

Workforce Focus

*From the Four County Labour Market Planning Board
Serving Bruce Grey Huron Perth*

In this Issue:

Growth Clusters

- Employment Growth Areas
- High Demand Occupations
- Critical Skills

Growth Clusters: Profiling a selection of both emerging and established sectors that with targeted investment and economic development, are anticipated to be sources of future employment growth.

Renewable Energy

Ontario's Feed-In Tariff Program for energy generated from renewable sources, combined with its strategic location in North America, position the province as a preferred location for manufacturers of alternative energy technologies and related components, service providers, and project developers. With tremendous investment particularly in the development of wind and solar generation, each have experienced double and triple-digit annual growth rates in generation capacity since 1990. There was a net growth of approximately 20 renewable energy related enterprises between 2008 and 2010 in Ontario, spread across manufacturing, generation, and transmission. Most recently, Ontario's newest wind tower manufacturing plant will bring 300 new full-time jobs and up to 400 construction and indirect service jobs to Windsor, while Ontario's first-ever wind blade manufacturing plant will be setting up shop in Tillsonburg.

Employment Growth Areas

- Photovoltaic Electricity: cell and module manufacturing, balance of system components, installation, maintenance.
- Solar Thermal: collector and component manufacturers, collector and component importers, wholesalers, retailers.
- Wind: tower and blade manufacturing, project design, installation, maintenance.
- Bioenergy: combustion, pyrolysis, gasification, anaerobic digestion, landfill biogas utilization, fermentation and catalytic hydrotreating of biomass oils.

High Demand Occupations

- Installers
- Technicians
- System designers and integrators
- Sales and marketing staff
- Project management
- Power and mechanical engineers
- Welders
- Electrical power line and cable workers

Critical Skills

- Math
- Science
- Business skills
- Mechanical and technical skills

Local Workforce (Bruce-Grey-Huron-Perth, 2006): Approximately 5,000 workers in related sectors (including nuclear).

Sources: Electricity Sector Council, Cansia, CanWEA, Statistics Canada Business Patterns and Census Data.

Information Technology

Ontario's IT industry directly employs 235,000 workers in telecommunications, software development and microelectronics. Ontario is also home to approximately 1,000 interactive digital media companies that employ more than 16,000 people. The IT industry is most prominent in Waterloo Region, the Greater Toronto Area, and Ottawa. There were over 1,000 small IT enterprises established between 2008 and 2010 in Ontario, most of which were in computer system design and related services.

Employment Growth Areas

- Mobile
- Applications
- Software
- Cloud Computing (central service providing)
- IT services
- Game design

High Demand Occupations

- Business analysts (make case for how to adapt and change technologies, investment required, returns, and benefits)
- Systems analysts
- Software developers
- Programmers

Critical Skills

- Business skills combined with technical skills
- Science
- Math
- Creativity

Local Workforce (Bruce-Grey-Huron-Perth, 2006): Approximately 1,000 workers.

Sources: Information Technology Association of Canada, Interactive Ontario, Statistics Canada Business Patterns and Census Data.

Aerospace

Increased global economic activity is increasing air traffic and Ontario is positioned to benefit from this growth. The province's well established aerospace manufacturing industry leads a Canadian industry that is the 5th largest in the world. Though dramatic employment growth is not expected, stable expansion is anticipated. Ontario's 350 suppliers employ an estimated 22,000 people. The leading occupations in this sector are technicians, engineers, and scientists. The industry is most prominent in Windsor, London, Cambridge, Ottawa and the Golden Horseshoe Area.

Employment Growth Areas

- Aero-structures (components)
- Avionics/Electronics
- Landing gear
- Integrators (assembly)

High Demand Occupations

- Systems designer/engineer
- Supply network management

Critical Skills

- Most trade-type work is very specific and taught within the industry. A strong technical foundation to build upon is necessary for entry level positions.
- Machining
- Engineering

Local Workforce (Bruce-Grey-Huron-Perth, 2006): Approximately 300 workers.

Sources: Ontario Aerospace Council, Statistics Canada Business Patterns and Census Data.

Contact Centres

Ontario is home to more than 7,000 contact centres and a growing number perform high-end functions where continuous workforce development is key. A sophisticated infrastructure, service quality and close proximity to U.S. clients have helped the industry grow by 20% annually. Growth is anticipated to be bolstered by a repatriation trend, as contact centres operating in low-cost countries are returning to Canada to re-utilize our performance advantage. A large share of the industry is located in Toronto, while the cost advantages of some smaller communities have also attracted centres.

Employment Growth Areas

- Business to business centres.
- Contact centres for financial, telecommunications, utilities, transportation, hospitality, software, retail, government departments.

High Demand Occupations

- Team leaders
- Database managers
- Technical support staff
- Managers

Critical Skills

- Coaching
- Communication (bilingualism, accent equalization)
- Team work
- Selling

Local Workforce (Bruce-Grey-Huron-Perth, 2006): 400 workers in the broader business services sector.

Sources: Greater Toronto Area Contact Centre Association, Contact Centre Canada, Statistics Canada Census Data.

Tourism

Despite the effects of the recent economic recession, the potential demand for tourism goods and services is projected to grow at a healthy pace over the long term, fuelling the demand for labour.

Employment Growth Areas

- Food and beverage services
- Transportation
- Accommodation
- Recreation and entertainment

High Demand Occupations

- Food-counter attendants and kitchen helpers
- Food and beverage servers
- Cooks
- Bartenders
- Program leaders and instructors in recreation and sport
- Landscaping and ground maintenance workers

Critical Skills

- Customer service
- Communication
- Flexibility
- Computer use

Local Workforce (Bruce-Grey-Huron-Perth, 2006): 200 workers in travel arrangement and reservation services alone.

Sources: Canadian Tourism Human Resources Council, Statistics Canada Census Data.

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