

The Four County Labour Market Planning Board

2009-10 ANNUAL REPORT



BOARD OF DIRECTORS' MESSAGE: **Welcome!**

THE FOUR COUNTY LABOUR MARKET PLANNING BOARD has had a very busy and successful year. As we attempt to recover from a recession and adjust to the needs of the local labour market, we find ourselves coping and having to adapt to new economic and employment conditions. It is definitely safe to say that change is the new norm. Whether the trend is our aging workforce, the skills demand of employers, the change in the agricultural sector or the increasing demand for online education, one cannot help but struggle to keep up with such fast paced emerging issues.

THE ROLE OF WORKFORCE PLANNING BOARDS has seen some change and this past year the Four County Labour Market Planning Board has been able to, and will continue to, be able to provide more extensive labour market information. This 2010 Trends Opportunities and Priorities (TOP) Consultations garnered much interest from local community partners and employers, with many parties interested in seeing what the future held, as well as voicing their own changing needs and employment demands.

ONE THING THAT WILL REMAIN CONSTANT as we move into the next year is our commitment to forging solid partnerships that benefit our community as a whole. Partnerships allow us to bring together talented individuals to generate new and innovative ways to address rural challenges and support meaningful opportunities. Our dedicated staff has worked very hard to complete projects that provide maximum benefit for our region's workforce and overall prosperity. We recognize their effort and devotion as they implement the mandate and strategies of the Board.

WE LOOK FORWARD TO ANOTHER CHALLENGING AND REWARDING UPCOMING YEAR!

Thank you.

EXECUTIVE DIRECTOR'S MESSAGE:

What the Future Holds!

THIS THEME for the 2009-2010 Annual General Meeting is a question asked through the ages. Do we know? Can we really predict? I think it's not so much knowing what the future holds in definitive terms, but more how can we prepare for the directions that seem evident to us.

THE EVIDENCE shows growth in the Creative Class and the Green Economy and a shift in Manufacturing. Exploring how we tackle the growth and shift should be a focus as we seek to find every possibility the future holds. It would be a good move to determine two things: How does our region fit into the future economic structure? How will our workforce meet the employer skill requirements? Knowledge of the requirements is important to help us gather the tools that will prepare us for what the future holds.

LET'S CONTINUE to work together in building a better future. Through collaboration among business, labour, education and training and the community we can defeat the giant of uncertainty and be ready for "What the Future Holds!" Your Local Planning Board will continue "Planning to keep you working."

Four  County
Labour Market Planning Board

Serving Bruce Grey Huron Perth



Partnership Report Card



Our Purpose...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. It is our belief as a non-profit board that meaningful job opportunities, quality employment and a prosperous economy can exist in the counties of Bruce, Grey, Huron and Perth. Meaningful job opportunities allow our residents to become passionate in what they do and really give of their whole self. In return, they experience the feeling of being accomplished. Quality employment allows our residents to make the decision right for them to live and work in our rural community as they find the satisfaction they desire. A prosperous economy will allow our entrepreneurs to decide that this is the right place for them to grow a successful business and that they will find the quality workforce they desire in this board region.

Our Action...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 could be a daunting task considering the ever-changing economic climate. But by promoting the foundations for success, including education, training and work experience, together we can build a workforce that is equipped to take on the challenges of what the future holds.

Our Plan...Our Mandate

We continue to follow our purpose of building a strong and resilient workforce that will emerge victorious no matter what the future holds. 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

Partnerships speak to the commitment of a community in reaching its mission. A strong workforce, as part of that mission, is top priority. Deep alliances are formed among partners with the same vision and we continue to engage in initiatives that help build a strong workforce. As a sign of our community's dedication to workforce development, the Planning Board leveraged \$271,000 through cash and in-kind contributions in 2009-10.

Huron Perth Career Symposium ✓

This was a successful event with 52 businesses purchasing booth spaces and 2,500 students and general public attendees. This event will be held again in the future by a community group.

MedQUEST Bruce Grey ✓

There were 18 students in the northern part of Grey County participating in this week long medical camp and 30 in the south. A committee is being formed to develop a sustainability plan for this camp to continue being offered.

Worker Portable Skills Kit ✓

With community partners we developed a tool-kit that will assist workers to identify and market portable and transferable skills. A document outlining avenues of achieving higher levels of education is available at local employment and training centres.

What We Plan on Doing in 2010-11

Virtual Mentorship Program

It was discovered that a virtual mentorship program is not suitable for businesses in Bruce, Grey, Huron and Perth. Huron County has carried this idea forward in the development of a one-on-one mentorship program with direction from the Raj Manek Mentorship Institute.

Post-Secondary Training Loan Program

A discussion paper was developed exploring the pros and cons of this type of incentive for training and upgrading. Moving forward, a communication strategy will be developed for getting the information from the study to the community.

Breakfast Session – Benefits of Essential Skills Training for Your Workforce

This project saw employers participate in the breakfast sessions to highlight the benefits of workforce upgrading. Employers are interested in receiving more information on an individual basis. As employers identify their interest, information will be distributed.

First Nations Skills Inventory

Both the database and report developed through this project were well received in the community. The report has already been utilized by a local utility company to identify skills available for work on Cape Croker First Nations. The report will be used by employment counsellors on Cape Croker and Saugeen First Nations to match skills with work opportunities.

Key Priority 1: Strengthen workforce skills locally

Highlight Careers in Water Resources Management as identified.	Career Fair featuring hands-on demonstrations and training pathways.
Hold Conference to enhance skills of youth entering the workforce directly from High School.	One-day conference offering certificate/awareness training to youth entering the workforce in Huron and Perth.

Key Priority 2: Identify key workforce skills and gaps, as well as growth locally

Skills Gap Study Plan Development	Develop a plan to secure funding to embark on a Skills Gap Study for Bruce and Grey counties.
Identify the Creative Class jobs available	Preliminary research identified Huron County as a good place for the Creative Class. Jobs specific to Huron County will be identified.

Key Priority 3: Foster employer engagement in workforce development locally

Saugeen Shores Business Retention & Expansion	Undertake a BR&E for the Town of Saugeen Shores.
Highlight generational differences in the workplace	Event featuring a keynote on Generational Differences, rules of engagement and take away materials.

Growth in Employer and Educator Involvement in EmployerRegistry.ca

THE PASSPORT TO PROSPERITY PROGRAM continues to create school-to-work transition opportunities in the Bruce, Grey and Collingwood areas for over a decade. It is important to get right to the heart of the matter and Passport to Prosperity did that by being really focussed in assisting the Specialist High Skills Majors (SHSM) to be a successful experience for students, educators and business.

In 2009-10, the strategy was laid out to have more integration directly with the local schools, and that has proven to be a great success, with more than **\$12,500** invested by the program. Connections with the local SHSM teams really drove this point, which resulted in an increase in Employer and Educator involvement with the EmployerRegistry.ca. To date, 95 employers offering 98 opportunities to resident youth are listed, and 39 educators have registered to use the employer registry.

The Planning Board is committed to recruiting employers to partner with schools in reach-ahead activities that offer priceless experiential learning opportunities. Ultimately this leads to seamless entry into the workforce by our youth, and provides a strong foundation for future career planning and success. We would like to thank employers who have chosen to participate in the moulding of their future workforce. Find out more about the program and how you can participate. Contact **Kay Uitvlugt** at (519) 881-2725 x 23 or **kay@planningboard.ca**. You can also find information at **www.employerregistry.ca**.

SOS – We are just a call away

WE BELIEVE THAT GETTING INFORMATION OUT to the community regarding employment and training opportunities is vitally important in the building of a strong workforce and prosperous economy. Because of this the Skills Opportunities Showcase was birthed. The importance of this belief was seen by Ontario Trillium Foundation, who is funding the mobile unit for three years. Other community partners also saw the value in this belief and supported the mobile unit.

Some of those sponsoring partners included Ontario Power Generation, Bruce Power, Power Workers Union and Canadian Union of Skilled Workers. Many other community partners continue to support this initiative. THANK YOU. Community success is always achieved by mutual ideals and dedication. The SOS Mobile Unit has achieved great success in the past year seeing the unit realized, having members of the public visit the unit and getting valuable career information out to those interested. This continues to be the focus of the SOS for 2010-11. Please stay tuned for the launch of the website, where you will be able to book the trailer, see when it will be in your community and how you can sponsor this unique initiative.

Contact **Debbie Davidson** at (519) 881-2725 x 24 or **debbie@planningboard.ca** if you want more information.

Thank you and Farewell

Thank you and farewell to some valuable members of our Board of Directors: Charlie Nixon, Labour Director and Co-Chair; Rosemary Rognvaldson, Business Director and Co-Chair; Dwayne Long, Persons with Disabilities Director and Secretary. In addition we also bid farewell to Dave Hemingway, Jill McIlwraith, Brittany Slugoski and Gary Weaver. Your dedication to and passion in the development of a skilled workforce for the board region serves as a beacon to us as we forge ahead!

Our Leadership Team (Board Members):

Megan Braithwaite (Treasurer), Jo-Anne Cameron (Co-Chair), Deb Hotchkiss, Donna Jansen, Dave Jasper, Pam Keeshig, Philip Maier, Jayne Parker (Secretary), Ian Rothead (Co-Chair), Al Syed, Sue Yost

Staff:

Debbie Davidson, Gemma Mendez-Smith, Sherry Olson, Kay Uitvlugt, Marg Wettlaufer

PROUD MEMBER OF:

Local Boards
Network

Champions of Ontario Labour Market Solutions

FUNDED BY:

**EMPLOYMENT
ONTARIO**

Contact information:

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: info@planningboard.ca
www.planningboard.ca

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