

Trends, Opportunities and Priorities

FOR BRUCE, GREY, HURON AND PERTH



Local Labour Market Plan Update

October 2013



Four County
Labour Market Planning Board
Serving Bruce Grey Huron Perth

Champions of Ontario's Local Labour Market Solutions

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This publication was prepared by:

A handwritten signature in black ink, appearing to be "Gemma Mendez-Smith".

Gemma Mendez-Smith
Executive Director, Four County LMPB

ACKNOWLEDGEMENTS

There is a notion that collaboration is the best way to create innovation.

The goal of the Four County Labour Market Planning Board (Planning Board) is to develop synergies that, by removing silos and walls, build strong relationships between employers and their workforce. Our Directors and Staff approach the work of the Planning Board with a vision to improve the local labour market situation and enhance economic and employment sustainability. As we continue to deliver a high-quality, authoritative local labour market report, the continued support of our community partners is vital to our success. 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.

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EXECUTIVE SUMMARY

In March 2013, the annual Local Labour Market Plan provided a current look at the local labour market over the 2011-2012 time period. During that review, a sharp decline in employment numbers was discovered. A possible connection between the tornado in Goderich and this decline was reported, although the tornado was not seen as the sole reason for the decline.

Many community initiatives involving business, education and services are being delivered across the four counties to address three key priorities:

1. **Strengthen** workforce skills locally;
2. **Identify** key workforce skills, gaps and growth, locally; and
3. **Foster** employer engagement in workforce development locally.

The October 2013 Local Labour Market Plan Update reports on the progress in these priority areas and includes a summary of information about Employment Ontario client demographics for the Stratford-Bruce Peninsula Economic Region. These figures include clients using Employment Services, Literacy and Basic Skills, Apprenticeship and Second Career programs. A community employment-planning meeting of local service providers confirmed that labour market information availability and accessing services in a seamless system are of primary importance to the clients being served.

Adding the employment services discussion to the workforce issues previously identified by the business community creates a more holistic look at our local workforce issues. The process that began this year will be carried forward next year to create a three-year workforce plan for the community. The local integrated-workforce planning process continues to evolve.

BACKGROUND AND PURPOSE

As the cycle for local labour market planning is undergoing changes in timing, this 2013-14 labour market update report is being released in October. This is a transitional report focused on understanding and supporting clients within the Employment Ontario (EO) and community services network.

The Ministry of Training, Colleges and Universities has provided the Four County Labour Market Planning Board with an aggregate of client demographics based on EO data for our area, the region and the province.

These data, coupled with a variety of other labour market data, provided context and framed this report's discussion. Employment and local economy profiles for the Stratford-Bruce Peninsula Economic Region, which includes Bruce, Grey, Huron and Perth counties, have been analyzed. Topics include:

- total employment and sector employment;
- total number of employers;
- industrial structure of employers; and
- population dynamics.

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.

There has been an increased recognition of the importance of collaboration on workforce issues across the Stratford-Bruce Peninsula Economic Region. This has created the opportunity for more cooperation to take place in the local area where broad workforce strategies can be crafted.

POPULATION

Population is an important consideration in any workforce strategy and is reflected in the observations for this plan. The Statistics Canada 2011 National Household Survey (NHS) showed that the total population in Bruce, Grey, Huron and Perth counties has remained relatively unchanged since the 2006 Census with a less than 1 percent growth. When compared to Ontario’s population growth of 5.7 percent, our level of population growth could be viewed as stable or stagnant, depending on point of view.

Table 1 - Population Dynamics



	2006	2011	
Bruce County	65,349	66,102	+ 1.2%
Grey County	92,411	92,568	+ 2.2%
Huron County	59,325	59,100	- 0.4%
Perth County	74,344	75,112	+ 1.0%
Ontario	12,160,282	12,851,821	+ 5.7%

Source: Statistics Canada, Census

LOCAL LABOUR MARKET CONDITIONS

Economic Landscape

The 2013 data in Table 2 below indicates employment growth trends over the first eight months of the year. An increase was observed in employment in both the Goods- and Services-producing sectors. More specifically, we observed significant growth across several sub-sectors including: Agriculture; Construction; Business, building and other support services; Health care and social assistance; and Other services. Conversely, decreases in employment were observed in Trade, in Professional, scientific and technical services, in Educational services, and in Accommodation and food services.

Table 2 - Labour Force Survey (LFS) Estimates and Employment by Economic Region (Unadjusted for Seasonality) January-August 2013 (1,000s)

North American Industry Classification System (NAICS)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Total employed, all industries	142.8	143	144.2	147.8	150.5	152.2	153	152.7
Goods-producing sector	52	51.7	52.6	54.1	55.8	56.4	57.3	57.5
Agriculture	13.1	14.3	15.1	16.3	18	18.2	17.5	16
Forestry, fishing, mining, quarrying, oil and gas	-	-	-	-	-	1.6	1.9	1.6
Utilities	5.7	5.5	5.5	5.9	6	5.7	5	5.1
Construction	10.9	9.8	9.3	9.6	10.2	10.9	11.6	12.3
Manufacturing	22.3	21.7	22.1	21.3	20.4	19.9	21.3	22.5
Services-producing sector	90.7	91.3	91.6	93.7	94.7	95.8	95.7	95.2
Trade	20.1	19.7	19.7	20.3	19.4	19.2	18.4	19
Transportation and warehousing	5.8	5.6	5	5.2	5.3	5.9	5.8	5.8
Finance, insurance, real estate and leasing	4.9	5.3	5.5	5.7	5.8	6	5.8	5.3
Professional, scientific and technical services	6.4	6.1	6.1	6	6.5	6	6.1	5.4
Business, building and other support services	4.3	4	4	4	5.5	6.4	7.4	7.1
Educational services	9.3	9.7	8.9	8.6	8.3	8.7	8.3	8.2
Health care and social assistance	16.5	16.6	16.4	16.8	16.8	16.8	17.5	18.4
Information, culture and recreation	5.1	5.8	6.2	6.1	5.8	6.1	6.2	6
Accommodation and food services	9.8	9.1	9.2	9.2	9.2	8.8	8.5	7.6
Other services	5.4	6.3	7.3	8.5	9.1	9.1	8.6	8.6
Public administration	3.1	3.2	3.3	3.4	3.1	2.8	3	3.8

Source: Labour Force Survey 282-0060

Occupational changes were observed between 2011 and 2012. Significant growth was seen in Business, finance and administrative and in Health. On the other hand, significant decline was revealed in Occupations in social science, education, government service and religion, in Occupations in art, culture, recreation and sport, and in Sales and service. Successful employment conditions and mobility between groups can be measured by these occupational changes.

Table 3 - Occupations Group Growth/Decline 2011-2012

Occupational Group	2011 (1,000s)	2012 (1,000s)	Change (%)	Growth/ Decline¹
Management	10.7	10.2	- 4.7	Stable
Business, finance and administrative	19.6	22.4	14.3	Significant Growth
Natural and applied sciences and related	5.3	5.7	7.5	Growth
Health	9.4	10.7	13.8	Significant Growth
Occupations in social science, education, government service and religion	10.6	9.2	- 13.2	Significant Decline
Occupations in art, culture, recreation and sport	3.7	3	- 18.9	Significant Decline
Sales and service	37.2	33	- 11.3	Significant Decline
Trades, transport and equipment operators and related	29.6	29.1	- 1.7	Stable
Occupations unique to primary industry	17.2	15.5	- 9.9	Decline
Occupations unique to processing, manufacturing and utilities	14.1	13.9	- 1.4	Stable

Source: Derived From LFS CANSIM 282-0063

1 ≤4.9% growth or decline = stable; ≥ 5% = growth or decline; ≥10% = significant growth or decline

Changes In Employers By Size

Of the businesses reporting in the Stratford-Bruce Peninsula Economic Region, 60 percent have no payroll employees. In addition, approximately 39.8 percent are in small- and medium-size enterprises (SMEs) with less than 100 payroll employees. The profile of the region's employers is predominantly (99 percent) SMEs. Less than 1% of all registered businesses in the economic region have 100 or more employees.

In absolute terms, the greatest growth in the number of businesses has been presented in Grey County where growth is up by 892 businesses. Huron County followed with growth up by 749 businesses, and then Bruce County with an increase of 161 businesses. Perth County, however, experienced a loss of 236 businesses. More specifically, most of the recorded growth across the three counties presented in the "Self-Employed" and the "1-4" employees categories.

Bruce County

Table 4 - Bruce County: Number of Employers by Employee Size Range
June 2012 To June 2013

Employee Size Range	Number of Employers 2012	Number of Employers 2013	Absolute Change	Change (%)	Ontario Change (%)
0	3,143	3,360	217	7	10.97
1-4	1,177	1,131	-46	-4	6.94
5-9	417	429	12	3	2.92
10-19	276	265	-11	-4	2.84
20-49	171	163	-8	-5	3.76
50-99	32	31	-1	-3	2.05
100-199	15	15	0	0	2.07
200-499	10	9	-1	-10	1.75
500+	3	2	-1	-33	-0.19
Total	5,244	5,405	161	3	8.37

Source: Statistics Canada, Canadian Business Patterns

The leading category in the growth of number of employers in Bruce County was the “0” payroll employees with 217 employers, followed by “5-9” employees with 12 employers. Overall, the county increased the number of employers by 3 percent, a little less than the provincial growth in the number of employers (8.37 percent).

Grey County

Table 5 - Grey County: Number of Employers by Employee Size Range
June 2012 To June 2013

Employee Size Range	Number of Employers 2012	Number of Employers 2013	Absolute Change	Change (%)	Ontario Change (%)
0	3,836	4,467	631	16	10.97
1-4	1,656	1,837	181	11	6.94
5-9	689	750	61	9	2.92
10-19	404	403	-1	0	2.84
20-49	195	208	13	7	3.76
50-99	65	70	5	8	2.05
100-199	38	39	1	3	2.07
200-499	24	24	0	0	1.75
500+	3	4	1	33	-0.19
Total	6,910	7,802	892	13	8.37

Source: Statistics Canada, Canadian Business Patterns

In number of employers, Grey County lead with 13 percent growth which surpassed the provincial growth of 8.37 percent. The leading employee size range categories in Grey County were: “0” with 631, followed by “1-4” with 181, “5-9” with 61, and “20-49” with 13. As illustrated in Table 5, above, the number of employers increased in Grey County during 2013 in almost all employer-size categories.

Huron County

Table 6 - Huron County: Number of Employers by Employee Size Range
June 2012 To June 2013

Employee Size Range	Number of Employers 2012	Number of Employers 2013	Absolute Change	Change (%)	Ontario Change (%)
0	3,699	4,372	673	18	10.97
1-4	1,300	1,381	81	6	6.94
5-9	539	521	-18	-3	2.92
10-19	306	330	24	8	2.84
20-49	179	178	-1	-1	3.76
50-99	60	51	-9	-15	2.05
100-199	20	19	-1	-5	2.07
200-499	6	5	-1	-17	1.75
500+	1	2	1	100	-0.19
Total	6,110	6,859	749	12	8.37

Source: Statistics Canada, Canadian Business Patterns

Huron County rebounded quite remarkably from the tornado with 749 new businesses. The leading category in the growth of number of employers in Huron County was the “0” employee size range with 673 businesses, followed by “5-9” with 81 employers and by “10-19” with 24 employers. Overall, the county increased the number of employers by 12 percent, much higher than the provincial growth in the number of employers (8.37 percent).

Perth County

Table 7 - Perth County: Number of Employers by Employee Size Range
June 2012 To June 2013

Employee Size Range	Number of Employers 2012	Number of Employers 2013	Absolute Change	Change (%)	Ontario Change (%)
0	4,076	3,906	-170	-4	10.97
1-4	1,503	1,494	-9	-1	6.94
5-9	643	607	-36	-6	2.92
10-19	390	384	-6	-2	2.84
20-49	244	232	-12	-5	3.76
50-99	87	88	1	1	2.05
100-199	34	34	0	0	2.07
200-499	19	16	-3	-16	1.75
500+	7	6	-1	-14	-0.19
Total	7,003	6,767	-236	-3	8.37

Source: Statistics Canada, Canadian Business Patterns

The economy of Perth County experienced very different activity. There were losses of businesses across all employee categories except for an increase of one in the “50-99” employees category. Overall, Perth County’s information revealed a loss of 3 percent.

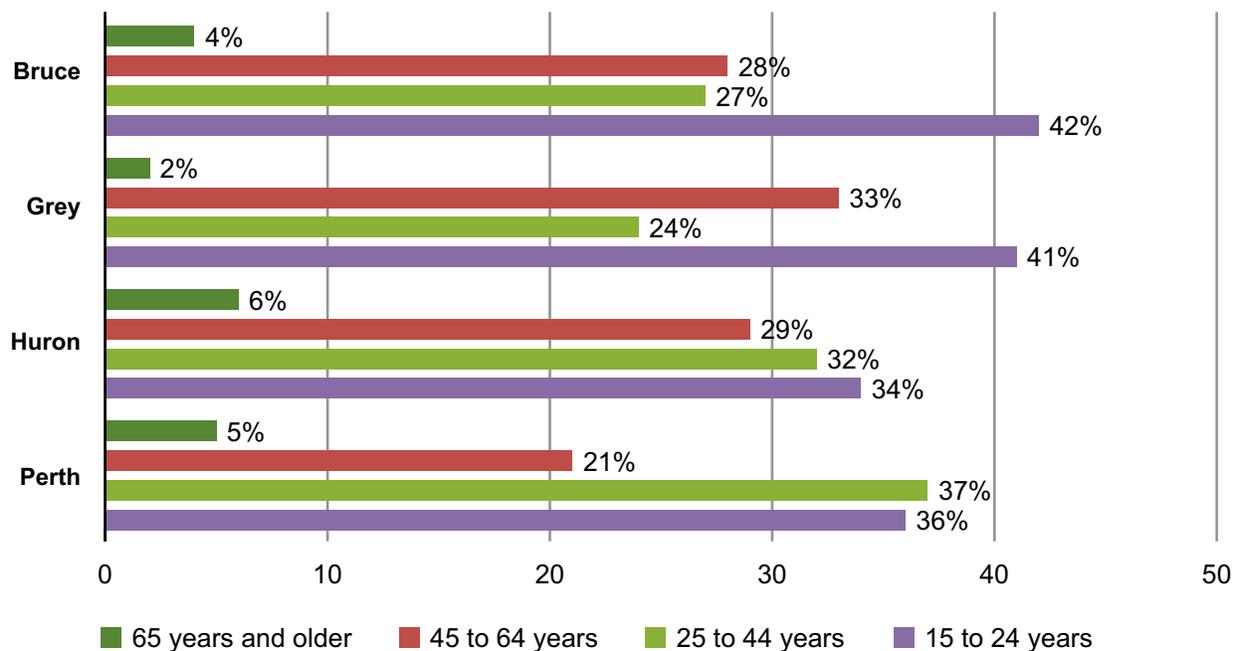
Unemployment

In 2012, the Labour Force Survey (LFS) revealed that those aged 15 to 24 years accounted for 32 percent of all unemployed in Ontario. Persons aged 25 to 44 years represented 37 percent of Ontario’s unemployed.

The 2011 NHS revealed that the unemployed, by age group, were slightly different for each of the four counties. Youth aged 15 to 24 years showed the highest percentage of unemployed. In the 15 to 24 years category, Bruce County reported 42 percent, Grey County reported 41 percent, Huron County reported 34 percent and Perth County reported 35 percent. Important to note is that Perth County’s highest percentage of unemployed was in the 25 to 44 year category with 37 percent.

Chart 1 - Unemployed by Age Categories

Source: 2011 NHS



The 2011 NHS also reported on unemployment rates for age categories. Grey County has the highest youth (15 to 24 years) unemployment with 21 percent, followed by Bruce County with 16 percent. All other age categories are at relatively the same rate of between 3 to 5 percent. It is important to address the youth unemployment issues in the economic region.

Table 8 - Unemployment Rate (%)

Age Category	Bruce	Grey	Huron	Perth
15 to 24 years	16	21	11	11
25 to 44 years	5	5	5	5
45 to 64 years	4	5	4	4
65 years and over	5	3	5	5

Duration of Unemployment

In Ontario, in 2012, 58 percent of all unemployed reported being out of work for one to 13 weeks. For the same timeframe, 44 percent of EO clients reported being out of work. In the Stratford-Bruce Peninsula Economic Region, 51 percent reported being out of work for less than 3 months.

These findings suggests that EO clients tend to wait several weeks before utilizing EO services.

Table 9 - Length of Time Out of Employment/Training

Length of Time	Number of Unemployed	Percent of All Unemployed
Less than 3 months	2,043	51%
3 - 6 months	578	14%
6 - 12 months	535	13%
More than 12 months	863	21%

The most significant observation comes from the distribution of unemployed persons who have been out of work more than a year. Compared to the LFS that showed only 8 percent of Ontario's unemployed was out of work for more than a year, 24 percent of Ontario's EO clients reported being out of work for the same duration. For the Stratford-Bruce Peninsula Economic Region, those out of work for more than 12 months were reported at 21 percent.

Individuals who have been unemployed for more than a year are very difficult to assist, as many barriers to employment need to be overcome.

Employment

Below is a snapshot of EO data for Bruce, Grey, Huron and Perth area. It gives an idea of who is accessing local services to become engaged in the local labour market.

Table 10 - EO Client Data

Clients by Age Group		Source of Income	
15 to 24 years	974	Employment Insurance (EI)	1,048
25 to 44 years	1,683	Ontario Works (OW)	611
45 to 64 years	1,322	Ontario Disability Support Program (ODSP)	98
65 and older	40	No Source of Income	1,227
Total	4,019	Other	1,035

Gender		Educational Attainment at Intake	
Female	2,009	Less than Grade 8	90
Male	2,008	Less than Grade 12	753
Undisclosed	2	Completion of Secondary	1,499
		Completion of College	1,085
		Completion of University	282
		Other	310

Designated Groups	
Newcomer	46
Visible Minority	58
Person with Disability	188
Aboriginal Group	47

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

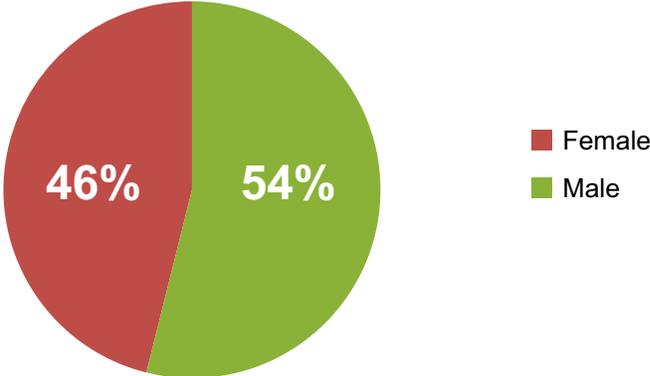
EMPLOYMENT SERVICES

Employment services made up the largest of the four program streams. Provincially, the LFS showed that 55 percent of all unemployed were males and 45 percent were females. EO data showed that 51 percent of all clients were males and 49 percent were females.

The 2012 NHS showed that, locally, 54 percent of all unemployed were males, and 46 percent of all unemployed were females. According to the local EO clients' data, the male-to-female split was equal. This suggested that unemployed males are less likely to access services.

Chart 2 - Gender distribution of Unemployed Stratford-Bruce Peninsula

Source: 2011 NHS



Outcomes of Clients

A significant number (2,613) of EO's Bruce, Grey, Huron and Perth clients had an employment outcome. The following table shows where clients of employment services were employed and the nature of their employment. Of clients who had a full-time employment outcome through Employment Services, this area had a higher percentage than that across both the Western Region and the province. The area was significantly lower in the category of "employed in area of training/choice" where the data showed 1 percent for the area as compared to 8 percent across the Western Region and Ontario.

Table 11 - Employment Outcomes Through Employment Services

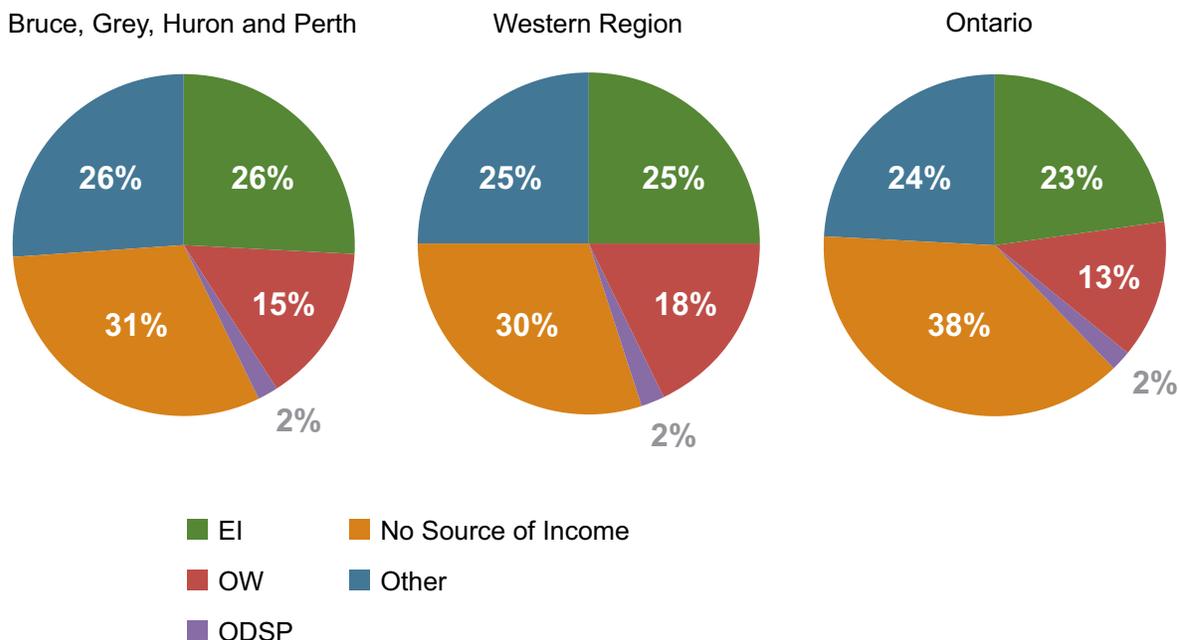
	Area		Western Region		Ontario	
Total Number of Clients	4,019		50,550		184,947	
Total Number of Clients Employed	2,613		30,922		116,077	
Employed Full-time	1,699	42%	17,826	35%	67,215	36%
Employed Part-time	525	13%	5,856	12%	19,529	11%
Self-employed	102	3%	948	2%	3,821	2%
Both Employed/Education	41	1%	414	1%	1,541	1%
Both Employed/Training	55	1%	424	1%	1,511	1%
Employed Apprentice	18	0%	312	1%	1,145	1%
Employed in area of training/choice	56	1%	3,982	8%	14,461	8%
Employed in a more suitable job	105	3%	685	1%	3,906	2%
Employed in a profession/occupation/trade	12	0%	475	1%	2,948	2%

Source: Employment Ontario, Four County Labour Market Planning Board

Sources of Income

The percentage of employment services clients are primarily supported through EI in the local, regional and provincial areas. The greatest percentage of clients consistently report “No Source of Income” across the three data areas.

Chart 3 - Income of EO Clients



Age Cohorts

In 2012, the LFS revealed that those aged 15 to 24 years accounted for 32 percent of all unemployed in Ontario, while EO clients aged 15 to 24 accounted for only 21 percent of all EO clients in the same period. Persons aged 25 to 44 years old represented 37 percent of Ontario's unemployed, while EO clients aged 25 to 44 represented 48 percent of all clients. There is a need to understand the reasons behind these discrepancies.

The local picture was similar to the province with clients aged 15 to 24 years accounting for 24 percent, those aged 25 to 44 years as the largest user group with 42 percent, and those aged 45 to 64 years as the second largest with 33 percent. To lower youth unemployment rates locally, it is necessary to understand why youth are not using employment services.

Table 12 - EO Clients by Age Group

Age Category	Number of EO Clients	Percent of All EO Clients
15 to 24 years	974	24%
25 to 44 years	1,683	42%
45 to 64 years	1,322	33%
65 years and over	40	1%

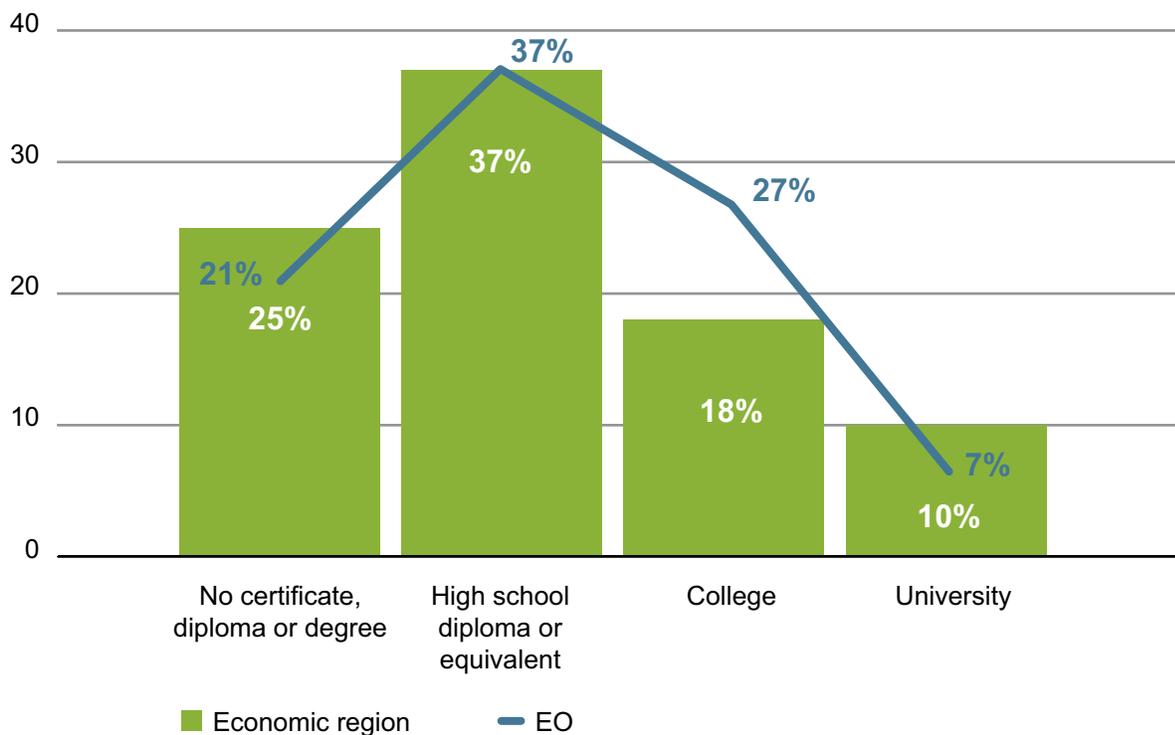
Educational Attainment

The LFS shows that, in 2012, 20 percent of Ontario's unemployed had less than a high school education, whereas 14 percent of EO clients had less than a high school education. Conversely, 33 percent of Ontario's unemployed had attained a high school education, compared to 37 percent of EO clients. The percentage of EO clients with certificates/diplomas or degrees was modestly higher than the distributions found in the LFS.

In Chart 4, below, 2011 NHS data shows that 25 percent of the area's unemployed had less than a high school education, whereas 21 percent of EO clients had less than a high school education. Thirty-seven percent of unemployed in the economic region and EO clients reported having completed high school or equivalent. EO clients having completed college was significantly higher at 27 percent than the economic region at 18 percent.

Chart 4 - Educational Attainment Unemployed Economic Region-EO Clientele

Source: Derived from 2011 NHS



This comparison in Chart 4, above, reveals that persons with high school or college access EO services more readily. Persons with less than high school and those who have attended university are significantly under-represented user groups. The unemployed by county have a similar distribution of educational attainment, with the highest percentage reporting a high school education and the second highest percentage reporting no certificate as shown in Chart 5, below.

Chart 5 - Educational Attainment of Unemployment by County

Source: 2011 NHS

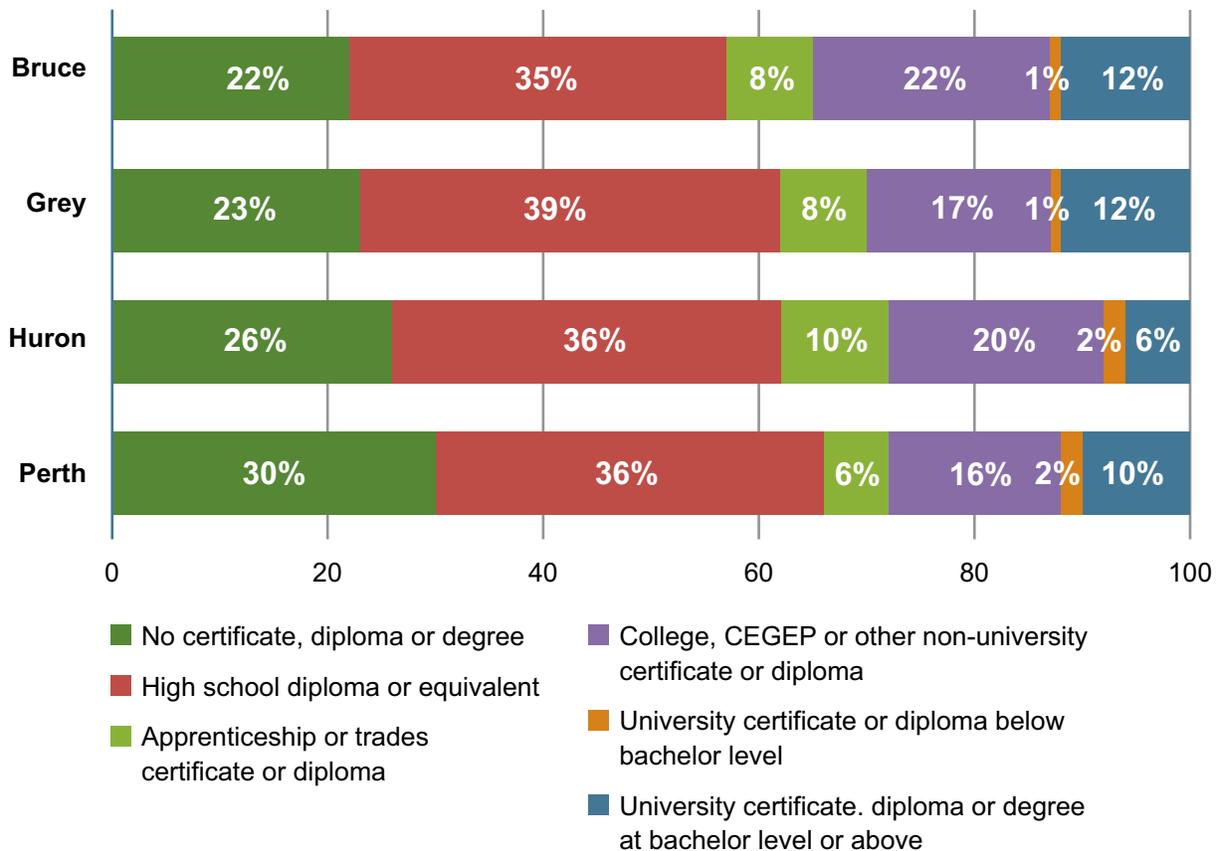
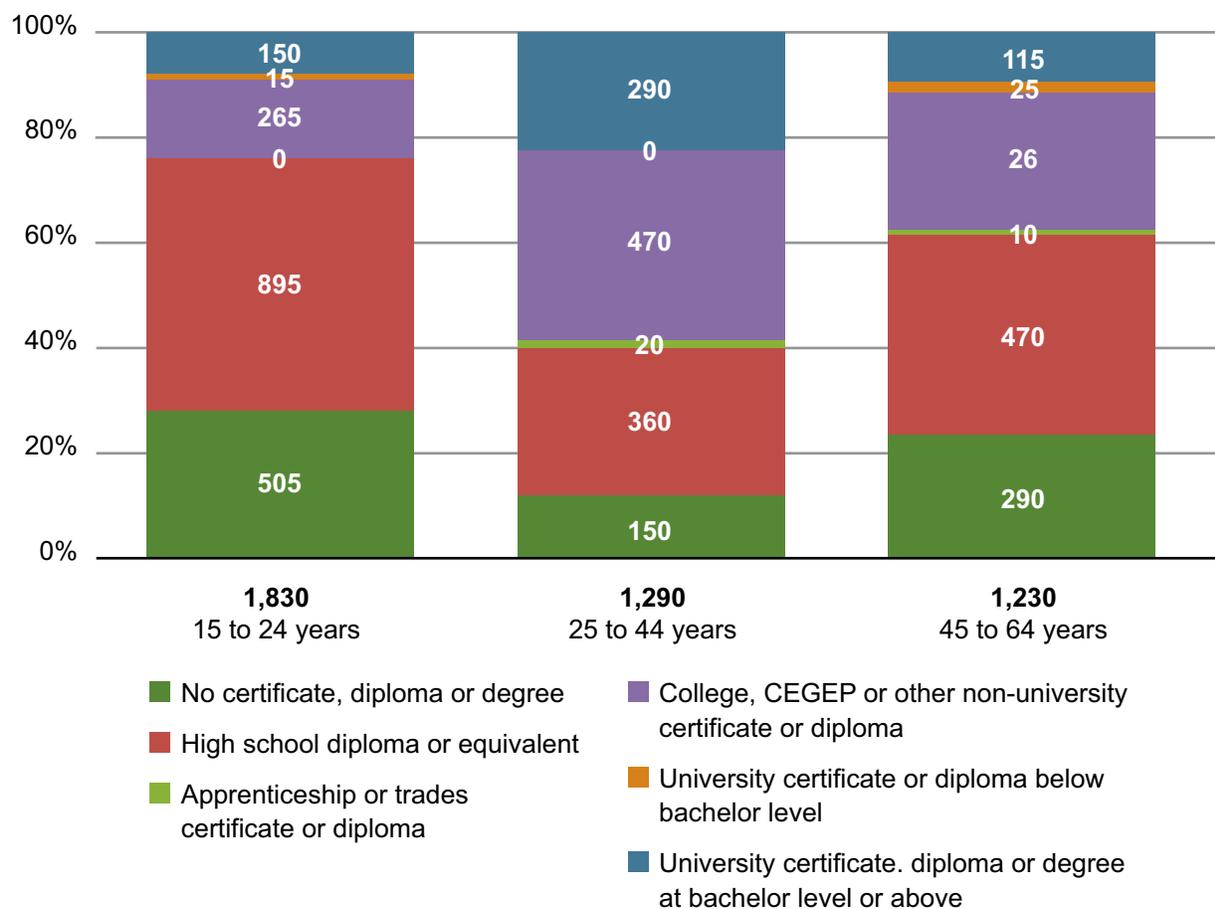


Chart 6, below, highlights that, of the unemployed population in the Stratford-Bruce Peninsula Economic Region, those aged 15 to 24 years have the lowest education attainment levels. “No certificate” and “High school” combined to represent almost 80 percent. It is important to note that this age group also reported zero for apprenticeship or trades certificate or diploma. This is significant when reviewing retraining and the future of the skilled trades in the area.

Among those aged 25 to 44 years, a significant number hold a college diploma, and significantly low number (20) are involved in the skilled trades. No one in this group holds a university certificate below bachelors, while a large number hold a university degree or above a bachelor.

Within the 45 to 64 years group, over 60 percent either have no certificate or high school, with only 10 involved in the skilled trades. Of the unemployed in the area, a major focus could be the skilled trades as a Second Career option.

Chart 6 - Education Levels Across Age Groups in the Stratford-Bruce Peninsula Economic Region



Literacy and Basic Skills (LBS)

A total of 655 people participated as In-Person and E-Channel learners through LBS services. Males represented 56 percent and females represented 41 percent of learners. The economic region's unemployed population is similarly represented with 54 percent male and 46 percent female.

Table 13 - Clients by Age Group

Age Category	Number of EO Clients	Percent of All EO Clients
15 to 24 years	170	26%
25 to 44 years	283	43%
45 to 64 years	173	26%
65 years and over	8	1%

Table 13 above shows age characteristics for LBS similar to that of EO services, with the greatest percent of LBS clients also in the 24 to 44 years group at 43 percent.

Learners identified two primary goal paths: employment with 43 percent; and post-secondary with 37 percent. "Apprenticeship" represented 9 percent, "Independence" was represented by 6 percent and learners wishing to achieve "Secondary School Credit" was the lowest at 2 percent.

Table 14 - Learners' Goal Paths

Learners' Goal Path	Local	Regional	Provincial
Apprenticeship	9%	5%	4%
Employment	43%	27%	21%
Independence	6%	13%	10%
Postsecondary	37%	37%	31%
Secondary School Credit	2%	15%	12%

The majority of learners reported "Employed" (29 percent) as their primary source of income followed closely by "OW" (22 percent) and by "Other" (16 percent). There appears to be a good connection between LBS services and OW clients.

Table 15 - Learners' Sources of Income

Source of Income	Local	Regional	Provincial
Other	16%	17%	16%
Employed	29%	24%	20%
EI	11%	7%	5%
No Source of Income	8%	8%	6%
ODSP	7%	14%	9%
OW	22%	24%	19%
Self Employed	3%	2%	1%

Second Career

Second Career served 192 clients across the economic region with a majority (116) in the 24 to 44 years category. Females represented 122 Second Career clients. Completion of secondary school as an educational attainment was reported by 78 clients, while 46 indicated completion of college and 39 listed other education as an attainment.

The majority (87) of Second Career clients were EI recipients with the second highest at 58 reporting other.

The top 10 training programs for this economic region's participants were:

- Transport Truck Drivers
- Nurse Aides, Orderlies and Patient Service Associates
- Heavy Equipment Operators (Except Crane)
- Home Support Workers, Housekeepers and Related Occupations
- Early Childhood Educators and Assistants
- Social and Community Service Workers
- Licensed Practical Nurses
- Medical Administrative Assistants
- Administrative Officers
- Refrigeration and Air Conditioning Mechanics

Apprenticeship

During 2012-2013, apprenticeship reported 750 new registered apprentices and 3,403 active apprentices. There were over 19,000 active journeypersons in the economic region.

Chart 7 - 2012-13 Apprenticeship in the Stratford-Bruce Peninsula Economic Region

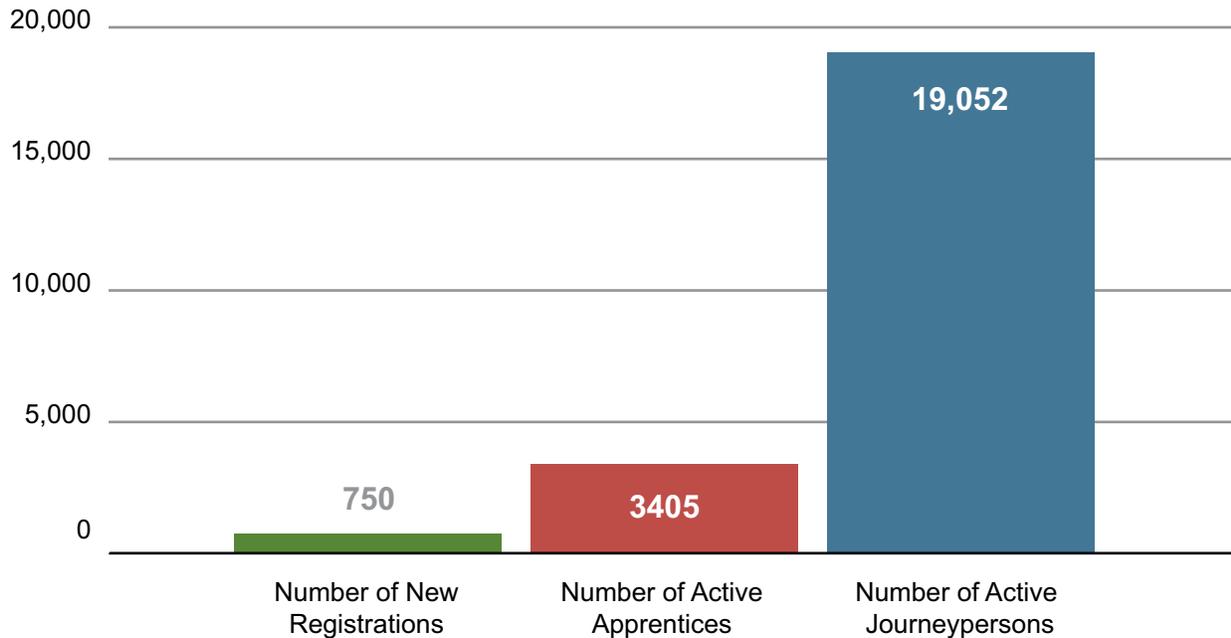


Table 16, below, is a comparison of the top 10 trades by new registrations and journeypersons.

Table 16 - Employment Ontario Client Data

Top 10 Registrants	Top 10 Active Journeypersons
General Carpenter	Automotive Service Technician
Cook	Electrician - Construction and Maintenance
Automotive Service Technician	General Carpenter
Electrician - Construction and Maintenance	Industrial Mechanic Millwright
Hairstylist	Hairstylist
Process Operator - Power	Truck and Coach Technician
Industrial Mechanic Millwright	Industrial Electrician
Truck and Coach Technician	Plumber
Child Development Practitioner	General Machinist
Plumber	Cook

EMPLOYMENT OPPORTUNITIES

The LFS provided year-over-year changes for occupational groups. The information in Table 17, below, identified major occupational growth and decline between 2011 and 2012, and highlighted areas of opportunity in the four counties.

Table 17 - Occupations Group Growth/Decline 2011-2012

Occupational Group	2011 (1,000s)	2012 (1,000s)	Change (%)	Growth/ Decline ²
Management	10.7	10.2	- 4.7	Stable
Business, finance and administrative	19.6	22.4	14.3	Significant Growth
Natural and applied sciences and related	5.3	5.7	7.5	Growth
Health	9.4	10.7	13.8	Significant Growth
Occupations in social science, education, government service and religion	10.6	9.2	- 13.2	Significant Decline
Occupations in art, culture, recreation and sport	3.7	3	- 18.9	Significant Decline
Sales and service	37.2	33	- 11.3	Significant Decline
Trades, transport and equipment operators and related	29.6	29.1	- 1.7	Stable
Occupations unique to primary industry	17.2	15.5	- 9.9	Decline
Occupations unique to processing, manufacturing and utilities	14.1	13.9	- 1.4	Stable

Source: Derived From LFS CANSIM 282-0063

2 ≤4.9% growth or decline = stable; ≥ 5% = growth or decline; ≥10% = significant growth or decline

2011 NHS data provided a snapshot of the top 10 occupations by numbers employed. These occupations, in Table 18 below, are based on a 4-digit National Occupation Classification (NOC) level.

Table 18 – Top 10 Occupations by Number Employed

National Occupation Classification (NOC)	Total
0821 Managers in agriculture	7,475
6421 Retail salespersons	5,170
7511 Transport truck drivers	4,090
8431 General farm workers	3,930
0621 Retail and wholesale trade managers	3,255
6711 Food counter attendants, kitchen helpers and related support occupations	3,225
3012 Registered nurses and registered psychiatric nurses	2,835
4032 Elementary school and kindergarten teachers	2,465
6611 Cashiers	2,375
1241 Administrative assistants	1,850
Source: Derived from 2011 NHS	

Below are the top 10 occupation outcomes reported for the economic region, Western Region and Ontario.

TABLE 19 - Top 10 Reported Occupation Outcomes

Economic Region	Western Region	Ontario
Other Labourers in Processing, Manufacturing and Utilities	Other Labourers in Processing, Manufacturing and Utilities	Retail Salespersons
Cashiers	Retail Salespersons	Other Labourers in Processing, Manufacturing and Utilities
Construction Trades Helpers and Labourers	Cashiers	Cashiers
Retail Salespersons	Construction Trades Helpers and Labourers	Construction Trades Helpers and Labourers
Food and Beverage Servers	Food Counter Attendants, Kitchen Helpers and Related Support Occupations	Food Counter Attendants, Kitchen Helpers and Related Support Occupations
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	Food and Beverage Servers	Food and Beverage Servers
Cooks	Light Duty Cleaners	Light Duty Cleaners
General Farm Workers	Cooks	Cooks
Administrative Assistants	Janitors, Caretakers and Building Superintendents	General Office Support Workers
General Office Support Workers	Material Handlers	Other Customer and Information Services Representatives

Note that the above occupations are based on a 4-digit NOC level.

The occupations listed above are categorized as Skill Level C or D. Level C requires a high school diploma and on-the-job training. Level D requires no high school and on-the-job training. It is expected that lower wages are associated with these jobs.

CONSULTATION

On September 23, 2013, the area's employment services providers were brought together with representatives from the local offices of OW and the Ministry of Training, Colleges and Universities as well as literacy and basic skills service providers to discuss community employment planning. The group reviewed local labour market information from EO, and recorded several highlights from the discussions.

In looking at the data for the community, areas identified included:

- the benefits of multi-service centres;
- the need to look at ways to continually improve the local employment services system;
- the need for more accessibility and flexibility of services;
- the need to gain accurate labour market information from employers regarding the skills they need in people they hire;
- the need to create awareness of these needs in the general population; and
- the need to accurately assess learning disabilities to improve client outcome.

ACTION PLAN PROGRESS 2013-14

Action Plan 2013-14 - Item #1 - Newcomer Integration Awareness Series

Description	Potential Partners	Timeline	Progress
<p>The Grey County Economic Development Committee has determined that retaining its working-age population is significant to future success. Based on the 2012 Migration Characteristics and Trends report, there is a significant amount of movement occurring. Addressing this movement is important to Grey County's ability to retain and attract a skilled workforce. Welcoming Workshop Series to be hosted.</p>	<ul style="list-style-type: none"> ❖ Planning Board ❖ Ontario Ministry of Agriculture and Food (OMAF) ❖ Ministry of Rural Affairs (MRA) ❖ County of Grey ❖ Lower Tier Municipalities 	<p>To be completed by November 8, 2013</p> <p>Ahead of schedule</p>	<ul style="list-style-type: none"> ❖ Three Lower Tier workshops scheduled with county and municipal leaders and staff in attendance; completed ❖ Culminating workshops about cultural diversity to be held in Owen Sound on November 8, 2013

Action Plan 2013-14 – Item #2 - Industry Connects

Description	Potential Partners	Timeline	Progress
<p>The Huron Manufacturing Association and the South Huron Chamber of Commerce have identified a need to highlight careers in South Huron. As manufacturing is a strong employment sector in Huron County, it is important to equip the youth, unemployed and under-employed with knowledge about and direction on future career opportunities in the sector. A Career Information Session will be hosted.</p>	<ul style="list-style-type: none"> ❖ Planning Board ❖ Municipality of Bluewater Economic Development ❖ Huron Manufacturing Association ❖ Avon Maitland District School Board ❖ Huron Perth Catholic District School Board ❖ Ontario Youth Apprenticeship Program (OYAP) Huron Perth ❖ EO, LBS, ODSP and OW clients 	<p>Completed on October 3, 2013</p>	<ul style="list-style-type: none"> ❖ 428 High School Students from four schools attended the Career Information Session ❖ 230 teachers, general public and exhibitors ❖ Four career spotlight speakers at the event ❖ Greater awareness of careers, apprenticeships and skills required in the manufacturing sector

Action Plan 2013-14 – Item #3 – Manufacturing Plant Tours

Description	Potential Partners	Timeline	Expected Outcome(s)
<p>Building on the Planning Board's partnership with the Excellence in Manufacturing Consortium (EMC), both employers and educators have expressed an interest in having future discussions and partnerships to address the gaps that exist between the workforce and employers' expectations. The Planning Board will host plant tours for unemployed, under-employed and direct-to-the-workforce youth.</p>	<ul style="list-style-type: none"> ❖ Planning Board ❖ Local Human Resources Representatives ❖ Local Industry ❖ EMC ❖ Bluewater Wood Alliance (BWA) ❖ OYAP Bruce Grey ❖ Bluewater DSB ❖ Bruce Grey Catholic DSB ❖ EO, LBS, ODSP and OW 	<p>Completed by November 30, 2013 On schedule</p>	<ul style="list-style-type: none"> ❖ Four scheduled sessions of plant tours ❖ 100 people attended plant tours ❖ Employer Panel

Action Plan 2013-14 – Item #4 – Learning Lean – Workshop Series

Description	Potential Partners	Timeline	Expected Outcome(s)
<p>Employers in manufacturing have expressed the need for their current workforce to have knowledge of Lean principles. Lean can be adopted into manufacturing, administrative and any other industry. To be successfully employed, a job-seeker should have this knowledge coming into an interview.</p>	<ul style="list-style-type: none"> ❖ Planning Board ❖ EMC ❖ BWA ❖ EO Service Providers in Bruce and Grey ❖ OW and ODSP 	<p>Completed by February 8, 2014 On schedule</p>	<ul style="list-style-type: none"> ❖ Develop the content; completed ❖ Hold four workshops; four completed with six more scheduled ❖ EO, OW, ODSP and direct-to-workforce youth targeted ❖ 83 attendees to date

Action Plan 2013-14 – Item #5 – Discover North Perth

Name changed from “Discover Listowel” to include full municipality

Description	Potential Partners	Timeline	Expected Outcome(s)
Employers in North Perth (Listowel) have expressed the need to increase the workforce locally. As their businesses grow, the workforce to meet the growing demands is not available. The municipality and other key partners are hosting a day of discovery. Each component will be highlighted: employment, housing, community services, businesses, service clubs and daycare.	<ul style="list-style-type: none"> ❖ Planning Board ❖ County of Perth ❖ Municipality of North Perth ❖ United Way Perth Huron ❖ Perth Community Futures Development Corporation ❖ Partners in Employment ❖ Conestoga College ❖ Local Businesses 	Completed May 11, 2013	<ul style="list-style-type: none"> ❖ Five major employers hosted a career fair ❖ Job skills requirements were created for industries ❖ Company presentations throughout day ❖ Completed as scheduled. ❖ Over 128 visitors for the day

Action Plan 2013-14 – Item #6 – Career Profiles – Manufacturing & Agriculture

Description	Potential Partners	Timeline	Expected Outcome(s)
Job-seekers generally lack awareness of the opportunities available to them. In an effort to raise the profile of agriculture as a career. Career paths related to agriculture will be identified (traditional-farm hand, herd manager, large animal veterinarian, etc.) as well as skilled trades (electricians, small engine repair, plumbing, etc.) and accountants, technicians, etc.	<ul style="list-style-type: none"> ❖ Planning Board ❖ Ontario Federation of Agriculture (OFA) ❖ Agriculture Associations 	Completed by February 12, 2014 On schedule Meeting with partners have been held and guidance on next steps provided	<ul style="list-style-type: none"> ❖ Create career profiles ❖ Create tutorial for delivery ❖ Pilot delivery of the tutorial in four schools and at four EO workshops

CONCLUSION – MOVING FORWARD

The generation of workforce opportunities in the Stratford-Bruce Peninsula Economic Region continues to be led by the revival of SMEs. Strategies that support these enterprises will continue to be a focus for economic and workforce development. Programs that support business start-ups will be utilized by individuals seeking opportunities.

In addition, the local integrated workforce planning process continues to evolve as we move to a more comprehensive three-year plan to be released in October 2014.



**EMPLOYMENT
ONTARIO**

Ontario's employment & training network

This Employment Ontario project is
funded by the Ontario government.

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