



Leadership Message

Together Everyone Achieves More accurately reflects the Planning Board’s philosophy.

Bring together a group of interested, energetic, knowledgeable partners and a transformation starts to happen. Work and resources are shared, experiences are exchanged, new ideas come forward, expertise is put into action and the sphere of influence is greater. Forging partnerships take work, time and resources but the rewards – learning, sharing, meeting goals and making a difference in the community - make it worthwhile.

Progress through Partnerships is a very apt name for the Planning Board’s day to day operations. Our role is one of leadership: to identify the issues in the region and work in partnerships to address them. Once the labour market issues are acknowledged, progress only happens when someone steps up as the catalyst to spur the action. Partnerships are a mechanism for the board to bring together talented individuals with shared commitment and vision to generate new and innovative ways to address rural challenges and support meaningful opportunities.

While the region has many commonalities that can be addressed as a whole, it also has challenges that demand grass roots attention and intervention. Activities

undertaken by the board and its partners to remedy critical labour market issues can become a template to bring long-term resolutions to local communities.

As you review our project accomplishments, we are pleased to note that while our 2013-14 activities are completed, our community partners responded by taking ownership of project templates for future events or are planning follow-up ventures and workshops. This is a very important component of our project work - locally driven solutions. The community takes ownership of the issue, obstacle or challenge, has a foundation to build on and the tools and alliances to keep the momentum going to reach its desired goal.

The Planning Board is committed to forging solid partnerships that maximize benefits for the region as a whole. We give an enthusiastic thank you to our leadership team and ALL of our four-county partners who helped make this year a successful one.

Our year ahead will be the same as years past – busy, challenging and full of opportunity. We say, “*Bring it on!*”

Our Leadership Team

STAFF

Mendez-Smith, Gemma
Executive Director
Davidson, Debbie
Uitvlugt, Kay
Wettlaufer, Marg

OFFICERS

Cameron, Jo-Anne
Co-Chair
Maier, Philip
Co-Chair
Parker, Jayne
Secretary
Schaus, Savanna
Treasurer

DIRECTORS

Coghlin, Andrew
Hotchkiss, Deb
Jasper, Dave
Speck, Marnie

OUTGOING DIRECTORS

Jaradat, Naser
Miller, Steve

Our Vision

The Four County Labour Market Planning Board envisions a skilled workforce with meaningful job opportunities and quality employment in a sustainable and prosperous economy.

Our Mission

The Four County Labour Market Planning Board plans and promotes local labour market strategies to meet the challenges of a changing economy.

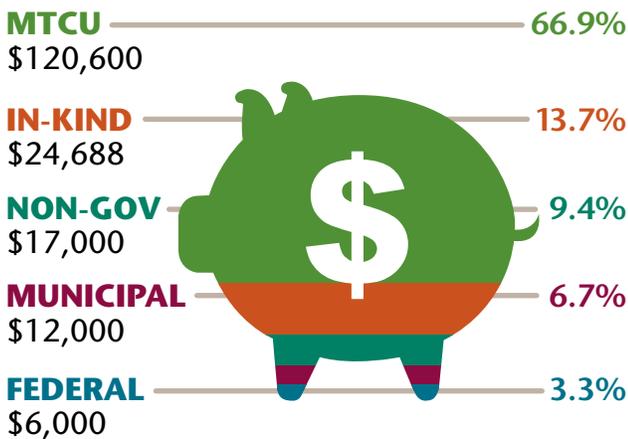
Our Mandate

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

Our Project Resources

In 2013-2014, the Four County Labour Market Planning Board leveraged \$155,600 cash and \$24,688 in-kind for a total investment of \$180,288.

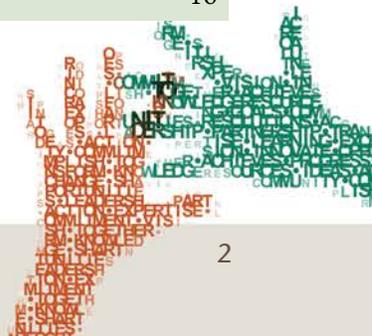


TOTAL \$180,288

Our Outreach

ACTIVITY BY PARTICIPANT GROUP 2011-2014

Student/Youth	10,987
General Public	1,555
Employer Reps	741
Businesses	708
Teachers/Guidance Counselors	547
Parents	401
Older Workers (54+)	251
Aboriginals	244
Organizations	102
Government Reps	88
EO Service Provider Reps	69
Displaced Workers	64
Government	30
Internationally Trained Workers	16





2013-14 Action Plan Report Card

2013-14 activities tackled 2012-13 Priorities: Identify key workforce skills and gaps as well as local growth; strengthen workforce skills locally; address the lack of available skills and unskilled labour force; foster employer engagement in workforce development; retain and attract a skilled labour force, and close the gap between the youth workforce and employer expectations.

ISSUE:

Huron Manufacturing Association identified the need to highlight manufacturing careers to equip the youth, unemployed & underemployed with knowledge about & direction on future careers opportunities in the sector.

ACTION:

**Industry Connects
- Career Fair**



Delivery: Oct 2013

OUTCOMES:

49 employer booths; small business panel of 3 local youth employers, keynote speaker; attendees from secondary schools, the unemployed and general public; template adopted by a Huron County group for future delivery.

ISSUE:

Employers in the manufacturing sector need their workforce to have knowledge of Lean principles. New hires and job seekers need to have an awareness of what Lean entails.

ACTION:

**Learning Lean Workshop
Series**



Delivery: Aug 2013 - Mar 2014

OUTCOMES:

Lean Awareness Workshops (property of the FCLMPB) were developed and staff trained to present; unemployed, underemployed and direct-to-the-workforce youth participated in the workshops. *Next step:* continue to deliver the workshops in settings that will enhance job seekers' ability to be hired.

ISSUE:

There is a shortage of motivated people entering jobs in the manufacturing sector.

ACTION:

Manufacturing Plant Tours



Delivery: Sept – Dec 2013

OUTCOMES:

To close the gap, four plant tours, highlighting lean principles, work ethics and the skills and knowledge required by employers in today's workforce, were held for the unemployed, underemployed and direct-to-the-workforce youth in Bruce and Grey counties. *Next step:* continue the partnership with Excellence in Manufacturing Consortium to promote careers in manufacturing.

ISSUE:

Employers in North Perth (Listowel) expressed the need to increase the workforce locally as there is not the available workforce to meet growing demands.

ACTION:

Discover North Perth



Delivery: May 2013

OUTCOME:

A Day of Discovery showcased employment opportunities, community services and lifestyle options; 35 exhibitors; presentations by Listowel Technology, BTE and Municipality of North Perth throughout the day; template adopted for future events.

ISSUE:

Grey County Economic Development Committee needs to retain its working age population as this demographic is significant to future success. Migration trends shows a significant amount of outward movement happening. Addressing this issue is important to the county's ability to retain and attract a skilled workforce.

ACTION:

Newcomer Integration Awareness Series



Delivery: Sept - Oct 2013

OUTCOMES:

Cultural diversity workshops to build strategies for a more integrated community around newcomers; public sector staff trained to serve newcomers with information to encourage them to stay in the community longer. *Next step:* developing connections with Bruce County to take on a joint venture in building strong, integrative communities.

ISSUE:

Job seekers generally lack awareness of the career and employment opportunities in the agriculture sector.

ACTION:

Profiling Agriculture



Delivery: June – Feb 2014

OUTCOMES:

Career paths 'related' to agriculture identified (traditional-farm hand, herd manager + skilled trades: electricians, small engine repair, plumbing; accountants, technicians, large animal veterinarians etc.); Teacher Resource packages for future introduction to the sector; showcasing of the new Ontario Agri-Food Education Inc website to Grade 10 students in Perth County schools accompanied by guest speakers from various agri-businesses. *Next step:* career fair highlighting careers in agriculture.

2013-14 Skills Gap Study

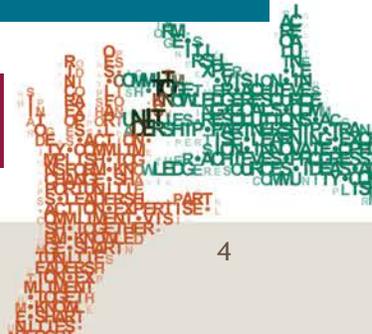
The Skills Gap Study was commissioned by the Four County Labour Market Planning Board and its community partners as an update to the 2005 reports completed for Bruce Grey and Huron Perth.

As the economy of Ontario continues to change along with national and global impacts, so too does the Four County Region. It is important to know, with some degree of certainty, what assets and liabilities are present as we fashion a workforce and economic development strategy that keeps the region progressing into the future.

The information in this report provides recommendations for setting benchmarks that will keep us on track to building a successful, vibrant and sustainable future.

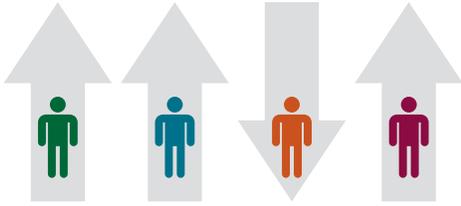
Understanding the Skills Gap in
Bruce, Grey, Huron and Perth counties
EXECUTIVE SUMMARY AND RECOMMENDATIONS

Download the reports
for your county at
www.planningboard.ca





A Broad Picture of the Four County Region



Between 2006 and 2011, three of the four counties experienced a slight population increase. Huron County experienced a slight decrease.



The average household income in the Four County Region in 2011 varied between \$70,736 for Grey County to \$83,516 for Bruce County, the Ontario average household income was \$85,772.

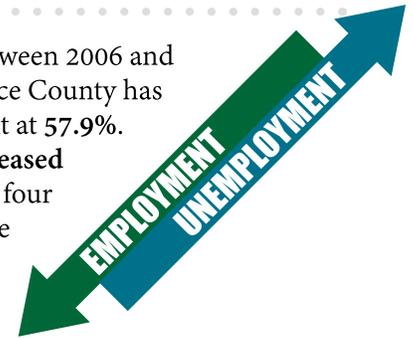


The average personal income in Grey, Huron and Perth counties was approximately \$7000 less than the average personal income for Bruce County.

47.3 YEARS

The Four County Region has a higher median age than the province, Grey County has the oldest population with a median age of 47.3.

The **employment rate fell** between 2006 and 2011 in all four counties, Bruce County has the lowest rate of employment at 57.9%. The **unemployment rate increased** between 2006 and 2011 in all four counties, Grey County has the highest with an unemployment rate of 7.4%.



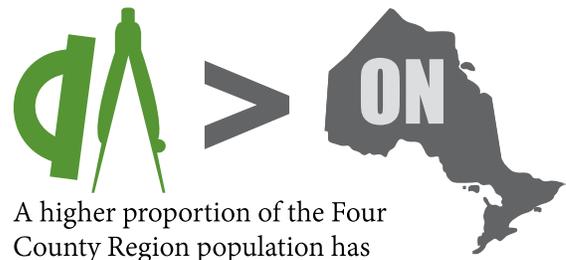
The top five industries by employment in 2011 in the Four County Region were:

- 01** Health Care and Social Assistance
- 02** Retail Trade
- 03** Manufacturing
- 04** Construction
- 05** Agriculture

Utilities was particularly high in Bruce County.



A smaller proportion of people in the Four County Region have completed high school and gone on to complete higher levels of formal education compared to Ontario.



A higher proportion of the Four County Region population has completed an apprenticeship or trade program compared to the province.

2014-15 Priorities

Getting labour market info out to a broader audience

Accurate labour market information is invaluable to making informed decisions about the future. When making decisions in today's labour market; small, medium and large companies planning start-ups or expansions, municipal economic development committees or individuals making career choices, can

all benefit. The Planning Board purchases and analyzes Canadian Business Patterns data coupled with the most recent census and taxfiler data. The dilemma is making that information available for public consumption on a more substantial scale and getting the right information to the right people at the right time.

The Planning Board will continue to focus on access to labour market information and how to use what is available effectively by:



PROMOTING THE SKILLS OPPORTUNITIES SHOWCASE TRAILER, a 24 ft mobile unit, available in the board region for community events to share career information.

Visit www.sostrailer.ca to book.



USING THE PLANNING BOARD'S WORKFORCE FOCUS RADIO PROGRAM 91.3FM Bluewater Radio www.bluewaterradio.ca to delve more deeply into workforce issues and the skill needs of the region's top five sectors.

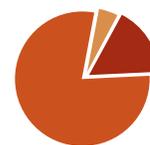
"Skills gap" implementation plan for each county



DISCUSSING THE TOP FIVE SECTOR ISSUES AND JOBS in the region with stakeholders on a county by county basis. Working with partners to develop strategies such as shared initiatives to address common and large scale issues across the region as well as individual community strategies in order to address their unique challenges and enable collective impact.



MAKING PRESENTATIONS ON LABOUR MARKET STUDIES such as the Four County Skills Gap research to a variety of audiences across the region to take the guess work out of "what's the big picture and is our community equipped with a plan for the future?"



BREAKING DOWN STATISTICAL DATA BY COUNTY into user-friendly formats for multiple purposes and users.

