



SOLVING *the* SKILLS GAP

WHERE DO WE START?

LOCAL LABOUR MARKET PLAN - OCTOBER 2014
BRUCE, GREY, HURON AND PERTH

ACKNOWLEDGEMENTS

Through well-crafted strategic plans we will realize our vision of a workforce that meets and exceeds the demands of an ever changing labour market. Listening to the needs of our employers will be the first step to crafting a plan that works. Collaborating to leverage our resources will help us form dynamic partnerships, and providing support to our labour force to meet employer needs will drive success.

Thanks to the employers, residents and students that participated in surveys to help build a plan that works for our region. Thanks also to our many community partners. Your support and commitment to community planning drives our successes.

Four County Labour Market Planning Board Directors and Staff

Business:	Andrew Coghlin, Phillip Maier (Co-Chair), Jayne Parker
Labour:	Dave Jasper
Equity:	Deb Hotchkiss, Savanna Schaus, Marnie Speck
Educator/Trainer:	Vacant
Community:	Jo-Anne Cameron (Co-Chair)
Executive Director:	Gemma Mendez-Smith
MTCU Consultant:	Darlene Boisvenue
Staff:	Dayna Becker, Debbie Davidson, Kay Uitvlugt, Margaret Wettlaufer

The material contained in this report has been prepared by the Four County Labour Market Planning Board (Planning Board) and is drawn from a variety of sources considered to be reliable. We make no representation or warranty, explicit or implied, as to its accuracy or completeness. In providing this material, the Planning Board does not assume any responsibility or liability.

Workforce Planning Boards of Ontario are funded by:



Employment Ontario programs are funded in part by the Government of Canada.
The views expressed in this document do not necessarily reflect those of the Government of Ontario.

This publication was prepared by:

Gemma Mendez-Smith
Executive Director, Four County LMPB

TABLE OF CONTENTS

Acknowledgements	1
Executive Summary	3
Background and Context	4
Employment Services	5
Employment Ontario Client Data	5
Outcomes at Exit	7
Second Career.....	7
Literacy and Basic Skills	8
Apprenticeship	8
Industry Landscape	9
Climate of Employment and Local Industry.....	9
Bruce County	10
Migration	11
Grey County	12
Migration	13
Huron County	14
Migration	15
Perth County	16
Migration	17
Labour Market Conditions	18
Labour Force Status by Field of Study.....	20
Action Plan Update	23
Partnership Update	23
Long Range Action Items	26
Proposed Initiatives	26

EXECUTIVE SUMMARY

Annually, a Local Labour Market Plan (LLMP) is developed for Bruce, Grey, Huron and Perth counties to highlight movement in the local economy. Movement occurs in the expansion, growth or decline of business and is also reflected in the employment and participation rates of the region's residents. This LLMP will provide a menu of short, medium and long term community driven priorities.

In the 2014 Skills Gap Study, many ideas were generated from the input received through our survey process. Businesses, residents and students were asked to provide their thoughts on what they feel is available for economic prosperity and also what is needed for growth and vitality.

It is disheartening that students still do not see the opportunities that exist in the region for jobs and business start-ups. For the most part employed residents felt good about being in the region, what they are earning and where they work. However, they felt they could use more skills development to do a better job. Employers on the other hand felt good about doing business in the region, although they did have some challenges in finding the more skilled professional and some foundational skills in the available workforce. When employers want to expand their business it is an issue.

As a predominantly rural region it is necessary for us to tackle questions that were raised through the Skills Gap Study. Are we giving youth the skills they need to enter the workforce directly out of high school? Are the youth aware of the opportunities that exist now and in the future? Are employees able to connect to the type of training and the mode of training they need to keep their skills current? Are employers able to tap into the many local services provided so they can connect to the current labour market? And finally, are employers actively sharing information about the skills they seek in their employees and the types of opportunities that are available?

We need to look at how we will answer these questions as we form our tactical response necessary to flourish in the coming years. Some of the information is positive: employers are happy doing business here; employees are relatively happy with their current situation; and students are considering their post-secondary options once they graduate high school. However, we need to turn our attention to several other areas that are of critical importance for our future as a rural region.

How do we use labour market trends to make decisions about fields of study for our region? How do we address the immediate skills needs of our employers and also plan for the future? How do we encourage a culture of learning in the workplace to ensure our workforce is resilient to diverse economic realities?

The 2014 Local Labour Market Plan will address some key information that will help us start to answer these questions. It will also highlight what initiatives have been implemented to address local priorities and what else can be done moving forward. This is the beginning of solving the skills gap.

BACKGROUND AND CONTEXT

In March 2014 the Four County Labour Market Planning Board released its Skills Gap Study for Bruce, Grey, Huron and Perth counties. One report for each county provided a detailed economic analysis using National Household Survey 2011 and Census 2006 comparisons. Surveys were completed by businesses, residents and students in each county.

These data, coupled with a variety of other labour market data, will provide context and frame this report's discussion. We analyzed local industry and employment changes for the Economic Region Stratford-Bruce Peninsula which includes Bruce, Grey, Huron and Perth counties. Topics include:

- Change in total employment and sector employment
- Change in total number of employers by county
- Industrial structure of employers

The Local Labour Market Plan is an initiative that ultimately serves to help communities throughout this area to make informed decisions in response to ever evolving economic realities. Understanding the paradox of not enough workers and unemployment is key to solving the issues that plague our economic sustainability.

Many initiatives across the Four County region have put a spotlight on the importance of addressing and more directly solving the skills gap in Bruce, Grey, Huron and Perth counties. Workforce development has become a buzz phrase in the world of economic vitality as the pool of workers with the needed skills continue to shrink for employers.

The 2014 Skills Gap Study documented over 20 recommendations to address the local skills gap challenge. These are offered for a variety of representative groups in the community thereby giving opportunities for many new and continued areas of collaboration among employers, educators and community partners. By forming new partnerships, innovative ways of addressing the skills gap can be developed based on the recommendations submitted.

In recent consultations many initiatives to address the recommendations were collected. These will form the foundational action plan that will drive workforce planning and development activities over the next 12 to 36 months. Some of those actions will be led by the Planning Board while other leaders will emerge. The Planning Board's goal is to either lead or assist in as many initiatives as possible through its ability to leverage support and resources to deliver a results based approach to workforce development.

EMPLOYMENT SERVICES

Employment Ontario Client Data

In 2013, the Labour Force Survey revealed that the Stratford-Bruce Peninsula Economic Region's unemployment grew by over 1 percent from 4.5 percent in 2012 to 5.7 percent in 2013. In 2012 there were 7,200 unemployed persons and 9,000 in 2013.

Services to unemployed persons grew by just over 200 and were more prominent in the 15-24 and 24-44 aged cohorts.

Clients by Age Group

Age Group	2013	2014
15-24	974	1,073
25-44	1,683	1,804
45-64	1,322	1,311
65 and older	40	44
Total	4,019	4,232

Clients by Gender

Gender	2013	2014
Female	2,009	2,098
Male	2,008	2,129
Undisclosed	2	-

Designated groups showed increased clients in every category with the most significant growth in Persons with Disability up by 43 clients.

Clients by Designated Groups

Groups	2013	2014
Newcomer	46	62
Visible Minority	58	62
Person with Disability	188	231
Aboriginal Group	47	72

Sources of income shifted for Employment Services clients where No Source of Income grew most significantly followed by Ontario Disability Support Program and Ontario Works respectively.

Clients by Source of Income

Income Source	2013	2014
Employment Insurance	1,048	1,036
Ontario Works	611	683
Ontario Disability Support Program	98	145
No Source of Income	1,227	1,435
Other	1,035	933

Clients with Completion of Secondary School grew by 158 where all other Educational Attainment areas remained relatively stable. There was the addition of Certificate of Apprenticeship/Journey Person information this year with 105 clients.

Clients by Educational Attainment at Intake

Education	2013	2014
Less than Grade 8	90	80
Less than Grade 12	753	756
Completion of Secondary	1,499	1,657
Completion of College	1,085	1,020
Completion of University	282	314
Other	310	300
Certificate of Apprenticeship/ Journey Person	-	105

Source for the previous five tables: Ministry of Training, Colleges and Universities, Employment Ontario Information System. April 1, 2012 to March 31, 2013 & April 1, 2013 to March 31, 2014.

Outcomes at Exit

There was a significant increase of 24 percent of clients that exited Employment Services to Full-Time employment between 2012 and 2013. Employed Part-Time and Employed in a more suitable job were the other two areas of modest growth.

Employment Outcomes Through Employment Services

	2013		2014	
Total # of Clients	4019		4232	
Total # of Clients Employed	2613		2721	
Employed Full-time	1,699	42%	1,784	66%
Employed Part-time	525	13%	486	18%
Self-employed	102	3%	102	4%
Both Employed/Education	41	1%	46	2%
Both Employed/Training	55	1%	37	1%
Employed Apprentice	18	0%	32	1%
Employed in area of training/choice	56	1%	80	3%
Employed in a more suitable job	105	3%	154	6%
Employed in a prof occupation/trade	12	0%	0	0%

Source: Ministry of Training, Colleges and Universities, Employment Ontario Information System April 1, 2012 to March 31, 2013 & April 1, 2013 to March 31, 2014

Second Career

There was a slight increase in clients who participated in Second Career in 2013 from 192 to 204 across the Economic Region with a majority (116) in the 24 to 44 year old category. Males represented 111 of the Second Career clients up from 2012. Female participation dropped from 122 to 93. Seventy clients reported completion of secondary school as an educational attainment and 55 reported completion of other education and 49 were college graduates.

The majority, same as last year, of Second Career Clients (98) were in receipt of EI. The second highest reported source of income was Other at 51.

Literacy and Basic Skills

A total of 935 people participated as In-Person clients through LBS services. This represented a 43 percent increase in clients between 2012 and 2013. Increased referrals to LBS from within the Employment Ontario network will help clients be more successful as they move through the labour market.

Apprenticeship

During 2013-2014 apprenticeship reported 650 new registrants down from 750 the previous year. There were 3,012 active apprentices again reflecting a decline from 3,403. Reviewing the Top 10 Registrations we notice some subtle shifts in the skilled trades' choices with the addition of Instrumentation and Control Technician and the removal of Child Development Practitioner.

Top 10 Registrations 2012-13	Top 10 Registrations 2013-14
General Carpenter	Electrician - Construction and Maintenance
Cook	Cook
Automotive Service Technician	General Carpenter
Electrician - Construction and Maintenance	Hairstylist
Hairstylist	Automotive Service Technician
Process Operator - Power	Process Operator - Power
Industrial Mechanic Millwright	Industrial Mechanic Millwright
Truck & Coach Technician	Truck & Coach Technician
Child Development Practitioner	Instrumentation & Control Technician
Plumber	Plumber

After consulting with the Employment Ontario service providers it was felt that services in the four county region were fairly well coordinated. There was some indication that better coordination could happen among LBS and the broader EO network including the Planning Board.

INDUSTRY LANDSCAPE

Climate of Employment and Local Industry

Employment changes over the past five years, 2009 to 2013, is reflected in the Labour Force Survey Annual report for the Economic Region (580) Stratford-Bruce Peninsula. We observe some wavering in the employment numbers over the past five years ending with an increase of 3,900 people in the workplace in 2013. Part-time employment was at its highest in 2011 but has settled to the 2009 number employed at 32,000. Overall, the participation rate remains the same as in 2009 of 64,000 but did see some increases between 2010 and 2012. There are many reasons why people disengage from labour market participation. A couple of reasons observed recently are the lack of, and high cost of, transportation, and the longer people stay disconnected from the workforce the more they become disenchanted by the future outlook.

Labour Force Characteristics 2009-2013 – Stratford-Bruce Peninsula

	X1000				
	2009	2010	2011	2012	2013
Employment	146.3	149.4	157.7	152.6	150.2
Full-time employment	114.0	119.3	121.4	117.1	117.5
Part-time employment	32.3	30.1	36.2	35.6	32.7
Unemployment rate	7.9	6.7	5.3	4.5	5.7
Participation rate	64.7	65.2	67.8	65.0	64.8

While the counties of Bruce, Grey, Huron and Perth make up Economic Region 580, each county is different and offers a unique economic structure. While they are comparable they are also unique in the way businesses engage in workforce and community development.

BRUCE COUNTY

Bruce County saw a modest growth in the number of businesses between 2013 and 2014.

Number of Employers by Employee Size Range - June 2013 to June 2014

Employee Size Range	Number of Employers		Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2013	2014			
0	3,360	3,522	162	4.82	4.93
1-4	1,131	1,191	60	5.31	2.48
5-9	429	456	27	6.29	1.22
10-19	265	286	21	7.92	1.86
20-49	163	158	-5	-3.07	4.06
50-99	31	32	1	3.23	3.01
100-199	15	16	1	6.67	-1.25
200-499	9	10	1	11.11	1.27
500+	2	2	0	0	5.08
Total	5,405	5,673	268	4.96	3.77

The top business growth industries are Real Estate, Specialty Trade Contractors and Animal Production respectively. These growth industries represented 31 percent of overall growth in Bruce County.

Top 3 Gains by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
531 - Real Estate	406	441	35	8.62
238 - Specialty Trade Contractors	393	418	25	6.36
112 - Animal Production	825	848	23	2.79

Conversely, the leading losses by industry are Crop Production with the most significant loss of 11 businesses, followed by Wholesale Electronic Markets and Agents and Brokers and Mining and Quarrying (except Oil and Gas) respectively.

Leading 3 Losses by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
111 - Crop Production	529	518	-11	-2.08
212 - Mining and Quarrying (except Oil and Gas)	16	13	-3	-18.75
419 - Wholesale Electronic Markets and Agents and Brokers	10	7	-3	-30.00

Migration

Between 2006 and 2012 Bruce County¹ experienced a net migration of -74 people. This number is not significant on its own but when we look more deeply into the in-migration of 16,598 and out-migration of 16,667 people this demonstrates the need to implement an integration program to bolster net migration. The most significant net-migration was in the 18-24 year cohort with an exodus of 1,416 youth from Bruce County.

As business numbers continue to grow in Bruce County it will be important to invest resources in developing a skilled workforce to meet the needs of business expansions. In the 2014 Skills Gap Study² employers cited the following skills were hard to find and necessary for their business: critical thinking and problem solving, leadership, and organizational skills. A small number of employers also need sector specific skills (agriculture, construction, education and health).

¹ *Migration Characteristics and Trends Bruce County Update*

² *Understanding the Skills Gap in Bruce County*

GREY COUNTY

There was a slight loss in business numbers in Grey County between 2013 and 2014. All but two employee size ranges saw decline.

Number of Employers by Employee Size Range - June 2013 to June 2014

Employee Size Range	Number of Employers		Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2013	2014			
0	4,467	4,426	-41	-0.92	4.93
1-4	1,837	1,761	-76	-4.14	2.48
5-9	750	694	-56	-7.47	1.22
10-19	403	413	10	2.48	1.86
20-49	208	215	7	3.37	4.06
50-99	70	58	-12	-17.14	3.01
100-199	39	38	-1	-2.56	-1.25
200-499	24	23	-1	-4.17	1.27
500+	4	3	-1	-25.00	5.08
Total	7,802	7,631	-171	-2.19	3.77

Real Estate, Performing Arts, Spectator Sports and Related Industries and Ambulatory Health Care Services were the top three growth areas by number of employers respectively. These industries combined represented 13 percent of total industries.

Top 3 Gains by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
531 - Real Estate	710	734	24	3.38
711 - Performing Arts, Spectator Sports and Related Industries	36	47	11	30.56
621 - Ambulatory Health Care Services	312	322	10	3.21

On the other spectrum, Animal Production, Construction of Buildings and Specialty Trade Contractors experienced the top three highest losses in business numbers over the 12 month period.

Leading 3 Losses by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
112 - Animal Production	787	723	-64	-8.13
236 - Construction of Buildings	332	303	-29	-8.73
238 - Specialty Trade Contractors	647	619	-28	-4.33

Migration

Between 2006 and 2012 Grey County³ experienced a net migration of 2,227 people. This is the most significant positive net-migration of people for the four county region. It is still important to review the in-migration of 25,231 and out-migration of 23,004 people to understand why people are leaving Grey County. It is evident that the county is attracting people but how to make them stay is the big question. The most significant net-migration was in the 45-64 year cohort with an influx of 1,924.

In Grey County it will be important to invest resources in developing a skilled workforce to meet the needs of business expansions. In the 2014 Skills Gap Study⁴ employers cited the following skills were hard to find and necessary for their business: critical thinking and problem solving, leadership, artistic or creative and AutoCAD/engineering skills. A small number of employers also need sector specific skills (agriculture, construction, education and health).

³ *Migration Characteristics and Trends Grey County Update*

⁴ *Understanding the Skills Gap in Grey County*

HURON COUNTY

A significant loss of 617 business over the 2013 to 2014 timeframe was noted in Huron County. All but one employee size range experienced decline.

Number of Employers by Employee Size Range - June 2013 to June 2014

Employee Size Range	Number of Employers		Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2013	2014			
0	4,372	3,952	-420	-9.61	4.93
1-4	1,381	1,254	-127	-9.20	2.48
5-9	521	457	-64	-12.28	1.22
10-19	330	319	-11	-3.33	1.86
20-49	178	188	10	5.62	4.06
50-99	51	47	-4	-7.84	3.01
100-199	19	17	-2	-10.53	-1.25
200-499	5	7	2	40.00	1.27
500+	2	1	-1	-50.00	5.08
Total	6,859	6,242	-617	-9.00	3.77

Of the Huron County businesses, gains were noted in Miscellaneous Store Retailers, Food, Beverage and Tobacco Wholesaler-Distributors and Repair and Maintenance industries. These top three gain industries represent 0.02% of overall businesses.

Top 3 Gains by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
453 - Miscellaneous Store Retailers	65	72	7	10.77
413 - Food, Beverage and Tobacco Wholesaler - Distributors	10	14	4	40.00
811 - Repair and Maintenance	184	188	4	2.17

Agriculture was most hard hit between 2013 and 2014 in Huron County. Animal Production lost 193 businesses, Crop Production lost 123 businesses, and Specialty Trade Contractors experienced a loss of 39 businesses. Measures need to be taken to work with the sector to ensure its stability in the future of Huron County's economic make-up.

Leading 3 Losses by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
112 - Animal Production	1,271	1,078	-193	-15.18
111 - Crop Production	1,231	1,108	-123	-9.99
238 - Specialty Trade Contractors	388	349	-39	-10.05

Migration

Between 2006 and 2011 Huron County⁵ experienced a net-migration of -952 people. It is significant to note that between 2011 and 2012 the county again experienced a net-migration of -962 people. This is the most significant negative net-migration of people for the four county region. The question of why people are leaving the county needs to be addressed.

In Huron County it will be important to invest resources in developing a skilled workforce to meet the needs of business. In the 2014 Skills Gap Study⁶ employers cited the following skills were hard to find and necessary for their business: critical thinking and problem solving, artistic or creative, and leadership. A small number of employers also need sector specific skills (AutoCAD, health, construction, and education).

5 *Migration Characteristics and Trends Huron County Update*

6 *Understanding the Skills Gap in Huron County*

PERTH COUNTY

The most positive business activity in the four county region was in Perth County with a 996 growth in business numbers over the 12 month period. Almost every employee size range experienced growth with a slight decline in 200-499 category.

Number of Employers by Employee Size Range - June 2013 to June 2014

Employee Size Range	Number of Employers		Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2013	2014			
0	3,906	4,665	759	19.43	4.93
1-4	1,494	1,601	107	7.16	2.48
5-9	607	673	66	10.87	1.22
10-19	384	418	34	8.85	1.86
20-49	232	254	22	9.48	4.06
50-99	88	89	1	1.14	3.01
100-199	34	40	6	17.65	-1.25
200-499	16	13	-3	-18.75	1.27
500+	6	10	4	66.67	5.08
Total	6,767	7,763	996	14.72	3.77

Agriculture industries experienced an impressive increase of 305 businesses in Animal Production and 160 businesses in Crop Production, with Real Estate third on the list with 83 businesses.

Top 3 Gains by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
112 - Animal Production	1,017	1,322	305	29.99
111 - Crop Production	758	918	160	21.11
531 - Real Estate	577	660	83	14.38

The leading 3 losses in Perth County were not significant. Building Materials and Garden Equipment and Supplies Dealers, Motion Picture and Sound Recording Industries, and Non-Metallic Production Manufacturing saw losses totaling eight businesses.

Leading 3 Losses by Number of Employers - June 2013-2014

NAICS	Total Employers 2013	Total Employers 2014	Absolute Change	Percent Change (%)
444 - Building Material and Garden Equipment and Supplies Dealers	47	44	-3	-6.38
512 - Motion Picture and Sound Recording Industries	26	23	-3	-11.54
327 - Non-Metallic Mineral Product Manufacturing	12	10	-2	-16.67

Migration

Between 2006 and 2011 Perth County⁷ experienced a net-migration of -792 people. It is important to note that while the county saw a net loss over the longer term, between 2011 and 2012 the county experienced a net-migration of 216 people. Efforts in integration and settlement service provision needs to continue to create an upward trend.

In Perth County it will be important to invest resources in developing a skilled workforce to meet the needs of business. In the 2014 Skills Gap Study⁸ employers cited the following skills were hard to find and necessary for their business: critical thinking and problem solving, leadership, organizational skills. A small number of employers also need sector specific skills (agriculture, construction, education, and health).

⁷ *Migration Characteristics and Trends Perth County Update*

⁸ *Understanding the Skills Gap in Perth County*

LABOUR MARKET CONDITIONS

By reviewing the economic structure of the region we can see where the occupations exist to help individuals in the region make good career and training decisions.

The top three occupation groups for the four county region are Sales and Service, Trades, Transport and Equipment Operators and Related, and Business, Finance and Administrative Occupations respectively. We see a five year trend of growth and decline among the top three occupation groups which creates a somewhat volatile labour market that can cause confusion when choosing a career. It is important for the current workforce to continue to develop skills that allow for transitions across occupational groups to remain current in the future.

National Occupational Classification for Statistics (NOC-S)

	2009	2010	2011	2012	2013
Total employed, all occupations	146.3	149.4	157.7	152.6	150.2
Sales and service occupations	36.2	35.9	37.2	33.0	30.8
Trades, transport and equipment operators and related occupations	27.7	31.0	29.6	29.1	28.0
Business, finance and administrative occupations	19.1	16.3	19.6	22.4	21.3
Occupations unique to primary industry	15.2	16.6	17.2	15.5	16.6
Occupations unique to processing, manufacturing and utilities	12.5	11.5	14.1	13.9	13.5
Health occupations	9.8	10.5	9.4	10.7	11.9
Occupations in social science, education, government service and religion	7.9	8.1	10.6	9.2	10.8
Management occupations	11.0	10.9	10.7	10.2	10.6
Natural and applied sciences and related occupations	4.9	6.0	5.3	5.7	3.7
Occupations in art, culture, recreation and sport	1.9	2.6	3.7	3.0	2.9

Source: Labour Force Survey CANSIM 0063

In Bruce, Grey, Huron and Perth counties the Goods-producing sector accounts for 37 percent of employment hosting 55,600 jobs in 2013. The Services-producing sector makes up the majority with 63 percent hosting 94,500 jobs in 2013.

Manufacturing and Agriculture offers the highest employment in the goods-producing sector with over 36,000 jobs. These two sectors appear to be relatively stable for most of the five year period reviewed. Trade and Health care and social assistance offers the highest employment in the services-producing sector with over 38,000 jobs. Over the five year timeframe employment in the Trade Sector has seen a decline and Health care and social assistance appeared to be a little more volatile in its employment stability ending in 2013 at relatively the same levels as 2009.

Employment by Sector – Stratford-Bruce Peninsula (Economic Region 580)

North American Industry Classification System (NAICS)	2009	2010	2011	2012	2013
Total employed, all industries (x1000)	146.3	149.4	157.7	152.6	150.2
Goods-producing sector	55.5	57.6	57.7	55.8	55.6
Agriculture	13.5	15.5	15.8	13.9	15.2
Forestry, fishing, mining, quarrying, oil and gas	2.0	-	-	-	1.5
Utilities	6.6	7.4	3.9	4.1	5.4
Construction	11.1	14.2	14.9	14.0	12.1
Manufacturing	22.3	19.5	22.6	23.0	21.4
Services-producing sector	90.8	91.9	100.0	96.8	94.5
Trade	22.5	23.9	24.7	20.7	20.2
Transportation and warehousing	5.7	6.3	6.7	6.6	5.3
Finance, insurance, real estate and leasing	5.5	5.4	6.3	6.6	6.0
Professional, scientific and technical services	4.0	4.5	7.2	7.7	5.2
Business, building and other support services	3.9	4.9	4.9	5.2	6.0
Educational services	5.2	5.7	8.3	7.3	8.8
Health care and social assistance	18.4	17.7	17.7	19.9	18.0
Information, culture and recreation	3.6	4.4	4.4	4.7	5.5
Accommodation and food services	11.2	8.8	8.6	8.8	7.7
Other services	6.4	6.3	7.1	5.4	8.4
Public administration	4.5	3.9	4.1	3.9	3.3

Labour Force Status by Field of Study

In Canada, education is seen as the most desirable route to earning a decent living and to enhancing personal growth and happiness. Educated people not only earn higher incomes but also contribute disproportionately to business innovation, productivity and national economic performance. There is a strong and direct relationship between investments in education, educational attainment and economic growth.⁹

Based on the above quote from the Conference Board of Canada's report on education it is important to review our community's ability to earn higher incomes through education. As we explore the Bruce, Grey, Huron and Perth counties labour market we see that it consists of 48 percent of people with no postsecondary, certificate, diploma or degree. This would mean we need to lower the number of people with no postsecondary training to allow them to fill the needs of the local economy.

For the Four County region we cross-referenced residents' field of study and the unemployment rates. Personal, protective and transportation services was highest with a 5.4 percent unemployment rate followed closely by no postsecondary certificate, diploma or degree and Architecture, engineering and related technologies both at 4.2 percent.

Social and behavioural sciences and law and Health and related field are the two lowest unemployment rate fields of study 1.1 percent and 1.2 percent respectively. This means that almost everyone in the field is working. Assumptions can be made that the lower unemployment rates means there is demand and therefore a good place to look for career options.

9 <http://www.conferenceboard.ca/hcp/details/education.aspx>

Field of Study Place of Residence	In the labour force	Employed	Unem- ployed	Participa- tion rate %	Employ- ment rate %	Unem- ployment rate%
No postsecondary certificate, diploma or degree	17,455	16,725	730	83.3	79.8	4.2
Architecture, engineering, and related technologies	6,090	5,835	255	92.7	88.8	4.2
Business, management and public administration	3,845	3,745	100	91.2	88.8	2.6
Health and related fields	3,825	3,780	45	91.8	90.8	1.2
Social and behavioural sciences and law	1,740	1,725	20	88.5	87.8	1.1
Personal, protective and transportation services	1,585	1,500	85	86.1	81.5	5.4
Education	1,290	1,260	25	94.9	92.6	1.9
Humanities	755	745	0	84.8	83.7	0
Visual and performing arts, and communications technologies	745	720	30	89.8	86.7	4.0
Mathematics, computer and information sciences	560	555	15	83.0	82.2	2.7
Physical and life sciences and technologies	380	355	20	86.4	80.7	5.3
Other	20	20	0	100.0	100.0	0
Total - Major field of study - Classification of Instructional Programs (CIP) 2011					45,440	

Fields of study was also reviewed at the unemployment rate (%) level to test the engagement within the labour market by age categories. The highest unemployment rate was in the 20 to 24 aged cohort among the Visual and performing arts, and communications technologies graduates at 24.4 percent. This was followed closely at 20.4 percent of graduates of Humanities within the same age cohort. Overall, the highest unemployment rates were evident within the 20 to 24 year olds highlighting the youth unemployment issue within the local economy. This could also be fuelling the youth out-migration from the four county region.

Unemployment Rate %

Major Field of Study	20 to 24	25 to 34	35 to 44	45 to 54	55 to 64
Agriculture, natural resources and conservation	16.2	6.3	3.6	4.2	1.6
Architecture, engineering, and related technologies	9.4	4.4	4.2	4.2	4.2
Business, management and public administration	8.5	4.3	2.5	2.6	3.6
Education	14.3	3.4	0.7	1.9	3.8
Health and related fields	8.7	4.0	3.2	1.2	3.2
Humanities	20.4	8.9	4.2	0	1.2
Mathematics, computer and information sciences	0	0	3.7	2.7	15.5
No postsecondary certificate, diploma or degree	18.4	9.6	5.1	4.2	6.0
Other	0	0	0	0	0
Personal, protective and transportation services	10.1	6.5	4.1	5.4	7.7
Physical and life sciences and technologies	19.4	4.9	0	5.3	2.4
Social and behavioural sciences and law	14.9	7.8	6.2	1.1	4.9
Visual and performing arts, and communications technologies	24.4	4.1	3.0	4.0	5.6

It is imperative that we create messaging around the importance of having postsecondary training. We must also create and share tools on how to make educational attainment choices that connect to the economy. By helping residents enhance personal growth to be gainfully employed we will build a vibrant and healthy economy.

ACTION PLAN UPDATE

Partnership Update

EMPLOYER ONE SURVEY	
Goals	Activities
<ul style="list-style-type: none"> • 600 surveys completed by employers from across the Stratford-Bruce Peninsula Economic Region • 15 partners signing the Memorandum of Understanding • Distribute electronic survey results report through partner network • 10 articles/stories in local media and social media 	<ul style="list-style-type: none"> • Identify potential partners in the business community - Completed and continue to connect • Create and/or expand the partnership for the Employer One Survey - set a target for the January 2015 survey - Target set at 600 employer surveys - marketing is being developed for the Western Region • Sign memorandum of understanding with all project partners - MOU signed with University of Guelph for analysis of the Regional data. MOUs to be negotiated with local partners • Promote the survey tool and concept of the survey at business and community events - Promotion continues at every community meeting. #EmployerOne has been created to use on social media across the Western Region.
Lead Staff: Kay Uitvlugt	<ul style="list-style-type: none"> • Partners who sign MOU will have access to the raw data to use for their region.

MEDLINCS – ABORIGINAL

Goals	Activities
<ul style="list-style-type: none"> • 12-15 students participate in this focused week-long camp • 15 healthcare professional provide job shadow experience for students • More interested to enter the sector by Aboriginal youth 	<ul style="list-style-type: none"> • Organize Steering Committee - Completed • Secure location - Completed • Plan Mock Disaster - Not required - other suitable programming developed for Aboriginal students • Develop week schedule with Medical Students - Completed <p>This project is completed and in the final wrap-up and hand-off phase.</p>
Lead Staff: Kay Uitvlugt	

EMPLOYER WORKSHOP SERIES

Goals	Activities
<ul style="list-style-type: none"> • 3 workshop series on key topics identified by the employer group • 25 businesses participating in each workshop 	<ul style="list-style-type: none"> • Determine key topics - Completed with input from steering committee and surveys to employers • Plan dates for series - Completed <p>September 17, 24 and November 5 for final Keynote and workshop day</p>
Lead Staff: Marg Wettlaufer	

AGRICULTURE CAREER DAY

Goals	Activities
<ul style="list-style-type: none"> • Host a local career fair to highlight the career opportunities and pathways to 100 high school students in Perth County. The Agriculture Sector is a recognized leader for job opportunities in Perth County. 	<ul style="list-style-type: none"> • Form Steering Committee - Completed and information shared as to what should be done <p>As this event was being planned information came up about an event with over 700 Agriculture Businesses and Support Businesses being hosted in Woodstock in September 2014. Connections were made with OAEF and a strategic partnership was formed. Seven schools were invited to participate and five with over 140 students attended.</p> <ul style="list-style-type: none"> • Communicate with the schools regarding the event - Completed • Plan format of the day - Completed - Students had a special tent activity, tours were conducted with a culminating debrief session. Special activities were negotiated for students attending from our region.
<p>Lead Staff: Marg Wettlaufer</p>	

SKILLS OPPORTUNITIES SHOWCASE

Goals	Activities
<ul style="list-style-type: none"> • Take Career and Industry information out to the general public. 	<ul style="list-style-type: none"> • Strategic alliances with local services are being made. Debbie is in negotiations to see if we can utilize the trailer and the technology (internet connection, computer lab, etc.) to connect people with training where there might otherwise be barriers e.g. transportation, no access to internet etc. • New materials are being developed using augmented interactive platforms. • New devices are being used to help participants interact with the information in a real-time basis.
<p>Lead Staff: Debbie Davidson</p>	

LONG RANGE ACTION ITEMS

At the 2014 Workforce Summit held in Wingham, ON participants engaged five leaders in presentations and discussion around the skills gaps and challenges that exist within their sector. Following presentations, the group was given the task of prioritizing their top six recommendations of the 28 that were presented in the 2014 Skills Gap Study. Below are the proposed initiatives that could be implemented when solving the skills gap and face the challenges head on.

Proposed Initiatives

It is recommended that employers become more engaged in providing workplace training opportunities including co-op, apprenticeships and job shadowing for the local labour force.

Goals	Proposed Activities
Workplace Training Opportunities for Students	<ul style="list-style-type: none"> • Develop an outreach program through Economic Development that helps employers to become more engaged with student “hands-on” training programs • Hold a Workforce Summit day for guidance/co-op teachers

It is recommended that community partners should use the findings of this study and others to develop a strategic plan for local recruitment and retention including promotions of the rural lifestyle and recreational amenities, and spousal support for dual income households new to the area.

Goals	Proposed Activities
Create an integration process to help newcomers and new businesses succeed	<ul style="list-style-type: none"> • Develop Ambassador Role by sector – conduct tours, orientation and integration for recruits • Develop Ambassador Role for After Care program once businesses are recruited to orient them to the community

It is recommended that employment services partner work with schools to offer their expertise in job development and career coaching to guidance counsellors and Career Studies teachers.

Goals	Proposed Activities
<p>Ensuring the resident workforce has the information they need to make career choices</p>	<ul style="list-style-type: none"> • Develop a strategic program that gets Local Employment & Training specialists into the classroom. • Run a program that takes youth through the process of resume writing and mock interviews • Deliver workshops on how to use Labour Market Information to connection to career and training choices • Run an Employment Services Event for Teachers once per year • Run Industry Day (s) to connect workforce and residents with local opportunities

It is recommended that guidance counsellors work with employers and community partners to promote the diversity of education and job opportunities in the area to students, not just college or university career paths.

Goals	Proposed Activities
<p>Sector Round Tables</p>	<ul style="list-style-type: none"> • Develop sector round tables to discuss, develop, and promote careers, sector changes and training for success • Develop stronger connections between industry and education • Increase mentorship opportunities for job seekers and employers • Offer “hands-on” industry experience for job seekers

It is recommended that educators develop a stronger partnership with businesses to develop a career program that connect students with companies in the community.

Goals	Proposed Activities
Youth more connected to the current and future economy	<ul style="list-style-type: none"> • Regenerate the Employer Registry • Promote and mentor youth for the Summer Company Program • School Board Trustee involved in Sector Round Tables/ Skills Gap Implementation work • Develop more opportunities for young women to be exposed to the Skilled Trades • Connect youth to local service providers

A more detailed plan of action will be developed and some of these actions will be led and co-led by the Planning Board in response to issues raised. It is important to talk about what needs to happen but of even more relevance is to implement initiatives that help solve the skills gap in the labour market.



Four County
Labour Market Planning Board
Serving Bruce Grey Huron Perth

111 Jackson St. S., Suite 1, Box 1078, Walkerton, ON N0G 2V0
Toll-free: 888-774-1468 **Phone:** 519-881-2725 **Fax:** 519-881-3661
Email: executivedirector@planningboard.ca www.planningboard.ca