needs of employers and the community we are able to form synergies that create success.

Over the last 12 months, employers shared their thoughts on the state of the local labour pool and the future of their industry. The demand for a highly skilled workforce is becoming more critical as new and ever advancing technologies are being introduced into the workplace. Employers continued to provide their input through the Employer Survey on a quarterly basis. Here we glean the challenges and opportunities that demand our attention. We are able to work with business and community groups to address their most pressing concerns. This allows us to help

develop a strong and vibrant future outlook.

The Planning Board provides relevant information on industry and employment factors that adds value to economic and education planning at the grass roots. With this up-to-date information we better budget for issues affecting the growth and development of our local company and economy.

For 15 years we have been delivering sound, reliable reports that give directions in the development of skill sets of the local population. With this information we have been able to offer strategic options for businesses and our community to succeed.

Our continued evolution has brought us to the present where we are able to look at our information by County and this has proven to be our best work yet. At the county level communities can see what is happening in their immediate area but can also compare and contrast what is happening around them. This offers great collaborative options and a place to grow and build a strong and vibrant rural region.

Working with our local government, employers, service providers and community we will continue to take a leadership role in ensuring our region has strong labour market information that provides direction as we are “planning to keep you working”. We will continue to deliver the most up-to-date information and be the catalyst for building a strong economic climate through our community activities.

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# [ANNUAL REPORT]

THANK YOU FOR 15 YEARS OF PROGRESS THROUGH PARTNERSHIPS

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## Focusing on our Vision

The Four County Labour Market Planning Board envisions a skilled workforce with meaningful job opportunities and quality employment in a sustainable and prosperous economy. Our vision continues to work in the realm of the triple bottom line. We provide information and support which encourages business prosperity and inspires the provision of quality training and opportunities for the workforce to continue to gain knowledge and experience in their chosen occupation.

## Working on our Mission

The Four County Labour Market Planning Board plans and promotes local labour market strategies to meet the challenges of a changing economy. Planning provides the roadmap to success. We continue to engage in community initiatives that promote workplace skills development, labour force participation and community services collaboration. These activities together help our labour market remain current in the face of change.

## Delivering on our Mandate

We continue to concentrate on providing the most reliable, current and relevant labour market information to our community. We do this by the purchase and analysis of Canadian Business Patterns data coupled with the most recent census data. Providing this information through the Local Labour Market Plan helps educators, employment service and community support providers and local leaders equip their customers to make informed decisions. **The Four County Labour Market Planning Board plays a leadership role in the development of innovative labour market strategies by:**

- Providing reliable research
- Identifying labour market challenges
- Targeting workforce opportunities
- Promoting skills development
- Raising public awareness of workforce issues

*How We Serve*

## Leveraging to build stronger communities

Over our 15 year tenure the Planning Board has invested and leveraged significant cash and in-kind contributions.

**\$3,360,700+**

Leveraged over 15 years

Youth Projects

**125** over **15**

Career Fair Projects

**15** over **15** years

Business Projects

**27** over **15** years

# The Plan for 2012-13

Key Priority 1: Strengthen workforce skills locally	
<b>Career Fair for Entrepreneurship</b>	Partnering with a couple of municipalities, school board, Small Business Enterprise Centre, Georgian College. A Career Fair and four in-class sessions will provide students options for self-employment.
<b>Wood Sector Skills Analysis</b>	Partnering with the Bluewater Wood Alliance. An in-depth analysis of the wood manufacturing industry will be completed for the four county Region. Recommendations for training options will be part of the final report.
Key Priority 2: Identify key workforce skills and gaps, as well as growth locally	
<b>Huron Employer Engagement Series</b>	Huron County employers will receive three information sessions highlighting community services and incentive programs that are available as they build their labour pool.
<b>Perth Employer Engagement Series</b>	Perth County employers will receive three information sessions highlighting community services and incentive programs that are available as they build their labour pool.
Key Priority 3: Foster employer engagement in workforce development locally	
<b>Workforce Attraction Website</b> <a href="http://www.livegreybruce.ca">www.livegreybruce.ca</a>	Business and community leaders will partner to develop a skilled worker attraction portal. Phase I will concentrate on connecting expatriates and spouses to employers.
<b>School to Industry Engagement</b>	Partnering with the Excellence in Manufacturing Consortium, an event is planned to engage industry leaders and educators in dialogue regarding industry needs for the future labour pool.

## Good Bye to Passport to Prosperity

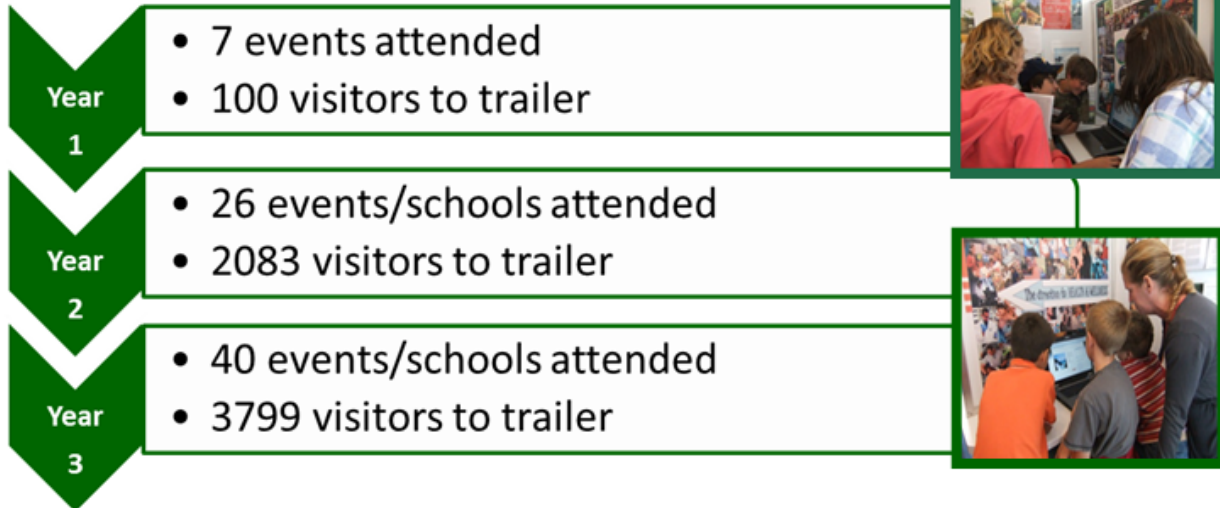
Since 1998 the Planning Board has been delivering the Passport to Prosperity program across Bruce, Grey and the Georgian Triangle. Although the funding will not be continuing across the province, the effects of the program have not gone unnoticed.





# SOS Trailer

## THREE YEARS ON THE ROAD



Visit [www.sostrailer.ca](http://www.sostrailer.ca) to see where the trailer will be next. Contact **Debbie Davidson** at (519) 881-2725 x 24 or [debbie@planningboard.ca](mailto:debbie@planningboard.ca) if you want more information or to book your unit session.

### Our Leadership Team:

Megan Braithwaite, Jo-Anne Cameron (Co-Chair), Andrew Coghlin, Deb Hotchkiss, Dave Jasper, Philip Maier (Treasurer), Michael Maloney, Gemma Mendez-Smith (Executive Director), Steve Miller (Co-Chair), Jayne Parker (Secretary), Salim Shaw, Al Syed, Jesse Wilkinson, Sue Yost

Staff: Debbie Davidson, Kay Uitvlugt, Marg Wettlaufer, Sherry Wilson



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The views expressed in this document do not necessarily reflect those of the Government of Ontario.