



working together

Simcoe Muskoka **Workforce Development Board**



OCTOBER

2016 Local Labour Market Plan



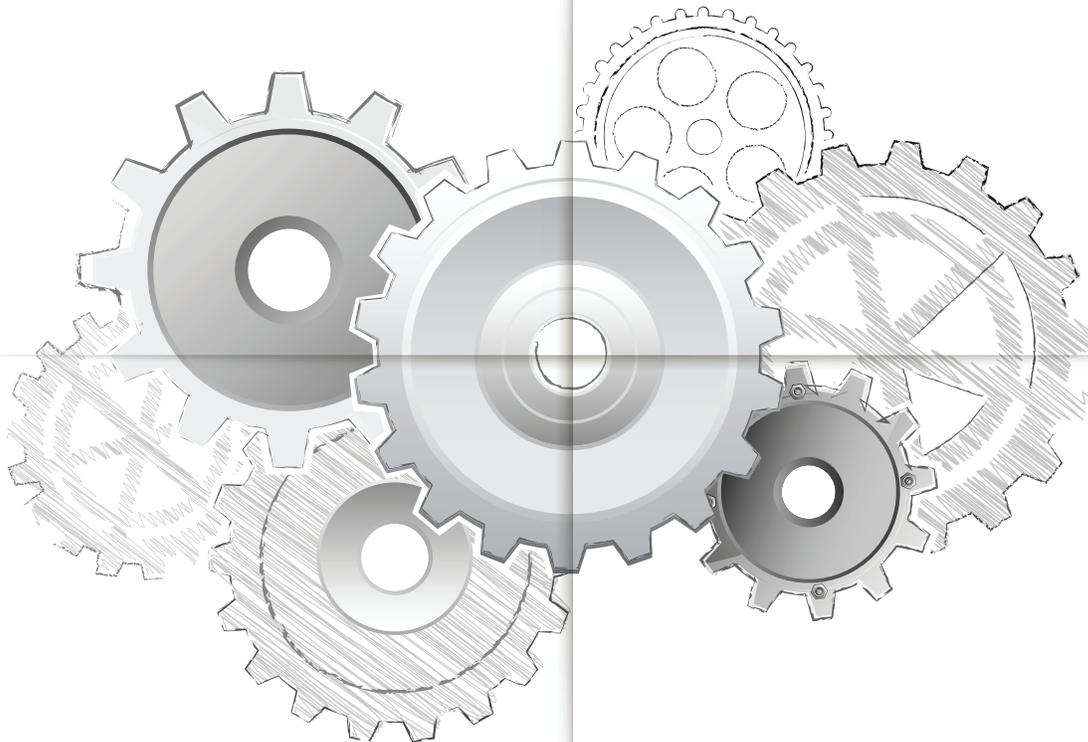
WHAT WE DO

RESEARCH

Analyze and identify
priorities and opportunities

CONVENE

Bring groups together



EVALUATE

Measure, refine and add value

COLLABORATE

Take action through partnerships

About the Simcoe Muskoka Workforce Development Board Local Labour Market Plan

Simcoe Muskoka Workforce Development Board's (SMWDB) Local Labour Market Plan for October 2016 is an annual review of the progress of our partnership projects and up-to-date information on employment conditions in our community. Our evidence-based process includes:

- Statistics Canada, Canadian Business Counts, June, 2016
- Statistics Canada, Labour Force Survey
- Statistics Canada, National Household Survey, 2011
- Employment Ontario Data Reports, 2015-2016
- Labour Force Survey
- Labour Market Information

SMWDB, together with local thought leaders, regularly engages with our communities to identify local issues and

examine them in the context of available labour market data. This process builds an evidence-based foundation for a strategic framework, which can highlight emerging trends in our local labour market and propose actions that will address these concerns.

We thank all employers, community partners and organizations who have contributed through consultations, conversations, and/or data sharing. As well, we would like to thank Tom Zizys for his work in analyzing data and developing tables for this report.

This year SMWDB was particularly delighted to be asked to host a Focus Group organized on behalf of the Premier's Highly Skilled Workforce Expert Panel. We partnered with the County of Simcoe and the District of Muskoka and invited a select group of employers whom we felt could share relevant and timely information with the Panel. The Panel created a report to help the province's workforce adapt to the demands of a technology-driven knowledge economy. During its tenure, the Panel assessed how well the workforce is positioned to meet the needs of Ontario's economy and recommended an integrated approach



18 Alliance Blvd. Unit 22,
Barrie, ON L4M 5A5
tel: 705.725.1011
or 1.800.337.4598
fax: 1.888.739.8347
Email: info@smwdb.com
Web: smwdb.com

Simcoe Muskoka Workforce Development Board

A member of



This project is funded in part by the Government of Canada and the Government of Ontario.

Disclaimer:

This booklet is written as a source of information only. The information contained in this booklet should by no means be considered a substitute for the advice of qualified professionals. All efforts have been made to ensure the accuracy of the information as of the date of publishing. Simcoe Muskoka Workforce Development Board expressly disclaim responsibility for any adverse effects arising from the use of the information contained herein.

for the government to bridge education, training and skills development with the demands of an evolving economic landscape. SMWDB's projects were prominently highlighted in the report as follows:

"County of Simcoe, Simcoe Muskoka Workforce Development Board (SMWDB), and Employment Ontario Service Providers: The County of Simcoe and the SMWDB have joined forces to help address local labour issues in the region. These two organizations have already successfully embarked on a number of programs aimed at addressing supply and demand issues in the labour market including Breakfast Simulcasts for employers and a county-wide job posting board (jobcentralsm.ca). This past February they hosted the first ever On-line Job Fair in Simcoe and Muskoka to connect employers to local job seekers. SMWDB and the County of Simcoe have heard from employers that seeking out the right candidate

for postings can be difficult and therefore determined that offering this opportunity would provide a new tool for employers and job seekers to connect. The event connected 2,882 job seekers to more than 80 employers – resulting in approximately 1,800 one-on-one conversations and interviews. "We know the County can play an important role in working with our municipalities and businesses to foster economic prosperity. This partnership is an important step in our renewed commitment to attract investment, support our businesses, create jobs and promote all we have to offer outside our borders", said County of Simcoe Warden Gerry Marshall."

We trust this compiled, local information is a valuable tool for your organization, and welcome questions, comments and suggestions regarding our future partnerships, projects or resources.

Board of Directors and Staff

Community Representative Co-Chair: Charlotte Parliament

Labour Representative: Terry Heittola

Community Representative : Mac Greaves

Community Representative : Josée Lefebvre

Community Representative : Carl Persaud

Community Representative : Wendy Blyth

Community Representative: Kelly Scott

MAESD Advisors: Carey Thompson, Brian Hoysa

Executive Director: Susan Laycock

Project Facilitator/Office Manager: Judith Johnston

Project Coordinator: Carole Wright



Table of Contents

| | |
|---|----|
| Labour Market Overview | 6 |
| Labour Market Indicators | 6 |
| Number of Businesses - Canadian Business Counts | 7 |
| Employment Ontario - Program Related Data | 8 |
| Findings from Employer Survey..... | 10 |
| Labour Market Indicators | 12 |
| Labour Force Survey Context | 12 |
| Distribution of Employment Income | 14 |
| Number of Businesses - Canadian Business Counts..... | 18 |
| Employment Ontario - Program Related Data | 26 |
| Findings From Employer Survey..... | 55 |
| 2015-2016 Project Updates..... | 80 |
| 2016-2017 Action Plan Update | 91 |

Labour Market Overview

Labour Market Indicators

Labour Force Survey. Statistics Canada has made available Labour Force Survey data at the census division level, however, because of the limited sample size, the data set is presented as a two-year moving average. As well, the data for Muskoka is combined with Parry Sound.

With the onset of the 2008 recession, the Simcoe unemployment rate increased significantly and stayed slightly higher than the Ontario rate for a few years, but has since returned to its proportionately lower rate. The Muskoka (+ Parry Sound) rate was slower to increase, but also rose significantly, and only started its downward descent in the last three years.

When it comes to the participation rate (the proportion of all residents aged 15 years or older who are either working or actively looking for work), the Ontario rate has been slowly dropping over the years, in part because the provincial population is getting older and retiring from the labour force. Muskoka (+ Parry Sound) has a considerably older population, and so its participation rate is lower (the sharper variation in the rate from year to year reflect the much smaller sample size for Muskoka and Parry Sound, which would result in a larger margin of error). What is noteworthy about Simcoe is that its population is slightly older than the Ontario average, yet its participation rate remains consistently higher than the provincial figure.

Distribution of employment income. There is always an interest in the differences in employment income across different parts of the province. Using data from the 2011 National Household Survey, employment incomes were compared between Simcoe and Muskoka, as well as Toronto and the rest of Ontario excluding Toronto. (Toronto has a unique concentration of professional occupations and high income earners, so that it is always a better comparison to take their figures out of the Ontario averages.)

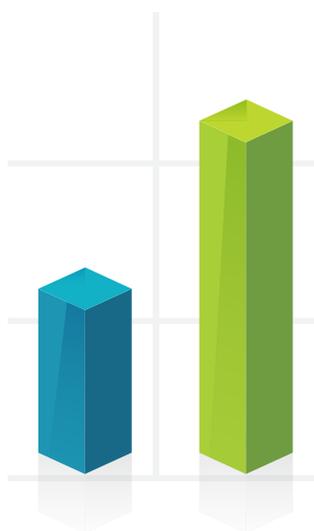
When one looks at the percentage of residents in an area that fall within a given income range, the differences between areas is not all that great, perhaps 1% or 2%. Toronto stands out for having considerably more earners making over \$125,000. There is, of course, no upper limit on this wage category, simple any amount over \$125,000.

These two features, the somewhat larger proportion of wage earners in this category in Toronto, and the size of their incomes in this category, are the major reasons why there is such a difference in the average employment income in Toronto and everywhere else.

In Muskoka, there is a higher proportion of employed residents earning in the \$20,000 to \$39,999 range, and a smaller proportion among most of the higher income categories. Simcoe has a slightly higher proportion of residents in the higher income categories than Muskoka.

Applying a similar analysis to residents employed as managers, one finds that Muskoka has a higher proportion of managers in the mid-range pay category (\$40,000 to \$59,999), while Simcoe has a higher proportion in the high pay category (\$100,000 to \$124,999). In Muskoka, this is due to a larger proportion of managers in retail, wholesale or customer service, while in Simcoe, it reflects the fact that senior managers in Simcoe are paid higher than senior managers in Muskoka.

Looking at manufacturing occupations, one finds a high level of concentration of wages in Midland in the \$20,000 to \$59,999 range, far more than any other community. In Barrie, Tecumseh and Muskoka as a whole, around a third of manufacturing workers earn over \$60,000.



● Simcoe (\$100,000 to \$124,999)

● Muskoka (\$40,000 to \$59,999)

Muskoka has a higher proportion of managers in the mid-range pay category.

Simcoe has a higher proportion in the high pay category.

Number of Businesses – Canadian Business Counts

Statistics Canada maintains an on-going count of business establishments across the country, relying on administrative data (corporate income tax and GST files) and surveys of businesses. This registry of businesses used to be called Canadian Business Patterns. With a few changes in how this information has been collected, Statistics Canada has re-branded this data set as Canadian Business Counts.

Businesses are by far made up of small establishments. 69% of the classified and unclassified firms in Simcoe have no employees, as are 65% of the firms in Muskoka.

The three industries with the largest number of firms in Simcoe are Real Estate and Rental & Leasing (mainly landlords), Construction (specialty trade contractors and residential home construction firms) and Professional, Scientific & Technical Services (consulting firms and accounting firms). In Muskoka, the top three are Construction, Real Estate and Rental & Leasing, and Retail Trade (led by grocery stores and building material and supplies dealers).

There has been a significant increase in the number of firms in Simcoe between June 2015 and June 2016, but a large portion of that increase has been among firms with no employees. The industries that have registered some of the larger increases are those with many firms to begin with: Construction; Real Estate and Rental & Leasing; and Professional, Scientific & Technical Services.

Muskoka had a smaller proportion increase in its number of firms, and when broken down by industry, there were almost as many industries that lost firms (7 industries) as gained in the number of firms (10 industries).

Employment Ontario – Program Related Data

Each year the Ontario Ministry of Advanced Education and Skills Development (MAESD) provides data regarding Employment Ontario services to the various Local Boards (Workforce Planning Boards). This data is specially compiled by the Ministry and has program statistics related to Apprenticeship, Employment Services (ES), Literacy and Basic Skills (LBS), and Second Career for the 2015-16 fiscal year. The area covered by this data corresponds to that of the Simcoe Muskoka Workforce Development Board (SMWDB) area, basically Simcoe and Muskoka, minus Bradford West Gwillimbury.



ES clients are more or less evenly split between males and females

Employment Services

- The numbers for the SMWDB area show a high degree of consistency, both among the Unassisted and Assisted client figures, as far as their share of the total Ontario numbers: the Unassisted figures have hovered at 3.7% and 3.6% for the last two years, and the Assisted numbers have been exactly the same proportion, 3.3%, for three years in a row. By way of context, the SMWDB area held 3.7% of the province's population in 2011.
- The age profile of Employment Services clients in the SMWDB is relatively similar to the age profile of the unemployed. Over the last few years, the proportion of youth among ES clients has been rising, at the SMWDB level and across the province, although last year that proportion dipped slightly.
- ES clients are more or less evenly split between males and females.
- There had been a continuing decline in the proportion of ES clients who are internationally trained professionals across all the boards in the Central Region (Simcoe-Muskoka, Toronto, Peel-Halton, York and Durham), but last year that number climbed upward again. In the SMWDB area, that proportion has stayed unchanged at 5% for three years now.
- When it comes to the educational attainment of ES clients in the SMWDB area, there is a far higher proportion of individuals with a high school diploma only, whereas individuals with a university degree are a very small component of the client numbers. This is very different from the Central Region as a whole, which has far higher proportions of individuals with a university degree among its ES clients.
- There has been virtually no change in the profile of ES Assisted clients by their source of income compared to the last two years; almost half (48%) claim no source of income (this is personal, not household income).

- Almost a quarter (23%) of ES clients at the SMWDB level have been unemployed for over a year, considerably higher than the 7% of all unemployed out of work for more than a year.
- 71% of ES Assisted clients at the SMWDB level report finding employment, a slight increase over last year. Among the 12% with a training outcome, almost a quarter enrol in Second Career.
- When it comes to industry lay-off and employment outcome data, the big picture story for Ontario is fairly straight-forward: there is considerable reliance in terms of employment outcomes on a handful of industries which themselves have a higher proportion of job vacancies, the unemployed and usually a higher proportion of the employed: Accommodation & Food Services; Business, Building and Other Support Services; Manufacturing; and Retail Trade. Health Care & Social Assistance is one sector where there is a higher level of employment (12% of the labour force) but a somewhat lower level of job vacancies and EO employment outcomes. For the local area, Accommodation & Food Services has a higher profile, both in terms of lay-offs and employment outcomes, and there is also a higher proportion of employment outcomes attributed to Health Care & Social Assistance.
- Nine of the top ten employment outcome occupations for the local area are also in the top ten lay-off occupations for the local area, although not necessarily in the same order. But it does stand to reason that individuals with a work history in a particular occupation will look for and find work in the same occupation.

Literacy and Basic Skills

- There has been a very slight drop in the total number of in-person learners in the local area compared to last year, largely as a result of a slight drop in the number of new learners.
- In the local area, apart from the Anglophone stream, the only other client stream being subscribed to is the Francophone stream.
- The profile of the distribution of clients by service provider sector is very similar across the local area, the region and the province. Essentially, the proportions are: 30% via the community sector, 30% via school boards, and 40% via community colleges.
- Compared to the region and the province, the local SMWDB area has a slightly larger proportion of older adults.
- Women make up a larger proportion of learners at the local level (56%), and even more so at the regional (58%) and provincial (60%) levels.
- At the SMWDB level, almost half (47%) of clients have less than a Grade 12 education.
- By far, the largest proportion of clients is unemployed at point of intake.
- The SMWDB area has a considerably higher proportion of clients with an unemployed outcome, compared to the region and the province; at the same time, the local area has improved its “Employed Full-time” outcome over last year, which is also slightly higher than the figures for the region and the province; the local area also has a slightly lower proportion of outcomes in the “In Education” category.

Second Career

- The SMWDB area enlisted 183 individuals into the Second Career program last year, almost exactly the same as last year.
- Second Career clients tend to be either younger or middle-aged adults; there is a 50-50 male/female split; around a third have completed high school and a further quarter have earned a college diploma; more than half cite Employment Insurance as their source of income.
- The top five approved skills training programs are: Transport Truck Drivers; Home Support Workers and Housekeepers; Social and Community Service Workers; Heavy Equipment Operators; and Medical Administrative Assistants.
- Outcomes at exit and at 12 months are fairly consistent across the SMWDB, regional and provincial areas: at exit, around 40% of Second Career participants are employed, and at 12 months around 80% are employed. The employed results for the SMWDB area are slightly better.

Apprenticeship

- At the SMWDB level, the percentage of new registrations (3.4%) is slightly higher than the percentage of active apprenticeships (2.7%).
- The top five trades for new registrations in the local area were: Automotive Service Technician; Electrician – Construction & Maintenance; Hairstylist; Truck and Coach Technician; Child Development Practitioner.



Findings from Employer Survey

- 256 employers went to the on-line survey and slightly under 200 provided substantive answers, with 165 completing the survey.
- The distribution of employers, provided a good mix of different types of industries from across Simcoe and Muskoka, with a considerably higher proportion of employers with 20 or more employees.
- When it came to characterizing the firms, the two most prominent factors were that companies were either at their optimal size and were only hiring to replace departing workers (40%) or that they were in a growth phase (34%). Two other factors that affected workforce decisions were a focus on keeping staff costs low (19%) and those establishments that relied heavily on funding from government (12%).
- One out of three (32%) employers felt that job candidates lacked BOTH hard and soft skills. Another one out of three (34%) felt job candidates lacked one or the other, with the majority of these citing the lack of soft skills.
- Employers place a far greater onus on the education system to address the skills challenge, as opposed to agreeing that employers need to do more.
- Almost three-quarters of employers provide workplace-relevant training to students or potential workers, such as co-op placements, internships or skilled trades apprenticeships.
- The main reason employers do not offer workplace training is because they feel they do not have the capacity, that is, the ability to supervise and to provide learning moments.
- Around a quarter of all establishments (23%) make use of temporary employment agency staff; employers rely on temporary agency to address short-term changes in work volumes or to hire for a time-limited project.
- When it comes to hiring, employers are looking for a fit with their company and some familiarity with how things are done; experience in the same work field is important as is the performance in the job interview.
- When it comes to their organization's performance in terms of pursuing diversity and inclusion objectives, employers rate themselves relatively well, citing a need to improve in terms of tracking progress in implementation of diversity and inclusion goals, and in tracking the contribution of diversity and inclusion to corporate performance.
- The four most commonly used recruitment strategies are: word-of-mouth; on-line job boards; internal postings; employee recommendations. The four strategies receiving the highest level of satisfaction are the same, except on-line job boards is displaced by company website.
- The three top reasons why employers choose not to hire a job candidate are: poor attitude or presentation; lack of relevant work experience; lack of technical skills.
- Newcomers currently are slowly becoming a relevant source for hiring in Simcoe and Muskoka.
- Employers cite a high need for training among their workers, with different types of training required for different categories of skill-levels.
- By far, the most common form of training relied upon by employers is informal on-the-job training.
- The biggest concern in the recruitment process faced by employers is not getting enough applicants.
- When it comes to workforce priorities, two items top the list for employers: providing skills training for specific work-related functions to current employees; and basic pre-employment programs familiarizing job candidates with the expectations of a workplace.

Labour

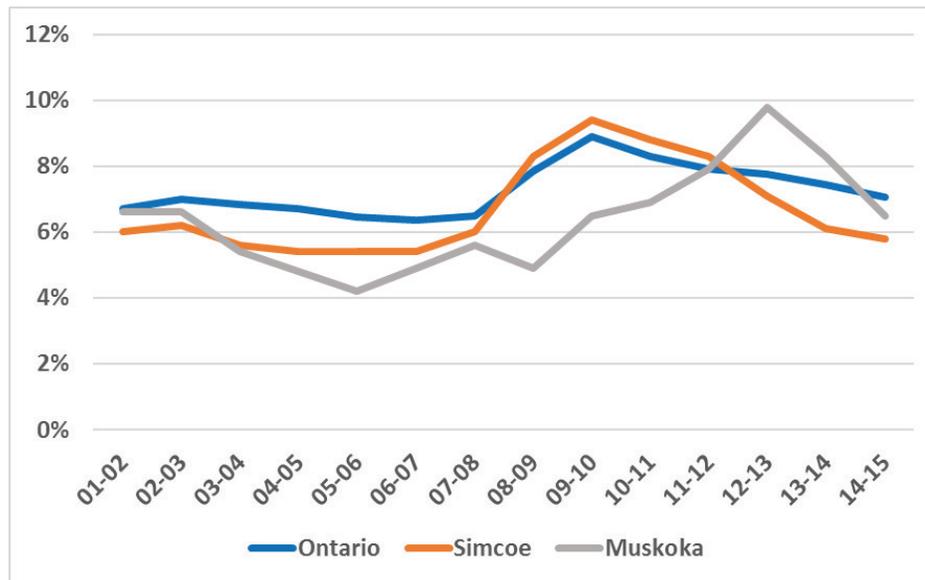
Market Indicators

Labour Force Survey Context

Statistics Canada has made available Labour Force Survey data at the census division level. This information is available for Simcoe, however the data for Muskoka is combined with Parry Sound because of the smaller populations. Because of the limited sample size, the data set is presented as a two-year moving average: instead of data for 2014, we have data for 2013-14 and for 2014-15. Nevertheless, the data provides us with a sense of overall trends and the differences that exist between smaller geographic areas.

Chart 1 illustrates the unemployment rate for Simcoe and Muskoka (+ Parry Sound) since 2001 and compares it to the Ontario figure. Overall, Simcoe and Muskoka (+ Parry Sound) have tended to have an unemployment rate lower than that for Ontario. With the onset of the 2008 recession, the Simcoe unemployment rate increased significantly and stayed slightly higher than the Ontario rate for a few years, but has since returned to its proportionately lower rate. The Muskoka (+ Parry Sound) rate was slower to increase, but also rose significantly, and only started its downward descent in the last three years.

Chart 1: Unemployment rates, Simcoe, Muskoka (+ Parry Sound) and Ontario, 2-year moving average, 2001/2 to 2014/15

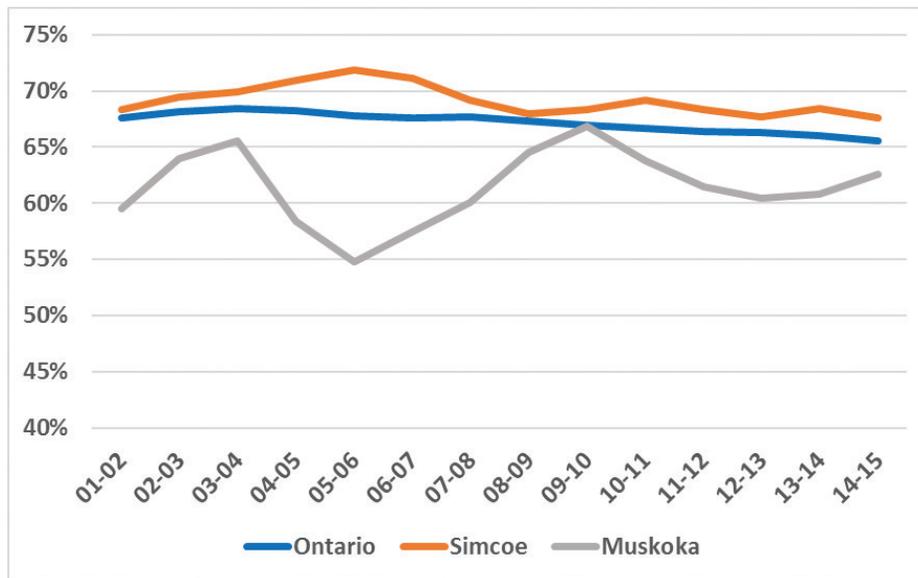


Overall, Simcoe and Muskoka (+ Parry Sound) have tended to have an unemployment rate lower than that for Ontario.

Chart 2 displays the participation rate, the proportion of all residents aged 15 years or older who are either working or actively looking for work. The Ontario rate has been slowly dropping over the years, in part because the provincial population is getting older and retiring from the labour force. Muskoka (+ Parry Sound) has a considerably older population, and so its participation rate is lower (the

sharper variation in the rate from year to year reflect the much smaller sample size for Muskoka and Parry Sound, which would result in a larger margin of error). What is noteworthy about Simcoe is that its population is slightly older than the Ontario average, yet its participation rate remains consistently higher than the provincial figure.

Chart 2: Participation rates, Simcoe, Muskoka (+ Parry Sound) and Ontario, 2001/2 to 2014/15



Distribution Of Employment Income

There are a number of ways of measuring and comparing employment income in a given area. The usual approach is to report average employment income, but this figure masks the highs and lows of incomes that might be present. The median employment income figure, the income of that person who sits exactly in the middle of the spread of all incomes, gives a somewhat better sense of how income might be distributed. A more appropriate set of data is that which shows the actual distribution of earners by income categories.

This data is available via the National Household Survey, the voluntary survey that accompanied the Census which was taken in 2011. While this data may be somewhat older now, the pattern of income distribution is not something that is likely to change drastically over the course of five years.

Table 1 shows the distribution of earners by income categories resident in the County of Simcoe and the District of Muskoka. For the sake of comparison, two other figures are provided, that for residents of the City of Toronto and for residents of Ontario minus Toronto. Toronto is unique in the province for its larger number of high income earners, for a higher level of income inequality, and for its population size. Using Ontario figures as a comparison dilutes the differences that exist between Toronto and the rest of the province and so for the sake of more appropriate comparisons, separate figures are provided for each of the City of Toronto and the rest of Ontario.

The differences between Simcoe, Muskoka, Toronto and the rest of Ontario in any given income category are often only around 1-2%, except in a few categories: in the \$20,000 to \$39,999 range, Muskoka has a notably higher proportion of earners, while Simcoe has a somewhat higher proportion in the \$100,000 to \$124,999 range. Meanwhile, Toronto stands out for having considerably more earners making over \$125,000. There is, of course, no upper limit on this wage category, simple any amount over \$125,000.

Table 1: Percentage of employment income earning residents by income categories, Simcoe, Muskoka, Toronto and rest of Ontario, 2010

| | Under \$ 9,999 | \$ 10,000 - \$ 19,999 | \$ 20,000 - \$ 39,999 | \$ 40,000 - \$ 59,999 | \$ 60,000 - \$ 79,999 | \$ 80,000 - \$ 99,999 | \$ 100,000 - \$ 124,999 | Over \$ 125,000 |
|------------------------|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|-----------------|
| Simcoe | 12% | 13% | 25% | 22% | 14% | 8% | 7% | 4% |
| Muskoka | 13% | 13% | 29% | 23% | 11% | 7% | 5% | 3% |
| Rest of Ontario | 12% | 12% | 24% | 22% | 13% | 8% | 4% | 4% |
| Toronto | 12% | 13% | 25% | 20% | 12% | 7% | 4% | 7% |

These two features, the somewhat larger proportion of wage earners in this category in Toronto, and the size of their incomes in this category, are the major reasons why

there is such a difference in the average employment income between these areas. In 2010, the average employment income was as follows:

Table 2: Average employment income, Simcoe, Muskoka and Toronto, 2010

| | |
|----------------|-----------|
| Simcoe | \$ 47,912 |
| Muskoka | \$ 44,058 |
| Toronto | \$ 57,342 |

These differences in the proportions by income category are easier to illustrate by way of a chart. (Chart 1)

The general pattern of wage distribution can be seen to be relatively similar, but there are small variations that are worth highlighting. Firstly, the higher proportion of Muskoka wage earners (red line) in the \$20,000 to \$39,999 shows up well in the chart, together with the lower proportions in Muskoka among almost all of the higher income categories. Secondly, for both Muskoka and Simcoe (the black line), there is a steady decline in

the proportion of income earners as the wage category increases after \$20,000 to \$39,999, but in the case of the rest of Ontario (grey) and Toronto (green) there is a noticeable uptick for the last income group, those earning \$125,000 or more; this uptick is particularly pronounced for wage earners living in Toronto.

These distributions can also be analyzed by occupational categories. Two examples highlight certain differences between Simcoe, Muskoka, Toronto and the rest of Ontario.

Chart 1: Percentage of employment income earning residents by wage categories, Simcoe, Muskoka, Toronto and rest of Ontario, 2010

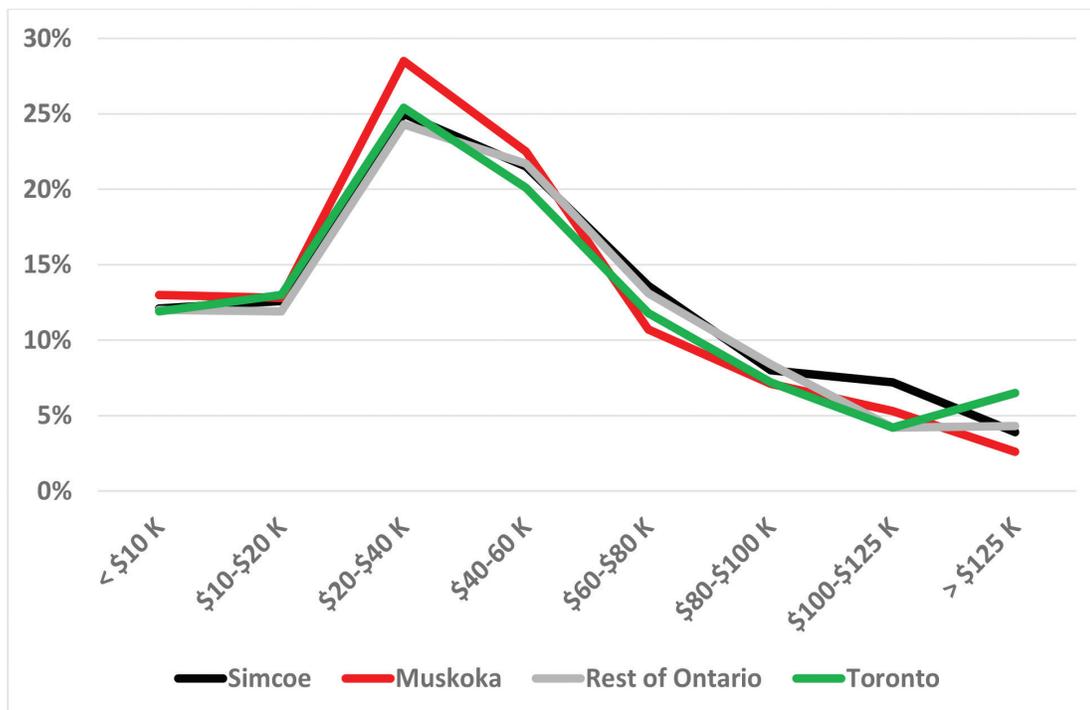


Chart 2 illustrates the income distribution of all wage earners working in management occupations. The thing to note about this chart is that at times the lines all converge and at other times they all diverge, and in those divergences lies the story.

The three points at which the lines diverge are at the \$40,000 to \$59,999 range, the \$100,000 to \$124,999 range and the over \$125,000 range. We can think of these ranges as low-middle income, high income and highest income managers. Management occupations fall into four broad categories: senior management occupations;

specialized middle management (for example: managers in human resources or finance, managers in the financial sector, in communications, IT or in the public sector); middle management occupations in retail, wholesale or customer service; and middle management occupations in trades, transportation or production.

Each of these areas have different proportions of these four types of management occupations, and somewhat varying levels of wages for these four categories, as illustrated in Table 3.

Chart 2: Percentage of employment income earning residents by wage categories in Management Occupations, Simcoe, Muskoka, Toronto and rest of Ontario, 2010

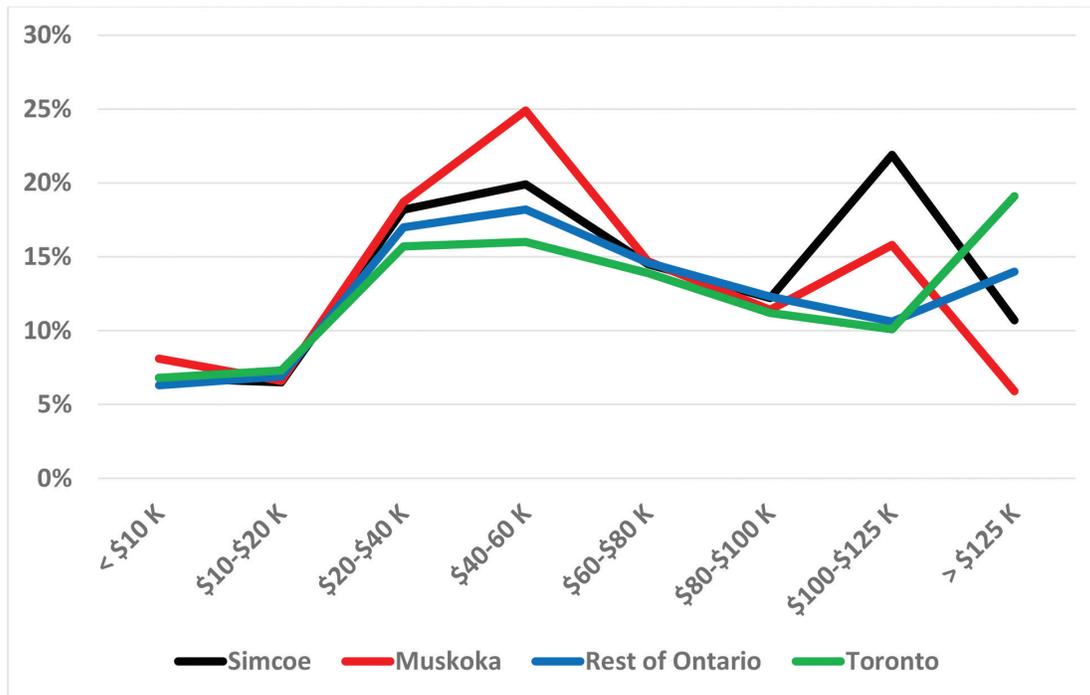


Table 3: Percent of employed residents by management occupations with average wage rates, Simcoe, Muskoka, Toronto and rest of Ontario, 2010 (average wage in 000's)

| | SIMCOE | | MUSKOKA | | TORONTO | | REST OF ONT | |
|----------------------|--------|--------|---------|--------|---------|--------|-------------|--------|
| | % | \$ | % | \$ | % | \$ | % | \$ |
| Senior management | 9% | \$ 131 | 9% | \$ 118 | 13% | \$ 232 | 10% | \$ 161 |
| Middle – specialized | 30% | \$ 83 | 26% | \$ 83 | 45% | \$ 111 | 35% | \$ 91 |
| Middle – customer | 36% | \$ 55 | 41% | \$ 49 | 30% | \$ 57 | 32% | \$ 57 |
| Middle – production | 26% | \$ 63 | 25% | \$ 59 | 12% | \$ 70 | 23% | \$ 65 |

Apart from senior management positions, where the pay levels vary considerably and where the Toronto figures are almost 50% higher than the rest of the province, the pay levels for the other management categories do not vary as widely. What is different are the different proportions of each category of manager. In particular, both Simcoe and Muskoka have a higher proportion of middle managers in retail, wholesale or customer service, which is the lowest paid category of managers. As well, the average pay level for senior managers in Simcoe and Muskoka is just slightly above (\$131,000 for Simcoe) and slightly below (\$118,000 in Muskoka) the \$125,000 mark. As a result, one can assume that a good portion of this category fall in the high paying, but not the highest paying category, accounting for the spike in the chart for these two areas in the \$100,000 to \$124,999 wage category.

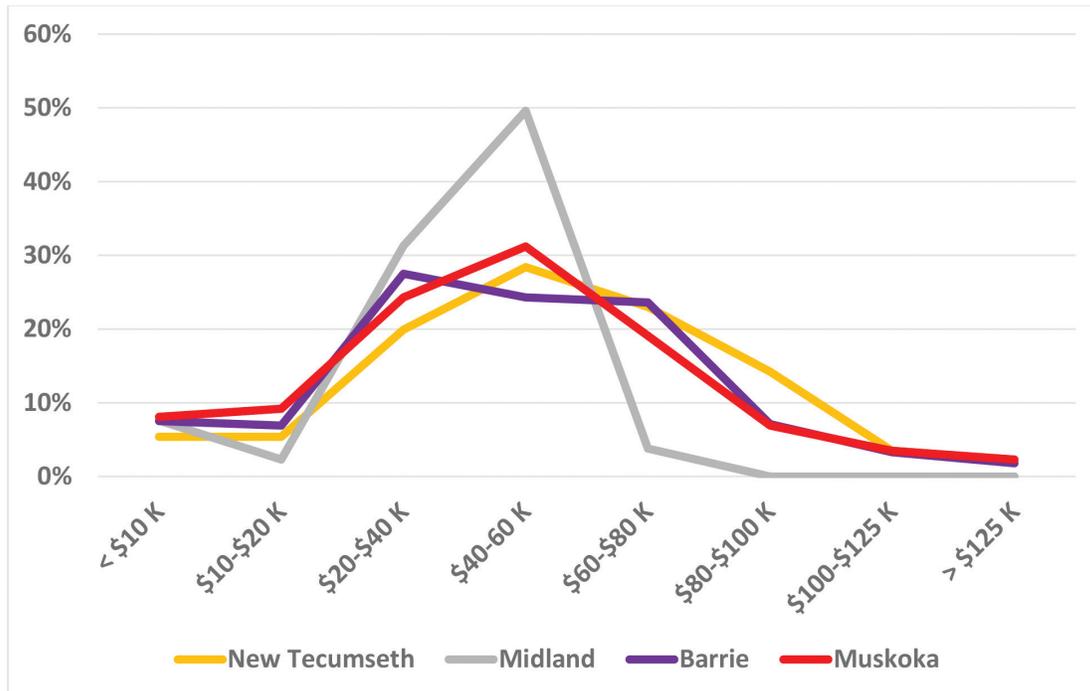
The second example focuses on manufacturing occupations, and this time compares specific municipalities within Simcoe, as well as Muskoka as a whole (because the sample size would be less robust

if we looked at figures for the Muskoka municipalities). The manufacturing occupations consist of supervisors, machine operators, assemblers and labourers, essentially the jobs on the plant floor.

Chart 3 examines the employment income distribution for these manufacturing occupations among residents living in the following communities (in brackets are the number of residents with employment income in these occupations): New Tecumseh (1,585); Midland (655); Barrie (3,885); and Muskoka (865).

A few observations regarding Chart 3: there is a prominent spike in the middle of the chart for Midland workers – 81% of Midland workers in manufacturing occupations earn between \$20,000 to \$59,000. Meanwhile, few manufacturing workers earn over \$100,000: none in Midland according to the data, and some 5% to 6% in the three other localities. However, a considerable proportion (other than in Midland) earn between \$60,000 and \$99,999, from a quarter (26%) in Muskoka to almost four in ten (37.2%) in New Tecumseh.

Chart 3: Percentage of employment income earning residents by wage categories in Manufacturing Occupations, New Tecumseh, Midland, Barrie and Muskoka, 2010



Number of Businesses - Canadian Business Counts

Introduction

Statistics Canada maintains an on-going count of business establishments across the country, relying on administrative data (corporate income tax and GST files) and surveys of businesses. This registry of businesses used to be called Canadian Business Patterns. With a few changes in how this information has been collected, Statistics Canada has re-branded this data set as Canadian Business Counts.

UNCLASSIFIED BUSINESSES

9%-10%

SIMCOE
AND
MUSKOKA

15%
PROVINCIAL
AVERAGE

Number of Businesses, by Size of Establishment and by Industry

Tables 1 and 2 provide the summary data for all businesses located in Simcoe County and the District of Muskoka. The table provides two different counts:

- 1) Classified businesses: the major part of the table provides the data for all businesses for which the industry classification is known and shows the breakdown by number of employees as well;
- 2) All businesses, classified and unclassified: the last three rows of the table present the distribution of all businesses (classified and unclassified) by number of employees; roughly 9-10% of the total counts in each of Simcoe and Muskoka represent businesses that are unclassified, considerably lower than the provincial average of 15%.

The second-to-last column shows the percentage distribution of all classified businesses by industry.

The last column shows the ranking of the total number of classified businesses by industry, from the largest (1) to the fewest (20) number of businesses. The five industries with the most number of classified businesses have their ranking numbers bolded.

The highlighted cells identify the three industries with the largest number of firms for each employee size category column.

Where, under the percentage distribution, a cell has 0%, it does not mean there are no firms in that category, only that the number of firms, when expressed as a percentage of the total, is below 0.5% and has been rounded down to 0%.

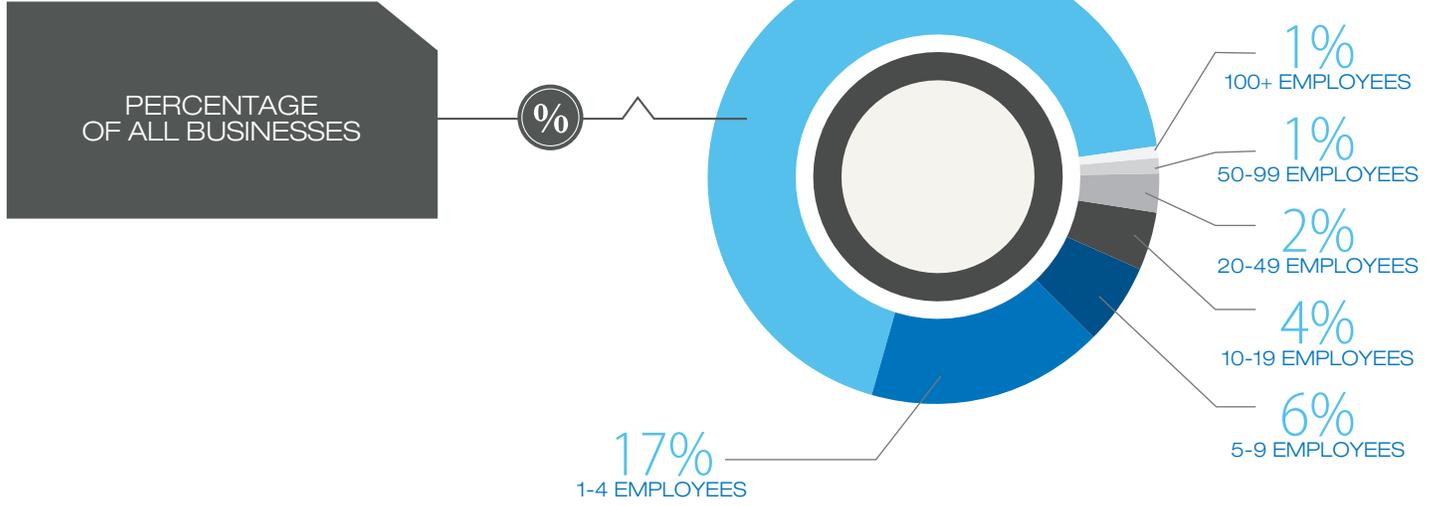
**TABLE 1 – SIMCOE
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2016**

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES | | | | | | | | % | RANK |
|--|---------------------|------|------|-------|-------|-------|------|-------|----|------|
| | 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | | |
| 11 Agriculture | 1396 | 188 | 60 | 33 | 15 | 5 | 2 | 1699 | 4 | 9 |
| 21 Mining | 30 | 11 | 11 | 16 | 4 | 3 | 0 | 75 | 0 | 19 |
| 22 Utilities | 74 | 9 | 8 | 5 | 5 | 1 | 1 | 103 | 0 | 18 |
| 23 Construction | 3921 | 1347 | 479 | 207 | 107 | 17 | 4 | 6082 | 15 | 2 |
| 31-33 Manufacturing | 611 | 243 | 124 | 88 | 76 | 34 | 39 | 1215 | 3 | 12 |
| 41 Wholesale Trade | 587 | 290 | 145 | 99 | 60 | 17 | 6 | 1204 | 3 | 13 |
| 44-45 Retail Trade | 1599 | 642 | 499 | 345 | 214 | 72 | 48 | 3419 | 9 | 4 |
| 48-49 Transportation/Warehousing | 1279 | 371 | 69 | 39 | 35 | 18 | 11 | 1822 | 5 | 8 |
| 51 Information and Cultural | 317 | 69 | 27 | 6 | 26 | 1 | 1 | 447 | 1 | 16 |
| 52 Finance and Insurance | 1346 | 227 | 60 | 48 | 44 | 59 | 1 | 1785 | 5 | 10 |
| 53 Real Estate, Rental, Leasing | 6467 | 362 | 61 | 42 | 20 | 5 | 3 | 6960 | 18 | 1 |
| 54 Professional Scientific Tech | 3025 | 897 | 190 | 72 | 43 | 8 | 3 | 4238 | 11 | 3 |
| 55 Management of Companies | 651 | 52 | 11 | 7 | 4 | 2 | 2 | 729 | 2 | 15 |
| 56 Administrative Support | 1229 | 368 | 151 | 85 | 40 | 16 | 20 | 1909 | 5 | 7 |
| 61 Educational Services | 261 | 70 | 31 | 26 | 15 | 1 | 3 | 407 | 1 | 17 |
| 62 Health Care & Social Assist | 1417 | 712 | 298 | 164 | 89 | 18 | 35 | 2733 | 7 | 6 |
| 71 Arts, Entertainment & Rec | 502 | 96 | 35 | 47 | 36 | 10 | 9 | 735 | 2 | 14 |
| 72 Accommodation & Food | 445 | 218 | 210 | 218 | 202 | 64 | 13 | 1370 | 3 | 11 |
| 81 Other Services | 1727 | 743 | 284 | 115 | 31 | 5 | 1 | 2906 | 7 | 5 |
| 91 Public Administration | 7 | 2 | 1 | 2 | 0 | 6 | 17 | 35 | 0 | 20 |
| CLASSIFIED BUSINESSES | 26891 | 6917 | 2754 | 1664 | 1066 | 362 | 219 | 39873 | | |
| Percentage of all classified and unclassified businesses | 69% | 17% | 6% | 4% | 2% | 1% | 1% | 100% | | |
| Cumulative percentage | 69% | 86% | 92% | 96% | 99% | 99% | 100% | | | |
| ONTARIO percentage of classified and unclassified businesses | 69% | 18% | 6% | 4% | 2% | 1% | 1% | | | |

Source: Statistics Canada, Canadian Business Counts

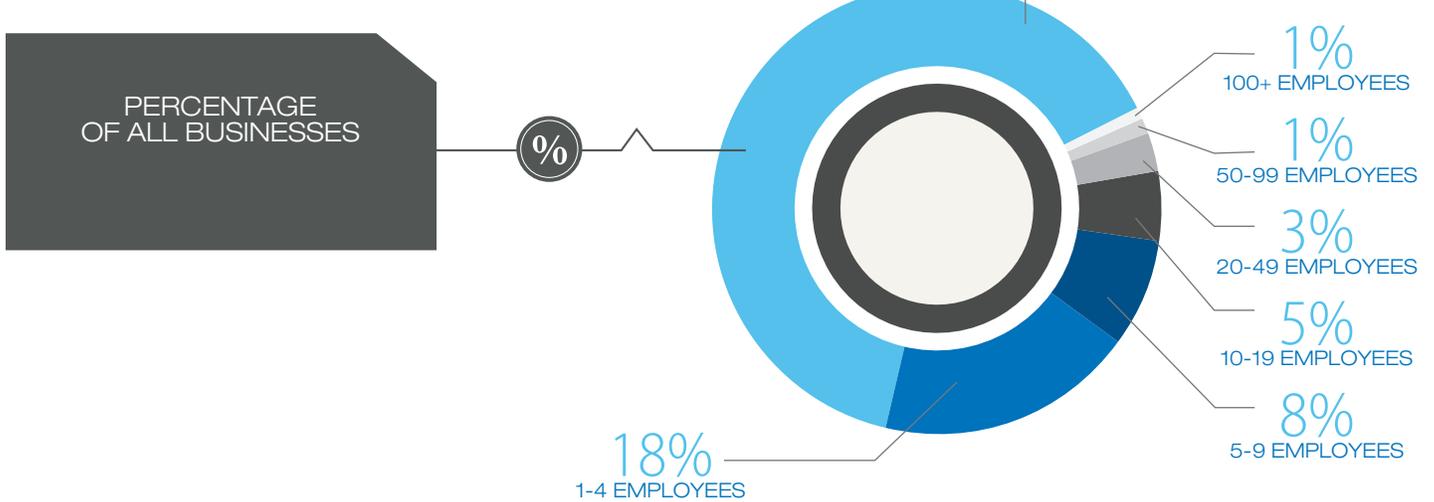
SIMCOE

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE



MUSKOKA

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE



**TABLE 2 – MUSKOKA
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2016**

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES | | | | | | | | % | RANK |
|--|---------------------|------|-----|-------|-------|-------|------|-------|----|------|
| | 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | | |
| | 11 Agriculture | 97 | 20 | 5 | 3 | 2 | 0 | 0 | | |
| 21 Mining | 5 | 3 | 1 | 2 | 4 | 0 | 0 | 15 | 0 | 18 |
| 22 Utilities | 5 | 2 | 2 | 1 | 2 | 0 | 0 | 12 | 0 | 19 |
| 23 Construction | 784 | 361 | 156 | 83 | 27 | 2 | 1 | 1414 | 20 | 1 |
| 31-33 Manufacturing | 92 | 44 | 23 | 12 | 16 | 5 | 4 | 196 | 3 | 11 |
| 41 Wholesale Trade | 83 | 37 | 13 | 13 | 3 | 1 | 0 | 150 | 2 | 13 |
| 44-45 Retail Trade | 293 | 138 | 102 | 102 | 40 | 7 | 9 | 691 | 10 | 3 |
| 48-49 Transportation/Warehousing | 140 | 39 | 8 | 3 | 4 | 2 | 2 | 198 | 3 | 10 |
| 51 Information and Cultural | 51 | 10 | 8 | 4 | 5 | 1 | 0 | 79 | 1 | 16 |
| 52 Finance and Insurance | 252 | 41 | 9 | 10 | 7 | 10 | 0 | 329 | 5 | 9 |
| 53 Real Estate, Rental, Leasing | 1113 | 77 | 20 | 7 | 2 | 1 | 0 | 1220 | 17 | 2 |
| 54 Professional Scientific Tech | 467 | 138 | 35 | 9 | 1 | 2 | 0 | 652 | 9 | 4 |
| 55 Management of Companies | 123 | 9 | 2 | 0 | 2 | 0 | 0 | 136 | 2 | 14 |
| 56 Administrative Support | 219 | 86 | 30 | 17 | 10 | 1 | 0 | 363 | 5 | 6 |
| 61 Educational Services | 37 | 8 | 3 | 4 | 0 | 0 | 0 | 52 | 1 | 17 |
| 62 Health Care & Social Assist | 180 | 99 | 43 | 33 | 12 | 3 | 6 | 376 | 5 | 7 |
| 71 Arts, Entertainment & Rec | 90 | 23 | 17 | 13 | 10 | 4 | 7 | 164 | 2 | 12 |
| 72 Accommodation & Food | 135 | 43 | 42 | 48 | 45 | 15 | 9 | 337 | 5 | 8 |
| 81 Other Services | 299 | 126 | 46 | 11 | 5 | 1 | 0 | 488 | 7 | 5 |
| 91 Public Administration | 1 | 1 | 0 | 0 | 4 | 0 | 5 | 11 | 0 | 20 |
| CLASSIFIED BUSINESSES | 4466 | 1305 | 565 | 375 | 201 | 55 | 43 | 7010 | | |
| Percentage of all classified and unclassified businesses | 65% | 18% | 8% | 5% | 3% | 1% | 1% | 100% | | |
| Cumulative percentage | 65% | 84% | 91% | 96% | 99% | 99% | 100% | | | |
| ONTARIO percentage of classified and unclassified businesses | 69% | 18% | 6% | 4% | 2% | 1% | 1% | | | |

Source: Statistics Canada, Canadian Business Counts

Some Observations:

Number of small firms

Businesses are by far made up of small establishments. 69% of the classified and unclassified firms in Simcoe have no employees,¹ and another 17% have 1-4 employees; in Muskoka, no employee firms account for 65%, and 1-4 employees another 18%; in both instances, the percentages of firms with 4 employees or less are relatively close to the figures for Ontario (last line of the table: 69% for no employees and 18% for 1-4 employees);

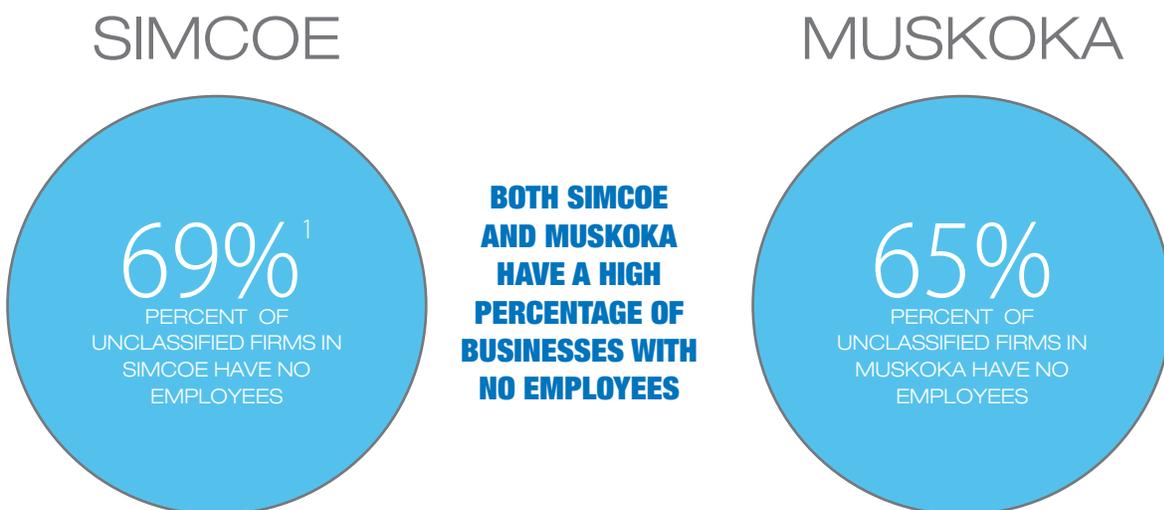
Highest number of firms by industry

The second to last column provides the percentage distribution of all firms by industry. The three industries with the largest number of firms in Simcoe are Real Estate and Rental & Leasing, accounting for 17.5% of all firms, followed closely by Construction (15.3%), then a more distant third, Professional, Scientific & Technical Services (10.6%); in Muskoka, the three largest are Construction

(20.2%), Real Estate and Rental & Leasing (17.4%) and, a more distant third, Retail Trade (9.9%); by way of context, the four largest industries by number of firms in Ontario are: Estate and Rental & Leasing (17.8%); Professional, Scientific and Technical Services (14.5%); Construction (10.3%); and Retail Trade (7.6%);

Highest number of firms by size and industry

The three largest industries by each employee size category have also been highlighted. The table demonstrates how the very large number of firms in the no employee size category drives the total numbers (that is, for Real Estate and Rental & Leasing; Construction; and Professional, Scientific and Technical Services). In the mid-size ranges, firms in Retail Trade and Accommodation & Food Services come to the fore. Among the largest firms (100+ employees), the two areas diverge: Simcoe's top three are Retail Trade, Manufacturing and Health Care & Social Assistance; Muskoka's are Accommodation & Food Services, Retail Trade, and Arts, Entertainment & Recreation.



¹ This actually undercounts the number of self-employed individuals. The Statistics Canada's Canadian Business Count database does not include unincorporated businesses that are owner-operated (have no payroll employees) and that earn less than \$30,000 in a given year.

Drilling Down Further Simcoe

The large number of firms in the Real Estate and Rental & Leasing category is primarily made up of landlords of residential buildings and dwellings, followed more distantly by real estate agents (there are around four times as many residential landlords and firms as there are real estate agents and firms) and then landlords of non-residential buildings and dwellings. The Construction sector is largely made up of specialty trade contractors and residential home construction firms, followed by firms involved in land subdivision. By far the largest subsector in Professional, Scientific & Technical Services is Management, Scientific & Technical Consulting Services; with around half the number of firms, Accounting services follows in second place; third place is more or less equally shared by Engineering and Architectural services, Computer Systems and related services, and Other Professional, Scientific & Technical Services firms;

Muskoka

Compared to Simcoe, the number of Muskoka firms in the residential home construction sector is somewhat closer to the number of firms in the specialty trade contractor field. In Real Estate and Rental & Leasing, landlords of residential buildings and dwellings easily top the list, followed in roughly equal numbers by real estate agents and landlords of non-residential buildings and dwellings. In Retail Trade, the two most prominent categories are grocery stores and building material and supplies dealers, followed closely by clothing stores, and then, bunched up in fourth place: health and personal care stores (includes pharmacies); RV, boat and motorcycle dealers; and other general merchandise stores (warehouse clubs and home and auto supplies stores).

Change in the number of firms by industry, June 2015 to June 2016

Changes in the number of employers are experienced differently across the various industries. Tables 3 and 4 highlight the changes in the number of firms by industry and by employee size between June 2015 and June 2016 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2016, to provide a context. The colour-coding of the tables (green where there is an increase, orange where there is a decrease) helps to illustrate any pattern.

It should be noted that Statistics Canada discourages comparisons of this sort, on the grounds that their data collection and classification methods change. At the very least, these comparisons can provide the foundation for further inquiry, tested by local knowledge about changes in industries.

Simcoe

Overall, there has been a significant increase in the total number of firms, up 1,017 firms, a jump of 2.6% over last year. While 715 firms have been added to the category of firms with no employees (that is, solo consultants, professionals and the self-employed), the largest rate of growth occurred in the category of firms with 20-99 employees, where an additional 84 firms amounted to a 5.9% increase. These numbers are tempered by the fact that there was a decline of 4 firms in the 100 or more employees category, a drop of 1.8%.

In total, 17 industries experienced an increase in the total number of firms, and only 3 saw a decrease. There were large increases in the following sectors: Construction; Real Estate and Rental & Leasing; and Professional, Scientific & Technical Services. These were led by an increase in the zero employee category, but were hardly limited to that, with considerable increases among firms with employees as well. Other industries with significant increases in the number of firms (and in employment) were: Finance & Insurance; Health Care & Social Assistance; and Arts, Entertainment & Recreation.

Among declines, the most significant drop was in Management of Companies & Enterprises (these involve head offices and holding companies). While Retail Trade experienced a net drop in the number of firms, the losses of one firm in the 100+ employees category and of 33 firms in the 1-19 employees category, these are likely

perfectly counter-balanced by the increase of 34 firms in the 20-99 employees category; that is, the 33 firms increased their employment and moved into the next size category, and one firm lost employees and dropped into the smaller category.

**TABLE 3: SIMCOE
CHANGE IN THE NUMBER OF EMPLOYERS,
BY INDUSTRY AND BY FIRM SIZE, JUNE 2015 TO JUNE 2016**

| INDUSTRY | Firm size (number of employees) | | | | | Total number of firms June-16 |
|---|------------------------------------|------------|-----------|-----------|-------------|--|
| | 0 | 1-19 | 20-99 | 100+ | Total | |
| Agriculture, forestry, fishing and farming | 47 | -13 | -2 | 0 | 32 | 1699 |
| Mining and oil and gas extraction | -4 | 1 | -1 | 0 | -4 | 75 |
| Utilities | 9 | -1 | -1 | 0 | 7 | 103 |
| Construction | 38 | 97 | 6 | 0 | 141 | 6082 |
| Manufacturing | 34 | -6 | 0 | -2 | 26 | 1215 |
| Wholesale trade | 2 | 12 | -9 | -2 | 3 | 1204 |
| Retail trade | -11 | -33 | 34 | -1 | -11 | 3419 |
| Transportation and warehousing | 43 | 31 | 5 | -2 | 77 | 1822 |
| Information and cultural industries | 18 | 2 | -2 | 0 | 18 | 447 |
| Finance and insurance | 56 | -14 | 25 | 1 | 68 | 1785 |
| Real estate and rental and leasing | 303 | 34 | 4 | 0 | 341 | 6960 |
| Professional, scientific and technical services | 67 | 32 | 1 | 1 | 101 | 4238 |
| Management of companies and enterprises | -59 | -2 | -4 | 1 | -64 | 729 |
| Administrative and support | 17 | 31 | -9 | 0 | 39 | 1909 |
| Educational services | 21 | 2 | 7 | 0 | 30 | 407 |
| Health care and social assistance | 43 | 11 | 20 | 1 | 75 | 2733 |
| Arts, entertainment and recreation | 59 | 6 | 3 | 2 | 70 | 735 |
| Accommodation and food services | -5 | 24 | 12 | -3 | 28 | 1370 |
| Other services | 37 | 7 | -5 | 0 | 39 | 2906 |
| Public administration | 0 | 1 | 0 | 0 | 1 | 35 |
| TOTAL | 715 | 222 | 84 | -4 | 1017 | 39873 |

Statistics Canada, Canadian Business Counts, June 2015 and June 2016

**33 firms in Simcoe
INCREASED THEIR EMPLOYEES
AND MOVED INTO THE NEXT SIZE
CATEGORY**



Muskoka: Muskoka experienced net increases in each of the four employee size categories, however the increases and decreases were not evenly distributed across industries, with 10 industries showing net gains, 7 industries with net losses, and 3 industries with no change. (Across the 4 size categories and 20 industries, there are 80 cells, 30 of which had no change; well over a third.)

The biggest numerical increase was in Real Estate and Rental & Leasing, although this was mainly driven by the large increase in the zero employee category. Substantial

increases were registered in Construction, Manufacturing (an increase of 5 among firms with employees and a decrease of 5 among firms with no employees) and Finance & Insurance. Arts, Entertainment & Recreation would appear to have increased the number of jobs.

Likely losses in employment are apparent in: Agriculture, Forestry, Fishing & Farming; Wholesale Trade; Transportation & Warehousing; Information & Cultural Industries; Professional, Scientific & Technical Services; Management of Companies & Enterprises; Administrative & Support; and Health Care & Social Assistance.

**TABLE 4: MUSKOKA
CHANGE IN THE NUMBER OF EMPLOYERS,
BY INDUSTRY AND BY FIRM SIZE, JUNE 2015 TO JUNE 2016**

| INDUSTRY | Firm size (number of employees) | | | | | Total number of firms June-16 |
|---|------------------------------------|----------|----------|----------|-----------|--|
| | 0 | 1-19 | 20-99 | 100+ | Total | |
| Agriculture, forestry, fishing and farming | 6 | -4 | -1 | 0 | 1 | 127 |
| Mining and oil and gas extraction | 0 | -1 | 2 | 0 | 1 | 15 |
| Utilities | -1 | 1 | 0 | 0 | 0 | 12 |
| Construction | 7 | 20 | 6 | 0 | 33 | 1414 |
| Manufacturing | -5 | 2 | 2 | 1 | 0 | 196 |
| Wholesale trade | 0 | -2 | 0 | 0 | -2 | 150 |
| Retail trade | -3 | 5 | 6 | -1 | 7 | 691 |
| Transportation and warehousing | 7 | -7 | 0 | -1 | -1 | 198 |
| Information and cultural industries | 0 | -2 | 0 | 0 | -2 | 79 |
| Finance and insurance | 17 | -11 | 3 | 0 | 9 | 329 |
| Real estate and rental and leasing | 26 | 4 | -2 | 0 | 28 | 1220 |
| Professional, scientific and technical services | -4 | 1 | -1 | 0 | -4 | 652 |
| Management of companies and enterprises | 0 | -6 | 0 | 0 | -6 | 136 |
| Administrative and support | 5 | 0 | -2 | 0 | 3 | 363 |
| Educational services | 6 | 2 | -1 | 0 | 7 | 52 |
| Health care and social assistance | 4 | -1 | -4 | 0 | -1 | 376 |
| Arts, entertainment and recreation | -6 | 1 | -2 | 2 | -5 | 164 |
| Accommodation and food services | 11 | -2 | 0 | 0 | 9 | 337 |
| Other services | -5 | 5 | 0 | 0 | 0 | 488 |
| Public administration | 0 | 0 | 1 | 0 | 1 | 11 |
| TOTAL | 65 | 5 | 7 | 1 | 78 | 7010 |

Statistics Canada, Canadian Business Patterns, June 2015 and June 2016

Employment Ontario

Program Related Data (2015-2016)

Background to the data

This document is based on data which has been provided by the Ontario Ministry of Advanced Education and Skills Development (MAESD) to the various Local Boards (Workforce Planning Boards). This data was specially compiled by the Ministry and has program statistics related to Apprenticeship, Employment Services (ES), Literacy and Basic Skills (LBS), and Second Career for the 2015-16 fiscal year.

Background to the data analysis

The data released offers broad, demographic descriptions of the clients of these services and some information about outcomes. The data provided to each Local Board consists of three sets of data:

- Data at the SMWDB level (in the case of the Simcoe Muskoka Workforce Development Board, the geography covers the County of Simcoe and the District of Muskoka, minus Bradford West Gwillimbury);
- Data at the regional level (in this case, the Central Region, which consists of Peel-Halton, Toronto, Durham, York, Simcoe and Muskoka); and
- Data at the provincial level.

Analysis

In all instances, some attempt is made to provide a context for interpreting the data. In some cases, this involves comparing the client numbers to the total number of unemployed. In other instances, this may involve comparing this recent year of data to the previous year's release.

The following analysis looks at the four program categories (Employment Services, Literacy and Basic Skills, Second Career and Apprenticeship). The number of data sub-categories for each of these programs varies considerably.



Employment Services

ES clients

The numbers for the SMWDB area show a high degree of consistency, both among the Unassisted and Assisted client figures, as far as their share of the total Ontario numbers: the Unassisted figures have hovered at 3.7% and 3.6% for the last two years, and the Assisted numbers have been exactly the same proportion, 3.3%, for three years in a row. By way of context, the SMWDB area held 3.7% of the province's population in 2011.

Clients by Age Group

The following tables compare the proportions of ES clients by age range to the proportion of unemployed for the Central Region and for Ontario. The table also compares the previous two years.

One item to note: the share of unemployment by age in Ontario has not changed for three years.

Table 1: ES Unassisted Resource and Information Clients, 2015-6 and 2014-15, Number and Percent of all Resource and Information Clients

| | SMWDB | Region | Ontario |
|---|--------|---------|---------|
| 2015-16 UNASSISTED R&I CLIENTS | | | |
| Number | 14,055 | 212,770 | 395,226 |
| As % of Ontario | 3.6% | 53.8% | 100.0% |
| 2014-15 UNASSISTED R&I CLIENTS | | | |
| Number | 17,659 | 239,318 | 473,710 |
| As % of Ontario | 3.7% | 50.5% | 100% |

Table 2: ES Assisted Clients, Number and Percent of all Assisted Clients; Compared to Total Population and Unemployed

| | SMWDB | Region | Ontario |
|---------------------------------|-------|--------|---------|
| 2015-16 ASSISTED CLIENTS | | | |
| Number | 6,353 | 91,616 | 194,388 |
| As % of Ontario | 3.3% | 47.1% | 100.0% |
| 2014-15 ASSISTED CLIENTS | | | |
| Number | 6,564 | 93,663 | 201,886 |
| As % of Ontario | 3.3% | 46.4% | 100% |
| 2013-14 ASSISTED CLIENTS | | | |
| Number | 6,523 | 91,563 | 196,558 |
| As % of Ontario | 3.3% | 46.6% | 100% |
| 2011 TOTAL POPULATION | | | |
| As % of Ontario | 3.7% | 51.0% | 100% |

Population figures from StatCan 2011 Census.

Comparing the Ontario figures first, one can see that youth are somewhat under-represented among Assisted clients compared to their share of the unemployed population (24% of the client population compared to 32% of all unemployed in 2015-16). While the share of youth clients had risen from 23% in 2013-14 to 26% in 2014-15, it fell back to 24% in 2015-16.

Ontario adults aged 25-44 years old, meanwhile, are over-represented among Assisted clients. The 45-64 years old and the 65 years and over adult categories are almost equally represented among Assisted clients as among the total unemployed population.

The pattern in the SMWDB area is somewhat different: the age profile of ES Assisted clients in SMWDB is fairly close to the age profile of the unemployed, whether we use the figures for the region or for the province. The main difference is a slightly lower figure for youth, and a correspondingly higher figure for those aged 45-64 years of age. The tendency of ES Assisted clients to be over-represented among the 25-44 years old category in the region and in the province is not present in the SMWDB area.

Table 3: Distribution by age of ES Assisted clients and unemployed

| 2015-16 ES ASSISTED | ASSISTED CLIENTS | | | ALL UNEMPLOYED | |
|------------------------|------------------|--------|---------|----------------|---------|
| | SMWDB | Region | Ontario | Region | Ontario |
| 15-24 years | 27% | 22% | 24% | 31% | 32% |
| 25-44 years | 38% | 50% | 47% | 37% | 37% |
| 45-64 years | 34% | 28% | 28% | 30% | 29% |
| over 65 years | 2% | 1% | 1% | 2% | 2% |
| 2014-15 ES ASSISTED | ASSISTED CLIENTS | | | ALL UNEMPLOYED | |
| | SMWDB | Region | Ontario | Region | Ontario |
| 15-24 years | 29% | 24% | 26% | 33% | 32% |
| 25-44 years | 38% | 48% | 46% | 38% | 37% |
| 45-64 years | 32% | 27% | 28% | 28% | 29% |
| over 65 years | 1% | 1% | 1% | 1% | 2% |
| 2013-14 ES ASSISTED | ASSISTED CLIENTS | | | ALL UNEMPLOYED | |
| | SMWDB | Region | Ontario | Region | Ontario |
| 15-24 years | 24% | 20% | 23% | 30% | 32% |
| 25-44 years | 39% | 50% | 47% | 39% | 37% |
| 45-64 years | 35% | 29% | 30% | 28% | 29% |
| over 65 years | 1% | 1% | 1% | 1% | 2% |

Unemployed figures from Labour Force Survey, 2015: Central Region is based on sum of Barrie, Oshawa and Toronto CMAs.

One item to note: the share of unemployment by age in Ontario has not changed for three years.

Gender

In Ontario, males make up a somewhat larger share of the employed, however the mix of males and females among ES Assisted clients is exactly 50/50. In the SMWDB area and the region, women make up a slightly higher proportion of the ES Assisted client numbers, while their share of the unemployed in the region is exactly half.

Designated Groups

The ES client data collects information on designated groups, namely: newcomers, visible minorities, persons with disabilities, and members of Aboriginal groups. This information is self-reported.

Table 5 provides the data for the SMWDB, region and Ontario levels, and calculates the percentage of each group, based on the total number of clients. There is no way of knowing how many clients declined to self-identify.

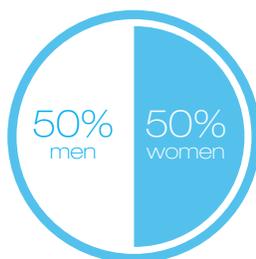
Table 4: Distribution by gender of ES Assisted clients and unemployed

| 2015-16 ASSISTED | ES ASSISTED CLIENTS | | | 2015 UNEMPLOYED | |
|------------------------|---------------------|--------|---------|-----------------|---------|
| | SMWDB | Region | Ontario | Region | Ontario |
| Females | 51.4% | 53.3% | 49.5% | 50.3% | 45.7% |
| Males | 48.6% | 46.5% | 50.3% | 49.7% | 54.3% |
| Undisclosed | 0.0% | 0.2% | 0.2% | | |
| 2014-15 ES ASSISTED | ES ASSISTED CLIENTS | | | 2014 UNEMPLOYED | |
| | SMWDB | Region | Ontario | Region | Ontario |
| Females | 49% | 52% | 49% | 50% | 47% |
| Males | 51% | 48% | 51% | 50% | 54% |

Central Region is based on sum of Barrie, Oshawa and Toronto CMAs.

Table 5: Distribution of designated groups among ES Assisted clients

| | NUMBER 2015-16 | | | PERCENTAGE 2015-16 | | |
|---------------------|----------------|--------|---------|--------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Newcomer | 157 | 14,149 | 19,297 | 2.5% | 15.4% | 9.9% |
| Visible minority | 160 | 16,624 | 22,721 | 2.5% | 18.1% | 11.7% |
| Person w/disability | 568 | 3,965 | 12,239 | 8.9% | 4.3% | 6.3% |
| Aboriginal group | 328 | 1,182 | 6,697 | 5.2% | 1.3% | 3.4% |



The mix of males and females among ES Assisted clients is exactly 50/50.

To make an appropriate comparison, we need to rely on the 2011 National Household Survey data. While the unemployment rate varies, the share of unemployment by designated groups is less likely to vary greatly year to year.

The first point to make is that we do not have accurate labour market data regarding persons with disabilities, and so it is not possible to make any determinations regarding this category.

Secondly, we do have the newcomer data for the local and regional areas, and so this data reflects the full population. The data for visible minorities and for Aboriginal people is only available for the Census Metropolitan Areas (CMA). While this provides an approximation for the region and for the local area, it does not include the full population in these two areas, and so should be treated with some caution.

Overall, comparing the share of ES Assisted clients by these designated groups and by their share of the unemployed in these areas, the figures are roughly equivalent, certainly not out of proportion (Table 6). This is particularly the case for newcomers and for members of an Aboriginal group.

The figures for visible minorities who are ES Assisted clients do come in notably lower than their share of the unemployed, and this discrepancy is evident at the SMWDB level, but especially at the regional and provincial levels. It seems quite likely that this is a consequence of the self-reported nature of this data – clients are less likely to identify themselves as visible minorities.

Table 6: Comparison of share of designated groups

| 2015-16 Designated group | ASSISTED CLIENTS | | | UNEMPLOYED in 2011 | | |
|-----------------------------|------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Newcomer | 2.5% | 15.4% | 9.9% | 1.5% | 10.2% | 6.7% |
| Visible minority | 2.5% | 18.1% | 11.7% | 6.2% | 49.4% | 31.5% |
| Aboriginal group | 5.2% | 1.3% | 3.4% | 5.1% | 1.2% | 3.4% |
| 2014-15 Designated group | ASSISTED CLIENTS | | | | | |
| | SMWDB | Region | Ontario | | | |
| Newcomer | 2.4% | 13.6% | 8.8% | | | |
| Visible minority | 2.5% | 17.2% | 11.0% | | | |
| Aboriginal group | 5.2% | 1.2% | 3.0% | | | |
| 2013-14 Designated group | ASSISTED CLIENTS | | | | | |
| | SMWDB | Region | Ontario | | | |
| Newcomer | 2.5% | 14.1% | 8.9% | | | |
| Visible minority | 2.4% | 15.4% | 9.7% | | | |
| Aboriginal group | 4.6% | 1.2% | 2.7% | | | |

Unemployed data for newcomers and visible minorities is from National Household Survey Cat. No. 99-012-X2011038. For Aboriginal peoples the data is from National Household Survey Cat. No. 99-012-X2011039. Central Region data represents Oshawa, Toronto, Barrie, Collingwood, Orillia and Midland CMAs.

Internationally Trained Professionals

The ES data indicates how many ES clients served are classified as Internationally Trained Professionals (ITPs). This includes not only newcomers but all immigrants who have education or training in a profession outside of Canada. Table 7 lists the number of ITPs and their share of all ES Assisted clients for each of the boards in the Central Region, as well as the cumulative figures for the Central Region and the province. In addition, the percentage share of IEPs from the previous three years is also included.

There had been a continuing decline in the percentage of ITPs across the boards in the Central Region, as well as in Ontario, for the years 2012/13 to 2014/15. For 2015/16, the proportions increased slightly. In the SMWDB area, ITPs make up a comparatively small proportion of clients, and that proportion has been quite steady for the last four years.

Educational Attainment

It is well known that the lower the level of educational attainment, the higher the unemployment rate. For those with low levels of educational attainment, the difficulty in finding a job can result in people giving up and leaving the labour force entirely. The drop in the participation rates over the last 25 years or so among those with very little education has been considerable, particularly among men (Table 8).

In 1990, one out of every two men who had an education of eight grades or less was in the labour force; by 2015, it was one in four. The comparable figure for women with grade 8 or less was one in four in the labour force in 1990, down to one in eight by 2015.

The participation rate for all levels of education fell during this period, but not nearly so dramatically, and less so for women. Men were hit especially hard as manufacturing jobs disappeared, while in the case of women, older women who had never been in the workforce were being

Table 7: Number and percentage of Internationally Trained Professionals among ES Assisted clients

| | SIMCOE- MUSKOKA | TORONTO | PEEL- HALTON | YORK | DURHAM | CENTRAL | ONTARIO |
|---------------------|--------------------|---------|-----------------|-------|--------|---------|---------|
| 2015/6 # ITP | 306 | 14,047 | 6,714 | 3,342 | 703 | 25,112 | 33,936 |
| 2015/6 % ITP | 5% | 31% | 35% | 26% | 9% | 27% | 18% |
| 2014/5 % ITP | 5% | 29% | 30% | 25% | 8% | 25% | 16% |
| 2013/4 % ITP | 5% | 32% | 35% | 25% | 10% | 28% | 18% |
| 2012/3 % ITP | 6% | 34% | 38% | 23% | 10% | 29% | 19% |

Table 8: Participation rates by select levels of education, males and females, Ontario, 1990 and 2015

| | MALES | | FEMALES | |
|---|-------|-------|---------|-------|
| | 1990 | 2015 | 1990 | 2015 |
| 0 to 8 years | 49.2% | 27.8% | 26.5% | 13.7% |
| High school graduate | 84.1% | 68.7% | 65.6% | 53.1% |
| Postsecondary certificate or diploma | 86.8% | 78.1% | 73.7% | 70.0% |
| Bachelor's degree | 88.2% | 81.2% | 79.7% | 75.3% |

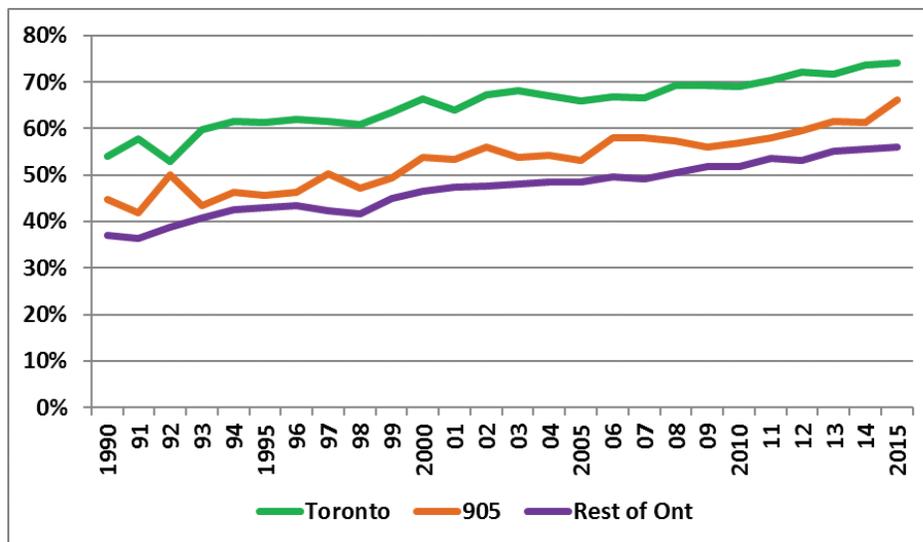
replaced by the generation after them who, more often than not, had joined the workforce and continued working for more years, thus bumping up the female participation rate.

This emphasis on education was a reflection of the higher level of skills required in an economy increasingly made up of service sector and knowledge-intensive jobs. Yet, surprisingly, it is hardly the case that all jobs that are classified as requiring a university degree are filled by workers who have a university degree, especially outside the Toronto area. Chart 3 tracks over time the proportion of such jobs filled by university degree holders for three

areas: the City of Toronto, the Greater Toronto area minus the City of Toronto (what is often called the 905 area code), and Ontario minus the Greater Toronto area.

In 2015, for Toronto residents working in jobs that required a university degree, three-quarters (74%) had obtained a university degree. In the rest of Ontario, the proportion was only slightly above half (56%). Among residents of the 905 area, the comparable figure was two-thirds (66%).

Chart 3: Percentage of jobs requiring a university degree filled by individuals with a university degree, City of Toronto, 905 area and the rest of Ontario, 1990-2015



It is well known that the lower the level of educational attainment, the higher the unemployment rate.

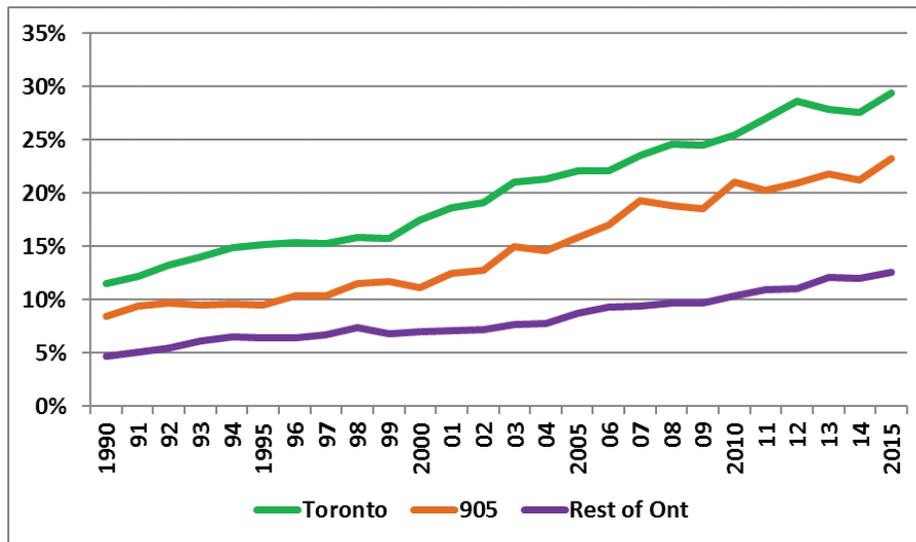
What is more striking is the increasing proportion of individuals with a university degree working in jobs that do not require a university degree (Chart 4).

In Toronto, almost three out of ten university degree holders in the labour force work in a job that does not require a university degree, a proportion that has been steadily rising over the last 25 years, and especially so

over the last 15 years. The comparable figure in 2015 for the rest of Ontario was 13%, and in the 905 area it was 23%.

Turning to the ES Assisted client profile, Table 9 provides the breakdown by educational attainment of clients served.

Chart 4: Percentage of labour force with a university degree working in jobs that do not require a university degree, City of Toronto, 905 area and the rest of Ontario, 1990-2015



Comparing the Ontario figures first, one sees that there is a broad alignment between the educational attainment levels of ES Assisted clients and those of the unemployed in Ontario, except that fewer unemployed with less than a Grade 12 education use ES services, while a greater proportion of those with a high school diploma use these services.

At the region level, the prominent difference is the far greater proportion of individuals with a university degree who use ES Assisted services, compared to their share of the unemployed, although with the higher proportion of residents with a university degree in the Central region, it is highly likely there is also a higher proportion of unemployed with a university degree.

At the SMWDB level, the regional pattern does not hold. Rather, there is a far higher proportion of individuals with a high school diploma only, whereas individuals with a university degree are a very small component of the client numbers.

This year is the first year that the figure for post-secondary certificate and diploma holders has been broken down into “Certificate of Apprenticeship/Journey Person” and “Completion of College,” and one can see that “Journey Persons” make up a very small proportion of this category, at 1-2%.

Table 9: Comparison of educational attainment levels among 2015-16 and 2014-15 ES Assisted clients and unemployed in 2015 and 2014

| | ES ASSISTED CLIENTS | | | UNEMPLOYED |
|--------------------|---------------------|--------|---------|-------------|
| | SMWDB | Region | Ontario | Ontario |
| 2015-16 | | | | 2015 |
| Less than Grade 8 | 1% | 1% | 1% | 2% |
| Less than Grade 12 | 15% | 7% | 11% | 16% |
| High school | 40% | 26% | 31% | 26% |
| Journey Person | 2% | 1% | 1% | 26% |
| College | 26% | 26% | 26% | |
| University | 9% | 35% | 24% | 21% |
| “Other” | 7% | 5% | 5% | 10% |
| 2014-15 | | | | 2014 |
| Less than Grade 8 | 1.3% | 0.7% | 1.2% | 2.0% |
| Less than Grade 12 | 15.1% | 7.1% | 11.4% | 16.3% |
| High school | 41.0% | 26.7% | 31.0% | 24.1% |
| Trades or college | 25.4% | 26.2% | 27.4% | 24.6% |
| University | 9.5% | 33.7% | 23.2% | 22.4% |
| “Other” | 7.7% | 5.5% | 5.8% | 10.5% |

Source of Income

There has been virtually no change in the profile of ES Assisted clients by their source of income compared to the last two years (Table 10 only shows the comparison with the previous year). The one slight difference is a

growth in the proportion of clients claiming No Source of Income, which continues a trend evident since 2012-13, when this category represented 39% of all clients.

Table 10: Percentage distribution of source of income of ES clients, SMWDB, Region and Ontario

| | 2015-16 | | | 2014-15 | | |
|----------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employment Insurance | 19% | 15% | 17% | 20% | 15% | 18% |
| Ontario Works | 12% | 11% | 14% | 12% | 10% | 14% |
| ODSP | 3% | 2% | 2% | 3% | 1% | 2% |
| No Source of Income | 48% | 52% | 45% | 46% | 52% | 44% |
| Other | 18% | 20% | 22% | 19% | 22% | 23% |

“No source of income” refers to personal income, not household income.

“Other” includes “Crown Ward,” “Dependant of OW/ODSP,” “Employed” and “Self-Employed.”

Length of Time out of Employment/Training

The proportion of longer-term unemployed (unemployed for six months or more) rose significantly in Ontario as a result of the recession and has since stayed relatively high (Chart 5), with a very slow decline.

This trend needs to be seen in historical context. Chart 6 displays the same data going back to 1976. There are three times the longer-term unemployment rate has shot

up in Ontario over this 50 year period: the 1982 recession, the 1990 recession and the 2008 recession. Following the 1982 recession, the percentage of individuals who had been out of work for more that half a year stayed above 20% for two years. In 1990, that proportion of longer-term unemployed stayed above 20% for eight years. So far, since 2008, it has been above 20% for six years. (The 1990 recession was especially severe, and the longer-term unemployment rate shot up to around 30% and higher of all unemployed for five years.)

Chart 5: Percentage of unemployed who have been unemployed for 27 weeks or more, Ontario, 2006-2015

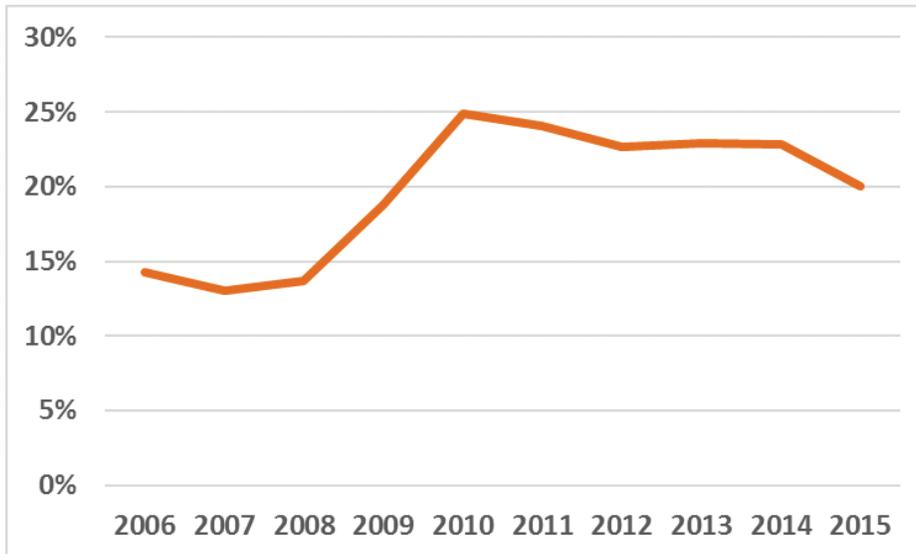
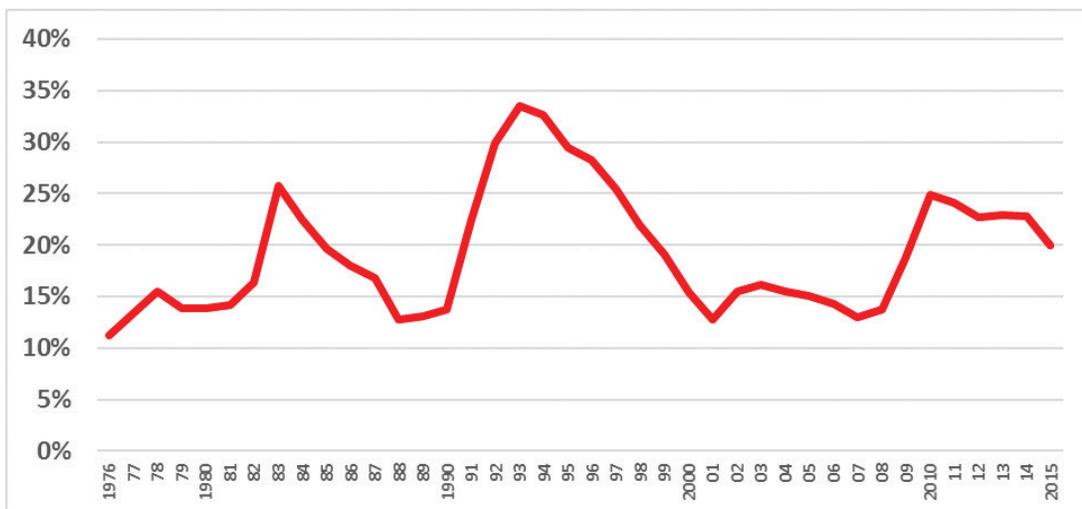


Chart 6: Percentage of unemployed who have been unemployed for 27 weeks or more, Ontario, 1976-2015



The major difference between the length of unemployment among ES Assisted clients and the unemployed population is the much larger proportion of ES clients who have been unemployed for over a year, roughly three times the proportion when comparing the provincial numbers (Table 11).

Comparing the ES Assisted client figures between this year and last shows virtually no difference, apart from a slight increase at the SMWDB level in those who have been unemployed for over 12 months.

Outcomes at Exit

There has been a very slight increase in the proportion of employed outcomes at the local level compared to last year, and a very slight increase in training outcomes at the regional and provincial levels.

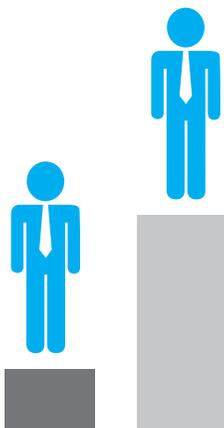
Table 11: Percentage distribution by length of time out of employment for 2015-16 and 2014-15 ES Assisted clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2015 Statistics Canada, Labour Force Survey (LFS Ontario)

| | 2015-16 ES CLIENTS | | | 2014-15 ES CLIENTS | | | LFS |
|---------------|--------------------|--------|---------|--------------------|--------|---------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario | ONTARIO |
| < 3 months | 50% | 44% | 47% | 53% | 44% | 47% | 63% |
| 3 – 6 months | 14% | 16% | 15% | 15% | 16% | 16% | 16% |
| 6 – 12 months | 13% | 15% | 14% | 13% | 15% | 14% | 14% |
| > 12 months | 23% | 26% | 24% | 20% | 25% | 23% | 7% |

Table 12: Percentage figures for ES Assisted client outcomes at exit, SMWDB, Region and Ontario

| | 2015-16 ES CLIENTS | | | 2014-15 ES CLIENTS | | |
|----------|--------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | REGION | ONTARIO | SMWDB | REGION | ONTARIO |
| Employed | 71% | 69% | 68% | 70% | 69% | 68% |
| Training | 12% | 13% | 13% | 12% | 14% | 14% |
| Other | 17% | 18% | 19% | 18% | 17% | 19% |

“Other” outcomes at exit include “Independent,” “Unable to work,” “Unemployed,” “Unknown” and “Volunteer.”



There is a much larger proportion of ES clients who have been unemployed for over a year, compared to provincial numbers.

Employment Outcomes

The Employment Outcomes listed in Table 12 are further detailed by sub-category in Table 13, which also compares the 2015-16 results to the 2014-15 figures.

There has been almost no change from last year between the distribution across the various categories at the local, region or provincial levels. In terms of variations between the local, region and provincial levels, there is a slightly higher proportion of self-employed outcomes at the local level.

Training and Education Outcomes

Table 14 provides a similarly detailed breakdown for the Education and Training outcomes category. There has been hardly any change over the last two years for the figures at the regional and provincial levels. At the

local level, there has been one large shift, a drop in the percentage of training outcomes that are “EO training initiatives” – from 18% to 8%. The difference has been distributed across seven of the other categories.

Lay-Off Industry – Employed Industry

Data is collected regarding the last job a client held, identifying both the industry and the occupation. The industry data is aggregated at the 2-digit North American Industry Classification System (NAICS) level, which ensures no data is suppressed (any data category with less than 10 client entries).

Table 15 lists the percentage of clients for which industry employment history is available, and compares the results to the previous year.

Table 13: ES Assisted client employment outcomes, SMWDB, Region and Ontario

| | 2015-16 ES CLIENTS | | | 2014-15 ES CLIENTS | | |
|-------------------------|--------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | REGION | ONTARIO | SMWDB | REGION | ONTARIO |
| Employed Full Time | 60% | 58% | 56% | 60% | 58% | 56% |
| Employed Part Time | 19% | 16% | 17% | 19% | 16% | 17% |
| Self-employed | 5% | 3% | 3% | 5% | 3% | 3% |
| Employed + education | 2% | 1% | 1% | 1% | 1% | 1% |
| Employed + training | 1% | 1% | 1% | 1% | 1% | 1% |
| Employed apprentice | 1% | 1% | 1% | 1% | 1% | 1% |
| Area of training/choice | 10% | 14% | 15% | 10% | 14% | 15% |
| More suitable job | 2% | 3% | 3% | 2% | 3% | 3% |
| Prof occupation/trade | 1% | 3% | 2% | 1% | 3% | 3% |

Table 14: ES Assisted client training and education outcomes, SMWDB, Region and Ontario

| | 2015-16 ES CLIENTS | | | 2014-15 ES CLIENTS | | |
|--------------------------------|--------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | REGION | ONTARIO | SMWDB | REGION | ONTARIO |
| OSSD or equivalent | 8% | 2% | 4% | 7% | 3% | 5% |
| Postsecondary | 15% | 16% | 16% | 14% | 18% | 17% |
| Academic upgrading | 13% | 5% | 5% | 10% | 5% | 5% |
| Other education | 7% | 6% | 5% | 4% | 6% | 5% |
| Second Career | 23% | 28% | 30% | 22% | 29% | 30% |
| EO training initiatives | 8% | 12% | 15% | 18% | 12% | 14% |
| EO literacy training | 5% | 1% | 2% | 3% | 1% | 2% |
| ESL/FSL | 0% | 6% | 4% | 1% | 5% | 4% |
| MCI Bridge Programs | 0% | 2% | 1% | 0% | 1% | 1% |
| Federal | 13% | 4% | 4% | 13% | 4% | 4% |
| Other skills training | 10% | 18% | 14% | 9% | 16% | 12% |

Table 15: Number of clients with lay-off industry data

| | SMWDB | REGION | ONTARIO |
|--|-------|--------|---------|
| % of 2015-16 ES Assisted Clients with industry lay-off data | 65% | 51% | 58% |
| % of 2014-15 ES Assisted Clients with industry lay-off data | 69% | 52% | 55% |

Table 16: Number of clients with industry employment outcome data

| | SMWDB | REGION | ONTARIO |
|--|-------|--------|---------|
| Clients with industry employment data | 536 | 3,509 | 9,488 |
| ES Assisted clients with employment outcomes | 4,523 | 63,049 | 132,409 |
| Industry employment data as % of all clients with employment data | 12% | 6% | 7% |

Overall, there is industry lay-off data for at least half of all clients, and the SMWDB area does even better, almost two-thirds (65%) of all clients.

However, the same cannot be said of the employment outcome data by industry. Table 16 illustrates the figures.

The data set is more limited, no doubt because clients finding employment may not check back in with the Employment Services agency. The proportion of clients for whom data was collected at the SMWDB level (12%) is somewhat better than the figures for the region and province.

With these data limitations in mind, Table 17 summarizes the industry lay-off and outcome data that has been provided and provides comparisons to the Ontario industry share by job vacancy, the unemployed and employed.

The big picture story for Ontario is fairly straightforward: there is considerable reliance in terms of employment outcomes on a handful of industries which themselves have a higher proportion of job vacancies, the unemployed and usually a higher proportion of the employed: Accommodation & Food Services; Business,

Table 17: Industry lay-off and industry employment outcomes, SMWDB, Region and Ontario; Ontario job vacancies, resident unemployment and employment profile

| | SMWDB | | REGION | | ONTARIO | | | | |
|--------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|-------------------|-----------------|
| | EO lay-off industry | EO industry outcome | EO lay-off industry | EO industry outcome | EO lay-off industry | EO industry outcome | Job vacancies – 2015 | Unemployed – 2015 | Employed – 2015 |
| Accommodation and food services | 18% | 16% | 13% | 9% | 14% | 10% | 12% | 11% | 6% |
| Agriculture, forestry, fishing | 1% | 0% | 0% | 0% | 1% | 1% | 3% | 1% | 1% |
| Business, building & other support | 11% | 11% | 12% | 15% | 11% | 13% | 10% | 11% | 5% |
| Construction | 10% | 11% | 6% | 6% | 9% | 8% | 5% | 13% | 7% |
| Educational services | 2% | 2% | 4% | 3% | 3% | 3% | 2% | 6% | 7% |
| Finance and insurance | 1% | 2% | 3% | 5% | 2% | 3% | 5% | 2% | 6% |
| Health care and social assistance | 6% | 10% | 7% | 9% | 7% | 8% | 8% | 6% | 12% |
| Information, culture & recreation | 5% | 6% | 6% | 6% | 4% | 4% | 6% | 6% | 5% |
| Manufacturing | 13% | 13% | 12% | 11% | 14% | 14% | 9% | 12% | 11% |
| Mining, quarrying, and oil and gas | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 1% |
| Other services (not public admin) | 7% | 7% | 7% | 6% | 7% | 5% | 4% | 3% | 4% |
| Professional, scientific & technical | 4% | 5% | 9% | 8% | 7% | 6% | 7% | 5% | 8% |
| Public administration | 1% | 0% | 1% | 2% | 1% | 2% | 2% | 2% | 5% |
| Real estate and rental and leasing | 2% | 0% | 1% | 2% | 1% | 1% | 2% | 1% | 2% |
| Retail trade | 14% | 14% | 11% | 14% | 13% | 13% | 15% | 13% | 11% |
| Transportation and warehousing | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 4% | 5% |
| Utilities | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% |
| Wholesale trade | 2% | 0% | 3% | 2% | 3% | 2% | 5% | 3% | 4% |

Ontario job vacancy data is from 2015 Job Vacancy and Wage Survey.

Ontario employed and unemployed data is from 2015 Labour Force Survey.

The following represent combined industries:

Business, building & other support = Management of companies + Administrative and other support services

Information, culture, recreation = Information and cultural industries + Arts, entertainment and recreation

Building and Other Support Services; Manufacturing; and Retail Trade. Health Care & Social Assistance is one sector where there is a higher level of employment (12% of the labour force) but a somewhat lower level of job vacancies and EO employment outcomes.

For the local area, Accommodation & Food Services has a higher profile, both in terms of lay-offs and employment outcomes, and there is also a higher proportion of

employment outcomes attributed to Health Care & Social Assistance.

The lay-off and employment outcome data for occupations has been aggregated at the 2-digit National Occupational Classification (NOC) level. Table 18 provides the lay-off occupation data (The number below each occupation is the number of clients).

Table 18: Top 10 occupations for lay-offs

| SMWDB | REGION | ONTARIO |
|---|---|--|
| 1. Service support occupations (408) | 1. Service support occupations (4219) | 1. Service support occupations (11827) |
| 2. Service representatives (255) | 2. Service representatives (3980) | 2. Service representatives (8499) |
| 3. Trades helpers, construction labourers (242) | 3. Administrative supervisors and administrative occupations (3580) | 3. Service supervisors (7049) |
| 4. Service supervisors (231) | 4. Service supervisors (2769) | 4. Trades helpers, construction labourers (6842) |
| 5. Administrative supervisors and administrative occupations (208) | 5. Office support occupations (2736) | 5. Labourers in manufacturing (6749) |
| 6. Salespersons - wholesale and retail (185) | 6. Salespersons - wholesale and retail (2508) | 6. Administrative supervisors and administrative occupations (6150) |
| 7. Industrial, electrical and construction trades (180) | 7. Labourers in manufacturing (2210) | 7. Salespersons - wholesale and retail (5761) |
| 8. Sales support occupations (171) | 8. Sales support occupations (2097) | 8. Sales support occupations (5270) |
| 9. Office support occupations (146) | 9. Technical occupations in natural & applied sciences (1647) | 9. Office support occupations (5224) |
| 10. Labourers in manufacturing (139) | 10. Paraprofessionals in legal, social, community & education (1561) | 10. Industrial, electrical and construction trades (4984) |

Administrative supervisors and administrative occupations: Office worker supervisors, executive and administrative assistants

Office support occupations: General office clerks, receptionists

Sales support occupations: Cashiers, store shelf stockers

Service representatives: Food & beverage servers, hostesses, security guards, customer service representatives

Service supervisors: food service supervisors, customer service supervisors, cooks

Service support occupations: Food counter attendants, light duty cleaners, operators in amusement and recreation

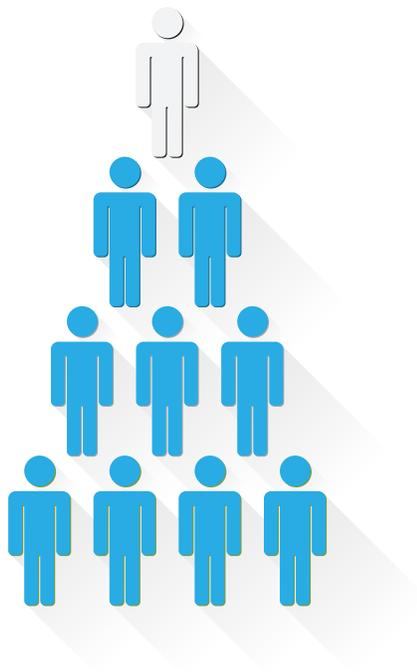
There are eight occupations in the top ten that are common to all areas, although they may rank slightly differently by area. These eight occupations are:

- Service support occupations
- Service representatives
- Service supervisors
- Administrative supervisors and administrative occupations
- Salespersons - wholesale and retail
- Sales support occupations
- Office support occupations
- Labourers in manufacturing

When it comes to employment outcomes by occupation, the available data at the local level is extremely limited. Nevertheless, there are similarities across the SMWDB

area, regional, and provincial levels, as well as similarities with the lay-off occupation list. Table 19 lists the top ten occupations for employment outcomes for the SMWDB area, regional and provincial areas.

Nine of the top ten employment outcome occupations for the local area are also in the top ten lay-off occupations for the local area, although not necessarily in the same order. But it does stand to reason that individuals with a work history in a particular occupation will look for and find work in the same occupation.



Of the **top ten** lay-off occupations, nine make the list for the top ten employment outcome occupations at the local level.

Table 19: Top 10 occupations for employment outcomes

| SMWDB | REGION | ONTARIO |
|---|--|--|
| 1. Service support occupations (56) | 1. Service representatives (369) | 1. Service representatives (924) |
| 2. Service representatives (50) | 2. Administrative supervisors and administrative occupations (265) | 2. Service support occupations (804) |
| 3. Labourers in manufacturing (40) | 3. Service support occupations (253) | 3. Labourers in manufacturing (755) |
| 4. Sales support occupations (35) | 4. Salespersons - wholesale and retail (243) | 4. Salespersons - wholesale and retail (519) |
| 5. Transport and heavy equipment operators (35) | 5. Labourers in manufacturing (202) | 5. Administrative supervisors and administrative occupations (514) |
| 6. Administrative supervisors and administrative occupations (34) | 6. Office support occupations (188) | 6. Sales support occupations (491) |
| 7. Trades helpers, construction labourers (34) | 7. Sales support occupations (150) | 7. Trades helpers, construction labourers (457) |
| 8. Service supervisors (30) | 8. Service supervisors (150) | 8. Office support occupations (447) |
| 9. Office support occupations (27) | 9. Transport and heavy equipment operators (121) | 9. Transport and heavy equipment operators (433) |
| 10. Industrial, electrical and construction trades (26) | 10. Professional occupations in business and finance (119) | 10. Service supervisors (409) |
| | 10. Technical occupations in natural & applied sciences (119) | |

Literacy and Basic Skills

Table 20 presents the overall client numbers for Literacy and Basic Skills (LBS) and makes some comparisons to last year's figures. SMWDB's area share of all Person Learners in the province dipped very slightly (from 5.6% to 5.5%), while the share for the region rose somewhat (from 38.1% to 39.1%).

There has been a very slight drop in the total number of in-person learners in the local area compared to last year, largely as a result of a slight drop in the number of new learners. The number of new learners increased in the

region and in the province, although the total number of in-person learners declined slightly provincially.

This year the ministry provided additional data regarding the service provider stream and the service provider sector.

Table 21 shows the distribution of learners by service provider stream. In the local area, apart from the Anglophone stream, the only other client stream being subscribed to is the Francophone stream, in a proportion similar to the provincial average (local at 5%, provincial at 6%).

Table 20: Number of Literacy and Basic Skills Learners

| | SMWDB | REGION | ONTARIO |
|--|--------------|---------------|---------------|
| Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2015-16) | 2,087 | 14,754 | 37,777 |
| Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2014-15) | 2,140 | 14,501 | 38,102 |
| Number of In-Person Learners (New) (2015-16) | 1,387 | 9,197 | 23,008 |
| Number of In-Person Learners (New) (2014-15) | 1,453 | 8,471 | 21,931 |
| Number of In-Person Learners (Carry-Over) (2015-16) | 700 | 5,557 | 14,769 |
| 2015-16 Person Learners as % of Province | 5.5% | 39.1% | |
| 2014-15 Person Learners as % of Province | 5.6% | 38.1% | |
| Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel) | 0 | | 4,434 |
| Number of E-Channel Learners (New) | 0 | | 4,422 |
| Number of E-Channel Learners (Carry-Over) | 0 | | 12 |
| Total Number of Learners (In-Person + E-Channel) | 2,087 | 14,754 | 42,211 |

Table 21: Distribution of clients by service provider stream

| | NUMBER OF LBS CLIENTS | | | % BY SERVICE PROVIDER STREAM | | |
|----------------|-----------------------|--------|---------|------------------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Anglophone | 1988 | 14016 | 35664 | 95% | 95% | 85% |
| Francophone | 99 | 363 | 2708 | 5% | 3% | 6% |
| Deaf | 0 | 175 | 437 | 0% | 1% | 1% |
| Native | 0 | 200 | 2256 | 0% | 1% | 5% |
| Non-Designated | 0 | 0 | 1146 | 0% | 0% | 3% |
| TOTAL | 2087 | 14754 | 42211 | 100% | 100% | 100% |

Table 22 shows the distribution by service provider sector. The profile of the distribution of LBS clients by service provider sector is very similar across the SMWDB area, the region and the province. Essentially, the proportions are: 30% via the community sector, 30% via school boards, and 40% via community colleges.

The client demographic data for Literacy and Basic Skills provides details for a number of characteristics. In terms of the age of the learners (Table 23), there has been virtually no change from last year. Compared to the region and the province, the local area has a slightly larger proportion of older adults (45-64 years old) and a correspondingly slightly smaller proportion of younger adults (25-44 years old).

Table 22: Distribution of clients by service provider sector

| | SMWDB | Region | Ontario |
|--------------------------|-------|--------|---------|
| Community Agency Sector | 28% | 29% | 31% |
| School SMWDB Sector | 31% | 29% | 30% |
| Community College Sector | 42% | 41% | 39% |

Table 23: Literacy and Basic Skills clients by age, 2015-16

| 2015-16 | NUMBER OF LBS CLIENTS | | | % BY AGE | | |
|--------------------|-----------------------|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| 15-24 year olds | 648 | 4175 | 12430 | 31% | 28% | 30% |
| 25-44 year olds | 816 | 6996 | 18420 | 39% | 48% | 44% |
| 45-64 year olds | 559 | 3267 | 9802 | 27% | 22% | 23% |
| 65 years and older | 64 | 277 | 1482 | 3% | 2% | 4% |
| TOTAL | 2087 | 14715 | 42134 | 101% | 101% | 100% |
| 2014-15 | 15-24 year olds | | | 31% | 30% | 30% |
| | 25-44 year olds | | | 39% | 47% | 43% |
| | 45-64 year olds | | | 28% | 22% | 23% |
| | 65 years and older | | | 3% | 2% | 4% |

Women make up a larger proportion of learners at the local level (56%), and even more so at the regional (58%) and provincial (60%) levels (Table 24). These figures are very similar to those of last year.

Table 25 provides the data for designated groups. This data relies on self-reported information and therefore is subject to under-counting. The figures are nevertheless being provided for the sake of comparison, because presumably there is a degree of under-reporting at each level of data.

For a number of categories, the proportions of designated groups are in the same range, for example Deaf or Deaf/Blind, or persons from an Aboriginal Group. But the local area has a smaller proportion of Newcomers and Visible Minorities, and a notably higher proportion of Persons with a Disability, compared to the region or the province.

Women make up a larger proportion of learners at the local, regional and provincial levels.

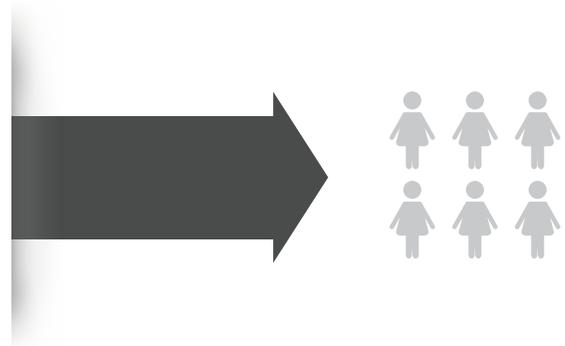


Table 24: Literacy and Basic Skills clients by gender, 2015-16

| | SMWDB | Region | Ontario |
|--------------------|-------|--------|---------|
| Females | 56% | 58% | 60% |
| Males | 44% | 41% | 40% |
| Undisclosed | 0% | 1% | 0% |
| TOTAL | 100% | 101% | 100% |

Table 25: Literacy and Basic Skills clients by designated groups, 2015-16

| 2015-16 | NUMBER OF LBS CLIENTS | | | PER CENT | | |
|-------------------------------|-----------------------|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Newcomer | 83 | 1548 | 3106 | 4% | 11% | 8% |
| Visible Minority | 78 | 2234 | 3969 | 4% | 15% | 11% |
| Person with Disability | 506 | 1929 | 6909 | 24% | 13% | 18% |
| Aboriginal Group | 183 | 555 | 4228 | 9% | 4% | 11% |
| Deaf or Deaf/Blind | 13 | 196 | 585 | 1% | 1% | 2% |
| Francophone | 112 | 453 | 3199 | 5% | 3% | 9% |

The distribution of educational attainment levels of clients is listed in Table 26. There is a very high level of similarity in the educational levels of attainment of clients across the SMWDB area, the region and the province. At the SMWDB level, almost half (47%) of LBS clients have less than a Grade 12 education.

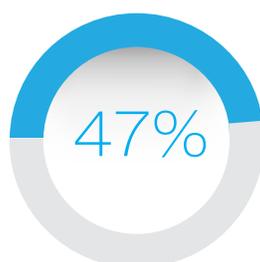
In terms of sources of income (Table 27), the SMWDB area has a larger proportion of learners who report no source of income, and a slightly lower proportion of clients who receive Ontario Works. There has been very little change in the profile of sources of income from that of last year.

Table 26: Literacy and Basic Skills clients by educational attainment, 2015-16

| 2015-16 | NUMBER OF LBS CLIENTS | | | PER CENT | | |
|-------------------------------|-----------------------|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Newcomer | 83 | 1548 | 3106 | 4% | 11% | 8% |
| Visible Minority | 78 | 2234 | 3969 | 4% | 15% | 11% |
| Person with Disability | 506 | 1929 | 6909 | 24% | 13% | 18% |
| Aboriginal Group | 183 | 555 | 4228 | 9% | 4% | 11% |
| Deaf or Deaf/Blind | 13 | 196 | 585 | 1% | 1% | 2% |
| Francophone | 112 | 453 | 3199 | 5% | 3% | 9% |

Table 27: Literacy and Basic Skills clients, percent distribution by source of income, 2015-16 & 2014-15

| | 2015-16 | | | 2014-15 | | |
|-----------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Other | 8% | 11% | 14% | 9% | 14% | 16% |
| Employed | 27% | 26% | 27% | 26% | 27% | 27% |
| Employment Insurance | 7% | 8% | 7% | 7% | 8% | 7% |
| No Source of Income | 25% | 19% | 15% | 23% | 13% | 12% |
| ODSP | 11% | 10% | 12% | 12% | 11% | 12% |
| Ontario Works | 20% | 24% | 23% | 22% | 25% | 24% |
| Self Employed | 2% | 2% | 2% | 2% | 2% | 2% |



In the SMWDB area, almost half (47%) of LBS clients have less than a Grade 12 education.

When it comes to learner's goal paths (Table 28), the SMWDB area has a distribution of goals that is broadly similar to those at the regional and provincial levels, except for a higher proportion seeking a secondary school credit and a lower proportion seeking post-secondary education. The share of those seeking employment has increased slightly from the previous year (from 31% to 34%)

By far, the largest proportion of clients is unemployed at point of intake, 60% in the case of the local area. There is hardly much difference in the labour force attachment of clients between the SMWDB, the region and the province, and there has been virtually no change from the figures for last year (Table 29).

Table 28: Literacy and Basic Skills clients: Learner's Goal Path, 2015-16 & 2014-15

| | 2015-16 | | | 2014-15 | | |
|--------------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Apprenticeship | 8% | 7% | 6% | 9% | 8% | 6% |
| Employment | 34% | 28% | 31% | 31% | 25% | 28% |
| Independence | 7% | 9% | 11% | 8% | 10% | 12% |
| Postsecondary | 30% | 42% | 38% | 30% | 43% | 39% |
| Secondary School Credit | 21% | 14% | 15% | 22% | 14% | 16% |

Table 29: Literacy and Basic Skills clients: Labour force attachment, 2015-16 & 2014-15

| | 2015-16 | | | 2014-15 | | |
|---------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employed Full Time | 15% | 16% | 16% | 14% | 16% | 15% |
| Employed Part Time | 14% | 14% | 14% | 14% | 14% | 14% |
| Full Time Student | 1% | 6% | 4% | 1% | 7% | 5% |
| Part Time Student | 7% | 3% | 3% | 8% | 5% | 3% |
| LFA Self Employed | 2% | 2% | 2% | 2% | 2% | 2% |
| Under Employed | 1% | 2% | 2% | 1% | 2% | 2% |
| Unemployed | 60% | 57% | 59% | 59% | 55% | 59% |

60%

In the SMWDB area the largest proportion of clients is unemployed at point of intake.

With regards to employed outcomes (Table 30), a few observations:

- The local area has a considerably higher proportion of clients with an unemployed outcome, compared to the region and the province;
- At the same time, the local area has improved its “Employed Full-time” outcome over last year, which is also slightly higher than the figures for the region and the province;
- The local area also has a slightly lower proportion of outcomes in the “In Education” category.

The local area has improved its “Employed Full-time” outcome over last year from 14% to 19%.

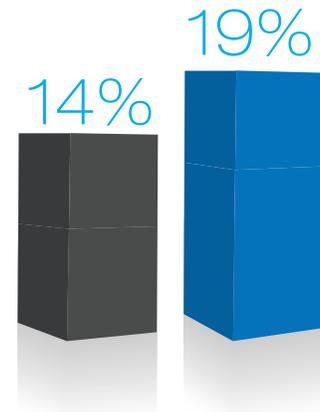


Table 30: Literacy and Basic Skills clients: Employed outcome, 2015-16 & 2014-15

| | 2015-16 | | | 2014-15 | | |
|------------------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employed Apprentice | 0% | 6% | 2% | 0% | 5% | 2% |
| Employed Full-Time | 19% | 15% | 16% | 14% | 18% | 15% |
| Employed Part-Time | 9% | 7% | 8% | 9% | 6% | 7% |
| Employed - Other | 0% | 1% | 1% | 1% | 1% | 4% |
| Self-Employed | 1% | 1% | 1% | 2% | 1% | 1% |
| Employed & in Education | 3% | 2% | 2% | 2% | 2% | 2% |
| Employed & in Training | 0% | 1% | 1% | 1% | 1% | 1% |
| In Education | 17% | 24% | 21% | 19% | 25% | 21% |
| In Training | 3% | 8% | 8% | 5% | 8% | 8% |
| Independent | 1% | 3% | 4% | 3% | 2% | 4% |
| Volunteer | 2% | 1% | 2% | 1% | 1% | 1% |
| Unable to Work | 4% | 4% | 4% | 4% | 3% | 4% |
| Unemployed Outcome | 31% | 16% | 16% | 27% | 12% | 16% |
| Unknown | 10% | 14% | 15% | 14% | 17% | 15% |

Second Career

The SMWDB area enlisted 183 individuals into the Second Career program last year. One way to provide a context for this number is to calculate the local area's share of the province's total Second Career client figure. That share turns out to be 2.1%, a proportion that has been inching up, but which is still only a bit over half of the area's share of the Ontario population.

As with the other programs, the client demographic data for Second Career provides details for a number of characteristics.

Second Career clients tend to be either younger or middle-aged adults: slightly over half are aged 25 to 44 years, and around four out of ten are aged 45 to 64 years old. This pattern is consistent across the local, regional and provincial areas, and there has been little change from the previous year (Table 32).

In Ontario, the split between males and females among Second Career participants has been more or less equal (Table 33). At the regional level, there are more females, while at the SMWDB level, the proportion of women has risen from 45% in 2013-14.

Table 31: Second Career client numbers, 2015-2016

| | SMWDB | REGION | ONTARIO |
|---|-------|--------|---------|
| Number of clients, 2015-16 | 183 | 3,927 | 8,626 |
| Number of clients, 2014-15 | 184 | 4,325 | 9,271 |
| 2015-16 2nd Career clients as % of Province | 2.1% | 45.5% | |
| 2014-15 2nd Career clients as % of Province | 2.0% | 46.7% | |
| 2013-14 2nd Career clients as % of Province | 1.7% | 47.4% | |
| Share of provincial population (2011) | 3.7% | 51.0% | |

Table 32: Second Career clients by age, 2015-16 and 2014-15

| 2015-16 | NUMBER OF 2 nd CAREER CLIENTS | | | % BY AGE | | |
|---------------------------|--|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| 15-24 year olds | 14 | 98 | 561 | 8% | 3% | 7% |
| 25-44 year olds | 95 | 2,209 | 4,995 | 52% | 56% | 58% |
| 45-64 year olds | 73 | 1,596 | 3,028 | 40% | 41% | 35% |
| 65 years and older | | 24 | 42 | 0% | 1% | 1% |
| TOTAL | 182 | 3,927 | 8,626 | 100% | 100% | 100% |
| 2014-15 | 15-24 year olds | | | 8% | 3% | 7% |
| | 25-44 year olds | | | 54% | 55% | 56% |
| | 45-64 year olds | | | 39% | 42% | 37% |
| | 65 years and older | | | 0% | 1% | 0% |

Table 33: Second Career clients by gender, 2015-16 and 2014-15

| | 2015-15 | | | 2014-15 | | |
|--------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Females | 50% | 56% | 49% | 47% | 56% | 50% |
| Males | 50% | 44% | 51% | 53% | 44% | 50% |
| Undisclosed | 0% | 0% | 0% | 0% | 0% | 0% |

The SMWDB area has much fewer Second Career clients who have completed university compared to the region or the province. Otherwise, its figures are similar to the other areas, but with a higher share of individuals in the “Other Education” category (Table 34).

In terms of sources of income, more than half of Second Career clients at the local level cite Employment Insurance as their source of income, much more than is the case at the regional or provincial level. Almost a third cite No Source of Income (Table 35).

Second Career clients at the local level have been unemployed about the same length of time as other local ES Assisted clients, although fewer have been unemployed for more than a year. In the region and the province, Second Career clients tend to have been out of employment for a somewhat longer period of time than the average ES Assisted client.

Table 34: Second Career clients: Educational attainment at intake, 2015-16 and 2014-15

| | 2015-16 | | | 2014-15 | | |
|----------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Less than Grade 8 | 0% | 1% | 1% | 0% | 0% | 1% |
| Less than Grade 12 | 11% | 5% | 8% | 14% | 5% | 8% |
| Completion of Secondary | 33% | 29% | 31% | 37% | 29% | 30% |
| Completion of College | 24% | 23% | 24% | 23% | 22% | 24% |
| Apprenticeship Certificate | 0% | 1% | 1% | 0% | 1% | 1% |
| Completion of University | 0% | 20% | 14% | 8% | 21% | 14% |
| Other Education | 31% | 22% | 21% | 19% | 22% | 22% |

Table 35: Second Career clients by source of income, 2015-16 and 2014-15

| | 2015-16 | | | 2014-15 | | |
|----------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employment Insurance | 57% | 44% | 46% | 51% | 46% | 47% |
| Ontario Works | 0% | 7% | 8% | 9% | 7% | 8% |
| ODSP | 0% | 1% | 2% | 0% | 1% | 1% |
| No Source of Income | 28% | 32% | 28% | 20% | 28% | 24% |
| Other | 15% | 15% | 17% | 20% | 18% | 20% |

Table 36: Percentage distribution by length of time out of employment for Second Career clients and ES Assisted clients (2015-16), and unemployed individuals, Ontario, 2015

| | 2015-16 SECOND CAREER | | | 2015-16 ES CLIENTS | | | LFS |
|---------------|-----------------------|--------|---------|--------------------|--------|---------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario | ONTARIO |
| < 3 months | 48% | 26% | 39% | 50% | 44% | 47% | 63% |
| 3 – 6 months | 18% | 18% | 19% | 14% | 16% | 15% | 16% |
| 6 – 12 months | 17% | 24% | 20% | 13% | 15% | 14% | 14% |
| > 12 months | 16% | 32% | 22% | 23% | 26% | 24% | 7% |

Table 37 lists the top ten approved skills training programs under Second Career. There is a limited amount of data for the SMWDB area, with only five training programs being identified, the rest being suppressed for being under 10. All five of these programs made the list for the top ten at both the regional and provincial levels:

- Transport Truck Drivers
- Home Support Workers and Housekeepers
- Social and Community Service Workers
- Heavy Equipment Operators
- Medical Administrative Assistants

Under the provincial column, the previous year's ranking for that training program is listed in bold. The programs on the province's top ten list are the same as the previous year, except for one (Administrative Officers). The Transport Truck Driver program is by far and away the largest for the province, so much so that it is almost equal to the enrolment numbers for the next three largest programs.

Table 37: Top 10 Second Career Approved Skills Training Programs

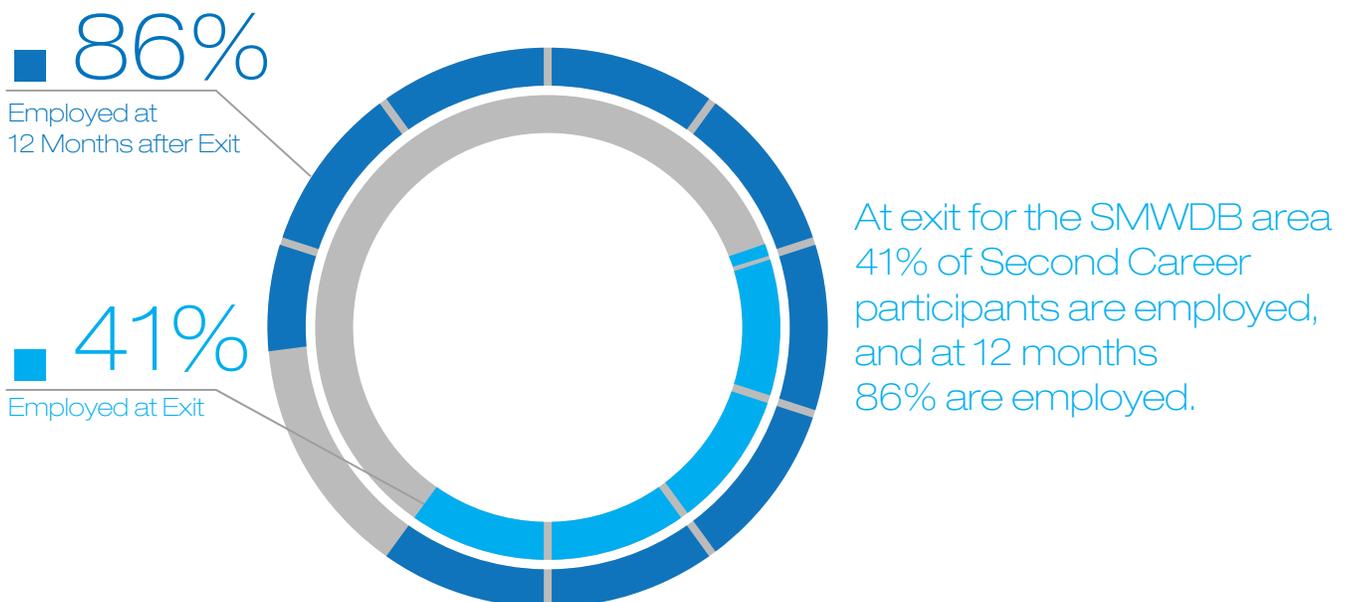
| SMWDB | REGION | ONTARIO |
|--|--|---|
| 1. Transport Truck Drivers (36) | 1. Accounting and Related Clerks (305) | 1. Transport Truck Drivers (1) (1270) |
| 2. Home Support Workers and Housekeepers (22) | 2. Transport Truck Drivers (277) | 2. Heavy Equipment Operators (2) (587) |
| 3. Social and Community Service Workers (15) | 3. Medical Administrative Assistants (268) | 3. Medical Administrative Assistants (4) (431) |
| 4. Heavy Equipment Operators (12) | 4. Early Childhood Educators and Assistants (213) | 4. Accounting and Related Clerks (3) (411) |
| 5. Medical Administrative Assistants (12) | 5. Social and Community Service Workers (203) | 5. Home Support Workers and Housekeepers (7) (407) |
| | 6. Computer Network Technicians (189) | 6. Social and Community Service Workers (6) (396) |
| | 7. Home Support Workers and Housekeepers (182) | 7. Early Childhood Educators and Assistants (5) (304) |
| | 8. Paralegals (122) | 8. Computer Network Technicians (8) (289) |
| | 9. Administrative Officers (117) | 9. Administrative Officers (248) |
| | 10. Heavy Equipment Operators (106) | 10. Welders and Related Machine Operators (9) (225) |

Table 38: Outcomes at exit and at 12 months, 2015-16

| | NUMBER | | | PERCENT | | |
|-----------------------------|-----------|--------------|--------------|-------------|-------------|-------------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| OUTCOME AT EXIT | | | | | | |
| Employed | 40 | 540 | 1,844 | 41% | 33% | 39% |
| Training/Edn | 15 | 190 | 386 | 15% | 12% | 8% |
| Other | 43 | 899 | 2507 | 44% | 55% | 53% |
| TOTAL | 98 | 1,629 | 4,737 | 100% | 100% | 100% |
| OUTCOME AT 12 MONTHS | | | | | | |
| Employed | 76 | 988 | 3,249 | 86% | 77% | 81% |
| Training/Edn | 0 | 53 | 117 | 0% | 4% | 3% |
| Other | 12 | 247 | 626 | 14% | 19% | 16% |
| TOTAL | 88 | 1,288 | 3,992 | 100% | 100% | 100% |

Outcomes at exit and at 12 months are fairly consistent across the SMWDB area, regional and provincial areas: at exit, around 40% of Second Career participants are

employed, and at 12 months around 80% are employed. The employed results for the SMWDB area are slightly better.



Apprenticeship

The number of new apprenticeship registrations and active apprenticeships at the SMWDB level is only slightly lower in comparison to the area's share of the general provincial population, however the regional figure is considerably lower (although it is rising).

At the SMWDB level, the percentage of new registrations (3.4%) is slightly higher than the percentage of active apprenticeships (2.7%).

Table 40 lists the top ten trades for new registrations for the local area, the region and the province. Eight trades are common to our three top ten lists, as follows:

- Automotive Service Technician
- Electrician – Construction & Maintenance
- Hairstylist
- Truck and Coach Technician
- Child Development Practitioner
- General Carpenter
- Plumber
- Cook

Table 39: New registrations and active apprenticeships

| | SMWDB | Region | Ontario |
|-------------------------------------|-------|--------|---------|
| Number of New Registrations | | | |
| 2015-2016 | 867 | 10,451 | 25,793 |
| As % of Ontario: 2015-16 | 3.4% | 40.5% | |
| As % of Ontario: 2014-15 | 3.5% | 37.3% | |
| Number of Active Apprentices | | | |
| 2015-2016 | 2,127 | 31,580 | 78,959 |
| As % of Ontario: 2015-16 | 2.7% | 40.0% | |
| As % of Ontario: 2014-15 | 2.8% | 36.5% | |
| Population | | | |
| As percent of Ontario | 3.7% | 51.0% | 100.0% |



Table 40: Top 10 trades for new registrations

| SMWDB | REGION | ONTARIO |
|--|---|---|
| 1. Automotive Service Technician (157) | 1. Electrician – Construction & Maintenance (1922) | 1. Electrician – Construction & Maintenance (3686) |
| 2. Electrician – Construction & Maintenance (151) | 2. Automotive Service Technician (1599) | 2. Automotive Service Technician (3679) |
| 3. Hairstylist (100) | 3. Hairstylist (870) | 3. Hairstylist (2178) |
| 4. Truck and Coach Technician (69) | 4. General Carpenter (711) | 4. General Carpenter (1601) |
| 5. Child Development Practitioner (49) | 5. Plumber (645) | 5. Truck and Coach Technician (1499) |
| 6. General Carpenter (49) | 6. Child Development Practitioner (590) | 6. Plumber (1362) |
| 7. General Machinist (38) | 7. Truck and Coach Technician (531) | 7. Child Development Practitioner (1115) |
| 8. Plumber (37) | 8. Refrigeration and Air Conditioning Systems Mechanic (307) | 8. Industrial Mechanic Millwright (946) |
| 9. Auto Body and Collision Damage Repairer (20) | 9. Sheet Metal Worker (184) | 9. Tractor-Trailer Commercial Driver (433) |
| 10. Cook (20) | 10. Cook (175) | 10. Cook (582) |

Findings

from Employer Survey

Over the course of slightly more than two weeks in September, SMWDB administered an on-line survey to employers to obtain their views on a number of labour market challenges. The dissemination of this survey was greatly assisted by approximately 30 community partners, representing municipalities, chambers of commerce, employment services agencies, educators and various non-profit organizations. In total, 256 employers went

to the on-line survey and slightly under 200 provided substantive answers, with 165 completing the survey.

The distribution of employers by industry provided a good mix of different types of businesses, in many cases reflecting the actual distribution of these businesses in Simcoe and Muskoka. Table 1 provides the actual number of responses by industry, the percentage distribution of survey responses by industry, and compares them to the distribution of establishments with one or more employees in Simcoe and Muskoka in June 2016.

Table 1: Distribution of survey respondents by industry compared to actual distribution of establishments with employees in Simcoe and Muskoka

| Industry sector | SURVEY | | ACTUAL |
|---|------------|-------------|-------------|
| | # | % | |
| Accommodation and Food Services | 17 | 7.2% | 7.3% |
| Administrative & Support, Waste Management | 5 | 2.1% | 5.3% |
| Agriculture, Forestry, Fishing and Hunting | 4 | 1.7% | 2.1% |
| Arts, Entertainment and Recreation | 11 | 4.7% | 2.0% |
| Construction | 21 | 8.9% | 18.0% |
| Educational Services | 8 | 3.4% | 1.0% |
| Finance and Insurance | 11 | 4.7% | 3.3% |
| Health Care and Social Assistance | 21 | 8.9% | 9.7% |
| Information and Cultural Industries | 5 | 2.1% | 1.0% |
| Management of Companies and Enterprises | 0 | 0.0% | 0.6% |
| Manufacturing | 29 | 12.3% | 4.6% |
| Mining and Oil & Gas Extraction | 2 | 0.9% | 0.4% |
| Other Services (except Public Administration) | 28 | 11.9% | 8.8% |
| Professional, Scientific & Technical Services | 17 | 7.2% | 9.0% |
| Public Administration | 18 | 7.7% | 0.2% |
| Real Estate and Rental and Leasing | 5 | 2.1% | 3.9% |
| Retail Trade | 16 | 6.8% | 14.3% |
| Transportation and Warehousing | 12 | 5.1% | 3.9% |
| Utilities | 3 | 1.3% | 0.2% |
| Wholesale Trade | 2 | 0.9% | 4.4% |
| TOTAL | 235 | 100% | 100% |

In a few instances, there is an over-representation of employers, notably Manufacturing; Other Services; and Public Administration. Similarly, certain sectors are under-represented: Administrative & Support, Waste Management; Construction; and Retail Trade.

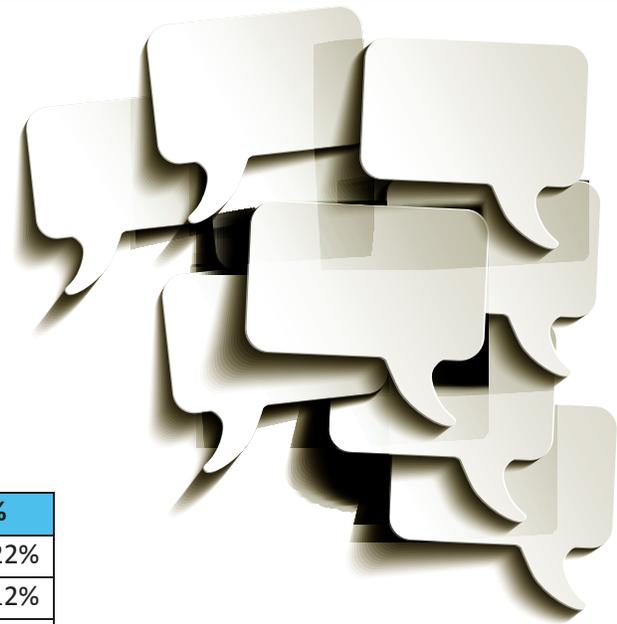
The responses came from across the target area:

Table 2: Survey respondents by location

| Location | # | % |
|--------------------------------------|------------|-------------|
| Barrie | 62 | 22% |
| Other | 35 | 12% |
| Orillia | 34 | 12% |
| Bracebridge | 27 | 9% |
| Midland/Penetanguishene | 20 | 7% |
| Gravenhurst | 19 | 7% |
| Huntsville | 19 | 7% |
| Other location in Muskoka | 19 | 7% |
| Oro-Medonte | 11 | 4% |
| Other location in Simcoe | 11 | 4% |
| Collingwood | 7 | 2% |
| Essa | 7 | 2% |
| Springwater | 6 | 2% |
| Innisfil | 5 | 2% |
| New Tecumseth | 3 | 1% |
| Wasaga Beach | 2 | 1% |
| 226 Respondents – 245 answers | 276 | 100% |

The total number of responses is greater than the number of employers who completed the survey because some employers provided more than one location, oftentimes including a location that was “Other.” There is quite a dispersal of respondents from across the area, with an over-representation of employers from Muskoka compared to Simcoe.

One further comparison for assessing the representativeness of the survey population is to compare the distribution of respondents by number of employees to the actual figures.



200 employers provided substantive answers

165 employers completed the survey

Table 3 illustrates the distribution of all businesses with employees by number of employees (that is, the very large proportion of businesses with no employees, solo operators, is excluded from this calculation).¹ By far, the survey is over-represented by employers with a greater number of employees, and under-represented by firms with very few employees. For an understanding of local labour market dynamics, this is not a bad thing. Indeed, the 109 survey respondents with more than 20 employees

represent 5.5% of all employers in Simcoe and Muskoka with over 20 employees (1,968 such businesses). This is a very high survey response rate for this employment-rich category of employers, slightly over one in twenty. (In addition, there were 17 respondents who had no full-time equivalent staff – they were not included in this number of employee calculation.)

Table 3: Distribution of survey respondents by number of employees

| | NUMBER OF EMPLOYEES | | | |
|------------------------------------|---------------------|-------------|-------------|--------------|
| | 1-4 | 5-19 | 20-99 | 100+ |
| Actual number | 8,970 | 5,526 | 1,704 | 264 |
| Actual percent | 55% | 34% | 10% | 2% |
| Survey number | 40 | 68 | 72 | 37 |
| Survey percent | 18% | 31% | 33% | 17% |
| Survey as percent of actual | 0.4% | 1.2% | 4.2% | 14.0% |

Factors Influencing Workforce Decisions

This year, the survey sought to understand some of the qualitative characteristics that affect workforce decisions made by employers. This was done by way of the following question:

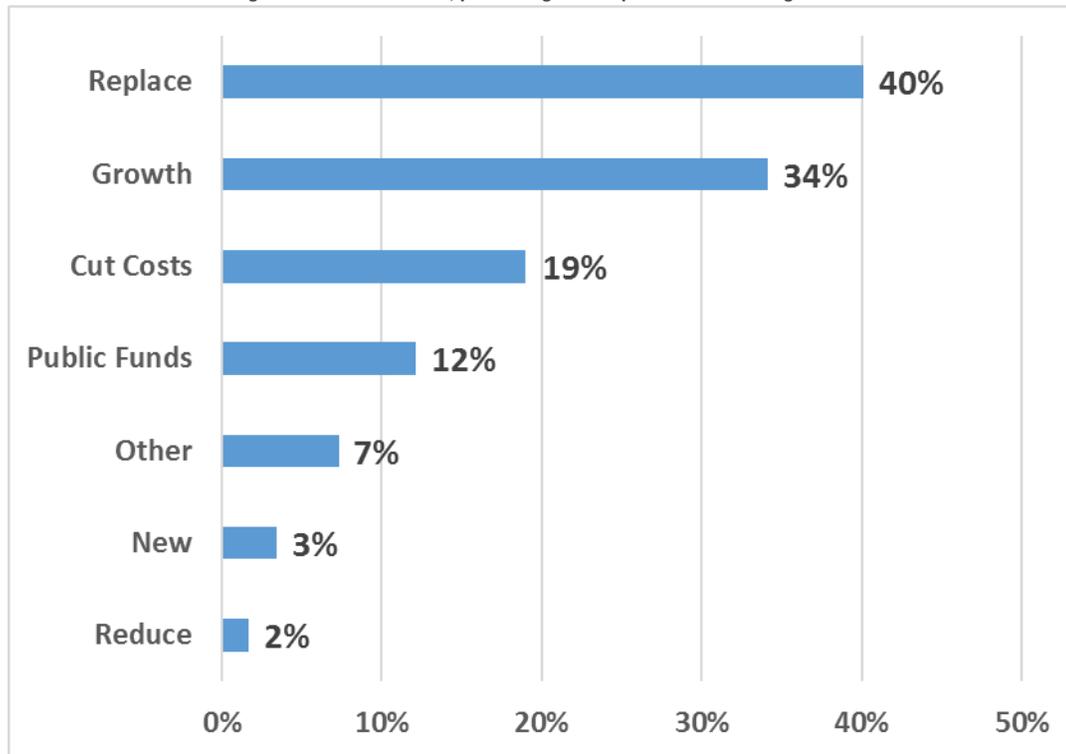
Employers vary in size, growth expectations and workforce needs. Please identify which description best fits your establishment. Choose as many as apply.

These factors were the following (the factors are listed in full, as they appeared in the survey, and their abbreviated form for the sake of reporting is listed in the second column):

| WORDING IN SURVEY | ABBREVIATED FORM |
|---|------------------|
| Our establishment just began operating in the last two years. | New |
| Our establishment is in a growth phase, and we expect to expand. | Growth |
| Our establishment is at its optimum size, and any hiring is largely related to replacing workers who leave. | Replace |
| Our establishment focuses on keeping staffing costs to a minimum. | Cut Costs |
| Our establishment depends on government funding or contracts for at least half of its revenues, and this determines our staffing needs. | Public Funds |
| Our establishment is planning to reduce the size of its workforce. | Reduce |
| Other: (please specify) | Other |

The results are presented in Chart 1.

Chart 1: Factors influencing workforce decisions, percentage of respondents choosing the factor



By far, the two most prominent factors were that companies were either at their optimal size and were only hiring to replace departing workers (40%) or that they were in a growth phase (34%). Two other factors that affected workforce decisions were a focus on keeping staff costs low (19%) and those establishments that relied heavily on funding from the government (12%). Respondents who cited “Other” often noted that their hiring was seasonal.

Certain industries and certain sized employers were more likely to cite one of these factors. Not surprisingly, firms with over 100 employees were more likely to say that they were an optimal size and hired mainly to replace departing workers. This also more frequently among firms in Educational Services; Arts, Entertainment & Recreation; and Accommodation & Food Services. Similarly, firms

that were supported by public funds were likely to be found in Educational Services or Health Care & Social Assistance.

Companies that said they were in a growth phase were slightly more likely to be in Manufacturing; Finance & Insurance; Administrative & Support; and Public Administration. The company size appeared to be less of a correlation. Companies that cited cutting staff costs more often had 5-19 employees, and were in Construction; Manufacturing; and Health Care & Social Assistance.

The focus on cutting costs appears more or less equally divided between establishments that are growing or that are at their optimal costs, and is also slightly more prevalent among firms that rely on public funding.

34% of employers stated they were in a growth phase

Assessment Of Skills Among Job Candidates

The issue of skills shortages is a prominent issue in discussions about Canada’s labour market. Survey respondents were asked their assessment of job candidates in terms of their hard and soft skills, using the following definitions:

Hard skills: The technical skills specific to a carry out a particular occupation

Soft skills: Interpersonal skills and familiarity with expectations of a workplace

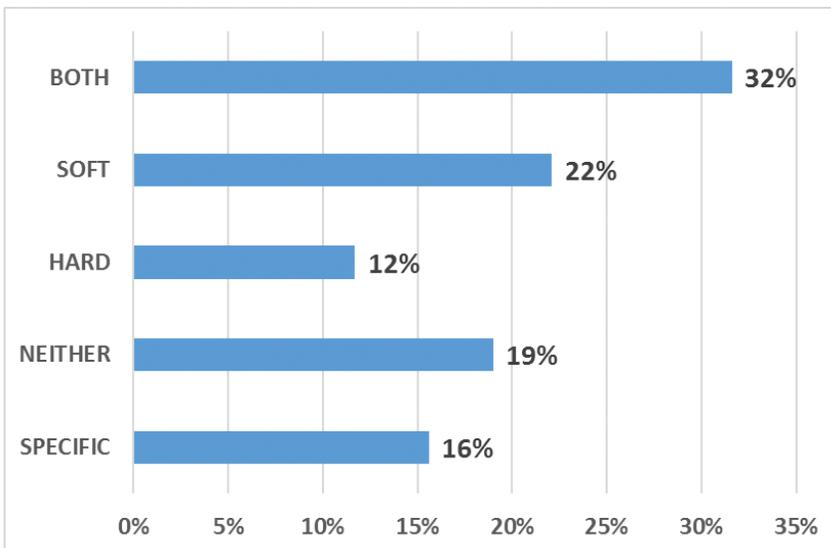
Respondents were asked to choose one of the following statements. The abbreviated version of the statement is included for the sake of Chart 2.

| | |
|---|----------|
| I think many job candidates lack both hard skills and soft skills | BOTH |
| I think many job candidates particularly lack soft skills | SOFT |
| I think many job candidates particularly lack hard skills | HARD |
| I think most job candidates have adequate soft and hard skills | NEITHER |
| I think the skills shortage is only in relation to a few specific occupations | SPECIFIC |

One out of three (32%) employers felt that job candidates lacked both hard and soft skills. Another one out of three (34%) felt job candidates lacked one or the other, with the majority of these citing the lack of soft skills. One out of five (19%) felt the job skills of job candidates was adequate. Finally, around one in six (16%) employers felt that there were skills shortages in relation to a few specific occupations.

Small firms (both 1-4 and 5-19 employees) are far more likely to cite the lack of both hard and soft skills, and less likely to say that the skills shortage is in relation to a few specific occupations, whereas firms with over 100 employees are the exact opposite: they are much less likely to say that job candidates lack both skills and instead far more likely to indicate that the skills shortage is in relation to a few specific occupations.

Chart 2: Assessment of skills among job candidates



One out of three employers felt that job candidates lacked both hard and soft skills

Occupation shortages

For those employers who felt that the skills shortage related to a few specific occupations, the subsequent question asked that they name the skilled occupations, up to three. In total, 25 employers named a first occupation. Of these, 16 named a second occupation

and 10 named a third. Table 4 lists all the responses (exactly as they were entered by employers).

In the first occupation column, skilled tradespersons get mentioned eight times, registered nurses three times, and truck drivers and IT occupations each twice.

Table 4: First, second and third occupations named as experiencing shortages

| First | Second | Third |
|----------------------------------|---|-------------------------------|
| Electrical journeymen | | |
| Mid to senior level Engineers | Mid to senior level Project Managers | Senior level CAD Designers |
| Skilled trades | | |
| Trades Professionals | | |
| Marine technician | Marine management | Vessel handling |
| Personal Support Workers | Registered Nurses | |
| Tradespeople | | |
| Registered Nurses | Resident Attendants | |
| Specialty Registered Nurses | Management | Pharmacists |
| Skilled trades, construction etc | Doctors - but this is more due to regulations I believe | |
| Psychiatrists | Psychologists | Registered nurses |
| Information Technology | Personal Support Workers | Engineering |
| Professional Engineers | IT | |
| Sewers | Upholsters | Sales |
| Trained Managers | N/A | N/A |
| Licensed Mechanic 310T | | |
| DZ Driver | 310T Mechanics | Computer literate supervisory |
| Developmental Services | | |
| High level management | | |
| Building Inspector | Municipal Treasurer | |
| Nurses | Psychiatrists | Therapists |
| Truck Drivers | | |
| Trades | Medical/health | Military |
| Computer programming | Multilingual sales people (Spanish/ English) | |
| General Carpenters | Skilled Labour | Remediation Technicians |

How to Address Job Recruitment and Skills Shortages Challenges

In the face of recruitment challenges and various types of skills shortages, employers were asked to assess the value of various initiatives to address these issues. Once again, the table below presents the long form of the statement in the survey, accompanied by the abbreviated version for the purpose of the chart.

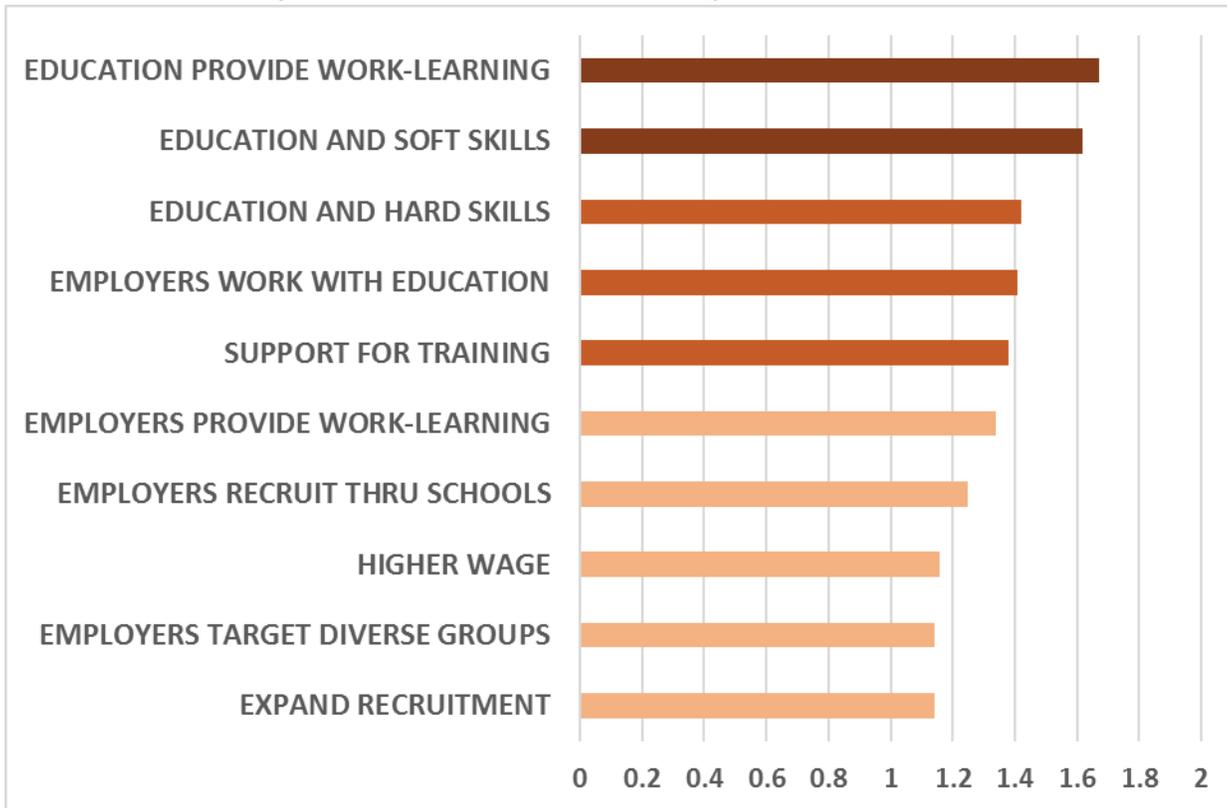
Respondents were asked to indicate their level of agreement with each statement, either “Very much agree,” “Somewhat agree” or “Do not feel it would make much difference.” To calculate a cumulative score, each “Very much agree” was given a value of “+2”, and each “Somewhat agree” a value of “+1.” The total score was divided by the number of respondents for each statement. Chart 3 provides the results.

In every instance, the cumulative score for each statement was at least “Somewhat agree” (a score of 1.0). There are three clusters of agreements:

- A very high level of agreement (two-thirds indicated “very much agree”) on the education system providing work-based learning and on the education system doing a better job teaching soft skills;
- A high level of agreement (half indicated “very much agree”) with the statements that the education system has to do a better job teaching hard skills, that employers should cooperate more with the education system to advise them about skill needs, and that there should be more resources to support training;
- Somewhat lower level of agreement (33% to 43% indicated “very much agree”) on the remaining five statements.

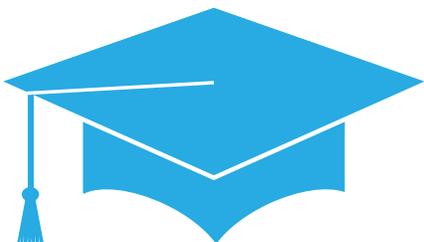
| | |
|--|---------------------------------|
| If there was more support for training, employers could help develop the skills their workforce needs. | SUPPORT FOR TRAINING |
| The education system needs to do a better job teaching the hard skills that job seekers need. | EDUCATION AND HARD SKILLS |
| The education system needs to do a better job teaching the soft skills that job seekers need. | EDUCATION AND SOFT SKILLS |
| Employers need to engage more with the education system to advise them about what skills are needed. | EMPLOYERS WORK WITH EDUCATION |
| The education system needs to offer more work-based learning experiences so students can acquire skills. | EDUCATION PROVIDE WORK-LEARNING |
| Employers need to cooperate more with the education system in providing opportunities for work-based learning. | EMPLOYERS PROVIDE WORK-LEARNING |
| Employers can attract a higher quality job candidate if they offer a higher wage. | HIGHER WAGE |
| Employers need to expand their recruitment strategies to reach a wider range of job candidates. | EXPAND RECRUITMENT |
| Employers should develop relationships with schools to help them find the best job candidates. | EMPLOYERS RECRUIT THRU SCHOOLS |
| Employers should target more diverse populations to ensure they are recruiting from the widest talent pool. | EMPLOYERS TARGET DIVERSE GROUPS |

Chart 3: Assessment of strategies to overcome recruitment and skills challenges



One observation to be made: employers place a far greater onus on the education system to address the skills challenge. That employers should engage more with the education system to advise them about skill needs only achieved a middle level of agreement, while the proposition that employers should cooperate more with the education system to provide work-based learning experiences received a lower level of agreement.

Employers who said they focused on cutting staff costs had especially high levels of agreement with the proposition that the education system should offer more work-based learning experiences, while employers that relied on public funding were more inclined to believe that employers should cooperate to provide more work-based learning.



Employers place a far greater onus on the education system to address the skills challenge.

Workplace Relevant Training for Students or Potential Workers

Employers were asked about workplace relevant training for students and job seekers by way of the following question:

Do you provide any workplace-relevant training to students or potential workers, such as co-op placements, internships or skilled trades apprenticeships?

Almost three-quarters of employers said they did, with the likelihood being very much a feature of size. Half of employers (50%) with 1-4 employees said they did, almost two-thirds (65%) of those with 5-19 employees, 83% of those with 20-99 employees, and almost all (97%) with 100 or more employees. Employers who placed a focus on cutting costs were slightly less likely to provide such opportunities (63%), while employers who relied on public funding were considerably more likely to provide such opportunities (85%), as were employers in the Services sector (81%) (the Services sector consists of Retail Trade; Accommodation & Food Services; and Arts, Entertainment & Recreation).

Participation in Workplace Training, by Type of Participant and by Type of Program

Those employers who indicated they provided workplace training opportunities were asked to indicate what type of program and for which type of participant. Respondents were provided with definitions for the types of programs, as follows:

Co-op: A work experience that is linked directly to an educational program

Internship: A time-limited opportunity to experience a specific field of employment

Apprentice: Formal work experience tied to a registered skilled trades apprenticeship

Table 4: Percentage breakdown of workplace training opportunities, by type of participant and by program (N=149, employers that provide such opportunities)

| | Paid co-op | Unpaid co-op | Paid internship | Unpaid internship | Apprentice |
|---|-------------------|---------------------|------------------------|--------------------------|-------------------|
| High school student | 15% | 46% | 9% | 2% | 5% |
| Adult student | 17% | 17% | 13% | 4% | 13% |
| College student | 49% | 24% | 19% | 6% | 15% |
| University student | 36% | 19% | 20% | 6% | 6% |
| International student | 11% | 6% | 7% | 3% | 3% |
| Internationally trained individual | 6% | 3% | 6% | 2% | 1% |
| Job seeker | 10% | 5% | 11% | 3% | 13% |

Why Employers Do Not Offer Workplace Learning Experiences

For those employers who indicated that they did not offer workplace learning experiences, the question was further asked why. Respondents were invited to indicate which reasons applied to them, and they were allowed to choose more than one reason. The percentage choosing each reason is provided.

By far, the main reason employers do not offer workplace training is because they feel they do not have the

capacity, that is, the ability to supervise and to provide learning moments. It is worth remembering that half of the establishments with 1-4 employees did not offer a workplace learning opportunity, while almost all establishments with over 100 employees did offer such opportunities.

Around a quarter cited health and safety issues, or concerns related to insurance liability.

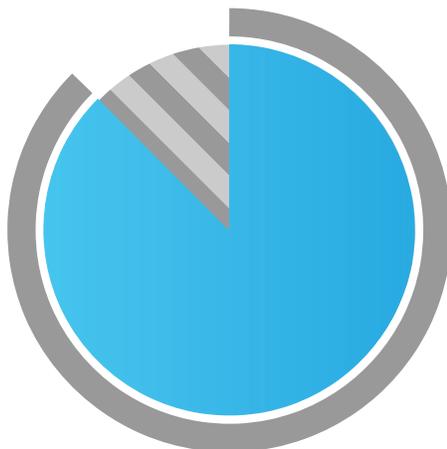
When asked if there concerns could be addressed, whether they would consider offering a workplace learning opportunity, only around half said yes (54%).

Table 5: Reasons why employers do not offer workplace learning opportunities

| REASON | % |
|---|-----|
| My organization does not have the capacity to host such activities. | 61% |
| There are issues relating to health and safety, and/or insurance liability. | 28% |
| I would not know how to get something like this started, or where to turn for help. | 13% |
| I don't see how this would help my organization. | 7% |
| I don't think such an experience helps the participants. | 0% |
| I don't think my workplace can offer a useful learning experience. | 19% |

85%

Employers who relied on public funding were considerably more likely to provide workplace-relevant training.



Use of Temporary Employment Agency Staff

Around a quarter of all establishments (23%) make use of temporary employment agency staff, and that tendency is very much related to size: firms with 1-4 employees are unlikely to use temporary staff (only 6% say they do), around a quarter (23-24%) of medium-sized firms (5-99 employees) use temporary staff, while four out of ten (41%) of large firms (100+ employees) do so. Manufacturing firms are especially likely to rely on temporary staff (50% do). Firms that indicated they are in a growth phase are slightly more likely to make use of temporary staff (31%), whereas firms that rely on public funds are slightly less likely to use temporary staff (15%).

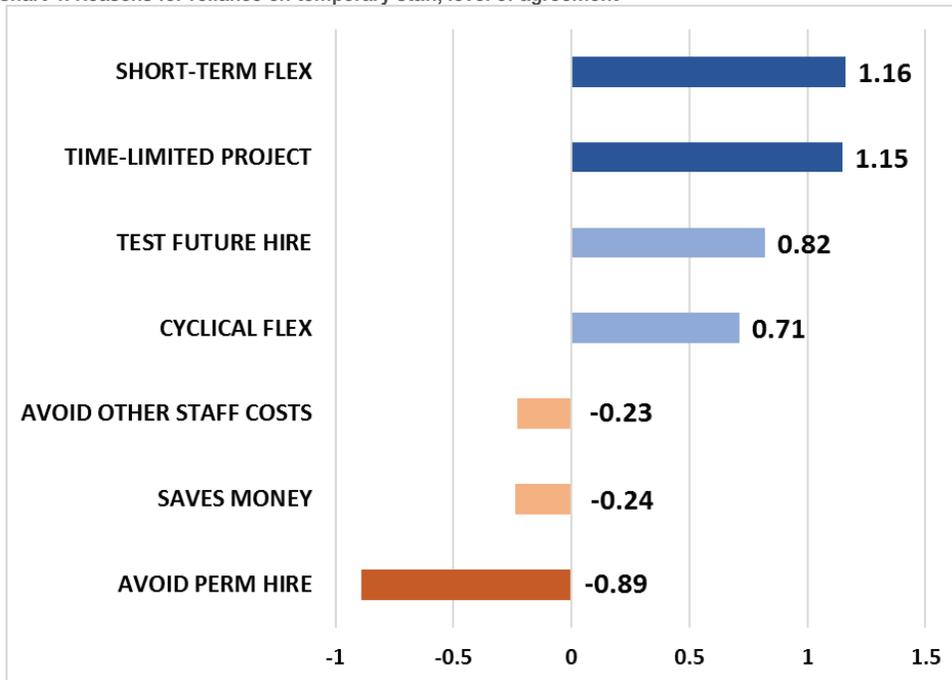
Respondents were further asked the reasons they relied on temporary agency staff. The table below presents the long form of the statement in the survey, accompanied by the abbreviated version for the purpose of the chart. Respondents were asked their level of agreement or disagreement with each statement. Scoring was done as follows:

- Very much agree: +2
- Somewhat agree: +1
- Somewhat disagree: -1
- Very much disagree: -2
- Each entry is assigned a score and all the entry scores for a given statement are totaled and divided by the total number of responses. Chart 4 provides the accumulated scores.

| | |
|--|-------------------------|
| It gives us flexibility for dealing with short-term changes in work volumes. | SHORT-TERM FLEX |
| It gives us flexibility for dealing with cyclical and/or seasonal changes in work volumes. | CYCLICAL FLEX |
| Over the course of a year, it saves us money. | SAVES MONEY |
| It provides us with an opportunity to test a potential future hire. | TEST FUTURE HIRE |
| Over the long term, we avoid having to make a permanent hire. | AVOID PERM HIRE |
| We save on other personnel costs, such as benefits and overtime. | AVOID OTHER STAFF COSTS |
| It allows us to hire for a time-limited project. | TIME-LIMITED PROJECT |

Manufacturing firms are especially likely to rely on temporary staff.

Chart 4: Reasons for reliance on temporary staff, level of agreement



By and large, employers rely on temporary agency to address short-term changes in work volumes or to hire for a time-limited project. Second-tier reasons include testing a potential future hire or dealing with cyclical or seasonal work volumes. Employers slightly disagree with the proposition that relying on temporary agency staff saves money or is done to avoid other staff costs, and they disagree somewhat with the statement that they hire temporary staff to avoid hiring permanent staff.

Manufacturing employers are considerably more likely to use temporary staff as a way to test potential future hires, while companies in a growth mode do feel that relying on temporary staff saves them money. Companies that focus on cutting costs believe that relying on temporary agency staff gives them flexibility in dealing with cyclical or seasonal variations in work volumes.

Assessing Job Candidates

Employers were asked what weight they gave to various elements of a job candidate's application. The elements and their abbreviated form are listed below.

Respondents were asked what level of importance they assigned to each statement. Scoring was done as follows:

Very high importance: +4

High importance: +2

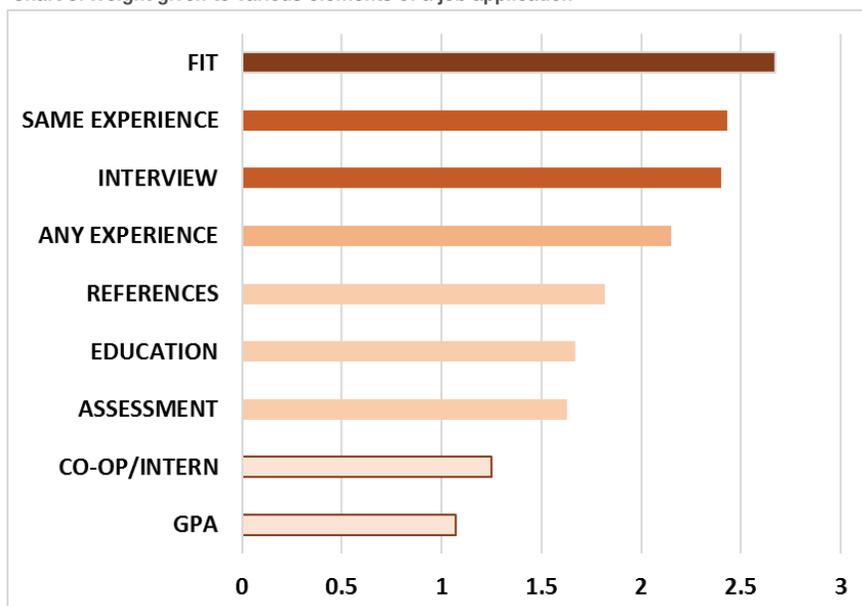
Some importance: +1

Low importance: 0

Each entry is assigned a score and all the entry scores for a given statement are totaled and divided by the total number of responses. Chart 5 provides the accumulated scores.

| | |
|--|-----------------|
| The level of educational attainment. | EDUCATION |
| Previous work experience of any kind. | ANY EXPERIENCE |
| Previous work experience in the same field. | SAME EXPERIENCE |
| Co-op or internship experience. | CO-OP/INTERN |
| Performance on the company's recruitment assessment tool. | ASSESSMENT |
| Performance in an interview. | INTERVIEW |
| College or university GPA. | GPA |
| Opinions of applicant's references. | REFERENCES |
| Fit with company and/or familiarity with business practices/customs. | FIT |

Chart 5: Weight given to various elements of a job application



By far, employers are looking for a fit with their company and some familiarity with how things are done.

Experience in the same work field is important as is the performance in the job interview. At the other end of the scale, one's GPA score in school is of minimal importance, as is any co-op or internship experience. Indeed, among these various elements, one's level of education attainment ranks lower than several of these factors.

Establishments that rely on public funding rate education considerably higher and give more weight to previous co-op or internship experience. Employers in the Services sector give considerably lower scores for almost all these factors, except that they give a higher score for the job interview, which they rank as the single most important factor.

Performance on Diversity and Inclusion Objectives

Employers were asked to rate their organization's performance in terms of pursuing diversity and inclusion objectives among a number of human resources activities. These activities are listed below, together with the abbreviations used in the chart.

Chart 6 illustrates the percentage of respondents who rated their organization on each activity according to the following responses: Excel, Satisfactory, Needs to Improve, Very Much Needs to Improve.

Chart 6 illustrates a number of findings. For one, employers are never too harsh on their own performance in this question. Never more than 4% indicate that their performance on any one of these activities "very much needs to improve." Their critical self-assessment all happens in the "needs to improve" range.

| | |
|---|---------------------------|
| Formal policies for diversity and inclusion | FORMAL POLICIES |
| Recruitment of new employees | RECRUITMENT |
| On-boarding of new employees | ON-BOARDING |
| Career advancement | ADVANCEMENT |
| Retention of staff | RETENTION |
| Mentoring | MENTORING |
| Cultural competence/cross-cultural communication | CULTURAL COMPETENCE |
| Human rights training | HUMAN RTS TRAINING |
| Processes to hold managers accountable for adhering to diversity and inclusion policies | HOLD MANAGERS ACCOUNTABLE |
| Tracking progress in implementation of diversity and inclusion goals | TRACKING PROGRESS |
| Tracking the contribution of diversity and inclusion to corporate performance | TRACKING CONTRIBUTION |

In that regard, two activities relating to tracking fall short of their expectations:

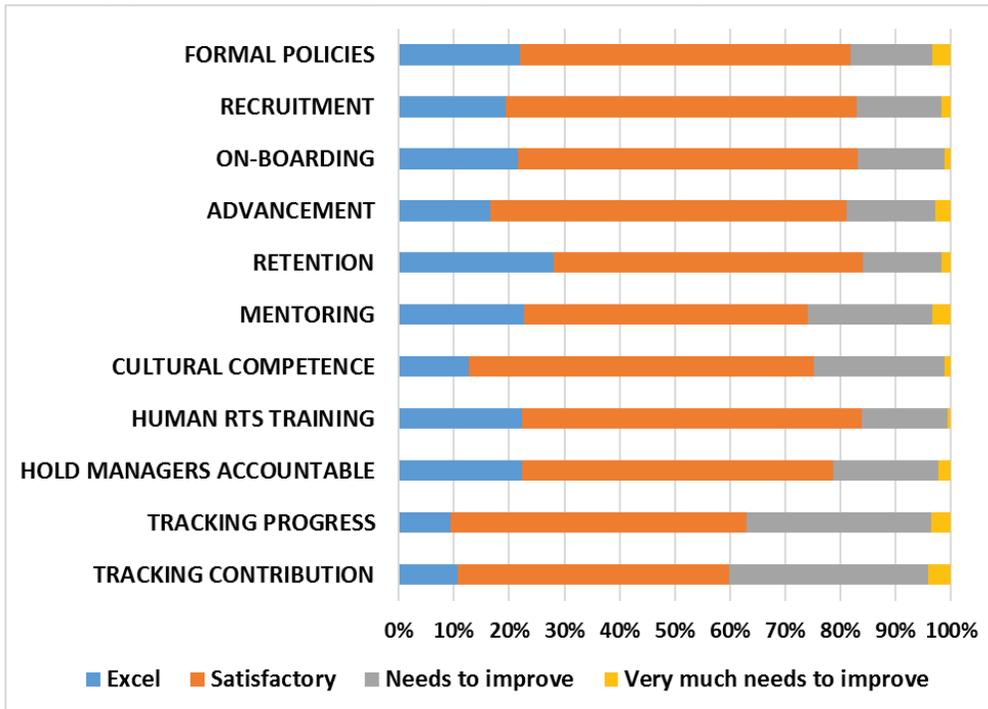
- Tracking progress in implementation of diversity and inclusion goals;
- Tracking the contribution of diversity and inclusion to corporate performance

Over a third of employers felt their organization needed to improve in this area.

Further, almost a quarter of employers cited the following activities where their corporation's performance needed to improve: cultural competence/cross-cultural communication; and mentoring.

There was little variation in responses according to the various sub-groups of employers. Organizations that relied on public funding were somewhat more likely to have formal diversity and inclusion policies in place and to have processes to hold managers accountable for performance.

Chart 6: Employer self-assessment of organization's performance on diversity and inclusion activities



Recruitment Strategies: Frequency and Satisfaction

Employers were asked how they recruited for new employees, as well as how satisfied they were with the various recruitment strategies.

Table 6 lists the frequency with which employers said they used the listed recruitment strategies. A composite score was created to compare the results, where each “Always” answer was scored a “3”, each “Sometimes” was a “2,” and each “Rarely” a “1,” an answer of “Never” got “0.” The addition of all these scores was divided by all the responses to arrive at an average response.

Four recruitment strategies received a rating of at least 2.00 (sometimes):

- Word-of-mouth (2.32)
- On-line job boards (2.12)
- Internal postings (2.09)
- Employee recommendations (2.07)

Even though on-line job boards rank highly, the reliance on traditional methods and the importance of one’s social connections and access to the hidden job market is evident from these rankings. When it comes to most

recruitment strategies, reliance on them increases with size (e.g. whether it is internal postings or on-line job boards). The smallest firms (1-4 employees) are especially reliant on word-of-mouth. Large (100+ employees) firms and firms experiencing growth are more likely to rely on social media, while these same large firms as well as organizations that rely on government funding are far more likely to use internal postings.

Table 7 lists the level of satisfaction employers expressed with these different recruitment strategies. Once again, a composite score was created, with “Very satisfied” receiving a “2,” “Satisfied” a “1,” and “Not satisfied” a “-1.” These responses are also illustrated on Chart 4.

Three of the four most frequently used recruitment strategies also receive the highest satisfaction ratings. Only on-line job boards slip somewhat, though not too far down the list. On the other hand, the Job Central Simcoe Muskoka website, even though it does not receive a high usage score, attracts a high satisfaction rating. The lowest satisfaction scores are registered for newspaper ads, on-line job fairs and in-person job fairs.

Table 6: Frequency of use of various recruitment strategies (from highest to lowest)

| | ALWAYS | SOMETIMES | RARELY | NEVER | RATING |
|------------------------------|--------|-----------|--------|-------|--------|
| Newspaper ads | 14% | 22% | 33% | 31% | 1.18 |
| Temp agencies | 3% | 23% | 22% | 52% | 0.77 |
| NP agencies | 10% | 30% | 11% | 49% | 1.00 |
| Internal postings | 53% | 22% | 4% | 20% | 2.09 |
| On-line job boards | 48% | 30% | 10% | 13% | 2.12 |
| Company website | 51% | 10% | 6% | 33% | 1.79 |
| Word of mouth | 47% | 41% | 8% | 4% | 2.32 |
| Employee recommendations | 27% | 57% | 12% | 4% | 2.07 |
| Job Central Simcoe Muskoka | 4% | 12% | 15% | 70% | 0.50 |
| Walk-ins/inquiries | 13% | 43% | 26% | 18% | 1.52 |
| Job fairs | 8% | 23% | 20% | 49% | 0.90 |
| Social media (e.g. LinkedIn) | 14% | 33% | 17% | 36% | 1.26 |
| On-line job fair | 1% | 11% | 16% | 72% | 0.42 |

Reasons for Not Hiring a Job Applicant

Employers were asked to identify the usual reasons why a job applicant was not hired. The survey provided a list of possible reasons and respondents were asked to identify their top three reasons. For the scoring, each 1st reason was given three points, each 2nd reason two points, and each 3rd reason one point.

The choices of employers very much cluster around three reasons:

- Poor attitude or presentation
- Lack of relevant work experience
- Lack of technical skills

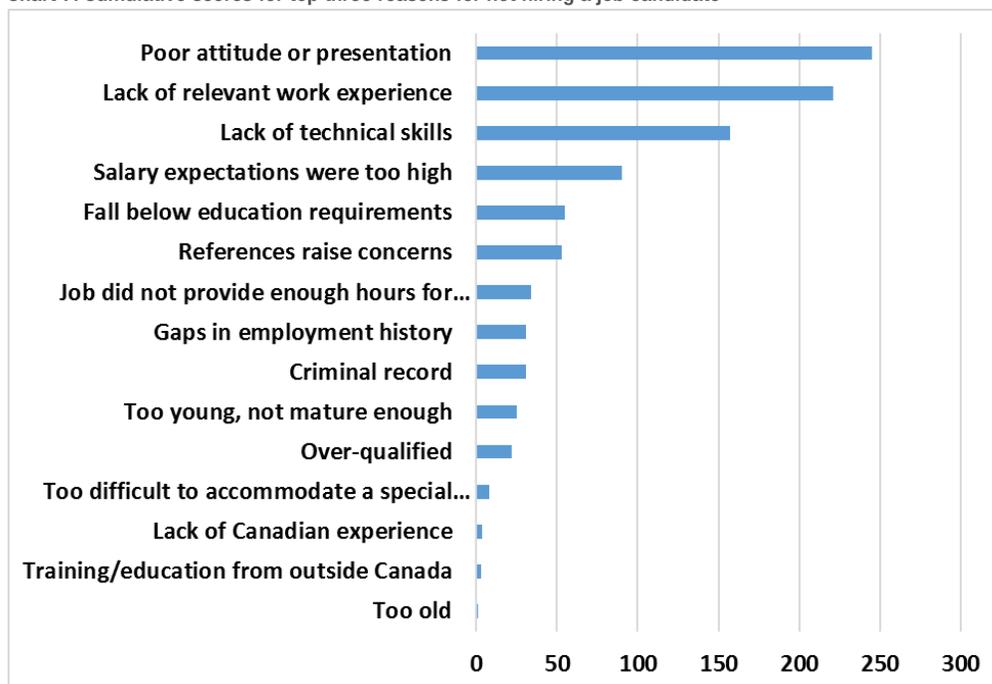
Coming in a distant fourth was that salary expectations were too high. The cumulative scores and ranking for each reason is provided in Chart 7.

There was not much variation in scoring by the different sub-groups. The Services sector was more likely to indicate a poor attitude, or that references raised concerns, or that the work did not provide sufficient hours, and were less likely to cite a lack of technical skills. On the other hand, the Manufacturing sector was more likely to indicate a lack of technical skills or that salary expectations were too high. Firms experiencing growth were also somewhat more likely to mention a lack of technical skills.

Table 7: Satisfaction with various recruitment strategies (from highest to lowest)

| | VERY SATISFIED | SATISFIED | NOT SATISFIED | RATING |
|------------------------------|-----------------------|------------------|----------------------|---------------|
| Newspaper ads | 3% | 47% | 50% | 0.04 |
| Temp agencies | 9% | 59% | 32% | 0.44 |
| NP agencies | 12% | 62% | 26% | 0.60 |
| Internal postings | 18% | 74% | 8% | 1.02 |
| On-line job boards | 16% | 61% | 23% | 0.69 |
| Company website | 23% | 58% | 20% | 0.84 |
| Word of mouth | 18% | 73% | 9% | 1.01 |
| Employee recommendations | 16% | 74% | 10% | 0.96 |
| Job Central Simcoe Muskoka | 0% | 71% | 29% | 0.43 |
| Walk-ins/inquiries | 8% | 66% | 27% | 0.54 |
| Job fairs | 5% | 53% | 42% | 0.21 |
| Social media (e.g. LinkedIn) | 6% | 63% | 31% | 0.43 |
| On-line job fair | 4% | 50% | 46% | 0.13 |

Chart 7: Cumulative scores for top three reasons for not hiring a job candidate



Significance of Newcomers in Hiring

Employers were asked to choose the statement that best reflected the role that newcomers (arrived in last five years) play in their hiring decisions. Table 8 presents the results and compares them to the answers to the same question asked in the 2014 Simcoe Muskoka employer survey.

Newcomers currently are slowly becoming a relevant source for hiring in Simcoe and Muskoka. In 2016,

13% of employers surveyed indicated that they are an important source of new hires and another 26% anticipated they will become an increasingly important source of new hires. In both categories, these proportions are slightly higher than the figures reported in 2014.

Large firms already rely on newcomers more and are most likely to believe that newcomers will soon become an important source of new hires. Among the various sub-categories, the Service sector is already likely to indicate that newcomers are already an increasingly important source of new hires.

Table 7: Significance of newcomers in hiring

| Statement | 2016 | 2014 |
|--|------|------|
| Newcomers have already become an increasingly important source of new hires for our company | 13% | 10% |
| We foresee that in the near future newcomers will become an increasingly important source of new hires for our company | 26% | 23% |
| Newcomers are not a particularly significant source of new hires for our company and we do not foresee this changing any time soon | 60% | 63% |
| We expect that we will be hiring fewer newcomers in the near future | 2% | 4% |

Training Needs

Employers cite a high need for training among their workers, with different types of training required for different categories of skill-levels.

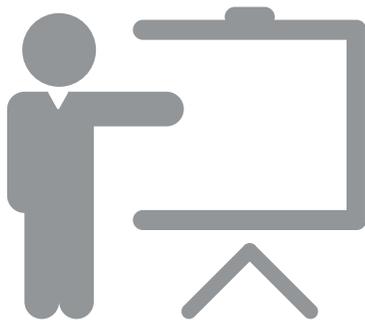
The green-shaded cells highlight instances where at least half of the respondents cited the need for skills training. Even among some of the other categories, over a third of employers indicate the need for some training. For example, 39% of employers said that their intermediate

skill level staff could benefit from training with respect to employability skills.

Large (100+ employees) firms rated their skills needs higher: for example, 86% of large-firm employers said that their entry-level workers could benefit from training on employability skills, and 83% felt that their intermediate level staff would benefit from training on workplace skills.

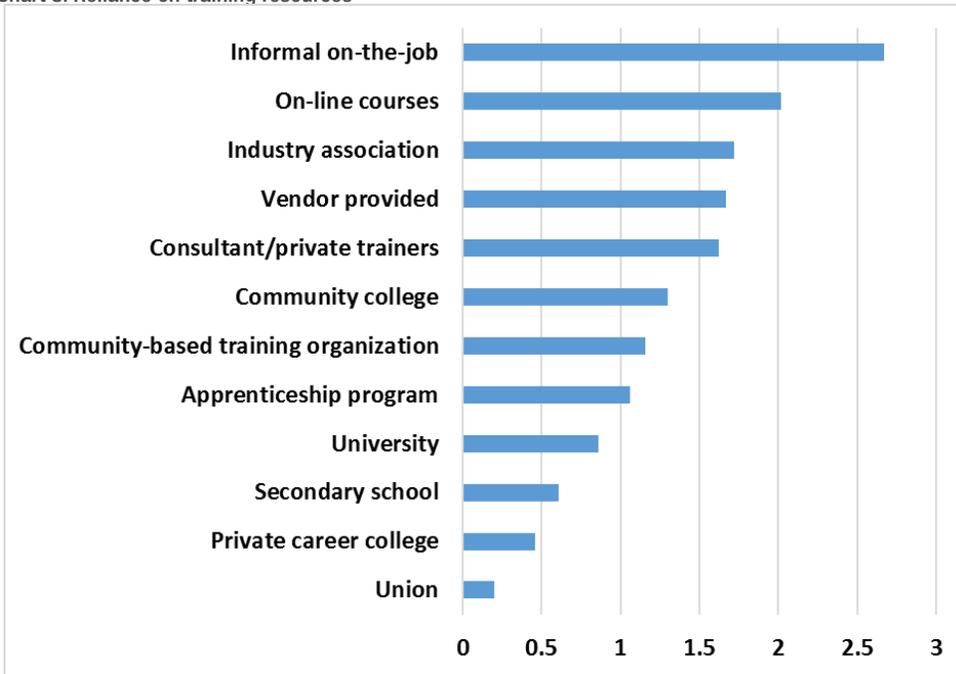
Table 8: Skill areas that could benefit from training, by skill levels

| | Entry | Intermediate | Senior |
|---|-------|--------------|--------|
| Basic Skills (reading, writing, math and/or English proficiency) | 61% | 22% | 7% |
| Employability Skills (punctuality and attendance, positive work habits, ability to accept supervision) | 71% | 39% | 8% |
| Workplace Skills (teamwork, interpersonal and organizational skills, taking the initiative, adaptability, conflict resolution) | 50% | 67% | 28% |
| Employer/Industry Specific Skills (skills specific to your industry/organization, including computer skills, technical knowledge and/or certification) | 38% | 61% | 29% |
| Managerial Skills (includes supervisory and decision-making skills) | 7% | 46% | 65% |



86% of larger firms said that their entry-level workers could benefit from training on employability skills

Chart 8: Reliance on training resources



Reliance on Training Resources

Respondents were asked to identify what resources they relied on for delivering training. To make comparisons, the following scoring was used:

- For each reply of “Often”, a score of +3
- For each reply of “Sometimes”, a score of +2
- For each reply of “Rarely”, a score of +1
- For each reply of “Never”, a score of 0

The score is then totaled and divided by the number of replies for that item.

By far, the most common form of training is informal on-the-job training. Three-quarters (74%) of respondents said they relied on such informal training often. On-line courses scored second highest, with an average rating that put it right on the Sometimes value (2.02).

Size has some bearing on some of these choices: the smaller the firm, the higher the rating given for informal on-the-job training. The larger the firm, the higher the rating for the following types of training: vendor provided; apprenticeship; university; union; and consultant/private trainers. Organizations that rely on public funding are more likely to use the following training resources: community-based training organization; union; consultant/private trainers; and on-line courses. Firms that stress cost-cutting appear to rely on training resources less.

Concerns Arising During Job Recruitment Process

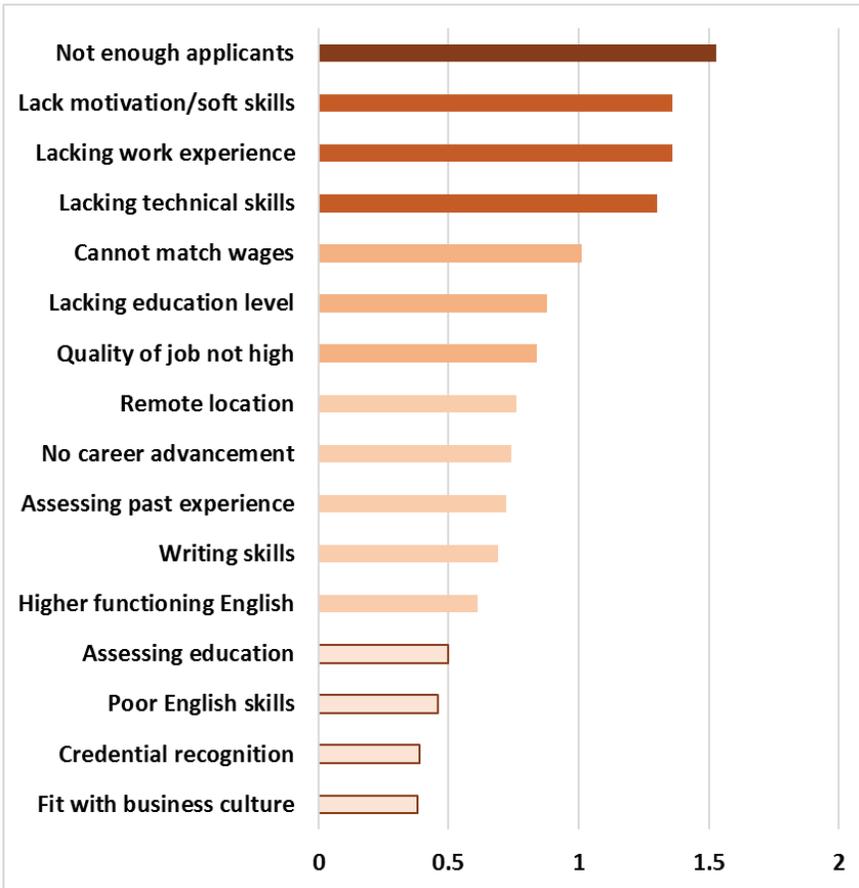
Employers were asked to identify the extent to which a series of issues were a common or an uncommon occurrence in the course of the recruitment process. For each statement, employers were asked the frequency with which this issue arose; the level of frequency was assigned a rating to calculate an average score, as follows:

- The issue was almost never a concern (0 rating);
- The issue was sometimes a concern (+1 rating);
- The issue was often a concern (+2 rating);
- The issue was almost always a concern (+3 rating).

The statements and their abbreviated form were as follows:

| | |
|--|------------------------------|
| Applicants' ability to converse at a higher functioning English conversational level (technical vocabulary, familiarity with slang and nuance) | HIGER FUNCTIONING ENGLISH |
| Applicants' English writing skills | WRITING SKILLS |
| Inability to compete with other employers due to remote location / poor public transit | REMOTE LOCATION |
| Applicants not meeting work experience requirements | LACKING WORK EXPERIENCE |
| Ability to assess an applicant's previous work experience | ASSESSING PAST EXPERIENCE |
| Applicants not meeting motivation, attitude, or interpersonal skills requirements | LACK MOTIVATION/ SOFT SKILLS |
| Inability to compete with other employers due to pay and benefits | CANNNOT MATCH WAGES |
| Getting recognition of applicants' professional designations | CREDENTIAL RECOGNITION |
| Assessing applicants' educational credentials | ASSESSING EDUCATION |
| Applicants' familiarity with Canadian business culture, practices and norms | FIT WITH BUSINESS CULTURE |
| Applicants not meeting technical skills requirements | LACKING TECHNICAL SKILLS |
| Applicants not meeting educational qualification requirements | LACKING EDUCATION LEVEL |
| Inability to compete with other employers due to nature of work (seasonal, shift work, irregular hours, job content) | QUALITY OF JOB NOT HIGH |
| Applicants' ability to converse in everyday conversational English | POOR ENGLISH SKILLS |
| Not enough applicants | NOT ENOUGH APPLICANTS |

Chart 9: Rating of concerns arising during the recruitment process



The data point “1” on the numeric scale in Chart 9 corresponds to “sometimes a concern,” and “2” corresponds with “often a concern.” The issue of not enough job applicants falls halfway between “sometimes” and “often” a concern and is the highest ranking concern. The next three top items are:

- Applicants not meeting motivation, attitude, or interpersonal skills requirements
- Applicants not meeting work experience requirements
- Applicants not meeting technical skills requirements

When the data is analyzed by sub-categories of employers, the smallest employers (those with 1-4 employees) frequently have a more negative assessment of the attributes of job candidates (work experience, education, motivation and soft skills, writing skills and higher functioning English language skills).



The highest ranking concern is the issue of not enough job applicants.

Workforce Priorities

Respondents were asked to identify what they felt were priority workforce initiatives that would most benefit them. The question was phrased as follows:

If you could receive effective support for your workforce or human resources issues, what priority would you

give to each of the following possible initiatives? Please choose your top five priorities, from the 1st top priority to the 5th top priority.

The potential options were the following (and abbreviated version):

| | |
|--|---------------------------------|
| Basic pre-employment programs familiarizing job candidates with the expectations of a workplace (attendance, punctuality, taking direction) | PRE-EMPLOYMENT PROGRAMS |
| Recruiting and screening of entry-level and/or high turnover and/or seasonal staff | RECRUITING ENTRY-LEVEL |
| Recruiting of intermediate or senior level staff | RECRUITING MID- + SENIOR LEVEL |
| Training supervisors and managers in effective strategies to integrate new immigrants into the workplace | TRAINING MANAGERS FOR NEWCOMERS |
| Designing career pathway maps and providing support for career advancement for employees through career laddering programs | SUPPORTING CAREER ADVANCEMENT |
| Providing basic literacy, numeracy, computer and related essential skills to current employees | LITERACY + ESSENTIAL SKILLS |
| Providing skills training for specific work-related functions to current employees | TECHNICAL WORK SKILLS TRAINING |
| Cross-training to increase the flexibility of your workforce | CROSS-TRAINING FOR FLEXIBILITY |
| Improving supervisory and management skills in HR | HR SKILLS FOR SUPERVISORS |
| Ensuring that the various parts of the workforce system (education, trainers, employment services, government, employers) are working together, developing programs together and sharing information in a timely fashion | IMPROVING THE WORKFORCE SYSTEM |
| Facilitating the ability of groups of employers to share the costs of employee-training, to create economies of scale and of convenience | SHARING OF TRAINING COSTS |
| Seeking funding to supplement the investment by employers into workplace training | MORE FUNDING FOR TRAINING |

Each score for first priority received 5 points, for the second priority 4 points, and so on down to the fifth priority receiving one point. The cumulative scores for all options are illustrated in Chart 10.

Two items easily top the list:

- Providing skills training for specific work-related functions to current employees;
- Basic pre-employment programs familiarizing job candidates with the expectations of a workplace (attendance, punctuality, taking direction).

Three other items form the second tier of priorities and round out the top five:

- Seeking funding to supplement the investment by employers into workplace training;
- Cross-training to increase the flexibility of your workforce;
- Improving supervisory and management skills in HR.

There is not much variations in the ratings across the subgroups of employers, with a few exceptions:

- Service sector employers are much more supportive of pre-employment programs, as well as requiring help in recruiting entry-level workers;
- Manufacturing employers are much more supportive of technical skills training and cross-training initiatives;
- Large employers (100+ employees) are more supportive of cross-training and programs supporting career advancement and mapping career pathways;
- Organizations supported by public funding are more supportive of efforts to improve the workforce system as well as facilitating the sharing of training costs across many employers.

Chart 10: Scores for priority workforce initiatives



Receiving a Copy of The Survey Results and Analysis

The survey asks employers if they would be interested in receiving a copy of the survey results and accompanying analysis. An interest in this report would indicate a curiosity about what other employers are thinking, perhaps a possible benchmark for assessing one's own practices.

Roughly half (53%) of the respondents indicated they wished to receive a copy of the survey report. There were variations by subgroups, with larger firms being more likely to want to receive results compared to smaller firms. The greatest variation was according to industry sector: 70% of Manufacturing firms desired a copy of the

report, compared to only 45% of Services sector firms. As well, organizations that relied on public funding were more likely to want a copy of the report (65%).

Other comments

Respondents were invited to submit any additional comments they had regarding the survey or about labour market issues. Comments were received from 37 respondents, and most of them emphasized the challenges involved in finding enough qualified applicants for their job openings. The following comments are reflective of the frustration evident in many of the observations:

Comment #1:

Finding quality skilled labour is the single largest challenge we face on a daily basis. I have been looking for a quality plumber for literally years. Sheet Metal worker is another trade license that I have been looking for, a couple years as well. We have done our best to implement an internal apprenticeship training program with the hope that 2 apprentices we have will be licensed in the next year and start training the next generation but at the moment there is a gap of skilled trades persons which has me filling the gaps with whatever I can find to get the work done.

Comment #2:

I employ very basic workers, mostly women. I offer a supportive work environment, flexible (to a degree) work hours and transportation in a rural setting. I find many of these workers do not have the skill set for basic attendance because their lives are too complicated by domestic issues and mental health challenges. They are not motivated by money. I have looked at the paperwork requirements to hire from outside of the country and it is too onerous for a small business. I am lucky if I fill two thirds of my staff requirements at any given time. Very frustrating.

Comment #3:

I wish we could have better alignment with local colleges and Universities (in Ontario) to connect our recruiting needs with the suitable programs at these institutions. It would be nice to have one central place to list my job that would extend communications out to all the suitable institutions. Likewise, I'd like to know when colleges/Universities have paid and unpaid co-op placements and candidates from our area.

2016 -2017

Project Updates

Employer Council

This project surrounds exploring the development of a Employer Council in partnership with the County of Simcoe and the District of Muskoka. This has been in response in part to the findings of the Labour Market Planning project undertaken by the County of Simcoe. In preparation for the development of an Employer Council, SMWDB has undertaken a number of activities including: working with the Economic Development Office at the County of Simcoe on an overarching awareness project with Rogers TV programming to inform employers about work that is being done on workforce issues

- being invited by the Premier's Highly Skilled Workforce panel to apply for funding to expand the reach and design of Soft Skills Solutions, with a focus on employer awareness
- discussions are underway regarding a second Online Job Fair
- developing a Job Central Manufacturing landing page to support attraction and retention
- committee member for meetings being hosted by the County of Simcoe including entrepreneurship organizations to map available resources and educators and trainers to discuss practices and opportunities

- presenting a SMWDB project update at the County of Simcoe Manufacturers Forum being held in November 10th, at Horseshoe Resort which brings industry and education stakeholders together to better understand and action topics identified
- hosted a regional Economic Development meeting in partnership with Georgian College Muskoka
- meetings with Economic Development offices and Chambers of Commerce's across Muskoka in partnership with Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- member of the Regional Economic Development Council of the County of Simcoe
- member of the Local Immigration Partnership Council and Economic Integration Sub-Committee
- selected and hosted a luncheon for 25 businesses for the Premier's Highly Skilled Workforce Focus Group to share local knowledge as it pertains to workforce adaptation



Breakfast and Learn

Last year's event, held on March 1st, 2016, focused on employers investing in their employees to help them be more strategic with staff retention efforts. The overall objective was to encourage employers to adopt creative and attractive HR practices in order to retain highly qualified workers and reduce employee turnover.

Many thanks to panel members Steve Loftus of Innovative Automation and Ian Pavlik of Pavliks.com. Moderator was Lotte Struwing, Lasting Solutions, HR & Consulting. Information was also shared about Soft Skills Solutions and Youth Job Connection.

Thanks as well to Georgian College for donating five video conferencing rooms for employers to participate in a live simulcast across Simcoe and Muskoka.

Our Breakfast and Learn was recognized by the Ministry of Advanced Education and Skills Development at their first ever awards event.

This year the theme will be employability skills which would include discussion of our Soft Skills Solutions as an Employer awareness opportunity.

Thank you to our committee members:

| | | | |
|------------|---------------|---|--|
| James | Bang | Economic Development Officer | County of Simcoe |
| Gloria | Evans | Employer and Community Liaison | Georgian College |
| Holly | Hie | Employment Services Site Coordinator | Georgian College |
| Lois | Irvine | Community Development Coordinator | North Simcoe Community Futures Development Corporation |
| Judith | Johnston | Project Facilitator, Office Manager | Simcoe Muskoka Workforce Development Board |
| Sarah | Kekewich | OYAP | Simcoe County District School Board |
| Susan | Laycock | Executive Director | Simcoe Muskoka Workforce Development Board |
| Terry | Leigh | Producer | Rogers TV |
| Kelly | McKenna | Economic Development Officer | County of Simcoe |
| Catherine | Oosterbaan | Agriculture & Rural Economic Development Advisor | Ontario Ministry of Agriculture, Food & Rural Affairs |
| Terri | Plaxton-Smith | Administration | Georgian College |
| Stephannie | Schlichter | Invest in Barrie, Director – Business Development | City of Barrie |
| Wade | Tower | OYAP | Simcoe Muskoka Catholic District School Board |

Soft Skills Solutions

For the last 3 years, Simcoe Muskoka Workforce Development Board has been working on a curriculum to address the employment concern as highlighted on page 32, section 5.2 of the recent Premier's Highly Skilled Workforce Report. The following is a very brief overview.

Backgrounder

Results of a thorough Employability Skills research project (smwdb.com) at the local, national and global level were examined which validated:

- Employability skills are a critical element informing hiring decisions and retention.
- The majority of local employers would send their employees for “no cost employability skills training”
- The majority of employers indicated “yes” they would be more likely to consider hiring a job candidate that has participated in an “employability skills training program” considering that ‘hard skills’ are met.

Rationale

A unique employability skills training course was designed to help individuals learn the skills that are expected in today's workforce, helping them to be more successful in obtaining and retaining their jobs. This curriculum was piloted in five sites across central and southwest Ontario in early 2015 and was well received by participants and facilitators.

The course is now available to all organizations that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. Facilitators require training in order to deliver the course, and the course is free of charge for participants.



What makes this project different?

- Authentic response to employer needs
- Training is valued by employers (and community/volunteer agencies)
- Broad, unbiased collaboration and consultation process
- Comprehensive, yet compact curriculum
- Universal and equitable access to training

Soft Skills Solutions consists of 5 training modules:

- Communications
- Teamwork
- Personal Management
- Problem Solving & Critical Thinking
- Professional & Skills Advancement

Results to date:

Conducted SSS trainer certification sessions in Simcoe County, District of Muskoka, Huron County, Owen Sound, Goderich, Cambridge, Waterloo, Whitby, Six Nations Reserve, Markham, Oshawa, and Sudbury to date, training 243 ES, LBS deliverers as well as other community service organization staff to become certified deliverers of SSS.

Trainer Feedback:

CONESTOGA CAREER CENTRE, STRATFORD

- Would like to see SSS increase branding activity to show value to employers and clients.

HERO - WAYPOINT CENTRE FOR MENTAL HEALTH CARE, EMPLOYMENT/MENTAL HEALTH, MIDLAND

- I appreciate the time and research put into this concise, user friendly package of soft skills.

CAMBRIAN COLLEGE/EMPLOYMENT OPTIONS, EDUCATION/EMPLOYMENT, LITTLE CURRENT

- Overall, most helpful training/package I've ever received. Love that it is already all set up with videos, handouts, etc.

CAREER SOLUTIONS, EMPLOYMENT SERVICES, WASAGA BEACH

- Excellent! It is clear that a great deal of research and effort went into the preparation of this program.

DURHAM COLLEGE, EMPLOYMENT/LBS, UXBRIDGE

- Great program with many useful tools. Can picture smooth delivery of material for many audiences.

DURHAM COLLEGE EMPLOYMENT SERVICES - JOB DEVELOPMENT YOUTH JOB CONNECTION, BOWMANVILLE

- Excellent materials - set up for simple and straight forward presentation. I saw a lot of valuable information for my YJC group.

JOHN HOWARD SOCIETY OF DURHAM REGION, EMPLOYMENT SERVICES – YJC, WHITBY

- Thank you! This workshop will be great to use with the youth we serve.

Thank you to our committee members:

| | | | |
|-----------|------------|---|--|
| Christina | Barrow | Director of Employment | John Howard Society of Durham Region |
| Judy | DesRoches | Manager | Barrie Literacy Council |
| Debera | Flynn | Executive Director | QUILL Learning Network |
| Stephanie | Hobbs | Executive Director | Simcoe/Muskoka Literacy Network |
| Susan | Laycock | Executive Director | Simcoe Muskoka Workforce Development Board |
| Donna | Pacheco | Resource & Information Coordinator | TRACKS |
| Charlotte | Parliament | Literacy & Essential Skills Coordinator | Simcoe County District School Board, Adult and Continuing Education Department |
| Christene | Ross | Supervisor, Ontario Works | County of Simcoe |
| Carole | Wright | Project Facilitator | Simcoe Muskoka Workforce Development Board |



Soft Skills SOLUTIONS
skills employers want

Gain skills to compete and advance in today's job market

25-30 hour course

Delivered by certified trainers

Free of charge for participants

- Communication Skills
- Teamwork
- Personal Management
- Problem Solving
- Professional Development

Working together
Simcoe Muskoka Workforce Development Board

EMPLOYMENT ONTARIO
Ontario's employment and training network.

705-725-1011 | info@smwdb.com | www.smwdb.com

Social Media Strategy

SMWDB found that some community members are unaware of our resources and events.

An initial trial of using social media has seen great results. SMWDB, therefore, has undertaken the development of a strategy to provide year round awareness of events and resources. This strategy will also help us build the employer and key stakeholder contact list for collection and dissemination of statistical information.

The strategy, put together by our summer student Jessie Dewdney, will be implemented over the next few years.



Alex Nuttall, MP with our summer student, Jessie Dewdney, thanked SMWDB for utilizing Canada's Summer Jobs which funded, in part, this position.

The County of Simcoe Economic Development Department has shared that the greatest number of re-shares they get is from SMWDB's posting and 300,000+ shares on Facebook and Twitter for our Online Job Fair.

Bell Vibe Success Story Videos

Parallel to the saying "It takes a village to raise a child" it also takes a village to help some of our community to move away from precarious employment.

Youth, immigrants, those with literacy needs, those with disabilities and Indigenous Peoples still face a barrier or multiple barriers to meaningful employment. As well, those entering the Skill Trades find the pathway difficult to navigate.

SMWDB works on a continuous basis with School Boards, Post-Secondary Educators, Employment Service Providers, Ontario Works, Local Immigration Partnership, Literacy organizations, municipal government and more to look for and devise solutions to local workforce development.

One such solution was to develop a way to share the success of our community members who face barriers to employment and were able to find success in working toward a better life through skills upgrading and securing employment with the objective of empowering and motivating others to do the same.

Local resident and Juno award winning singer, Jason McCoy, joined us in creating this video series, providing us with a high-profile spokesperson. As the narrator of the series, Jason tied the six stories together and they can be viewed [here](#).

Thanks to the County of Simcoe Economic Development Office for supporting this project as a sponsor.



Jason McCoy, joined us in creating this video series, providing us with a high-profile spokesperson.

| Support Provider | Support Organization | Featured Participant | Featured Organization |
|------------------|---|----------------------|---------------------------|
| Wade Tower | Simcoe Muskoka Catholic District School Board | Justin Rich | Orillia Tool & C.N.C. Inc |
| Lisa Salmon | Twin Lakes Secondary School | Justin Rich | Orillia Tool & C.N.C. Inc |
| Joanne Foxton | Georgian College | Arjun Batra | Doon Academy |
| Sandra Lee | Local Immigration Partnership | Arjun Batra | Doon Academy |
| Judy Desroches | Barrie Literacy Council | Gary Porter | Bradford Glass & Mirror |
| Marilyn Davies | Barrie Literacy Council | Gary Porter | Bradford Glass & Mirror |
| Stephanie Hobbs | Simcoe/Muskoka Literacy Network | Gary Porter | Bradford Glass & Mirror |
| Stella Booth | Georgian College | Jordan Richards | Williams Fresh Cafe |
| Anne Zarecky | Simcoe Community Services | Jordan Richards | Williams Fresh Cafe |
| Jennifer Shaw | Ogemawahj Tribal Council | Robert York | Metalworks CNC |
| Drew Hutcheson | Business Enterprise Resource Network | Brett Hutnik | West Edge Building Co. |

Data Council

A committee was struck and met several times to decide the first logical and inclusive step to take was to determine what currently exists in our region in terms of data and if improvements could be made.

A consultant was hired to do this research in partnership with the Durham Workforce Authority, York Planning Board of York Region and Bradford West Gwillimbury, Toronto Workforce Innovation Group and Peel Halton Workforce Group.

The resulting report entitled UNDERSTANDING LABOUR MARKET DYNAMICS IN ONTARIO with a specific focus on Central Ontario, outlines the results of an analysis of existing research tools used in Ontario to assess local labour market dynamics, including employer surveys, business counts, and skills shed assessments. The purpose of this analysis was to:

1. Complete an environmental scan to identify current tools used to assess labour market dynamics at the local level in Ontario, with a focus on those tools used by local workforce planning boards.
2. Assess these tools and their associated reports to understand their efficacy, applicability, relevance and scalability for potential cross community implementation.

3. Provide recommendations for future implementation of these tools, or variations on them, to help assess local labour market dynamics across communities in Ontario. This project builds on a previous review of the literature on community based skill shed and labour market analysis, commissioned by the Durham Workforce Authority and undertaken by researchers at the University of Ontario Institute of Technology.



Online Job Fair

On February 4, 2016 an Online Job Fair for Simcoe and Muskoka was held to support job seekers who may have transportation issues around attending regular job fairs. It also allowed employers to remain in their workplace and still engage with potential job seekers. The Online Job Fair attracted a large number of participants via Social Media.

| | |
|----------------------|---------|
| Tweets | 200 |
| Facebook reaches | 126,613 |
| Followers | 176 |
| Employers registered | 91 |
| Job seekers | 2882 |
| Private chats | 1841 |

Despite technical glitches, this free hiring event was a great opportunity for employers to discover local talent while exploring new recruitment technologies. For job seekers, it was a chance to find their next great opportunity, all without leaving their home. Discussions are underway on future Online Job Fairs in Simcoe and Muskoka so check in the upcoming months at www.smwdb.com or at www.jobcentralsm.ca. Special thank you to Employment Service Providers for their support on the day of the event.

Thank you to our committee members:

| | | | |
|----------|-------------|---|---|
| Miriam | Baldwin | Employer Services Professional | FOCUS Community Development Corp |
| James | Bang | Economic Development Officer | County of Simcoe |
| Vikram | Chandel | Instructor/Librarian | Georgian College |
| Jennifer | Charbonneau | Resource & Information Specialist, Career & Employment Community Services | Georgian College Career Centre Barrie |
| Brad | Creber | Manager | Tee 2 Green |
| Kristina | Dupuis | Job Developer | Agilec- Orillia |
| Theresa | Fitzpatrick | Job Developer Ontario Works | County of Simcoe |
| Vicki | Hannan | Team Leader/Employment Counsellor | Agilec - Barrie (Bayfield) |
| Susan | Laycock | Executive Director | Simcoe Muskoka Workforce Development Board |
| Dorothy | Lenders | Employment Service Professional | Focus Community Development Corporation - Alliston |
| Terry | Maclsaac | Resource and Information Specialist | Georgian College - Employment |
| Melanie | Oliveira | Resource & Information Specialist | Career Solutions |
| Sarah | Patchett | Job Developer | District of Muskoka, Community Services |
| Angela | Wiggins | Resource and Information Specialist | Georgian College - Orillia |
| Carole | Wright | Project Facilitator | Simcoe Muskoka Workforce Development Board |

Job Central

SMWDB is delighted to announce new enhancements to Job Central Simcoe Muskoka. A partnership has been developed with Magnet to provide additional capabilities for both employers and job seekers.

Magnet is a not-for-profit social innovation founded by Ryerson University, in partnership with the Ontario Chamber of Commerce. It is a collaborative hub of post-secondary institutions, not-for-profits, government, labour, and industry partners working together on one common platform, towards one common goal: to address unemployment and under-employment of Canadians. Initially, Magnet was designed in early 2014 to bridge the gap between post-secondary recruitment and the ability of students to relay their applied skills to real labour market needs. The job-matching technology was tailored to effectively communicate student's experiences, accomplishments, skills and education to potential employers. Magnet now serves all Canadians and utilizes an advanced blind recruitment model that can effectively, and efficiently job match people with opportunities reflecting their skills, preferences and talent.

Job Central Simcoe Muskoka launched spring 2015 and has since had 15,300 jobs posted on the site. Since that time we have received feedback from our site users and have partnered with Magnet to provide new features to

support the job and employee search process including:

- Employer match function
- Job matching
- Email notification
- Job seeker tool bar

Job Central is your go-to centre for all things job-related in Simcoe County and the District of Muskoka. The site includes a job search tool, connections to in-person Employment Ontario support services, links to the best on-line tips and resources, a training calendar with events, workshops and job fairs, information on living and doing business here as well as information on transportation options.

Additionally, employers can post their jobs at no charge; search out strategies to assist with onboarding and training employees; and follow links to labour related grants, tax credits and other resources.

Thanks to the County of Simcoe for both funding and marketing support of Job Central.



Your Centre for Workforce Success
www.jobcentralsm.ca



Job Central Simcoe Muskoka website, attracts a high satisfaction rating.

JOB central

Simcoe • Muskoka

www.jobcentralsm.ca

FREE Job Postings & Resource For
Employers & Job Seekers

Your Centre for Workforce Success

JOB central

Simcoe • Muskoka

Your Centre for Workforce Success
www.jobcentralsm.ca

Benefits To The County Of Simcoe And The District Of Muskoka

- Compiling information on labour trends
- Providing comprehensive job search tools including job feeds gathered from many sources
- Connecting to local learning opportunities and workshops
- Providing information on living and doing business here

Post Your Training Events On Our Calendar For Free!

Are you an organization which offers training leading to certifications or other desirable job skills? Or, are you hosting an event to provide information or training to employers? If so you can post your training or events on our calendar page free of charge.

working
together
Simcoe Muskoka
**Workforce
Development Board**

18 Alliance Blvd. Unit 22
Barrie, ON L4M 5A5
1-705-725-1011
1-800-337-4598
info@jobcentralsm.ca
www.jobcentralsm.ca

Funding for this project provided by

**EMPLOYMENT
ONTARIO**
Ontario's employment and training network.



The Ultimate Tool for
Employers and Job Seekers



 Get your
dream job

 Gain new
skills

 Find the
perfect
employee

 Get support
for the hiring
process

benefits for the job seeker

- Search for jobs in Simcoe County and the District of Muskoka
- Connections to in-person Employment Ontario support services, to help you improve your job search results
- Links to the best online tips and resources for resume and cover letter writing, interviewing and more
- Training calendar with events, workshops, and job fairs to help job seekers improve searching
- Information on transportation options

benefits for the employer

- Free postings for employment opportunities
- Links to the best online tips and resources for screening, interviewing, and hiring new employees
- Strategies to assist with onboarding and retaining your new employees
- Calendar with training opportunities and job fairs to advertise vacancies
- Connections to in person Employment Ontario supports and resources
- Links to labour related grants, tax credits and other resources

Make Job Central your go to resource
for all things job related.

www.jobcentralsm.ca

Simcoe Muskoka Skilled Trade Expo '16

The Simcoe Muskoka Skilled Trades Expo, held June 8, 2016, was a partnership between the County of Simcoe, Simcoe County District School Board, Simcoe Muskoka Catholic District School Board, Simcoe Muskoka Workforce Development Board, Ontario Youth Apprenticeship Program, City of Orillia, City of Barrie, Springwater Township, and the Flos Agricultural Society.

| | |
|------------------------------|---|
| ARO Technologies Inc. | LiUNA Local 183 Training Centre |
| Barrie Welding & Machine | Marnoch Facilities Maintenance (MFM) |
| Bear Creek Secondary School | McNamara Powerline Construction Ltd. |
| Brian's Little Electric Inc. | Muskoka and District Chefs' Association |
| Cakes by Design | Ontario Construction Careers Alliance |
| Centennial College | O'Tools |
| Currie Heavy Towing | Simcoe County Home Builders Association |
| Currie Truck Centre | Skills Canada - Ontario |
| Drivewise | Sold on Style |
| Georgian College | Toromont CAT |
| Hapamp Ltd. | Trillium Ford Lincoln Ltd. |
| Innisfil Public Library | Weber Manufacturing |
| Joe Johnson Equipment | |

[Click here to view a video taken at the Skilled Trades Expo.](#)

Thank you to our committee:

| | | | |
|------------|------------|--|---|
| Becky | Breedon | Economic Development Officer | County of Simcoe |
| Peter | Dyck | Economic Development Officer | City of Barrie |
| Mac | Greaves | Campus Principal, Midland & Bracebridge | Georgian College |
| Judith | Johnston | Project Facilitator/Office Manager | Simcoe Muskoka Workforce Development Board |
| Sarah | Kekewich | OYAP | Simcoe County District School Board |
| Dan | Landry | Manager of Business Retention & Expansion & Industrial Development | City of Orillia |
| Susan | Laycock | Executive Director | Simcoe Muskoka Workforce Development Board |
| Janine | Peck | Community Development Officer | Township of Springwater |
| Stephannie | Schlichter | Invest in Barrie, Director – Business Development | City of Barrie |
| Kendall | Scott | Economic Development Officer | County of Simcoe |
| Rachel | Sullivan | Manager of Economic Development | County of Simcoe |
| Laura | Thompson | Manager of Real Estate and Commercial Development | City of Orillia |
| Wade | Tower | OYAP | Simcoe Muskoka Catholic District School Board |

The Expo provided grade 7 and 8 students with the opportunity to participate in hands-on demonstrations and interactive displays relating to dozens of skilled trades available in Simcoe County. 2,000 students were transported from around the region to take part. Thanks to all the businesses that took part this year.



Premier's Highly Skilled Workforce Focus Group

Background: In Fall 2015, Ontario appointed five members to the Premier's Highly Skilled Workforce Expert Panel (Panel).

The Panel had been asked to develop a strategy to help the province's workforce adapt to the demands of a technology-driven knowledge economy. During its tenure, the Panel assessed how well the workforce is positioned to meet the needs of Ontario's economy and then recommend an integrated approach for the government to bridge education, training and skills development with the demands of an evolving economic landscape.

Ontario chose the Panel members based on their professional experience, knowledge of the business climate, relationships with a cross-section of stakeholder groups and understanding of employers, the education and public sectors, and issues related to the labour market. The Panel engaged with stakeholders, including primary and secondary schools, postsecondary institutions, employers, labour organizations, students and youth, seniors, immigrant-serving organizations, people with disabilities and Aboriginal communities.

Simcoe Muskoka Workforce Development Board was delighted to be asked by the Premier's office to host a focus group for the Panel. This invitation came about due to the Ministry's regard for our Breakfast and Learn collaborative event undertaken in partnership with Georgian College to live stream training across five College campuses. This live streaming event was taped and aired extensively on Rogers TV.

SMWDB and the County of Simcoe, who partnered on the Focus Group, invited 25 local businesses to a

luncheon held on April 5th, 2016 at Nottawasaga Inn. We invited a select group of employers whom we felt could share relevant and timely information with the Panel, specifically as it pertains to the County of Simcoe and the District of Muskoka and thank them for their time and expertise.

The Panel delivered its final recommendations to the Premier's office Summer 2016. You can read the full report [here](#).

Community Consultation "Data and More"

SMWDB's annual presentation and discussion of the Employment Service Providers and Literacy and Basic Skills Employment Ontario compiled data was held August 30th at Lakehead University in Orillia and was attended by 21 service providers. The agenda included:

- Rachel Sullivan, Economic Development Manager, County of Simcoe presentation
- Tom Zizys, Zizys Consulting Presentation
 - An overview of the changes in the labour market over the last 30 years
 - Employment Ontario Data



2016- 2017

Action Plan Update

The County of Simcoe Economic Development department has taken on the expansion of an LMP Action Plan which began in 2014 to ensure the current relevancy and on-going attention of action items which were identified through that research project. SMWDB has worked to devise and implement projects addressing the Priority Areas identified in the LMP Action Plan through a three-year action plan as follows:

Priority #1 “Foster employer investment in on-the-job training and skills development in employees.” i.e.

SMWDB

- is working on this year’s Breakfast and Learn simulcast at five Georgian College campuses this year theme of which is employee training.
- in partnership with the County of Simcoe, is rolling-out a marketing package to create a high-level understanding of local projects and organizations addressing employment issues such as skills development. These include advertising spots and talk show appearances on Rogers TV, the videos of which will be retained by SMWDB to become on-going awareness tools.
- continues to develop Soft Skills Solutions, a unique employability skills training course designed to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The course is now available to and being utilized by any non-profit organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.
- provided two Economic Development presentations to Employment Ontario Employment Service Providers to foster better understanding of workforce culture.

Priority #2 “Foster partnerships between education and business” i.e.:

- has developed a series of videos with Bell Fibe TV and the County of Simcoe, promoting and creating awareness of the value of students looking at Skilled Trades as a career, and employers hiring employees with a barrier or barriers to employment.
- is working on this year’s Breakfast and Learn simulcast at five Georgian College campuses this year theme of which is employee training.
- continues to develop Soft Skills Solutions, a unique employability skills training course designed to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The course is now available to and being utilized by any non profit organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.
- is partnering with the County of Simcoe on an Employer engagement strategy as an on-going development of the Labour Market Plan (LMP) Project. Both partners are looking to more effectively engage employers and educators in their knowledge base and decision making processes. The County of Simcoe has established committees, of which SMWDB is a member, for:
 - Entrepreneurship support services
 - Educators and trainers
 - Regional economic development offices
- has undertaken hosting meetings of Economic Development offices and educators in Muskoka as well as visiting their offices and Chambers of Commerce in partnership with OMAFRA to better address labour force challenges and opportunities within the District of Muskoka.

Priority #3 “Enhance Simcoe County and the District of Muskoka’s transportation network to facilitate worker mobility across the region.” i.e.: SMWDB

- has embedded and makes updates on transportation information and links on Job Central.
- provided a On-line Job Fair for the first time in our region to engage job seekers who may have transportation issues around attending events in person. Discussion is underway regarding a 2nd On-Line Job Fair.
- in partnership with Georgian College offering a Breakfast and Learn across five campuses to ensure employers are not excluded due to distance barriers.

Priority #4 “Advance Economic Development Initiatives to create and sustain local jobs.” i.e.: SMWDB

- announced new enhancements to Job Central Simcoe Muskoka. A partnership has been developed with Magnet to provide additional capabilities for both employers and job seekers. Job Central launched spring 2015 and has since 15,300 of jobs posted on the site. Since that time we have received feedback

from our site users and will now provide new features to support the job and employee search process which will now include:

- Employer search function
 - Job matching
 - Email notification
 - Job seeker tool bar
- is partnering with the County of Simcoe on an Employer engagement strategy as an on-going development of the LMP Project. Both partners are looking to more effectively engage employers and educators in their knowledge base and decision making processes. The County of Simcoe has established committees, of which SMWDB is a member, for:
 - Entrepreneurship support services
 - Educators and trainers
 - Regional economic development offices
 - in partnership with the County of Simcoe and The District of Muskoka held a Focus Group organized on behalf of the Premier’s Highly Skilled Workforce Expert Panel. We invited a select group of employers whom we felt could share relevant and timely



maximizing
career
potential

information with the Panel, specifically as it pertains to the County of Simcoe and the District of Muskoka. The Panel then developed a strategy to help the province's workforce adapt to the demands of a technology-driven knowledge economy. During its tenure, the Panel assessed how well the workforce is positioned to meet the needs of Ontario's economy and recommended an integrated approach for the government to bridge education, training and skills development with the demands of an evolving economic landscape.

- has undertaken hosting meetings of Economic Development offices and educators in Muskoka as well as visiting their offices and Chambers of Commerce in partnership with OMAFRA to better address labour force challenges and opportunities within the District.
- in partnership with the County of Simcoe SMWDB is orchestrating a marketing package to create a high-level understanding of local projects and organizations addressing topics such as tool development i.e. Job Central. These include advertising spots and talk show appearances on Rogers TV, which will be retained by SMWDB to become on-going awareness tools.
- provided two Economic Development presentations to Employment Ontario Employment Service Providers to foster better understanding of work force culture.

Priority #5 “Work to align the expectations of job seekers with local employers with respect to wages and compensation.” i.e.: SMWDB

- is working on this year's Breakfast and Learn simulcast at five Georgian College campuses, this years theme is employability skills
- has developed Soft Skills Solutions, a unique employability skills training course designed to help individuals learn the skills that are expected in today's workforce, helping them to be more successful in

obtaining and retaining their jobs. The course is now available to all organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.

- has developed a series of videos with Bell Fibe TV and the County of Simcoe, promoting and creating awareness of the value of employers hiring employees with a barrier or barriers to employment.
- in partnership with the County of Simcoe SMWDB is orchestrating a marketing package to create a high-level understanding of local projects and organizations addressing topics such as employment barriers. These include advertising spots and talk show appearances on Rogers TV, which will be retained by SMWDB to become on-going awareness tools.
- and the County of Simcoe are partnering on an employer engagement development strategy as an on-going development of the LMP Project. Both partners are looking to more effectively engage employers and educators in their knowledge base and decision making processes. The County of Simcoe has established committees, of which SMWDB is a member for:
 - Entrepreneurship support services
 - Educators and trainers
 - Regional economic development offices
- announces new enhancements to Job Central Simcoe Muskoka. A partnership has been developed with Magnet to provide additional capabilities for both employers and job seekers. Job Central launched spring 2015 and has since had 15,300 of jobs posted on the site. Since that time we have received feedback from our site users and will now provide new features to support the job and employee search process which will include:
 - Employer search function
 - Job matching
 - Email notification
 - Job seeker tool bar

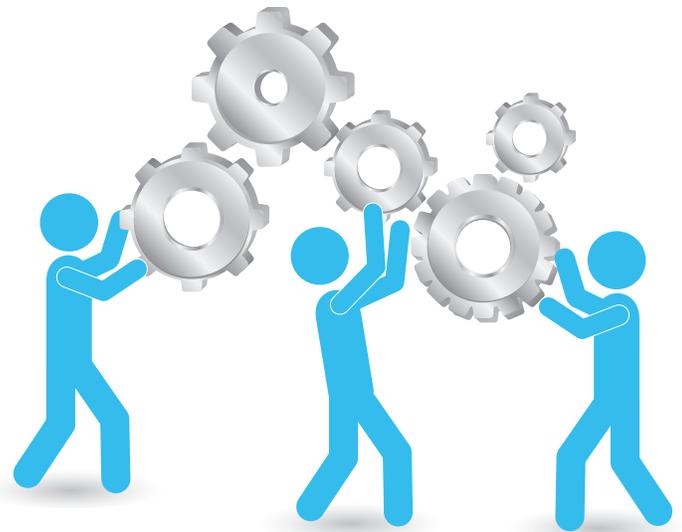
Priority #6

1. “Facilitate employment transition support for local job seekers facing barriers to employment with individualized supports and attention for job seeker development and job coaching.
2. Increase awareness of available employment supports and programs.
3. Improve collaboration among local employment service providers to effectively engage with local employers”. i.e. SMWDB

- has developed a series of videos with Bell Fibe TV and the County of Simcoe, promoting and creating awareness of the value of employers hiring employees with a barrier or barriers to employment.
- has developed Soft Skills Solutions, a unique employability skills training course designed to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The course is now available to all non-profit organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.
- announces new enhancements to Job Central Simcoe Muskoka. A partnership has been developed with Magnet to provide additional capabilities for both employers and job seekers. Job Central launched spring 2015 and has since had 15,300 jobs posted on the site. Since that time we have received feedback from our site users and will now provide new features to support the job and employee search process which will include:
 - Employer search function
 - Job matching
 - Email notification
 - Job seeker tool bar
- Is partnering with the County of Simcoe on an

employer engagement strategy as an on-going development of the LMP Project. Both partners are looking to more effectively engage employers and educators in their knowledge base and decision making processes. The County of Simcoe has established committees, of which SMWDB is a member for:

- Entrepreneurship support services
 - Educators and trainers
 - Regional economic development offices
- provided two Economic Development presentations to Employment Ontario Employment Service Providers to foster better understanding of work force culture.



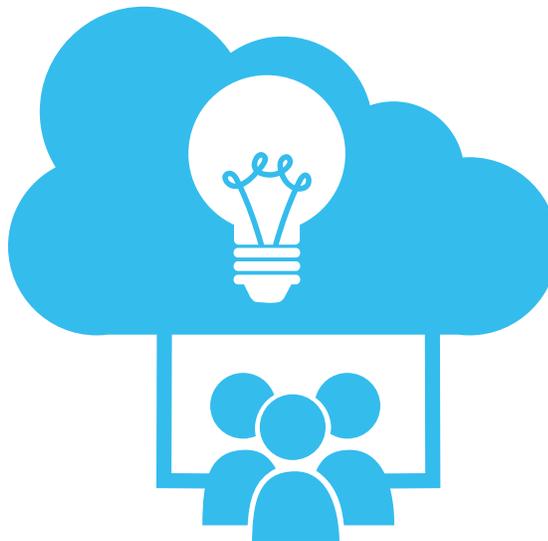
Priority #7 “Strengthen local employers’ success in recruiting and retaining suitable employees.”

i.e.:SMWDB

- announces new enhancements to Job Central Simcoe Muskoka. A partnership has been developed with Magnet to provide additional capabilities for both employers and job seekers. Job Central launched spring 2015 and has since has 15,300 jobs posted on the site. Since that time we have received feedback from our site users and have partnered with Magnet to provide new features to support the job and employee search process. Website enhancements will include:
 - Employer search function
 - Job matching
 - Email notification
 - Job seeker tool bar
- is working on this year’s Breakfast and Learn simulcast at five Georgian College campuses this years theme is employability skills
- in partnership with the County of Simcoe held a Focus Group organized on behalf of the Premier’s Highly Skilled Workforce Expert Panel. We invited a select group of employers whom we felt could share relevant and timely information with the Panel, specifically as it pertains to the County of Simcoe and

the District of Muskoka. The Panel then developed a strategy to help the province’s workforce adapt to the demands of a technology-driven knowledge economy. During its tenure, the Panel assessed how well the workforce is positioned to meet the needs of Ontario’s economy and recommended an integrated approach for the government to bridge education, training and skills development with the demands of an evolving economic landscape.

- has developed a series of videos with Bell Fibe TV and the County of Simcoe, promoting and creating awareness of the value of students looking at Skill Trades as a career and employers hiring employees with a barrier or barriers to employment.
- is developing a Manufacturing Landing page on Job Central to support specific trades attraction and retention.
- has developed Soft Skills Solutions, a unique employability skills training course designed to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The course is now available to all non-profit organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.

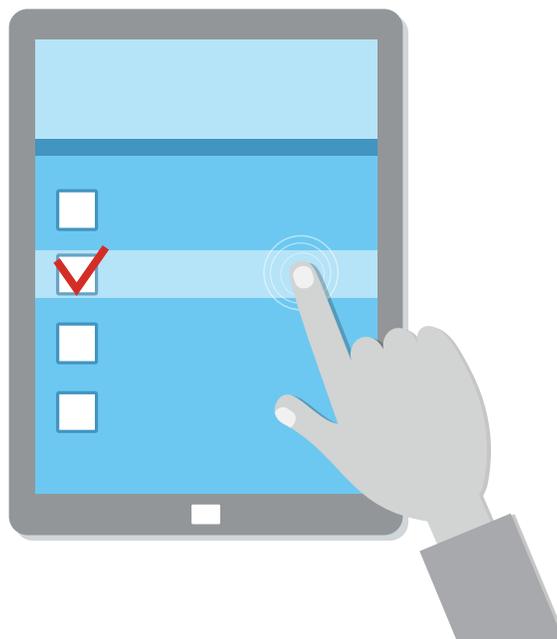


Priority #8 “Improve information about the local labour market.” i.e.: SMWDB

- introduced an employer survey and just completed the 3rd year. Information received is included in this publication.
- worked with Workforce Development Boards in Central Region to develop UNDERSTANDING LABOUR MARKET DYNAMICS IN ONTARIO an assessment of employer survey and skill shed analysis tools and processes.
- This report outlines the results of an analysis of existing research tools used in Ontario to assess local labour market dynamics, including employer surveys, business counts, and skills shed assessments. The purpose of this analysis was to:
 1. Complete an environmental scan to identify current tools used to assess labour market dynamics at the local level in Ontario, with a focus on those tools used by local workforce planning boards.
 2. Assess these tools and their associated reports to understand their efficacy, applicability, relevance and scalability for potential cross community implementation.
 3. Provide recommendations for future implementation of these tools, or variations on them, to help assess local labour market dynamics across communities in Ontario.

This project builds on a previous review of the literature on community based skill shed and labour market analysis, commissioned by the Durham Workforce Authority and undertaken by researchers at the University of Ontario Institute of Technology.

- in partnership with the County of Simcoe is orchestrating a marketing package to create a high-level understanding of local projects and organizations addressing information about the local labour market. These include advertising spots and talk show appearances on Rogers TV, which will be retained by SMWDB to become on-going awareness videos.
- through the donation of Georgian College, now has office space in Muskoka one day a week, ensuring the District has ready access to SMWDB offerings and information sharing activities.





Simcoe Muskoka
**Workforce
Development Board**

18 Alliance Blvd. Unit 22,
Barrie, ON L4M 5A5
tel: 705.725.1011 or 1.800.337.4598
fax: 1.888.739.8347
Email: info@smwdb.com
Web: smwdb.com



This project is funded in part by the Government of Canada and the Government of Ontario.
The views expressed in this document do not necessarily reflect those of Employment Ontario.
We make no representation or warranty, express or implied, as to its accuracy or completeness. In providing this material, SMWDB does not assume any responsibility or liability.

OCTOBER
2016 Local Labour Market Plan

