Labour Market Profile

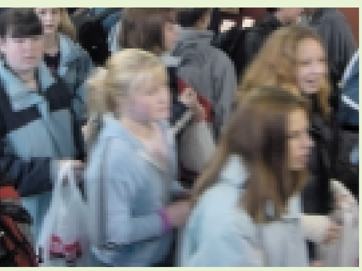
Bruce, Grey, Huron, Perth and Northwest Simcoe Counties

2004

Community Profile

Population facts

- Our population is aging more rapidly than the province.
- In the zero to four age group, it is declining at a rate of four times that of the provincial level.
- We are experiencing some growth in the 10-14 and 15-19 age groups.
- There is a substantial decline in the number of young working people between the ages of 20 and 34 at a rate much higher than the rest of the province.
- Growth in the 45 to over 70 age group is higher than the provincial average.



ANALYSIS: We may be facing a labour supply shortage in the not too distant future.

Work and age facts

- Number of older workers between ages 35 and 55 is on the rise.
- Number of younger workers between ages 20 and 34 is declining.
- Most occupations in the local board area experienced an increase in the share of all workers aged 45 years and over and workers aged 65 years and over.
- 21 out of 26 occupations experienced an increase in the proportion of workers aged 55 years+ between 1996 & 2001.

ANALYSIS: Our workforce is aging.

Most notable occupations with "aging" workers

- Technical occupations related to natural and applied sciences like biological technicians and technologists, conservation/fishery officers, construction estimators and industrial designers.
- Senior management occupations.
- Labourers in primary industry like harvesting, mining, landscaping/grounds maintenance and forestry and logging.

Top Ten Jobs

- **Trades and skilled transport and equipment operators like machinists, tool and die makers and plumbers. 10.6%**
- **Intermediate sales and service occupations like retail salespersons, bartenders, sales representatives and travel agents. 9.0%**
- **Middle and other management occupations like financial managers, human resources managers and bank managers. 8.6%**
- **Elemental sales and service occupations like cashiers, security guards and hotel clerks. 8.5%**
- **Processing and manufacturing machine operators and assemblers. 7.2%**
- **Skilled occupations in primary industry like farmers, landscapers, nursery and greenhouse operators and managers. 6.7%**
- **Clerical occupations. 6.3%**
- **Intermediate occupations in transport, equipment operation, installation and maintenance. 6.2%**
- **Skilled administrative and business occupations. 4.9%**
- **Skilled sales and service occupations. 4.9%**

Fastest Growing Occupations

- Paraprofessionals in law, social sciences, education and religion as well as paralegal and related occupations like community and social service workers, instructors and teachers of persons with disabilities. **68%**
- Professional occupations in business and finance like auditors, accountants and investment professionals. **94%**
- Technical occupations related to natural and applied sciences like chemical technologists/technicians, conservation fishery officers, industrial instrument technicians and mechanics. **57%**
- Senior management. **64%**
- Intermediate occupations in transport, equipment operation, installation and maintenance. **36%**

Occupational concentration

Employed labour force in the local board area is less specialized in high value-add service and knowledge-intensive occupations than is the provincial labour force.

- Skilled occupations in primary industry.
- Intermediate occupations in primary industry.
- Processing and manufacturing machine operators and assemblers.
- Trades and skilled transport & equipment operators.

Trends, Issues and Opportunities

CONTENTS

WELCOME to a snapshot version of the 2004 Labour Market Information (LMI) Research and Census Data Profile, prepared by Todd Gordon Consulting & Research in May 2004 for the Bruce Grey Huron Perth Georgian Triangle Training Board.

Picture the sights, sounds and smells of a market – a stimulating environment for people all over the world.

It is not the usual image that comes to mind when we talk about the "labour market," although this market is every bit as alive and exciting as any other when we know how to navigate it.

The labour market is the arena where those in need of labour and those who supply the labour come together. In a constant state of flux, the market responds to the ever-changing needs of employers for skilled workers and workers for positions that show their skills in exchange for compensation of course!

The products and services these sellers and buyers offer each other can change as quickly as external influences on market conditions.

A vital labour market, therefore, is about change – the impacts of the global economy, population shifts and rapid technological change. It is difficult for anyone to predict, with certainty, what employer needs and work will stay the same and what new work will emerge.

A vital labour market ***is all about change***

A good solid knowledge of all the factors influencing the labour market is an asset to any member of the labour force. Finding, evaluating and interpreting labour market information and integrating these skills into lifetime career management and business planning has never been more vital.

Labour Market Information (LMI) documents the conditions in, or the operation of, the labour market. This information may be statistical or narrative. It may be related to historical, current or projected circumstances. Types of labour market information include data on employment and unemployment, demographics, trends, job growth and decline, skill shortages, qualifications, compensation and working conditions. LMI allows us to draw conclusions about what type of work is actually available in different industries in a particular location at a particular point in time.

Environmental scanning, by definition, is the collection and use of information about events, trends, and relationships in an organization's external environment. This knowledge assists us in planning our future course of action. **By understanding the external forces of change we are more able to develop effective responses as well as secure and improve the opportunities for local workers and employers.** We avoid surprises, identify threats and opportunities and improve our long and short-term planning strategies.

This condensed version of the full report is divided into two sections. The first looks at the overall population and labour market conditions. Section two identifies the major trends, issues and opportunities in our key industrial sectors. Each sector is analyzed in terms of local, provincial and national trends, issues and opportunities. This information provides the foundation for the key issues identified in the Trends, Opportunities and Priorities (TOP) Report.

Making sense of labour market information and stimulating dialogue and action about local issues is our job. This profile introduces you to local labour market characteristics, trends, issues and opportunities. This review will make you more informed about the region you live in and how best to navigate the great opportunities and challenges that lie ahead of us.

Read the full Report at www.trainingboard.ca

Industrial Trends, Issues and Opportunities

• Agriculture

Locally, agriculture makes a continued and significant contribution to the Training Board area's economic output. **This sector provides 10% of all jobs**. At four times the Ontario average, however, the Bruce and Grey region is the most specialized in these crucial primary activities.

At the provincial and national level the agricultural sector, particularly livestock production, has suffered severely from the BSE outbreaks in Alberta and Washington State. Canadian agriculture continues to be influenced by globalization and international trade disputes and the number of farms continue to fall. Lower profit margins, higher capital investments and more risk exposure in production hinder sector strength.

Relatively few young people are entering the sector, at least as independent operators and **the average age of farm operators is increasing.** As well, significant barriers to entry into the agricultural production sector are hurting traditional farming communities. At the current rate of entry, in fact, there may be a shortage of agriculture workers in the future.

The number of individuals employed is declining. Off-farm employment continues to increase as the need for income to subsidize farming activity grows. Small agricultural operators turn to niche markets and non-traditional activities to maintain their livelihoods.

At the same time the average size of agricultural operations is increasing, the relative share of corporate agricultural operations is growing. **Production activity is increasingly specialized — employing increasingly advanced techniques.** So as the traditional farming lifestyle rapidly disappears, the skill demanded by producers continues to increase in scope and depth.

Opportunities

1. **Production niches and value-added production**
2. **New types of production**
3. **New occupations in agri-services and support**

Just the facts

- **Percentage of the area's skilled occupations in primary industry, including farmers, landscapers, nursery/greenhouse operators and managers: 6.7%**
- **Decline since 1996 of the area's skilled occupations in primary industry: 6%**
- **Decline in intermediate occupations in primary industry, like general farm workers: 13%**
- **Percentage of farmers under age 35 in 2001: 12%**

• Forestry, Fishing, Mining, Oil & Gas

By their very nature industrial sectors experience rapid change. New technology influences resource exploration, extraction and processing activity. Changing world markets and new demands also influence the economic viability of primary resource-related activity over time.

Technological change and other factors are decreasing the need for workers in the Forestry, Fishing, Mining, Oil & Gas sector. **The occupations that remain in these industries are requiring higher skills and new skill combinations.** As the overall workforce is small and declining it is also likely that it is aging at a rate equal to or beyond that of the overall labour force.

Opportunities

1. **Potential economic and employment contributions of the sector should never be completely discounted, however, as the recent Zinc exploration activity in Perth County indicates.**
2. **Opportunities may exist to take advantage of local and international niche demands for primary products. As opportunities emerge, they will likely demand a combination of advanced technical and business/ entrepreneurial skills.**

• Manufacturing

The manufacturing sector is a very important component of the Training Board economy and of Southwestern Ontario generally, providing 20 percent of all employment. Several cities and towns in the Training Board area with significant manufacturing bases, however, have experienced the challenges of plant closures and work force cutbacks during the past year. These employment decreases hold serious implications for local economic and social stability. **Our training board area is vulnerable to global restructuring and changes in the automotive industry.** We need to better understand the implications for existing workers and look at effective ways to make the transition to the knowledge economy.

Opportunities

1. **While globalization has resulted in increased competition some predict it can also increase the demand for manufactured goods.**
2. **The key to success is continued innovation and research to support high value added activity. This all depends on improving education, training and skill levels of Canadian manufacturing workers.**

fact

1 in 4 manufacturing workers is employed in the parts production sub-sector of the automotive manufacturing sector in Southwestern Ontario.

Industrial

Directly and indirectly the Bruce Power expansion will result in the creation of many jobs in the Training Board area.

● Construction

As the fifth largest employer in the region, the construction sector continues to be a relatively strong player. At the same time, with a 26 percent occupational decline in trades helpers, construction labourers and related occupations, it is becoming increasingly comprised of older workers. **The sector continues to face critical shortages of skilled trades people** and this will likely create management problems for builders, renovators and trade contractors in the future.

Young people generally are not attracted to the industry because of a host of real and perceived negative employment attributes. These may include sensitivity to seasonal and cyclical activity variations and the performance of the broader economy.

Opportunity

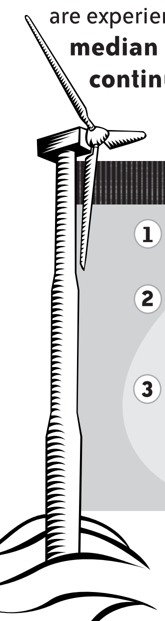
- **Local industry acknowledges that it must increase public awareness about the need for skilled trades workers and increased government support to recruit and retain those workers.**

Just the facts

- Percentage of regional employment provided by the construction sector: **7%**
- Median age of tradespersons in the construction sector: **55+**

● Utilities

The predictions for the utilities sector have rebounded significantly as a result of increased activity at Bruce Power. Directly and indirectly the Bruce Power expansion will result in the creation of many jobs in the Training Board area. As well, parts of the Board area are experiencing significant wind energy developments. **The median age of workers in utilities is high and the sector continues to face a shortage of skilled trades' people.**



Opportunities

1. **Economic prospects look strong as Ontario continues to demand more energy.**
2. **Electricity consumers are increasingly interested in the environmental costs of the power they consume.**
3. **Ontario will require considerable new electrical capacity, which presents an opportunity for both conventional suppliers and 'green energy' alternatives.**

● Wholesale & Retail Trade

Although the trade sector experienced the greatest employment decline year over year, from December 2002 to December 2003, it is clear that the nature of the trade sector continues to evolve very rapidly. **Large scale corporate outlets continue to gain market share even in relatively low population density areas like ours.**

Overall the aging population and changes in overall consumer preferences for products influence consumer trends. Although the specific trends are difficult to decipher — given conflicting economic information during the past year — low interest rates act as an incentive for consumer spending. Other recent economic signals suggest that consumers have had mixed perspectives on how the Canadian economy is going to fair in the future.

Opportunity

- **Changing consumer preferences hold the potential for opportunities in retail trade particularly with respect to new "niche" marketing opportunities.**

● Transportation & Warehousing

The transportation and warehousing sector makes a significant contribution to the local economy experiencing a modest employment increase of 1.7 percent at the end of 2003. The level of activity and demand for workers is likely to increase as the United States' economy continues to rebound and manufacturing shipments grow. **With a high median age there is a need to continue to attract new workers.** The transportation and warehousing sector continues to demand higher skills and increasing professionalism. The increasing sophistication and specialization means that future employment in this industry may be more attractive to young workers, once the barrier of old perceptions about working conditions and compensation are overcome.

Trends

Once employed, health care providers tend to stay longer with one employer than do workers in other sectors.

● Education Services

Senior levels of government seem more inclined to increase funding for education, especially at the post-secondary level although the new funding has yet to materialize.

In the meantime, there is a need to ensure a future supply of new skilled workers as **education services at all levels continue to experience an aging workforce**.

At the post-secondary level these skills and qualifications are very advanced. The aging education workforce, however, means slow development of new opportunities for those with the necessary qualifications.

The extent and rate of change is likely to vary considerably across the board region given considerable local differences in population change, the population structure, immigration and economic conditions.

Opportunities in Health Care

1. **Employer and ministry sponsored education in return for post-graduate commitments.**
2. **Increased class sizes especially in physiotherapy and pharmaceutical programs.**
3. **Early recruiting from education institutions.**
4. **Financial incentives for student placements.**
5. **Lowering educational requirements for positions.**
6. **Realistic information about employment requirements, working conditions and work environments.**
7. **Video conferencing facilities for employee training.**
8. **Constructing community care centres for doctors and nurse practitioners with initial funding from municipalities and operating funding from OHIP fees.**

● Health Care & Social Assistance

Healthcare is one of the top four employers in the region, providing 10 percent of all employment. 75 percent of reporting health agencies in the Training Board region indicate that they have either a fair amount or a great deal of difficulty recruiting new employees. This is higher than the provincial average of 66 percent. Workload and working conditions are most often cited by prospective employees as reasons for not accepting an offer of employment.

Other recruitment issues include finding staff with specialized skills, compensation disparities between facilities and community programs, competition with urban centres, lack of full-time employment and disinterest in part-time work.

Agencies in our region have less difficulty retaining current employees (18%) compared with other health districts (33%). **Staff retention issues include lack of full-time positions, rural settings and lack of spousal employment opportunities.** High vacancy rates exist for physiotherapists, pharmacists, speech and language pathologists, psychologists, and nurse practitioners.

Health care professionals entering practice today are older than those of a generation ago. Once employed, health care providers tend to stay longer with one employer than do workers in other sectors.

Doctors who train in rural or remote areas or who specialize in rural medicine may be more likely to remain in these settings to work. **Hospitals need to find ways to address current and predicted staff shortages.**

Just the facts

- **Percentage of health care agencies experiencing vacancies in the past year: 78%**
- **Percentage of prospective employees who reject health sector jobs because of workload and work conditions: 56%**
- **Percentage of health agencies expressing fair or a great deal of difficulty recruiting new employees: 75%**
- **Average age of retirement in the health sector: 62 years**
- **Vacancy rate of physiotherapists, psychologists, speech and language pathologists, pharmacists and nurse practitioners in the health sector: 8+%**

● Information, Culture & Recreation Services

Rebounding from the negative influence of several global events during the past year, the Information, Culture and Recreation Services sector experienced a significant year-over-year employment increase between February 2003 and February 2004.

This sector accounts for approximately 20,000 jobs in the local economy, including a wide range of cultural activities which have traditionally depended on significant government funding. The cultural side of the sector continues to be influenced by broad government fiscal constraint.

Skilled Trades & Apprenticeship

At the provincial and national level the shortage of industrial and construction skilled trades' workers is continuing to accelerate.

Severe shortages are being reported for general machinists, welders (plumbing and pipefitting), tool and die makers, heavy equipment mechanics, bricklayers, industrial electricians and computerized numerical control machinists. In construction the average age of a journeyperson is over 50 and the industry is having trouble keeping them.

Locally we have observed a decline in the number of people reporting a "Trade Certificate and Diploma" as their highest level of educational attainment. Those who are working their trades are putting in longer hours to keep up with the demand for their services. In construction, even though there is a steady supply of apprenticeship candidates in the over 30-age group, employers seem reluctant to hire them.

Overall, certified workers are virtually highly desirable "free agents" in their specific trade and are able to capture high wages and benefits, especially in the motive power trades.

Many stakeholders are having some success in implementing programs to address the skilled trades challenge. Government, educators, employers and unions are increasingly cooperating in promoting skilled trades and creating opportunities for apprenticeships.

Challenges

- *Access to useful and timely apprenticeship and trades information is difficult to obtain.*
- *Funding restraint and curriculum changes in the education system have limited access to technical education opportunities for young people.*
- ***It is clear that there are negative perceptions of working conditions within the skilled trades' professions. Few women even consider them as an alternative although the trades have great earning, skill level and career advancement potential.***

Opportunities

1. **Find creative ways to maintain adequate technical education components in the education system curriculum.**
2. **Improve public awareness and challenge the negative perceptions about the skilled trades.**
3. **Raise awareness among employers about the abilities of women to actively counter lingering biases about women in skilled trades' occupations.**
4. **Introduce young women to the challenges, rewards and diversity of skilled trade options available to them before they enter secondary school and keep technical studies options open to them throughout secondary school.**
5. **Develop programs to encourage more youth to enter the skilled trades.**

Accommodation & Food Services

After an extremely challenging year in 2003 the accommodation and food services sector experienced a slight employment increase this year and Canadian and provincial tourism associations are now cautiously optimistic about the future. **The rebound is not likely to be rapid in the wake of negative global events including the war in Iraq, the SARS outbreak and the significant gain in the value of the Canadian dollar.** Collectively, all curtailed travel by both Canadians and foreign visitors.

Local tourism organizations have embarked on a number of initiatives to promote local tourism to potential domestic and international visitors.

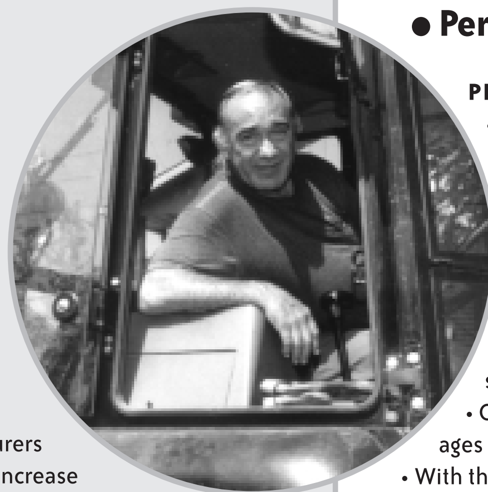
fact Estimated decrease in visitors due to SARS and West Nile Virus in 2002-03: **10-30%**

Opportunity

- **Examining the feasibility of establishing a centre for hospitality excellence in Stratford.**

Equity Trends, Issues and Opportunities

Older Workers



LOCAL TRENDS

- Higher growth rate in the 45-64 and 70+ age groups compared to the province.
- **Nearly all occupations in the Board area exhibits greater representation of older workers in comparison to Ontario.**
- Most occupations, especially in technical occupations related to natural and applied sciences, senior management occupations, and labourers in primary industry experienced an increase in the share of workers aged 45 years and older.

PROVINCIAL AND NATIONAL TRENDS

- The 55-64 year age group will increase by 50% in the next decade.
- The self-employed 30-54 and 55-64 age groups have exhibited the strongest growth over a 15 year period.
- Older workers dominate labour intensive occupations such as the skilled trades.

Issues

- *Employment and income is characterized by polarization – workers in technical and professional occupations benefit from a high labour demand while those with fewer skills are vulnerable to labour market fluctuations.*
- *There are few financial incentives to encourage older workers to take part in ongoing learning and skills upgrading essential to staying competitive in the labour market.*
- ***Older workers face greater labour market challenges as they tend to be concentrated in traditional industries, have non-transferable skills, have held jobs that require limited qualifications and must compete with younger workers.***
- *Prospects for older workers are limited in rural areas.*

Opportunity

- **In the future, older workers between 45 and 54 may be better prepared to continue participating in the workforce. The pluses are their higher levels of education, experience of changing jobs many times during their career, having had to adapt to technological change and their greater willingness to participate in training and development programs.**

Persons with Disabilities

PROVINCIAL AND NATIONAL TRENDS

- **The number of persons with disabilities is increasing, in part because of population aging, 50 percent of persons with disabilities are unemployed and the incidence of physical, development or mental disability is increasing in younger people.**
- Persons with disabilities have less access to personal computers than persons without disabilities.
- Persons with disabilities receive lower wages for the same work performed by persons without disabilities.
- On average young women with disabilities between the ages of 16 and 34 earn the lowest rates of pay.
- With the exception of those with post-secondary education, wages of persons with disabilities are falling.

Issues

- *Bureaucratic support structures are disincentives to seeking employment for persons with disabilities.*
- *Rate of participation in self-employment programs is lower among persons with disabilities than it is for persons without disabilities.*
- *Financial risks of undertaking the costs of education are higher for persons with disabilities.*
- *Many employers have misperceptions about the abilities of individuals, the extent of workplace accommodation required and the availability of workplace accommodation assistance.*
- ***Persons with Disabilities have difficulty accessing useful information, particularly from government, about programs, resources, training and relevant employment opportunities.***
- ***Lack of funding hinders support, training, placement, awareness, promotion and transportation programs.***
- *Inadequate or nonexistent access to reliable and affordable transportation is one of the most persistent barriers to people with disabilities, especially in rural areas.*

Opportunity

- **Persons with Disabilities are an untapped source of creative and skilled workers.**

Equity

Language and computer access impact on information accessibility.

Visible/Racial Minorities

LOCAL TRENDS

- Higher participation rates than that of the total employed labour force in 1991.
- **Over-represented in the 'less than Grade 9' as the highest level of educational attainment although the share is beginning to decrease. This is noticeable in the under-representation in trades and skilled transport and equipment operators, intermediate occupations in transport, equipment operation, installation, maintenance, and skilled occupations in primary industry.**
- Increase in the proportion who state that 'university' as the highest level of education and attainment at this level exceeds the overall population. This is evident in the over-representation in middle and management positions, professional occupations in natural and applied sciences, professional occupations in health, processing and manufacturing machine operators and assemblers.

Issues

- *The professional and technical regulatory environment is often complicated and onerous when it comes to recognizing skills and experience.*
- *Fair certification and skills/credentials assessment and recognition that accurately represent an individual's background within the Canadian labour context are needed.*
- *Potential upgrading should focus on areas where improvement is needed and not on the entire scope of a given profession or technical occupation.*
- ***Improved access to consistent and comprehensive employment and training information needs to continue.***

Opportunities

1. **Better utilize professional and/or technical qualifications and skills of new immigrants**
2. **Eliminate discrimination, utilize productive capacity and improve awareness of the skills and abilities of Visible/Racial Minority members**

Aboriginals

LOCAL TRENDS

- **The Aboriginal community experienced a marked drop in its unemployment rate from 26.2% in 1996 to 11.3% in 2001.**
- **Over-represented in the "less than Grade 9" educational attainment level category and under-represented in many occupations like middle and other management occupations, skilled administrative and business occupations, clerical occupations and skilled occupations in primary industry.**

Immigrants

LOCAL TRENDS

- Immigrants exhibited the lowest unemployment rate 3.6% in comparison to the total employed labour force (4.5%) in 2001.
- **Over-represented in the "less than Grade 9" educational attainment level category, the immigrant population is under-represented in most occupations including clerical, intermediate sales and service, elemental sales and service, trades and skilled transport and equipment operators and intermediate occupations in transport, equipment operation, installation and maintenance.**
- Over-represented in the University and Other Non-University Education categories, they are over-represented in Professional Occupations in Natural and Applied Sciences, Skilled Occupations in Primary Industry and Intermediate Occupations in Primary Industry.

Francophones

LOCAL TRENDS

- Lowest participation (59.7%) and employment rates (55.7%).
- Over-represented in the "Trades Certificate or Diploma" and under-represented in the "University" category.
- Over-represented in several occupations most notably in senior, middle and other management occupations, professional occupations in natural and applied sciences, social science, education, government services and religion, skilled sales and service occupations, trades and skilled transport and equipment operators.

Equity Trends

Women

LOCAL TRENDS

- **Women earned income averages 72% of male earned income over all occupations.**
- Women did not earn more than men in any occupational category.
- The income gap between men and women was smallest for para-professional and professional occupations in law, social services, education and religion.
- Women remain over-represented in skilled administrative and business occupations, clerical occupations, assisting occupations in support of health services, intermediate sales and service occupations, professional occupations in social science, education, government services, religion and elemental sales and service occupations.

- **Barriers to finding work include high expenses, lack of opportunity, lack of training in rural areas, lack of permanent positions, distance between communities, mindset, skill identification, transportation, seasonality, lack of confidence/fear of rejection, lack of information and age.**

PROVINCIAL AND NATIONAL TRENDS

- Number of female managers has risen by 40% since 1996 census.
- More women worked in the information technology sector in 2001.

Issues

- ***Gaps in levels of compensation and benefits relative to their male counterparts performing work of equal value have not been bridged.***
- ***Skilled trades, other technical occupations and the technical professions are significantly under-represented by women.***
- ***Women continue to shoulder the bulk of child and family care responsibilities.***
- ***Short-term disconnected status of government programs reduces their effectiveness.***
- ***Paying for training from support payments or going into debt are disincentives to improving skills and increasing employability for women receiving Employment Insurance, Ontario Disability Supports and Ontario Works programs.***

Opportunities

1. **Develop specialized and gender-specific programs that acknowledge the interconnectedness of barriers and issues, are administratively efficient and sensitive to the status of women.**
2. **Provide consistent, comprehensive and up-to-date information regarding programs, training, employment and labour market conditions.**

Youth

LOCAL TRENDS

- Youth dominate the intermediate and elemental sales and labourers in primary industry categories.
- The number of youth with university education decreased from 14.9% in 1996 to 12.7% in 2001.
- Unemployment rate has significantly decreased from 16 percent in 1996 to 10.7 percent in 2001.
- Just over half of all occupations in the Board area exhibit a younger median age than the same occupations provincially.

PROVINCIAL AND NATIONAL TRENDS

- High school curriculum limits participation in technical education and the skilled trades for academic stream students and young women.
- Many young people enter the workforce with inadequate skills and distorted expectations about the nature of work.
- **With baby boomers now retiring employers/industry must become more relevant to youth in order to fill positions.**
- New immigrant youth face particular challenges as they attempt to improve their English language skills.

Issues

- ***Entry level skill requirements continue to increase and broaden while education and training becomes more expensive.***
- ***Curriculum changes require earlier decisions about post-secondary education and work futures.***
- ***The double-cohort phenomenon means increased competition for education opportunities and employment.***
- ***Decline of family farming means this is not a viable option for some youth.***
- ***Local employment opportunities may be less beneficial and desirable for youth as small companies lack training budgets for skills upgrading and access to local training.***
- ***Outdated perceptions about the need to move away to obtain a desired career deter youth from remaining in the Board area.***
- ***Sheer volume, lack of cohesiveness and consistency in information dissemination is problematic. Information about local opportunities needs to be shared with teachers, parents, youth, and businesses.***
- ***Transportation barriers, lack of local opportunities, outdated tech shops and the perception of lack of commitment from government impacts the employment and labour market situation for youth.***
- ***Transitional housing and basic accommodation for youth experiencing challenges at home is needed to stop out-migration to urban areas.***
- ***Employment opportunities programming, resources and supports for youth with disabilities who are moving from school to work is needed.***

Opportunity

- **Opportunities for youth will open up given the current demographic shifts underway.**

Community Profile

Employment facts

- Local unemployment rate in 1996: **8%**
- Local unemployment rate in 2001: **4.5%**
- Resident labour force that works close to home in the Training Board area: **87%**
- Average earned income of women compared to men across all occupations in our region: **72%**

Largest Employers

1. **Manufacturing 18%**
2. **Retail Trade 11%**
3. **Agriculture, Forestry, Fishing and Hunting 10%**
4. **Health Care and Social Assistance 10%**
5. **Construction 7%**
6. **Accommodation and Food Services 7%**

SIXTY PERCENT of all employment in the Training Board area is concentrated in 6 industrial sectors. Our area is more specialized in primary occupations such as agriculture than the rest of the province.

BRUCE, GREY, HURON, PERTH AND NORTHWEST SIMCOE COUNTIES

Area:
15,000 square kilometers (approximately)

Population: 323,260
Male: 49 percent
Female: 51 percent

Occupations experiencing a decline

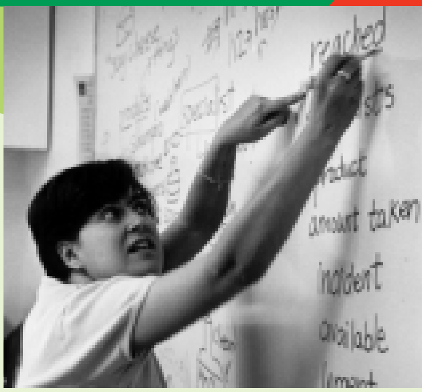
- Clerical. **-3%**
- Trades helpers, construction labourers and related occupations. **-26%**
- Intermediate occupations in the primary industry like logging and forestry, general farm workers and fishing vessel deckhands. **-13%**
- Skilled occupations in primary industry. **-6%**

Skill Shortages

PLANNING A NEW CAREER OR A TRANSITION? Skill shortages are now apparent in the well-paid skilled trades, the health sector and education. Welders, tool and die makers and bricklayers are among the skilled trades workers who will be in demand in the future. In health care it looks like physiotherapists, psychologists and speech and language pathologists will be in demand. Once again, it also looks like we can now anticipate a need for more teachers from elementary to post secondary levels.

HEALTH CARE	SKILLED TRADES	EDUCATION
Physiotherapists	General Machinists	Teachers
Psychologists	Welders (plumbing and pipe fitting)	
Speech and Language Pathologists	Tool and Die Makers	
Pharmacists	Heavy Equipment Mechanics	
Nurse Practitioners	Bricklayers	
	Industrial Electricians	
	Computerized Numerical Control Machinists	

Community Profile



Literacy

Literacy is still an under funded component of our national skill development and workforce improvement policy. Canadians in rural and remote areas who want to improve their literacy levels have fewer opportunities and greater barriers to overcome.

Challenges

- *Low literacy levels are most evident in groups who already face significant employment challenges in our area including visible/racial minorities and older workers.*
- ***Others experiencing literacy challenges include high school students and people whose first languages are not English and who have literacy barriers in their own languages.***
- ***A real issue is the lack of awareness about the extent of literacy problems, the range of services, programs and alternatives available and the benefits of improving literacy in the workforce and society in general. Access to quality childcare and transportation, as well, continue to be barriers to those who would like to participate in literacy programs.***
- *Controversy continues as to who should pay for the cost of literacy development programs – individuals, employers, governments or some combination of the three.*

Opportunity

- **Although the Federal government must take the lead, literacy development must occur at the ground level with bottom up approaches to learning strategies – including online literacy services – to meet regional and local needs.**

BLACK AND WHITE PHOTOGRAPHY BY VINCENZO PIETROPAOLO

Educational Attainment

The labour force in the Board area has been considerably less educated than the provincial labour force since 1991. Our educational attainment figures mirror the demand for the various skill sets in the local economy and we are less heavily invested in knowledge-based occupations.

Compared to provincial averages we have a slightly higher proportion of employed labour force reporting in the lower educational attainment categories.

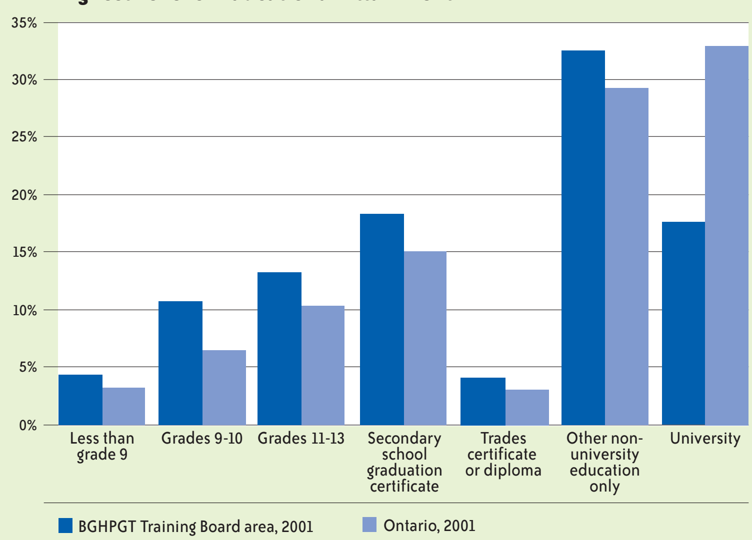
Locally, Visible/Racial Minorities, Francophones and Aboriginals have been over-represented in the "Less than Grade 9" category since 1996.

Our high school drop out rate is four percent higher than the provincial average and the double cohort has placed additional stresses on post-secondary institutions and students. Students who need help in the English language and students who do not have a visible or detected learning disability are hardest hit.

One challenge is the lack of funding for post-secondary education. A new opportunity emerging, however, is the growth of on-line education.

Education and Skill Attainment in the General Employed Labour Force

Highest Level of Educational Attainment



Just the facts

- **Proportion of local employed labour force reporting "university" as the highest level of education attained: 17.4%**
- **Proportion of Ontario employed labour force reporting "university" as the highest level of education attained: 32.5%**

Bruce • Grey • Huron • Perth • Georgian Triangle
Training Board

A PROFILE OF THE LABOUR MARKET IN BRUCE, GREY, HURON, PERTH AND NORTHWEST SIMCOE COUNTIES

Virginia Lambdin, Administrator, BGHPGT Training Board and Todd Gordon Consulting & Research 2004