

2010-2011 ANNUAL REPORT

Executive Director's Message:

As we continue to experience an unstable economy and a slow climb out of the recession, it is even more important to engage in future planning. Planning offers us the ability to focus on the positive as we continue to grow. Rural communities especially need to focus on what lies ahead for the people, planet and profit. Referred to as the 'triple bottom line' the University of Alberta created this graphic to show the interdependence of each area to achieve sustainability.



Over 2010-11 we continued our work with the Midwestern Ontario Regional Green Jobs Strategy. We explored the advantages of planning with the triple bottom line concept. How does the Planning Board play a role in the achievement of sustainability? We focus our attention on getting the necessary information to the community that helps people build the skills needed by business to create a vibrant economy that continues to create jobs.

Employers are constantly evaluating their products and processes and introducing innovations. As this happens they require a workforce that can manage the change. Healthy communities are created through the development of economic vitality that keeps the Natural Environment at the forefront. When we collect the data that allows us to adapt our training and education programs to suit the demands of the economy, we can create sustainability. I encourage employers to let us know the skills you need to grow your business and create synergy among nature, economy and community.

We Plan—to provide reliable local reports.

We Plan—to provide workforce development supports to employers.

We Plan—to keep the community informed about the local labour market situation.

Help us by planning to be actively involved.

Co-Chair's Message:

The 2010-2011 year has been an exciting one, as we have continued in meeting our Board mandate. We are excited to say we have moved towards a more effective governance model in an effort to strengthen the application of our mission and better meet the needs of our stakeholders.

In times of economic change and downturn the labour market expands and contracts in new and exciting ways. This requires new skills and a new attitude to be successful. In response to this the Board has developed a plan to secure funding for a Skills Gap Study in Bruce, Grey and Huron counties, to be started in the next fiscal year. This is an example of the work that we as a Board undertake to serve you, our ownership.

Our vision, *a skilled workforce with meaningful job opportunities and quality employment in a sustainable and prosperous economy*, outstretches our resources as visions often do. The coming year promises to be an exciting one as we take a more strategic approach to focus our limited resources on achieving results that will best propel us forward in our mission.

We would like to take this opportunity to thank our community partners and support staff for their significant contributions toward the projects we have completed to date, and ongoing support as we move forward in future directions. The work the Board does in supporting our community would not be possible without the dedication and hard work of our Executive Director, Staff and Partners.

Jo-Anne Cameron & Ian Rothead

Our Leadership Team:

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

Staff:

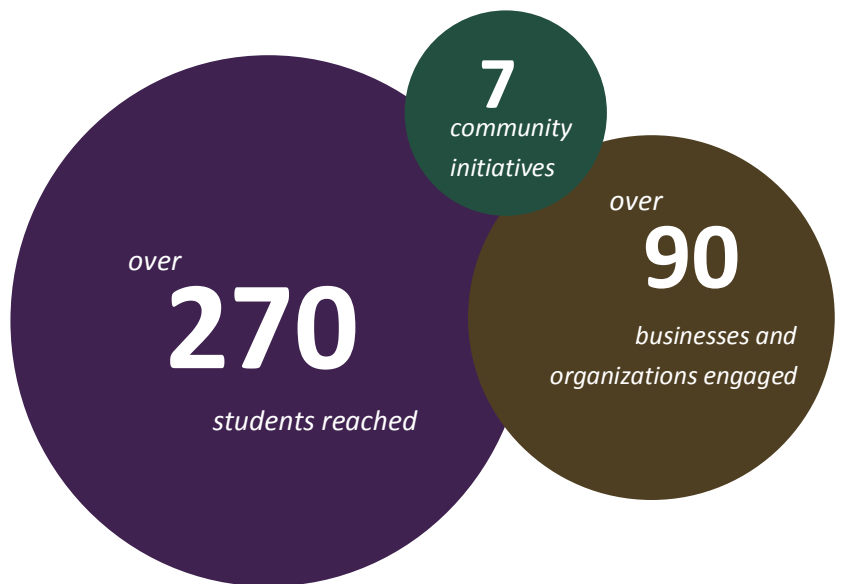
Debbie Davidson, Kay Uitvlugt, Marg Wettlaufer, Sherry Wilson

Thank you and Farewell

Dedication to and passion in the development of a skilled workforce is what drives our board. As community members they give back to ensure we continue to progress. As Donna Jansen and Pam Keeshig move on to new horizons, we thank them for their service and leadership to their community and through their work on the board.

[leveraging to build stronger communities]

Through collaborative initiatives the Planning Board leveraged over **\$419,800** through cost and in-kind contributions in 2010-11. As these investments continue to increase they are a signal of the commitment to labour market development by community partners.



Skills Gap Study Plan Development

To update the 2005 Bruce Grey Skills Inventory and Huron Perth Skills Inventory a feasibility study was conducted to see if there was interest to continue this work. Several previous partners indicated interest and plan on being involved. Also included in the report is a list of potential funding sources to make this happen. There is also a possibility of creating the report for the entire board region. The Planning Board will submit an application for the funding.

Generational Differences Workshop

Over 25 businesses and organizations participated in a lunch and afternoon workshop featuring research data and anecdotal references to the four generations currently in the workforce. Ross Lamont, presenter, focused discussion on how to engage each generation for maximum participation in the workplace.

Grade 12 Certification Training Conference

Seven certification training sessions were offered to 90 Huron Perth students that were planning to enter the workforce directly after Grade 12. These included Fall Arrest, Pesticide and Health and Safety. A Health and Safety presentation was made to the general assembly at lunch to ensure all students were aware of their rights and responsibilities.

Business Retention & Expansion (BR+E) - Grey Highlands

The Municipality of Grey Highlands, OMAFRA, the Planning board and others partnered to conduct and produce a BR+E report for the area. The process included 50 business surveys, two community consultations and a report aggregating the information. An action plan is also included in the end product.

Careers in Water - Career Fair

This was a successful event with over 180 students and 14 groups participating in hands-on and demonstrative activities. This event directly supported the reach-ahead activities of the Specialists High Skills Major program in Environment and Energy. A follow-up event was held for students to visit pumping stations, wells and the Walkerton Centre for Water Quality.

Speechcraft - TIOW

As one of our additional projects in the community the Planning Board partnered with Y-Employment Services - Targeted Initiative for Older Worker program and Toastmasters of Hanover to offer four 1.5 hour workshops on presentation skills. This helped the participants to develop impromptu speaking skills to get comfortable with answering questions on the spot.

Creative Class Report

Huron County partnered with the Planning Board to produce a report on the Creative Class in Huron County. This report highlights the occupations where there is concentration and where there is opportunity for growth.

FOCUSING ON OUR VISION

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

Our vision continues to work in the realm of the triple bottom line. We provide information and support which encourages business prosperity, inspires the provision of quality training and opportunities for the workforce to continue to gain knowledge and experience in their chosen occupation.

WORKING ON OUR MISSION

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

Planning provides the roadmap to success. We continue to engage in community initiatives that promote workplace skills development, labour force participation and community services collaboration. These activities together help our labour market remain current in the face of change.

DELIVERING ON OUR MANDATE

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

We continue to concentrate on providing the most reliable, current and relevant labour market information to our community. We do this by the purchase and analysis of Canadian Business Patterns data coupled with the most recent Census data. Providing this information through the Local Labour Market Plan helps educators, employment service and community support providers and local leaders equip their customers to make informed decisions.

[THE PLAN: for 2011-12]

#1 Strengthen workforce skills locally

Career Fair in Tourism

Town of Blue Mountains Strategic Plan highlighted this as a focus and has partnered to deliver this event.

Career Fair in Social Services

The TOP 2011 consultations identified a need to highlight careers in social services. Two social services departments will partner to deliver this event.

#2 Identify key workforce skills and gaps, as well as growth locally

Health Human Resources Study

The Huron Perth Health Care Alliance sub-committee, HealthKick, HBDC and the Planning Board will produce a report to highlight Healthcare HR needs for the next five years.

Green Jobs Profile

The Green Economy is of growing importance. A Green Jobs Profile will be produced highlighting local labour market information and skill requirements.

#3 Foster employer engagement in workforce development locally

Employer Engagement Series

A series of workshops to highlight apprenticeship, education and training to employers. A resource package will be developed for distribution.

Immigrant Lure Package

Working with Perth County to develop a Lure Package to strengthen the workforce through immigration.

[SOS - blazing the trail]

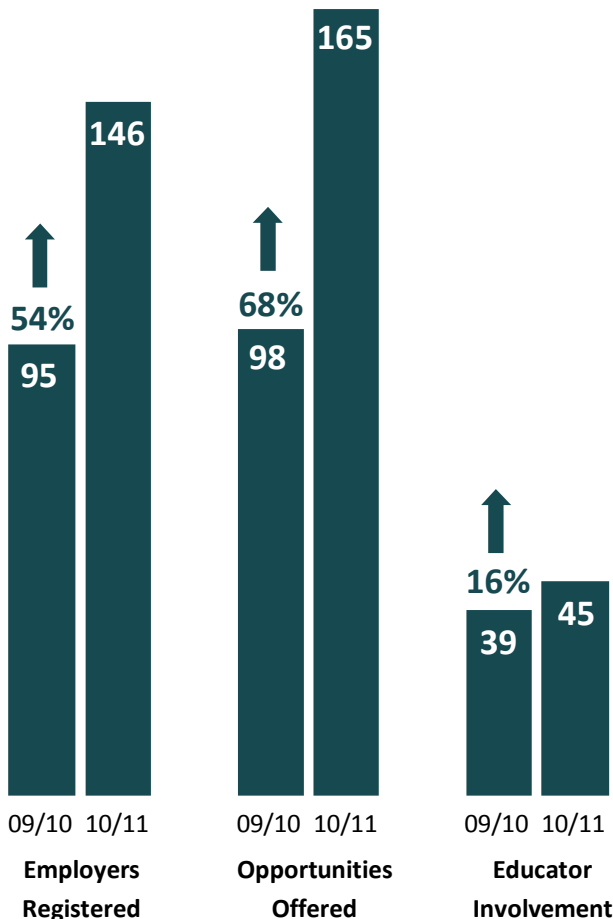
Connecting Employers & Tomorrow's Workforce

"Who will work for you in the next 10 years?"

That is the question asked through the **Passport to Prosperity** program. Answering this question helps businesses focus on why it is important to get involved in school to work programs. As we continue on this path of success we would like to thank employers who have chosen to participate in the moulding of their future workforce. Without this partnership we cannot be successful. Educators continue to lead our youth to success through the Specialist High Skills Majors, Co-op and Ontario Youth Apprenticeship Programs. Thanks for continuing to partner with us through Passport to Prosperity.

EMPLOYERREGISTRY.CA is gaining momentum as more employers see the value of becoming involved in the training of the future workforce.

Find out how you can participate. Contact **Marg Wettlaufer** at (519) 881-2725 x25 or marg@planningboard.ca. You can also find information at www.employerregistry.ca.



The **Skills Opportunities Showcase** is blazing a trail of success. Since its inception participation in community events has grown. The trailer was featured at 22 events across the Four County region and hosted over 2000 visitors.



With the generous support of Ontario Trillium Foundation, Ontario Power Generation, Bruce Power, Power Workers Union and Canadian Union of Skilled Workers the trailer was able to achieve this success. Many other community partners continue to support this initiative by inviting the trailer to be present at events and ensuring the necessary Labour Market Information is reaching its users. **THANK YOU.** Through a partnership with a local high school, a logo was developed for the trailer. We thank the staff and students of John Diefenbaker Secondary School for the enthusiastic participation.

The website has been launched so you can visit www.sostrailer.ca to see where the trailer will be next. Contact **Debbie Davidson** at (519) 881-2725 x24 or debbie@planningboard.ca if you want more information.

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[Thank You!]