

LABOUR MARKET PLANNING REPORT 2020/2021





THE MISSION: To work collaboratively with community partners on the creation of innovative labour market solutions that meet local workforce development needs.

The Labour Market Group of Renfrew and Lanark Counties represents one of 26 workforce planning areas in the province of Ontario. Funded by the Ministry of Economic Development, Job Creation and Trade, the group works to provide accurate and timely labour market information to employers, job seekers and organizations that use labour market data for strategic planning purposes. The group

provides annual labour market reports that outline trends in the local labour force using statistical data from several sources, as well as intelligence gathered from local employers and employment agencies.

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

THE TEAM



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EXECUTIVE SUMMARY



Matt LeMay, Project Manager - The Labour Market Group of Renfrew & Lanark

Located in Eastern Ontario and bordering on the National Capital Region, Renfrew and Lanark Counties combined, cover an area of 10,679 km² with a total population of 177,981. Historically, both counties have had similar economies that were very active in manufacturing, agriculture, and forestry resulting in higher rates of attainment for apprenticeship, trades, and college diplomas.

As a result of an aging population, youth out-migration and slower than average population growth many sectors within the region (healthcare, manufacturing, forestry, scientific and professional services, public administration, retail & service, and agriculture) are experiencing an acute skilled worker shortage. This trend is also occurring in many rural communities across Ontario creating a very competitive marketplace for skilled workers. Recruiting skilled workers and New Canadians from urban centers has been identified as a priority for community partners within the region. Providing youth and job seekers with accurate and up-to-date labour market information is crucial when making evidence-based decisions regarding post-secondary training and career opportunities. Planning careers based on this information will be critical for the future economic success of our region.

The LMG continues to provide custom Labour Market Information (LMI) education and training to a variety of community agencies and partners. Last year we delivered over 45 presentations to a diverse group of clients including Garrison Petawawa, Youth Job Connection programs, First Nation Employment Services, local Chamber of Commerce groups, Employment Ontario and Literacy and Basic Skill providers, regional school boards, elected officials and town councils, high school career classes and regional economic development agencies. In addition to our annual Employer One Survey, the LMG also completed a detailed study of in-demand opportunities within the regional skilled trade sector. The results from both projects can be found at www.renfrewlanark.com

The LMG wishes to thank Algonquin College, employers/ job seekers, service providers, educators and others for their input into this year's LLMP. We look forward to their continued involvement and encourage participation from new organizations and individuals. The Labour Market Group is committed to generating positive change within the local labour market by working collaboratively with our community partners.

BACKGROUND/CONTEXT

In the Province of Ontario, there are 26 Workforce Planning Boards, which receive funding from the Ministry of Labour, Training and Skills Development. The boards facilitate the local labour market planning process that identifies and prioritizes labour market issues. Once issues are identified, the Workforce Planning Board or other local organizations responsible for this task, work with community partners to develop a plan of action to meet the changing labour market needs of the community.

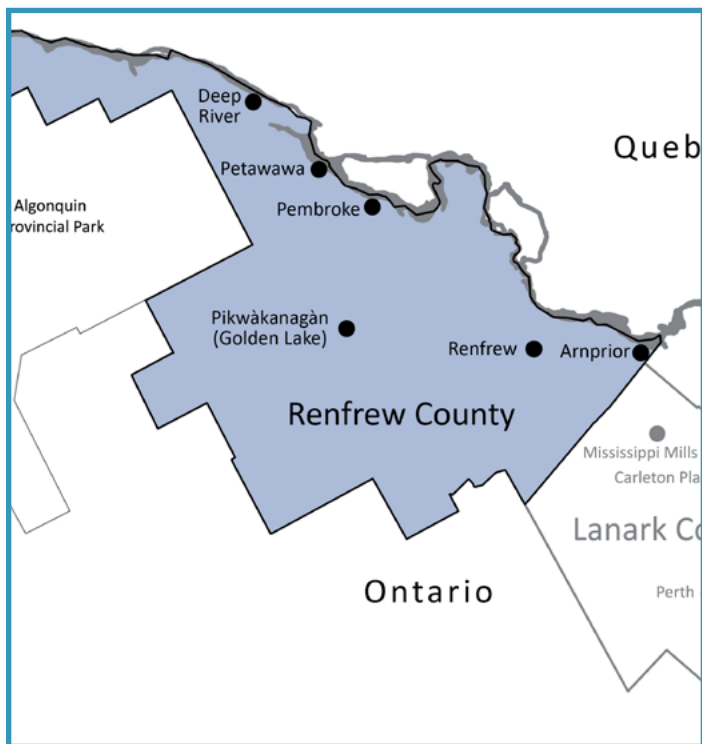
In place of a local planning board, the LMG has delivered the LLMP process within Renfrew-Lanark since May 2007. The LMG works with a labour market local planning committee, which reflects a wide cross-section of industry, employment, training, economic development, and governmental agencies. The committee provides local labour market information and feedback on community projects so that we can better serve our communities within the region. The Labour Market Group of Renfrew & Lanark is a division of Algonquin College in the Ottawa Valley and proud member of Workforce Planning Ontario.

www.workforceplanningontario.com



DEMOGRAPHIC OVERVIEW

RENFREW COUNTY - Demographic Profile



Renfrew County has a total population of 106,317. The county is geographically the largest in Ontario, encompassing approximately 7,645 square kilometres. Located in the heart of the Ottawa Valley, it stretches along the shores of the Ottawa River from the outskirts of Ottawa in the east to the northern tip of Algonquin Park's wilderness in the west. Renfrew County is home to over 900 pristine lakes and four major river systems. The county is highly diverse, ranging from wilderness areas, which make up half the county, to highly industrialized and developed areas with world-class employers and facilities using the latest technology. The natural environment is unique, and rural, lending itself to a wide range of outdoor and tourism activities. There is a total of 18 municipalities in Renfrew County.

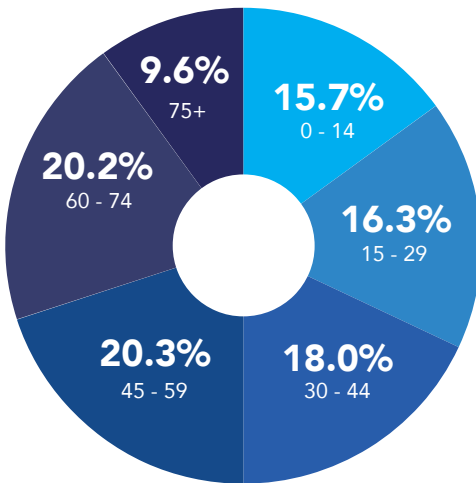
LANARK COUNTY - Demographic Profile

Lanark County has a total population of 71,664. The county is a geographically large and diverse region covering an area of 3,034 square kilometres. Lanark has two large rivers, the Mississippi and Rideau, which both flow into the Ottawa River. Located on the western boundary of Ottawa, Lanark County is the Maple Syrup Capital of Ontario. Comprised mostly of rural areas with pockets of urban activity, Lanark County advertises "a superior quality of life." The county is said to offer "the best of both worlds," having communities surrounded by the beauty of nature while still being only minutes away from world-class amenities in the nation's capital. There is a total of nine municipalities in Lanark County.



AGE CHARACTERISTICS

RENFREW COUNTY



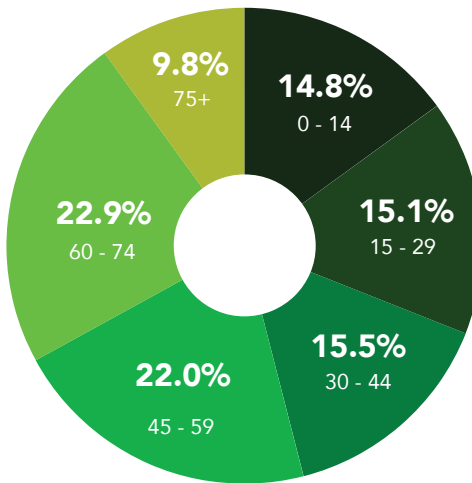
50.1%

of the population is
45 years and older

16.3%

of the population is
between 15-29

LANARK COUNTY



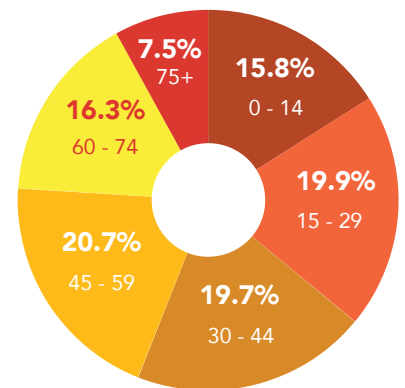
54.7%

of the population is
45 years and older

15.1%

of the population is
between 15-29

ONTARIO



44.5%

of the population is
45 years and older

19.9%

of the population is
between 15-29

MEDIAN AGE

REGION	MEDIAN AGE 2011	MEDIAN AGE 2016	DIFFERENCE
Renfrew County (3547)	43.9	44.8	0.9
Lanark County (3509)	46.2	48.2	2
Ontario	40.4	41.3	0.9

Statistics Canada 2011 and 2016 Census

POPULATION CHANGE 2018-2019

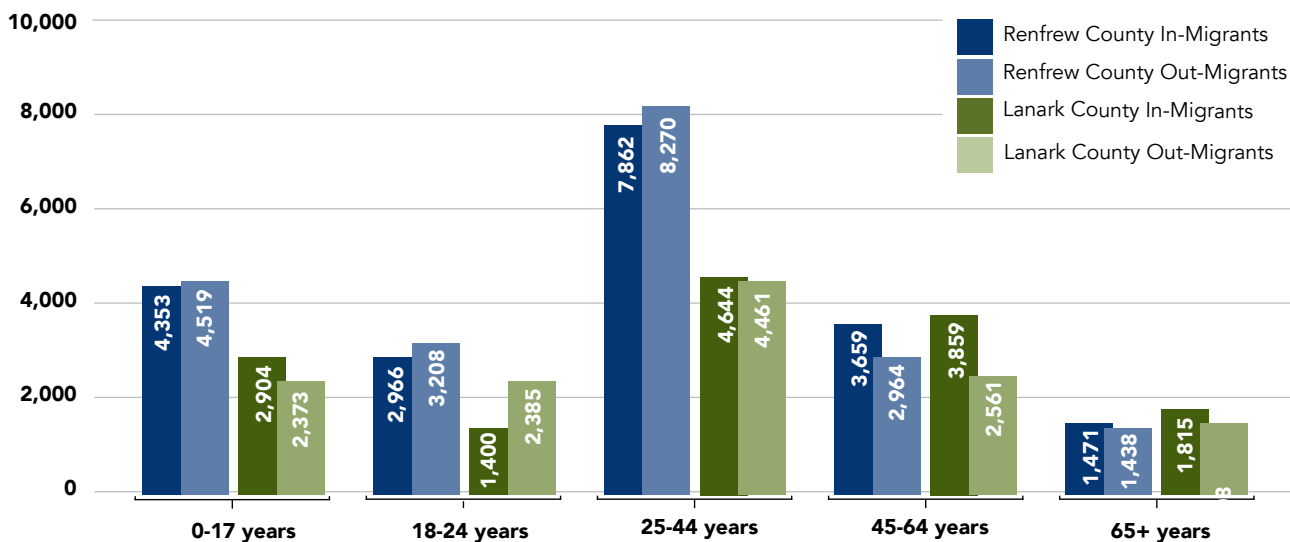
CENSUS DIVISION	2018	2019	Population Change
Renfrew County (3547)	105,240	106,317	+ 1.02%
Lanark County (3509)	69,423	71,664	+ 3.23%
Ontario	14,322,334	14,451,254	+ 0.9%

Source: EMSI Analyst Projection, 2019

MIGRATION CHARACTERISTICS

The following graph shows migration characteristics of Renfrew and Lanark Counties between 2011 and 2016.

MIGRATION CHARACTERISTIC BY AGE CATEGORY



In-migrants = New, incoming residents Out-migrants = Current residents who have moved away

PROJECTED DATA: STATS CAN

-88 TOTAL NET-MIGRANTS IN RENFREW COUNTY FROM 2011 - 2016

1303 TOTAL NET-MIGRANTS IN LANARK COUNTY FROM 2011 - 2016

Statistics Canada CENSUS

Migration characteristics describe the movement of people from one place to another, usually across a political boundary for the purpose of establishing a new residence. Migration can be international (between countries) or interregional (within countries). One of the most significant migration trends observed in the last decade or more has been rural to urban migration—the movement of people from the countryside to cities in search of opportunities.

Highest net increase in 45-64 age group = 895.

Highest net decrease in 25-44 = 408.

Current and future workforce limited, in which case proactive retention measures need to be considered

Highest net increase in 45-64 age group = 1267

Highest net decrease in 18-24 = 985

Likely attributed to youth pursuing post-secondary education opportunities outside the county

In both counties, the increase in people over the age of 45, in addition to an increase in the aging demographic equals, an increased level of health care services and health care workers needed regionally.

Local Intelligence - There is currently a critical shortage of healthcare workers across a variety of occupations across our region and in most of rural Ontario. One of the most difficult positions to staff is Personal Support Workers. Chronic under staffing in regional long-term care homes puts workers and residents at risk of injury. An aging demographic coupled with youth out migration is amplifying this issue. The development regional healthcare workforce attraction strategy targeting youth and job seekers might help address this issue.

COMMUNITY UPDATES



ALGONQUINS OF PIKWAKANAGAN FIRST NATION

Update by Amanda Two-Axe Kohoko

The Algonquins of Pikwakanagan First Nation have occupied our Territory since time immemorial, practicing our Traditions and living in accordance to our cultural and land laws. The Algonquins of Pikwakanagan First Nation (AOPFN) is located on the shores of Golden Lake and the Bonnechere River in Renfrew County. AOPFN is a proud and progressive community established in 1873, following a petition to purchase our own land. This resulted in the Golden Lake Indian Reserve No. 39. with a land mass of 1,505 acres.

Today, the community is driven; strategic plans are developed, sanctioned, administered and delivered by the Pikwakanagan administrative team and an elected Chief and Council serving 450 residents on reserve and a broad membership of approximately 2,700 people. The Administration Office provides programs and services and manages the same level of core services as a municipality and township. A key service is provided through the Economic Development department “to develop and promote Pikwakanagan First Nation as a thriving, living and working self-sustainable Algonquin community”.

The Economic Development department expanded with offices located in the Industrial

Building of the Limited Partnership located at 469 Kokomis Inamo, Pikwakanagan. The Economic Development team has also expanded to meet the on-going requests and opportunities from organizations, industries and stake holders. At the same time, AOPFN is continuing to implement the AOPFN Consultation and Engagement Protocol with regards to consultation and meaningful engagement. The department will continue to create and maximize opportunities beneficial to AOPFN by establishing meaningful partnerships to build capacity in the AOPFN organization and community.

Also provided within the department are the ongoing employment and training services. Christine Hutchinson, Employment Development Officer can assist on and off members with the training and funding initiatives. To access applications for education through Kagita Mikam, the Applicant must be a status member of the AOPFN. You can reach Christine at 613-625-2800 ext. 253 for more information regarding funding support.

For more information, please contact Christine Lightbody Manager of Economic Development at (613) 625-2800.



LOCAL IMMIGRATION PARTNERSHIP OF RENFREW & LANARK

Update by Marja Huis - Project Manager

The Local Immigration Partnership (LIP) of Renfrew & Lanark was established in 2011 in response to a future workforce shortage identified by the Labour Market Group (LMG) of Renfrew & Lanark. Through research and community consultations, LMG determined that new Canadians could be a potential source of much-needed skilled labour.

The purpose of LIP is to improve settlement outcomes for new Canadians arriving in or living in the region by working collaboratively with community partners to address economic and community development needs. In 2012, the community partners formed a strategic plan for action working alongside the LIP secretariat. The planning process produced five key objectives:

1. Newcomers have positive employment opportunities and experiences.
2. More newcomers are engaged in personalized language training.
3. LIP is widely perceived to be effective.
4. All newcomers have a comprehensive, clear and relevant resource guide.
5. All service providers, in all sectors, are willing and prepared to assist newcomers or direct them to the appropriate service(s).

Since 2013, the LIP partners and staff have had considerable success in realizing these objectives, sustained by a core partnership with Algonquin College of Applied Art & Technology Waterfront Campus in Pembroke, Ontario.

LIP developed the Community Language Support (CLS) program in 2017. The model involves a trained ESL teacher who “coaches”

willing and capable volunteers on how best to instruct adult ESL learners, some of whom facing multiple barriers to learning, including literacy level, transportation, child-minding, mental health and others. With only two formal English as a Second Language classrooms in the region, the CLS program was able to support the sustainable creation of more than 65 learning locations outside the classroom. [A short documentary](#) was produced to capture the results of the program, and new resources were created to augment the work of volunteer teachers.

The program has been a clear success. However, due to the precarious funding environment and difficulty obtaining further investment, the CLS program will come to a close on March 31, 2020. The College and the LIP are both committed to renewing the program and consider this gap in service a pause rather than an end. We are actively pursuing additional funding and will continue to support language volunteers as much as possible in the meantime.

The LIP adapted the language training model to deliver community-wide settlement support in 2018. This new program was aptly named the Community Settlement Initiative (CSI), as the community drives the results through a learn-do-teach approach. Reflecting the language model, CSI offers decentralized place-based service in “coaching” community allies on how best to interact with newcomers. The model transfers expertise and ownership of settlement work to local service providers, employers and community groups.



GARRISON PERSONNEL SELECTION OFFICE

Update by Lieutenant Robert Hall (Personnel Selection Officer)

Moving forward, the LIP of Renfrew & Lanark is embarking on three strategic directions:

1. Leadership & Advocacy
2. Welcoming Communities
3. Research & Learning

These strategic objectives will inform the LIP in the following five focus areas:

1. Municipal engagement expansion
2. Secondary migration program framework
3. Youth engagement and education
4. Indigenous peoples and learning
5. Francophone community outreach

The LMG is working alongside the LIP to develop a model that supports local employers in their search for talent not available in the region. Two key findings drive this effort:

1. Labour shortages in the region are serious and causing challenges for local employers, and
2. Urban areas experience a surplus of workers either unemployed or underemployed.

It is critical to develop a model for secondary migration. The LIP will focus on researching and testing approaches to attract newcomers to the area through intra- and interprovincial migration, tied directly to job opportunities and the candidate's community of choice.

The LIP would like to thank the countless volunteers, partners and community champions for their support who and leadership in establishing welcoming practices. Also, without the support of Algonquin College, key partners such as the LMG, and our generous government and non-government funders, this work would not be possible.

The Garrison Personnel Selection Office (PSO) continues to assist members of the Canadian Armed Forces (CAF) with their transition from military life. Over the past year, the PSO has welcomed members of the LMG and other local organizations onto the Garrison to assist with this endeavor. The PSO combined forces with Employment Ontario and the PMFRC to provide the 2nd Annual Employment and Education Fair at the Petawawa Civic Centre, where over 500 local residents met with 56 employers and educators to discuss future goals. Monthly education information sessions featuring Algonquin College, Willis College, Veterans Affairs Canada and the RCDSB continue to provide information on available programs for CAF members and their families, specifically for those who wish to remain in the Renfrew County area. These sessions also had 2 special presentations from Nipissing University. Over the next year, the PSO will continue to strive to work with local organizations to provide resources and transition opportunities for Garrison members thinking of releasing from the CAF.

Office Staff:

Ordinary Seaman Taylor Congdon (Imagery Technician)

Major Gary Lawlor (Base Personnel Selection Officer)

Sub Lieutenant Cole Keaney (Personnel Selection Officer)

Ms. Leslie McKinnon (Admin Assistant)

Lieutenant Robert Hall (Personnel Selection Officer)



THE COMMUNITY SETTLEMENT INITIATIVE

Update by Chéla Breckon - Project Manager

In May 2018, Algonquin College learned that the application to establish the Community Settlement Initiative (CSI) submitted to the Service Delivery Improvement Fund was selected as one of the 100 successful applications out of a total of 1200 nation-wide.

The research project launched in 2019 has a strong focus on continuous improvement with the objective to develop a proven service delivery model in settlement support that can be duplicated in other rural areas in Canada in the future. The program's head office is located in Pembroke (Renfrew) with an affiliate office in Perth (Lanark). Staff work with allies in Renfrew and Lanark counties who are interested in better supporting the newcomers they interact with. To date, CSI has engaged with and served more than 400 allies, offering individual coaching, workshops, training sessions, presentations and policy analysis. The response from the community to have access to settlement support, where there was none before, has been enthusiastic. The team has adopted thorough

measurement and evaluation techniques to demonstrate the model's effectiveness and impact. The evidence will be delivered in a final report in March 2021 with the hope to attract further investment to sustainable continue the model in the region. The results so far are promising for the sustainable future of our local economies. Renfrew County has never received an investment in settlement services in the past and the community's ability to attract new residents has reflected that. Lanark County so far had only limited access to settlement services.

If our rural area is to compete successfully for skilled labour, increase the number of young families who choose to migrate here, and retain local employers already facing workforce shortages, we must attract and retain new residents, including newcomers to Canada. With community allies leading the effort to provide settlement support and services in the local places newcomers live and tailored to the newcomers' needs, our region will be perceived as a welcoming and therefore attractive destination.



ALGONQUIN COLLEGE - PERTH

Update by Chris Hahn Dean, Perth Campus

The Algonquin College Perth Campus continues to evolve and change. In the Spring of 2019 the campus welcomed over 20 students from South India to its Computer Programmer diploma program. In the Fall of 2019 the campus launched its brand new Business-Agriculture diploma program thanks to the staunch support of the agriculture sector in eastern Ontario. The Campus continues to open its arms to

international students through a new intake in the Spring of 2020 of an Ontario College Graduate Certificate in Regulatory Affairs Sciences. The campus continues to explore and implement new program opportunities such as its Pre-Apprenticeship in Masonry starting March 2020 and a newly approved offering in Practical Nursing in Spring 2021. Stay tuned with even more to come.



ECONOMIC GROWTH HIGHLIGHT - LANARK COUNTY

Update by Amber Coville Business Development Officer

Lanark County has seen, in a very short amount of time, a fundamental shift in the business climate enriched by startup activity, stronger support for business retention, and accelerated growth of local industries, all contributing to a more diversified local economy.

In 2016 Lanark County's population was 68,698 (Statistics Canada 2016), comprised of 8 municipalities plus the Town of Smiths Falls. More recently, Lanark County experienced steady population growth fueled by the significant inward migration of people from elsewhere in Ontario. Out of nearly 300 Census Divisions across Canada, Lanark County ranked 32nd for its net intraprovincial migration rate. The census agglomeration of Beckwith (Township), Carleton Place (Town) and Mississippi Mills (Town) accounts for all net population growth across the county in recent years; 12% between 2013-2018. In fact, in 2018 this agglomeration ranked 3rd out of 152 urban centers across Canada for combined intra- and interprovincial migration.

In the county, businesses are also in 'expansion mode' and there is a growing business base that accounts for a 6% increase in the number of businesses in the past two years. This increase included 113 net new businesses between 2017 and 2019 in farming, construction, manufacturing, and retail, financial and other services. This growth has brought many excellent economic benefits but has also further

illuminated the need for a larger workforce to meet the local employment demands.

Although challenges in the labor market are nothing new, workforce development will be a key priority in Lanark County, as identified in the 2019 Business Retention + Expansion (BR+E) Plan. The plan was developed through numerous and extensive reviews of data from 134 businesses across the county. Workforce Development rose to the top as 1 of 3 key priorities for business. In the report, local employers identified workforce challenges related to the availability of qualified workers, the stability of the workforce and the ability to attract employees. Concerns related to the retention of employees was minute and speaks to the high quality of life in Lanark County. To review the workforce development actions identified please see page 24 of the Final Report.

By way of a service agreement, Valley Heartland Community Futures Development Corporation fulfills economic development services for the County of Lanark. This collaboration continues to be an effective partnership that leverages the strengths of each partner and is driving economic development activities county-wide.

[BR+E report Link](#)

For more information, on Lanark County Economic Development contact Amber Coville, Business Development Officer, at EcDev@valleycfdc.com or 613-283-7002, ext 110



ALGONQUIN COLLEGE - PEMBROKE

Update by Jamie Bramburger - Manager of Community and Student Affairs

Algonquin College's Pembroke Campus continues to respond to local labour market needs while also helping to drive economic development within the city. By the September 2020 intake, the campus will have five privately owned and operated student residences supporting its out of town student population as two new buildings will open prior to the start of the school year. When that happens, these residences will house more than 200 students. The campus enrolments for full time students has been hovering around the 1,000 mark for the past five years, with approximately 50 percent of the students having to re-located to Pembroke to study at the campus.

The campus offers 20 full time programs and continues to add more offerings including a pre-apprenticeship electrical program that has been delivered for the past two years. This free six month program includes a work placement experience and the opportunity to complete level one of the electrical apprentice curriculum. The campus also delivers a carpenter apprentice program, and a Carpentry and Renovations Techniques full time program as it responds to shortages within Renfrew County's skilled trades sector.

New programming is also under development at the Pembroke Campus. The campus expects

to offer a Computer Programmer Diploma and post graduate Environmental Assessment and Regulation Certificate program beginning in the Winter of 2021. Other programs are also being considered as the College reviews labour market challenges within the region and gathers feedback from its program advisory committees.

Diversifying its enrolments is a major focus for the campus as it attracts more students from various cultural backgrounds and champions the benefits of welcoming newcomers, including international students, to the Pembroke area. Last year the campus had more than 20 international students from countries around the world including India, Ukraine, Africa and Panama. Students at the campus also participated in international learning experiences such as Nursing students who travelled to the Dominican Republic to provide pediatric health care to children and Outdoor Adventure students who completed an applied research project in Iceland.

The Pembroke Campus is the largest of Algonquin College's regional campuses. The campus welcomed a new Dean, Dr. Keltie Jones, in August of 2019. Dr. Jones arrived from Truro, Nova Scotia where she was the Associate Dean for the Agricultural College of Dalhousie University.



Photo by Rory Toop



CITY OF PEMBROKE

Heather Sutherland - Economic Development & Tourism Officer

Downtown revitalization was again evident in Pembroke in 2019. Several projects under the Community Improvement Plan that improved facades, retail spaces and residential units finished up, providing quality commercial and residential spots downtown.

The Community Improvement Plan remains a priority for the City, as this program has proven to bring huge benefit to all of Pembroke. With 10 available grants through our Community Improvement Plan, Pembroke has

a greater appeal to investors from large-scale redevelopment tax incentives to accessibility improvement funding and beautification grants, there is something for every business. We also work to educate businesses about federal and provincial grants available to them.

Moving forward, the City will continue to prioritize concentrated marketing efforts for business attraction and retention, as well as being as open as possible to entrepreneurs and assisting them wherever possible.



Photo by Rory Toop

QUICK FACTS FOR JOB SEEKERS

#1. There is an acute skilled worker shortage and employment opportunities exist in every sector across the region.

#2. Check out average salaries on pages 15 & 16

#3. Get job seeking advice from your local Employment Ontario office.

#4. Your local Literacy and Basic Skills organization can help with upgrading and essential skill development.

#5. Highest in-demand positions are skilled trades, health care and manufacturing.

QUICK FACTS FOR EMPLOYERS

#1. Look at demographics in Renfrew and Lanark. With an aging population, consider hiring older workers.

#2. Fastest growing demographics are New Canadians and Indigenous Youth.

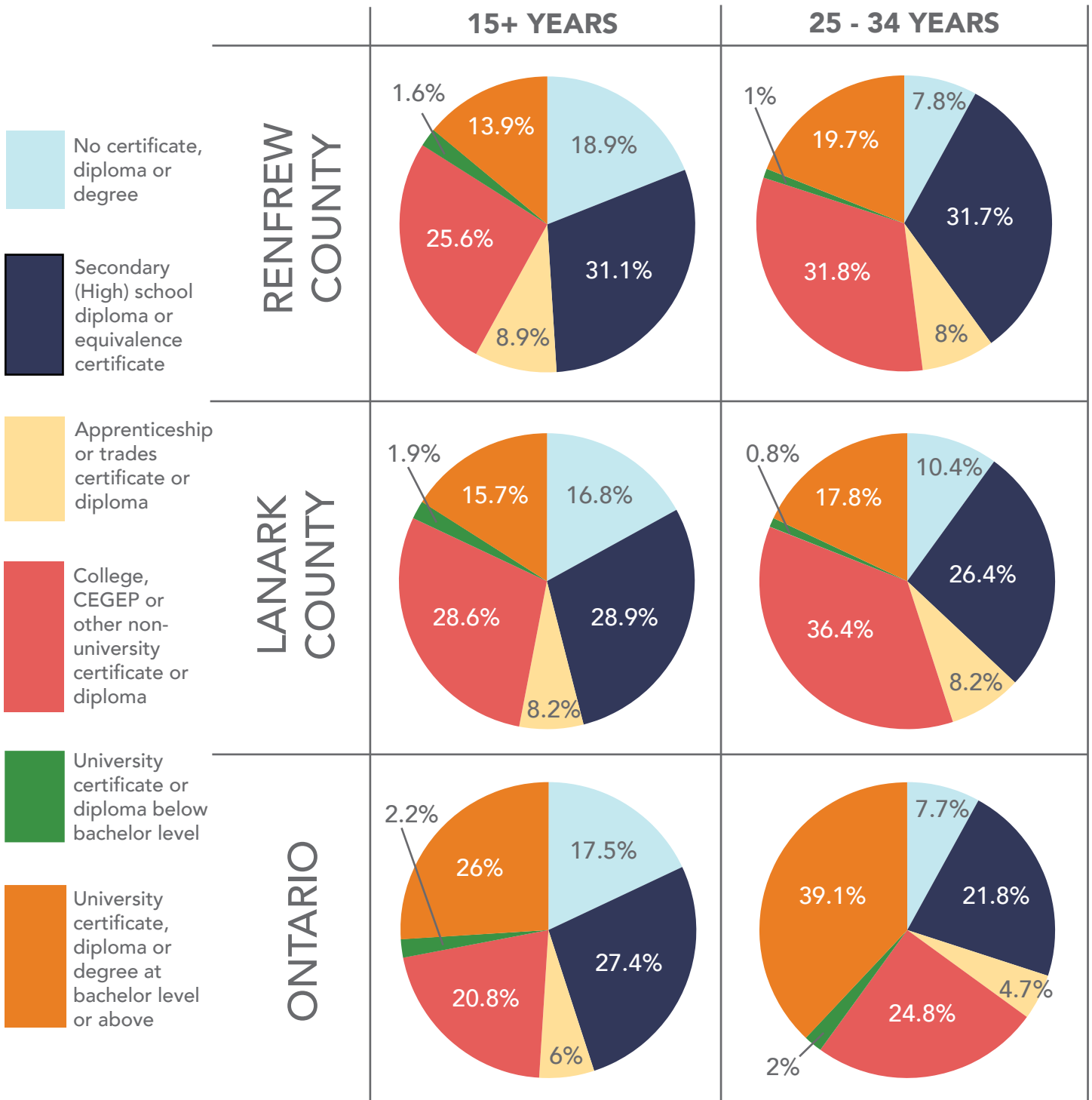
#3. Successful recruiters recommend “be a leader, not a boss” and learn what job seekers value. (ie. money, flex hours, etc.)

#4. Learn about our Employment Ontario and Literacy and Basic Skills offices. They can help.

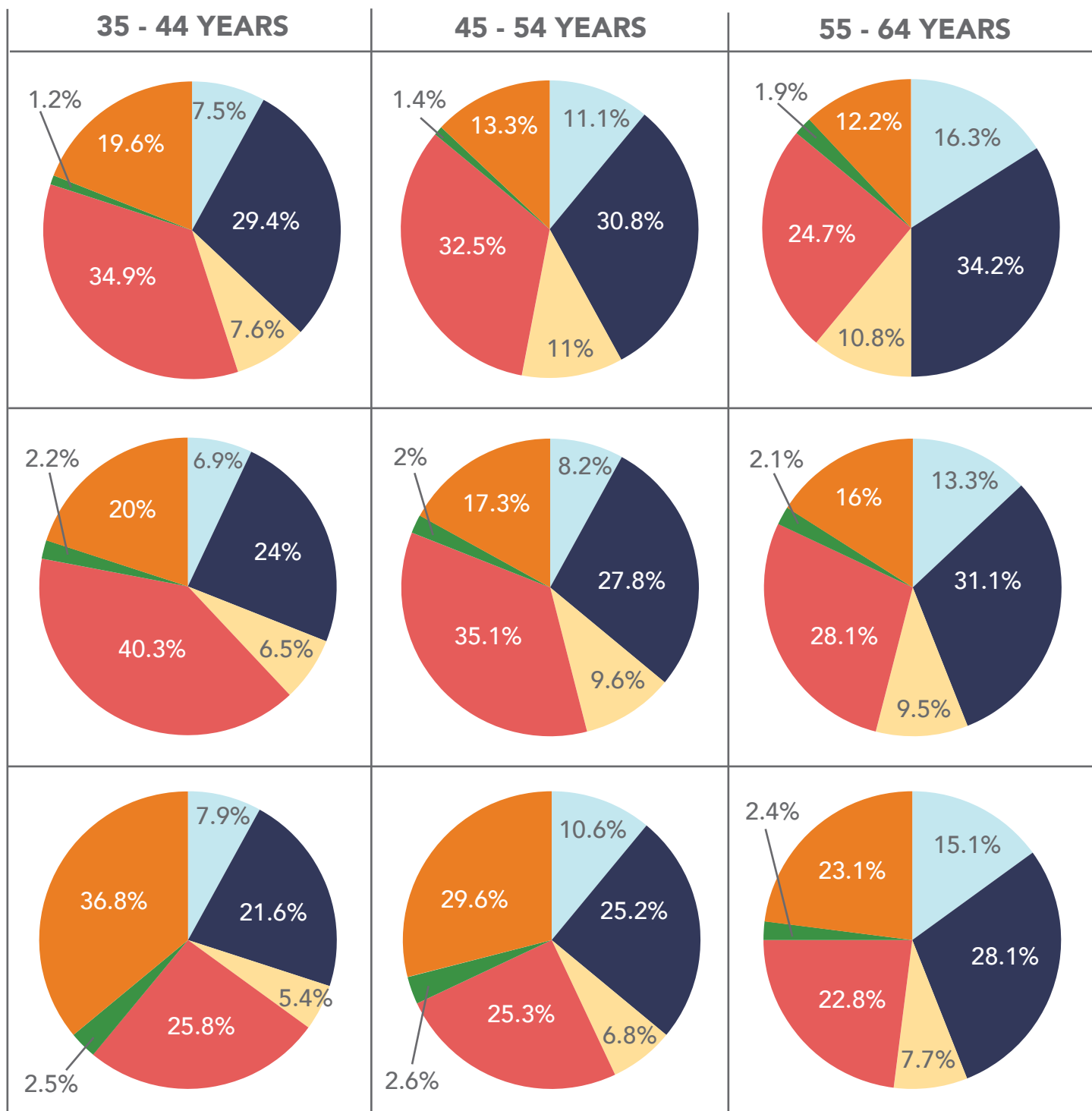
#5. Biggest barriers to employment for job seekers are transportation, lack of child care and lack of training.

LOCAL EDUCATION ATTAINMENT SUMMARY

The charts below show the level of education attained by different age groups in Renfrew and Lanark Counties in comparison to the Province of Ontario in 2016. Renfrew and Lanark Counties have historically had strong economic bases comprised of the manufacturing, agriculture and forestry



sectors. This resulted in higher rates of attainment of apprenticeships, trades and college certificates, and lower rates of university degrees obtained every age group in comparison to the province.

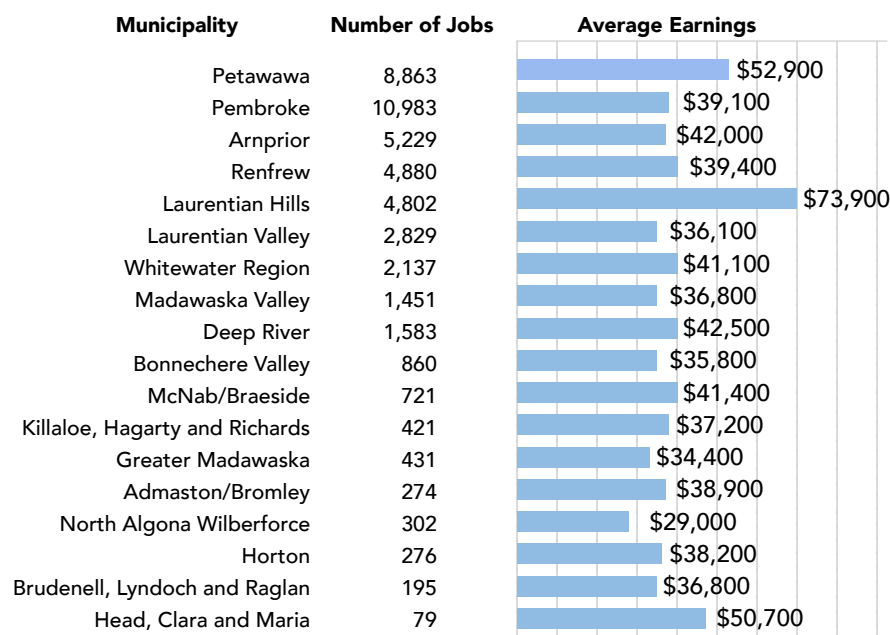


ECONOMIC OVERVIEW

EMPLOYMENT BY MUNICIPALITY

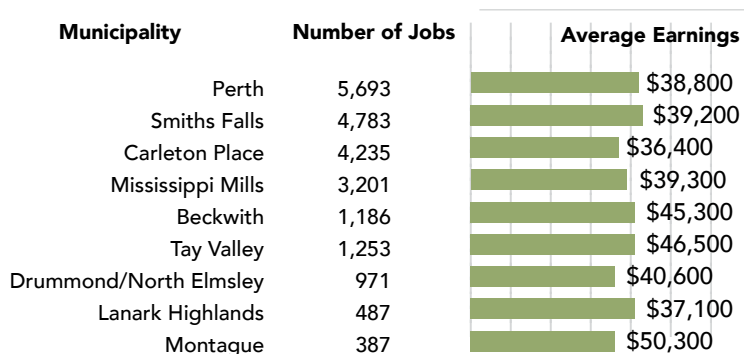
The following two graphs represent the number of jobs per municipality in Renfrew and Lanark Counties, as well as the average earnings.

EMPLOYMENT BY MUNICIPALITY - RENFREW COUNTY 2019



Source: EMSI Analyst projection 2019

EMPLOYMENT BY MUNICIPALITY - LANARK COUNTY 2019



Source: EMSI Analyst projection 2019

While the average earnings across Lanark County's municipalities are relatively consistent, the average earnings across Renfrew County's districts show a higher variance. Large, federally funded organizations such as Garrison Petawawa and Canadian Nuclear Laboratories account for these differences in Renfrew County. The Town of Petawawa is home to Garrison Petawawa, and Canadian Nuclear Laboratories is in Chalk River (Township of Laurentian Hills). These employers significantly boost the average earnings in these regions.

HIGHEST PAYING INDUSTRIES

RENFREW COUNTY

NAICS	Industry	Average Earnings 2019
22	Utilities	\$81,861
54	Professional, scientific and technical services	\$77,553
55	Management of companies and enterprises	\$75,721
91	Public administration	\$61,464
61	Educational services	\$53,229
23	Construction	\$51,232
31-33	Manufacturing	\$47,764
41	Wholesale trade	\$46,766
21	Mining, quarrying, and oil and gas extraction	\$46,220
62	Health care and social assistance	\$44,420

Source: EMSI Analyst projection, 2019

LANARK COUNTY

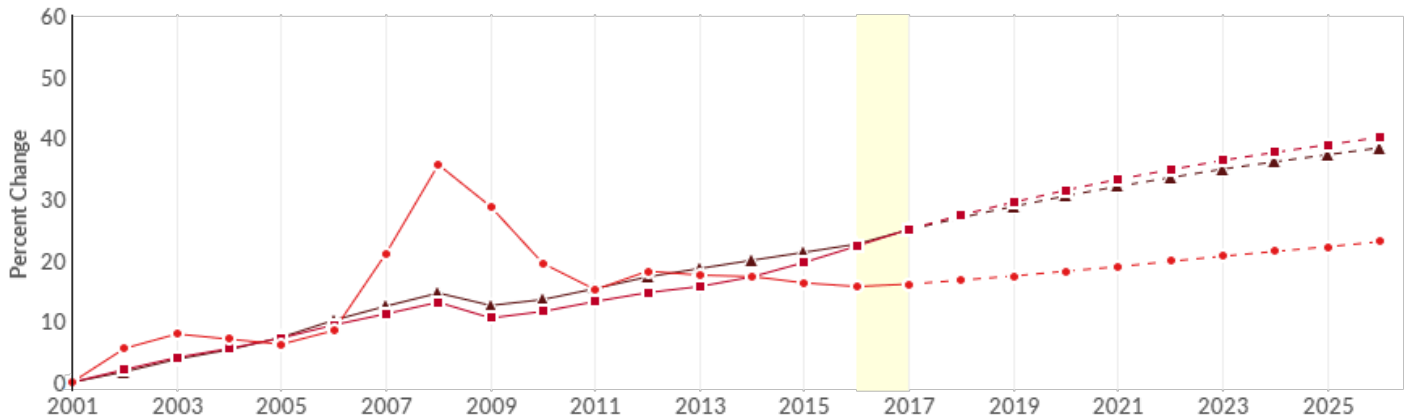
NAICS	Industry	Average Earnings 2019
22	Utilities	\$78,395
21	Mining, quarrying, and oil and gas extraction	\$72,417
55	Management of companies and enterprises	\$66,910
91	Public administration	\$60,638
61	Educational services	\$59,750
54	Professional, scientific and technical services	\$51,307
23	Construction	\$50,335
31-33	Manufacturing	\$48,341
48-49	Wholesale Trade	\$45,641
56	Administrative and Support, Waste Management and Remediation Services	\$45,780

Source: EMSI Analyst Projection, 2018

The top three industries in Renfrew County with the greatest average earnings in 2019 were Utilities, Professional, scientific and technical services, and Management of companies and enterprises. The top 3 industries in Lanark County with the greatest average earnings in 2019 were Utilities, Mining, quarrying, and oil and gas extraction, and Public administration.

Local Intelligence- Youth Job Connect participants (surveyed) have indicated that lengthening the Youth Job Connect (YJC) program, adding more experiential training, certification, and support, would ensure a smoother transition into the labour market. Youth have also indicated that they would like to see new labour market information tools geared for youth.

REGIONAL TRENDS - RENFREW COUNTY



Region	2018 JOBS	2019 JOBS	% Change
Renfrew County	42,402	43,586	1%
Ontario	6,606,416	6,732,740	2%
Canada	16,993,236	17,288,148	2%

TOTAL JOBS IN RENFREW IN 2019: 43,586
AVERAGE EARNINGS IN 2019: 46,004

JOBS BY INDUSTRY - RENFREW COUNTY

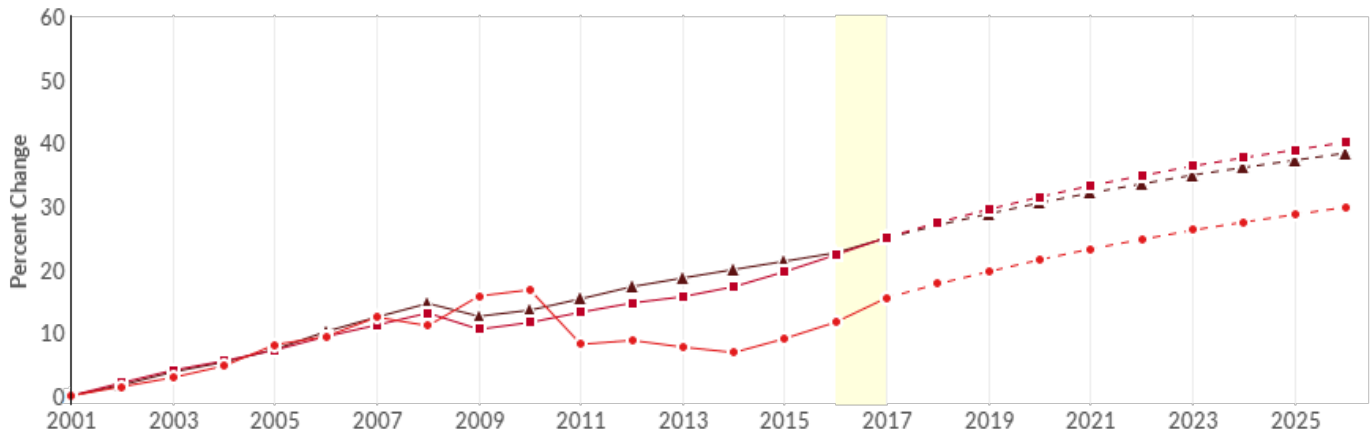
NAICS	Industry	2019 Jobs
91	Public administration	7,227
62	Health care and social assistance	6,382
44-45	Retail trade	5,416
72	Accommodation and food services	3,368
31-33	Manufacturing	3,063
54	Professional, scientific and technical services	3,788
23	Construction	2,774
61	Educational services	2,523
56	Administrative and support, waste management and remediation services	1,722
81	Other services (except public administration)	1,262

Source: EMSI Analyst projection, 2019

Public administration, Health care, and social assistance and Retail trade continue to be the largest employers within the region for a fifth straight year.

Local Intelligence - Ninety-eight percent of small businesses within Renfrew County are small businesses that employ less than 9 people. Most of these small businesses cannot adequately recruit, attract and retain new staff. Opportunities may exist to develop and provide human resource training and tools for local small businesses.

REGIONAL TRENDS - LANARK COUNTY



Region	2018 JOBS	2019 JOBS	% Change
Lanark County	22,196	22,531	2%
Ontario	6,606,416	6,732,740	2%
Canada	16,993,236	17,288,148	2%

TOTAL JOBS IN LANARK IN 2019: 22,531
AVERAGE EARNINGS IN 2019: 39,514

JOBS BY INDUSTRY - LANARK COUNTY

NAICS	Industry	2019 Jobs
62	Health care and social assistance	3,656
44-45	Retail trade	3,588
31-33	Accommodation and food services	2,617
72	Manufacturing	1,958
61	Construction	1,814
23	Educational services	1,550
91	Public administration	1,107
48-49	Other services (except public administration)	885
54	Wholesale Trade	768
56	Professional, Scientific and technical services	783

Source: EMSI Analyst projection, 2019

Health care and social assistance, Retail trade and accommodation and food services continue to be the largest regional industries for a third straight year. Opportunities may exist for developing Labour Market Information tools for youth that highlight the many benefits of pursuing a career in one of these industries.

LOCAL LABOUR MARKET CONDITIONS

NUMBER OF EMPLOYERS BY EMPLOYEE SIZE RANGE

Number of Employers by Employee Size Range - June 2019

Enterprise Size	Employee Size Range	Renfrew County Number of Employers	Renfrew County Percentage of Employers	Lanark County Number of Employers	Lanark County Percentage of Employers	Ontario Number of Employers	Ontario Percentage of Employers
Small and Medium	0*	5,252	66.7%	4,409	67.9%	1,144,436	70.4%
	1 - 4	1,375	17.3%	1,183	17.5%	281,527	17.3%
	5 - 9	603	7.6%	400	6.2%	82,135	5.1%
	10 - 19	365	4.6%	324	5.0%	55,832	3.5%
	20-49	199	2.5%	147	2.3%	37,915	2.3%
	50-99	78	1.0%	40	0.6%	13,004	0.8%
	Subtotal	7,872	99.2%	6,458	99.4%	1,614,849	99.4%
Large	100-199	43	0.5%	24	0.4%	5,923	0.4%
	200-499	17	0.2%	11	0.2%	3,066	0.2%
	500+	4	0.1%	2	0.0%	1,222	0.1%
	Subtotal	64	0.9%	37	0.6%	10,211	0.6%
	Total	7,936	100%	6,495	100%	3,250,120	100%

Source: Canadian Business Patterns

This table shows the number of employers in Renfrew and Lanark Counties and Ontario in June 2019. Employers are categorized by the size of their workforce and range from owner-operator establishments with no employees to those businesses with more than 500 employees. It is important to note that the vast majority of businesses in Renfrew and Lanark counties fall into categories with less than 100 employees. In June 2019, Renfrew County had a total of 7,936 employers, and Lanark County had 6,495. Both Counties have seen increases in the total amount of employers within the last fiscal year. Both regions are relatively consistent in terms of percentages with the rest of Ontario.

Local Intelligence - It is important to note that employers in every size range are experiencing an acute skilled workforce shortage across a variety of sectors. The fastest-growing demographics in Canada today are New Canadians and Indigenous Youth. The development and successful implementation of a culturally sensitive workforce recruitment and retention strategy focused on these key demographics will be essential for our future economic success in rural Canada.

DISTRIBUTION OF TOTAL EMPLOYERS BY 3-DIGIT INDUSTRY

DISTRIBUTION OF EMPLOYERS - RENFREW COUNTY JUNE 2019

NAICS	Renfrew Distribution %	Ontario Distribution %	Distribution Difference
112 - Animal production and aquaculture	1.20%	4.80%	3.60%
238 - Specialty trade contractors	5.30%	7.20%	1.90%
111 - Crop production	1.50%	3.20%	1.60%
811 - Repair and maintenance	1.70%	3.20%	1.50%
113 - Forestry and logging	0.10%	1.30%	1.20%
721 - Accommodation services	0.40%	1.50%	1.10%
813 - Religious, grant-making, civic, and professional and similar organizations	2.10%	2.90%	0.80%
624 - Social assistance	1.00%	1.70%	0.70%
441 - Motor vehicle and parts dealers	0.50%	1.10%	0.60%
447 - Gasoline stations	0.30%	0.90%	0.60%

Source: Canadian Business Patterns

These tables highlight the industries with the largest distribution difference between employers in Renfrew County, Lanark County and the Province of Ontario. Renfrew County has a higher percentage of employers in Animal production and aquaculture, Crop production and Specialty trade contractors than the Province of Ontario.

Lanark County has a higher percentage of Specialty trade contractors, Animal production and aquaculture, and Crop production compared to the Province of Ontario.

DISTRIBUTION OF EMPLOYERS LANARK COUNTY JUNE 2019

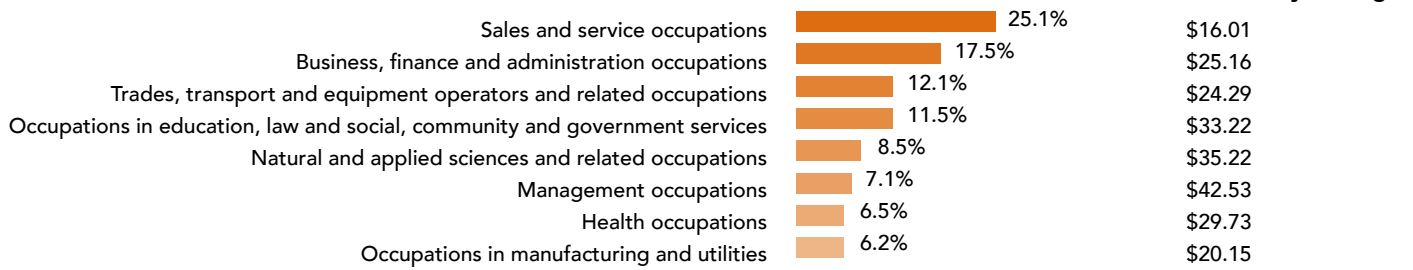
NAICS	Lanark Distribution %	Ontario Distribution %	Distribution Difference
238 - Specialty trade contractors	5.30%	8.30%	3.00%
112 - Animal production and aquaculture	1.20%	2.70%	1.50%
111 - Crop production	1.50%	2.60%	1.10%
811 - Repair and maintenance	1.70%	2.60%	0.90%
812 - Personal and laundry services	1.90%	2.70%	0.70%
236 - Construction of buildings	2.90%	3.50%	0.70%
624 - Social assistance	1.00%	1.60%	0.60%
453 - Miscellaneous store retailers	0.70%	1.20%	0.50%
721 - Accommodation services	0.40%	0.90%	0.50%
722 - Food services and drinking places	2.40%	2.80%	0.50%

Source: Canadian Business Patterns

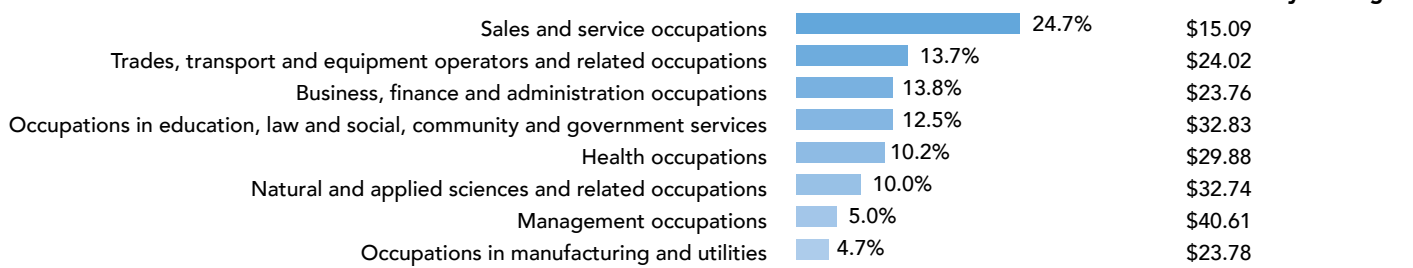
HIGHEST RANKED OCCUPATIONS BY NOC SKILL TYPE

TOP 8 OCCUPATIONAL CATEGORIES 2019

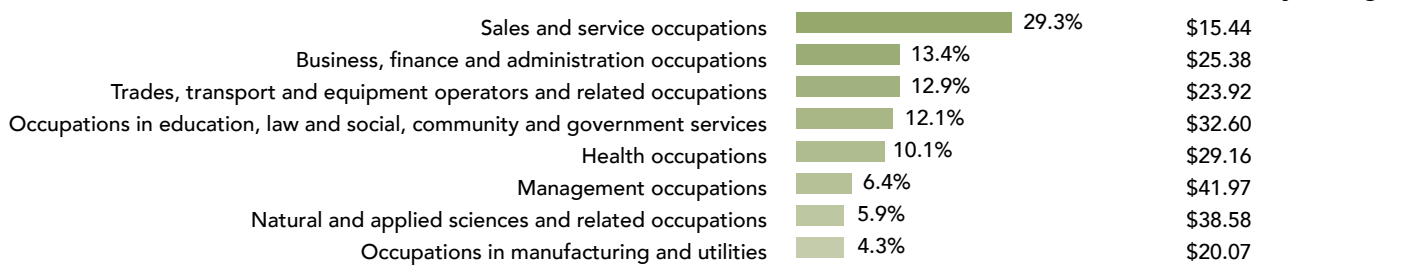
ONTARIO



RENFREW COUNTY



LANARK COUNTY



Source: EMSI Analyst projection, August 2018



photo by valeria boltneva (Pexels.com)

FASTEST GROWING INDUSTRIES AT THE 2-DIGIT NAIC LEVEL

FASTEST GROWING INDUSTRIES - RENFREW COUNTY 2018-2019

Industry	2018 Jobs	2019 Jobs	Change in Jobs	Average Wage
Health Care and Social Assistance	6,382	6,585	203	\$44,420
Professional and Scientific Services	3,788	3,966	178	\$77,553
Accommodation and Food Services	3,368	3,459	91	\$16,098
Construction	2,774	2,851	77	\$51,232
Retail Trade	5,416	5,446	30	\$23,045
Public Admin	7,227	7,248	21	\$61,464
Administrative Support, Waste Management and Remediation Services	1,722	1,737	15	\$35,489
Manufacturing	3,063	3,077	14	\$47,764
Arts, entertainment and recreation	444	455	11	\$23,485
Utilities	770	779	9	\$81,861

Source: EMSI Analyst projection 2019

FASTEST GROWING INDUSTRIES - LANARK COUNTY 2018-2019

Industry	2018 Jobs	2019 Jobs	Change in Jobs	Average Wages
Accommodation and Food Services	2,617	2,773	156	\$15,432
Health Care and social assistance	3,656	3,727	71	\$41,689
Construction	1,814	1,868	54	\$50,355
Professional and Scientific Services	783	814	31	\$51,307
Wholesale Trade	768	797	29	\$45,641
Educational Services	1,550	1,566	16	\$59,750
Other Services (except public administration)	885	900	15	\$28,868
Retail Trade	3,588	3,601	14	\$23,919
Arts, entertainment and recreation	443	454	11	\$30,425
Real Estate	204	213	9	\$26,401

Source: EMSI Analyst projection, 2019

The above graphs show the fastest growing industries according to place of work status at the 2-digit NAICS classification in Renfrew and Lanark Counties. Figures show the change in jobs in each industry from 2018 to 2019. (NAICS = North American Industry Classification System). The fastest growing industries in Renfrew County are Health care and social assistance, Professional and Scientific Services, Accommodation and food services, and Construction. In Lanark County, the fastest-growing industries are Accommodation and food services, Health care and social assistance, and Construction.

TOP 10 BUSINESSES BY EMPLOYEE SIZE RANGE AND 3-DIGIT INDUSTRY

The following tables show the top 10 industries in Renfrew County and Lanark County broken down by employee size range. Industries are listed based on number of employers. The three industries in Renfrew County that have the greatest number of employers are Real estate, Specialty trade contractors, and Professional, scientific and technical services. Specialty trade contractors and Professional, scientific and technical services have remained in the top five since 2008, while Real estate has experienced significant growth. The growth in the real estate sector is most likely attributed to new housing developments in the Petawawa area. Due to posting cycles of military personnel and their families at Garrison Petawawa, there is a higher turnover rate in the real estate market.

RENFREW COUNTY - JUNE 2019

NAICS 3 digit industry subsector	Employee Size Range									Total Number of Employers	%
	0*	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +		
531 - Real estate	1149	66	9	3	0	1	0	0	0	79	
238 - Specialty trade contractors	320	144	51	23	9	2	0	0	0	229	
541 - Professional, scientific and technical services	373	109	30	17	6	2	0	6	0	170	
621 - Ambulatory health care services	213	127	34	18	5	3	3	0	0	190	
112 - Animal production and aquaculture	331	40	6	0	2	0	0	0	0	48	
236 - Construction of buildings	148	71	30	10	3	0	1	0	0	115	
111 - Repair and Maintenance	150	72	27	6	2	1	0	0	0	108	
811 - Crop production	213	25	6	1	0	1	0	0	0	33	
722 - Food services and drinking places	65	31	42	45	41	9	0	0	0	168	
813 - Religious, grant-making, civic, and professional and similar organizations	105	93	21	8	4	1	0	0	0	127	



LANARK COUNTY - JUNE 2019

NAICS 3 digit industry subsector	Employee Size Range									Total Number of Employers	%
	0*	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +		
531 - Real estate	931	53	7	6	0	0	0	0	0	66	
541 - Professional, scientific and technical services	545	164	24	22	2	1	0	0	0	213	
238 - Specialty trade contractors	484	138	57	26	10	1	1	0	0	100	
621 - Ambulatory health care services	297	80	15	17	8	2	3	0	0	233	
236 - Construction of buildings	157	53	24	7	6	0	0	0	0	125	
722 - Food services and drinking places	151	20	2	3	0	0	0	0	0	90	
112 - Animal production and aquaculture	184	34	22	7	4	1	0	1	0	25	
561 - Administrative and support services	129	23	3	1	0	0	0	0	0	69	
523 - Securities, commodity contracts, and other financial investment and related activities	154	25	37	37	26	8	0	0	0	27	
111 - Crop production	48	18	3	3	1	0	1	0	1	133	2.8%

The three industries in Lanark County that have the greatest number of employers are Real estate, Professional, scientific and technical services and Specialty trade contractors. Professional, scientific and technical services and Specialty trade contractors have remained in the top three while Real estate has been steadily working its way to the top since 2008.

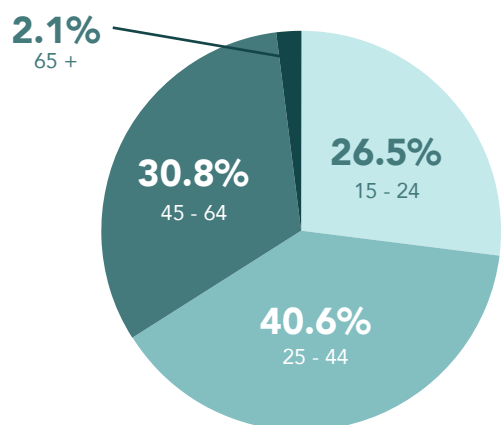


photo by pixabay (Pexels.com)

EMPLOYMENT ONTARIO CLIENT DATA

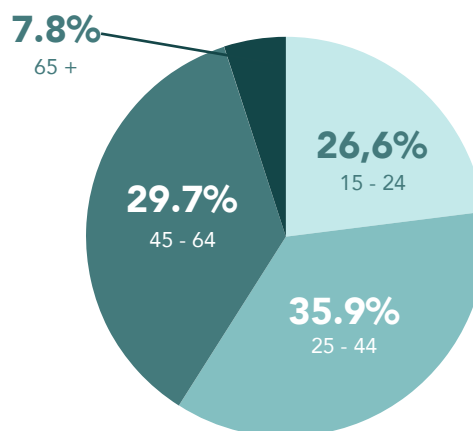
The Ministry of Labour, Training and Skills Development has made Employment Ontario data available for the purpose of the LLMP Report. The Labour Market Group of Renfrew and Lanark applies this data to make a comparative analysis using the baseline information of the 2018-2019 fiscal year. This information is useful for anyone working in employment, literacy or economic development for comparative analysis and program planning. Infographics are available upon request.

EMPLOYMENT SERVICE: CLIENTS BY AGE GROUP IN RENFREW & LANARK



In Renfrew & Lanark Counties there were **88** internationally trained individuals out of **3,636*** Employment Assisted Clients

LITERACY & BASIC SKILLS: CLIENTS BY AGE GROUP IN RENFREW & LANARK

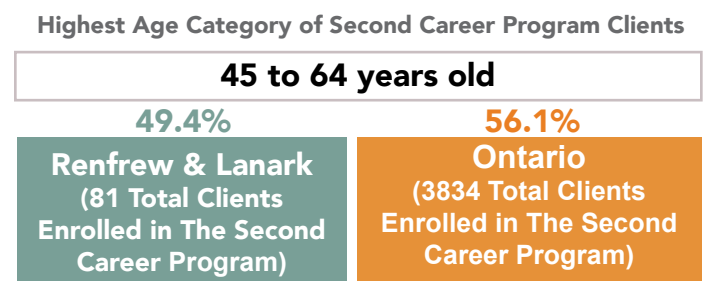
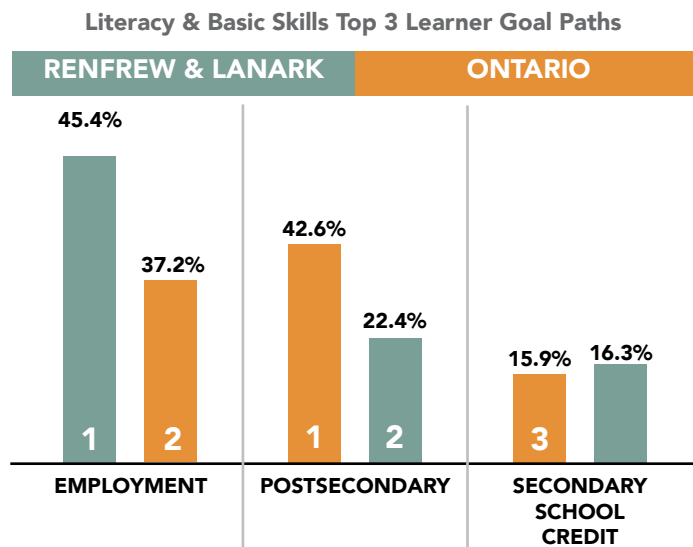
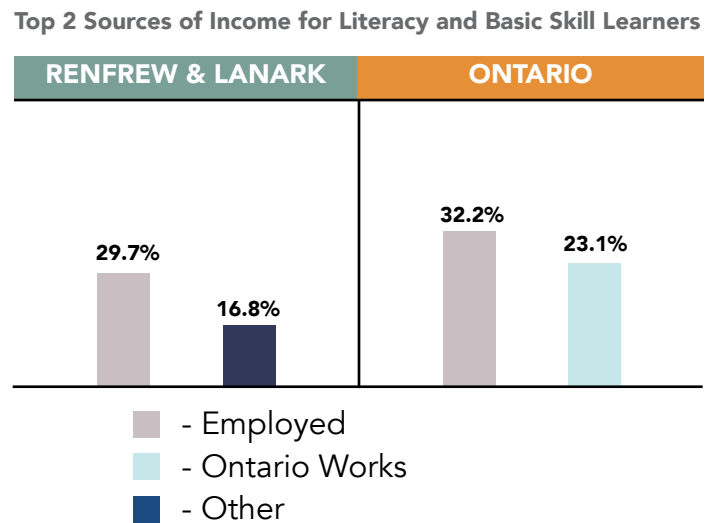
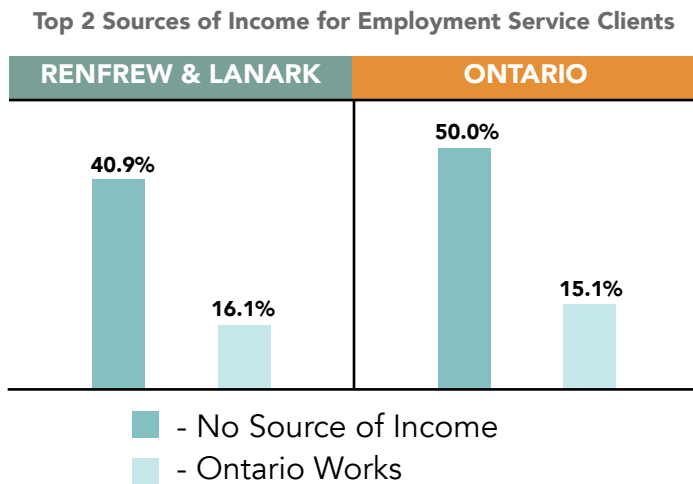


In Renfrew & Lanark Counties there are...
16 Service Providers
3,636 Employment Service Assisted Clients
683 Literacy & Basic Skill Learners

*Assisted client numbers do not reflect the total number of clients visiting Employment Ontario Providers.

The percentage of Employment Service (ES) clients with no source of income continued to climb last year with an increase of 0.3 percent. The financial strains on clients challenge service providers to provide sufficient training supports with limited funding.

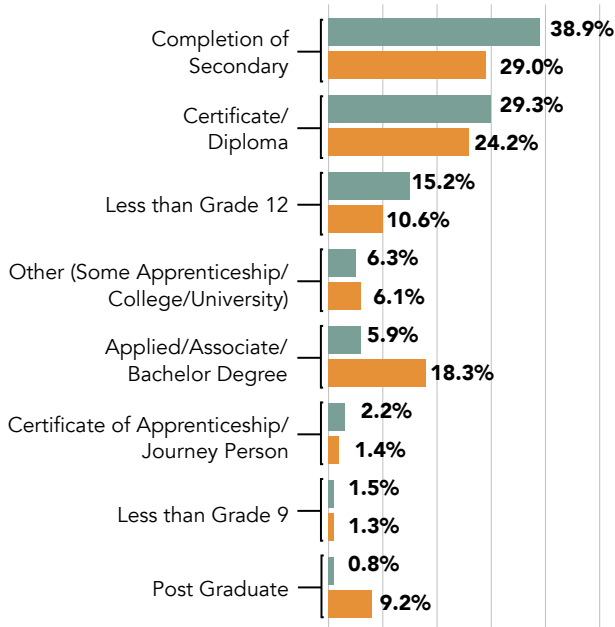
Alternatively, 29.7% of LBS learners in 2018/2019 listed Employment as their top source of income. This is a 6.9% increase from last year.



The most common goal cited by Literacy and Basic Skills (LBS) learners in Renfrew and Lanark continues to be Employment with 45.4 per cent of clients coming into service with this intent. Another 42.6 per cent of clients come into service with the goal of attending a postsecondary institution.

There has been a dramatic decrease in the number of Second Career clients in Lanark and Renfrew counties from last year. There were 14.5% fewer clients in the 2018-2019 fiscal year. The greatest number of Second Career clients were aged 45 to 64.

EDUCATIONAL ATTAINMENT AT INTAKE (EMPLOYMENT SERVICE CLIENTS)



RENFREW & LANARK

ONTARIO

APPRENTICESHIP RENFREW & LANARK

96

Certificates of Apprenticeship Issued

169

Modular Training Registrations

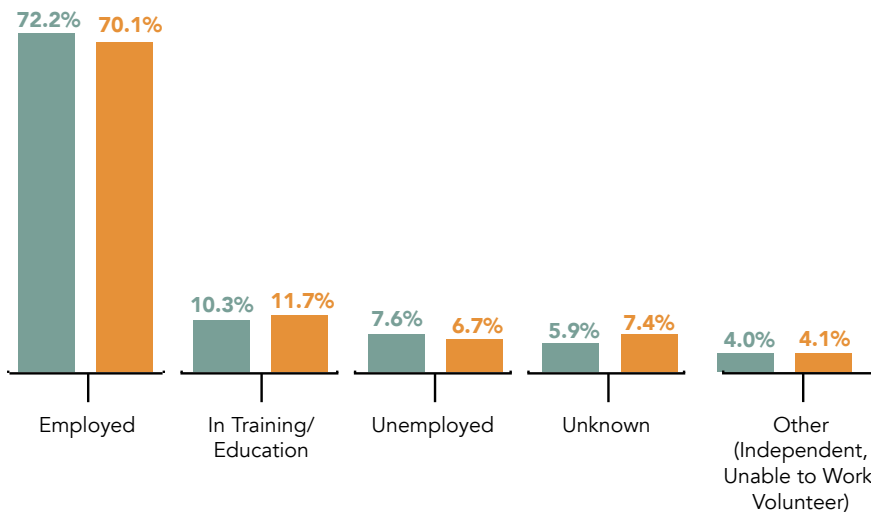
320

New Registrations

777

Active Apprentices

TOP EXIT OUTCOMES FOR EMPLOYMENT SERVICE CLIENTS



RENFREW & LANARK

ONTARIO

TOP 3 TRADES FOR NEW APPRENTICESHIP REGISTRATIONS

RENFREW & LANARK

- 1 - AUTOMOTIVE SERVICE TECHNICIAN
- 2 - GENERAL CARPENTER
- 3 - ELECTRICIAN

ONTARIO

- 1 - ELECTRICIAN
- 2 - AUTOMOTIVE TECHNICIAN
- 3 - HAIRSTYLIST

The top three occupation outcomes for employment service clients in Renfrew and Lanark counties are as follows:

EMPLOYMENT SERVICE - TOP 3 EMPLOYED OUTCOME, OCCUPATIONS (NOC)

RENFREW & LANARK		ONTARIO	
1	Service support and other service occupations, n.e.c.	1	Service support and other service occupations
2	Trades helpers, construction labourers and related occupations	2	Trades helpers, construction labourers and related occupations
3	Labourers in processing, manufacturing and utilities	3	Accommodation and Food Services

There is a slight change of employment industry outcomes for ES clients with Construction now at the top of the list with Accommodation and Food Services in second and Retail trade rounding out the top three.

EMPLOYMENT SERVICE - TOP 3 EMPLOYED OUTCOME, INDUSTRIES (NAIC)

RENFREW & LANARK		ONTARIO	
1	Construction	1	Accommodation and Food Services
2	Accommodation and Food Services	2	Administrative and Support and Waste Management and Remediation Services
3	Retail Trade	3	Retail Trade

EMPLOYER PROGRAMS OFFERED BY EMPLOYMENT SERVICES

Local Employment Ontario Employment Services offer a wide variety of programs and services that support employers when they are hiring new employees. These services are free to all Ontario employers.

Employers are a key partner in helping ES providers assist unemployed individuals with gaining sustainable employment. They connect with hundreds of job seekers annually and can help businesses find the right person for the job. In some cases, they offer training incentives to employers to help offset training and orientation related costs. This can include short job trials or extended placement experiences. They also offer an apprenticeship signing bonus to employers who qualify, when they commit to training an apprentice in a skilled trade occupation.

The Canada-Ontario Job Grant provides an opportunity for employers to invest in their workforce. The grant offers direct financial support of up to 83% of the costs to individual employers who wish to purchase training for their workforce.

The Youth Job Connection (15 to 29 years old) & Youth Job Connection-Summer Programs (15 to 18 years old) provide help to young people who face multiple or significant barriers to employment. It provides access to employability and employment skills development, along with education/training and work experiences.

ES providers can also assist employers in the hiring process. They will post job opportunities, host job fairs and job expos, pre-screen applicants and make their centres available to hold interviews.

Local Employment Ontario Employment Services also offer industry recognized employment and safety-related online training courses. For more information, please visit your Local Employment Ontario Service Provider.

Update by Brent Dick - Site Supervisor
Algonquin College Community Employment
Services

www.ontario.ca/employmentontario

EMPLOYMENT ONTARIO

EMPLOYER ONE SURVEY

The Employer One Survey provides Renfrew and Lanark County Businesses, service providers and educators with valuable insights into local skills and human resources requirements. It is designed to collect information from employers on a range of labour issues, such as recruitment difficulties and current and future skill shortages. The results assist your community to accurately respond to business needs.

- Identify & expand opportunities for growth
- Plan for the future
- Access customized workforce profiles for your organization immediately
- Compare regional results
- Ensure Renfrew and Lanark Counties have a sustainable workforce



The Employer One Survey is unique due to its focus on our rural regions. Predominantly, the data available covers a greater geographical area and does not directly reflect our regions and industries.

To view Survey Results from the 2018/2019 Employer One Survey, please visit our website at: www.renfrewlanark.com (Available April 2020)

SKILLED TRADES FORUM

In late 2019 and early 2020, The Labour Market Group of Renfrew & Lanark embarked on a research project to capture the current state of skilled trades in Renfrew and Lanark Counties. Data was collected through a series of information gathering measures, including online surveys, one-on-one interviews, and group consultations. The LMG would like to thank the region's skilled trades employers for their hospitality and enthusiasm in participating in this important research.



"Local skilled trades employers report that the skills needed in the small shops that make up a large majority of skilled trades workplaces in the region are different than those needed in urban workplaces. Often innovative solutions are needed to address labour market needs unique to rural areas."

"Local skilled trades employers report that a lack of short-term housing presents a major barrier to acquiring apprentices. Often small shops in rural areas will take on high school co-op students instead."

"Local skilled trades employers suggest that providing incentives to apprentices to stay on after the end of their apprenticeship would be helpful for remote and rural workplaces."

"Local skilled trades employers are frustrated when certification requirements take employees away during peak workplace seasons."

The LMG recently completed a detailed Regional Study of In Demand Skilled Trades. To download the full report please visit www.renfrewlanark.com

SERVICE COORDINATION DAY

The Labour Market Group of Renfrew and Lanark (LMG) coordinate a yearly professional development event as part of a service coordination strategy to align workforce development issues. Along with Employment Services and Literacy and Basic Skills agencies across the region, the LMG facilitates this half-day workshop to identify problems, problem-solve, and report on goals and outcomes during the previous year.

On this year's agenda, the LMG reported on current labour market information, which highlighted the need for skilled trades and healthcare workers. There are job opportunities in every sector throughout the region and across Canada.

Steven Tobin, Executive Director of Labour Market Information Council, delivered a compelling keynote where he spoke to the current state of affairs across the province as well as the country. Although the unemployment

rate in Ontario was very good compared to the rest of Canada, Mr. Tobin stressed that youth, especially those living in rural areas, faced more significant challenges to securing employment. The level of uncertainty is higher now in the world of work. With technological changes, an aging population, and increased barriers to employment, he stressed that employers need to think differently to meet their employment needs.

Throughout the event, the significant themes in workforce and employment continue to be a labour and skills shortage, education mismatch, and the increase of precarious (part-time and short term) work.

Please see the Graphic Recording completed by Laura Hanek day of, on the following page.

Hellen Lavric
Project Coordinator - Labour Market Group



photo by fauxels (Pexels.com)

SERVICE COORDINATING

"GHOSTING"
CONFIRMS INTERVIEW, BUT NEVER SHOWS!
BYEEEE
EMPLOYERS + EMPLOYEES + PROSPECTIVE EMPLOYEES ARE GUILTY



UNEMPLOYMENT RATE:
ONTARIO IS DOING VERY WELL VS. CANADA
YOUTH IN ONTARIO... NOT SO GREAT, ESPECIALLY RURAL YOUTH.

MOVING TO URBAN CENTRES FOR JOBS
"GIG" ECONOMY
NO TRUE DATA FOR THIS

LOTS OF UNEMPLOYMENT
TECHNOLOGY IS ALWAYS CHANGING
JOBS

HR
NO H.R.
PEOPLE EXPECT SERVICES THAT AREN'T AVAILABLE

COLLEGE OF TRADES PARTNERSHIP?

URBAN [↓] RURAL

COMPENSATION
EMPLOYERS LACK HUMANITY (CORPORATE CULTURE)
HOW TO STAY FAIR?
DOESN'T ALWAYS MEAN YOU WILL RETAIN

FACTORY OPEN
INTRODUCE YOUTH TO THE TRADES EARLY!

UNEMPLOYMENT GAP ISN'T THAT BIG

WHAT ARE THE...
CHILD CARE
TRAINING
EDUCATION

ROBOTS ARE COMING!
NO RESEARCH DONE ON AUTOMATION OF JOBS
OUR AGING POPULATION AND HOW IT RELATES

EMPLOYERS THAT GET IT, WILL SURVIVE IN THE NEXT DECADE.

HOW TO BE A LEADER, NOT A BOSS
WORK WITH YOUR TEAM

LEAVING HIGH SCHOOL:
- MORE KIDS GOING STRAIGHT INTO WORK (EXPENSIVE POST-SECONDARY)
- TAKING GAP YEARS (NOT SURE WHAT TO TAKE)

MARKETING: START EARLY!
WE ARE STILL RUNNING A 1950'S EDUCATION PROGRAM!

LABOUR SHORTAGE AND SKILL SHORTAGE ARE NOT THE SAME

INVEST IN YOUR TEAM
WHAT DO THEY VALUE?
BE PATIENT
"SORRY I'M LATE"
ARE YOU EDUCATING THEM?
I'M NOT SURE HOW TO DO THIS

PARENTS:
"SKILLED TRADES ARE NOT FOR MY KID"
WHY NOT DOCTOR? LAWYER?
SMART? = UNIVERSITY
NOT SMART? = COLLEGE
SHIFT THIS MINDSET!!!

EMPLOYERS:
CHANGE POSTING LANGUAGE. DO THEY NEED THAT DEGREE?

35% OF CANADIANS HAVE...
EDUCATION FOR THE JOB
MULTIPLE CAUSES
HOW DO WE...
UNIVERSITY?

INFORMATION DAY!

HOSTED BY: THE LABOUR MARKET GROUP OF RENFREW + LANARK COUNTIES
NOVEMBER 7. 2019

VOICES

CERTAINTY

AGING POPULATION
ALWAYS COMING AND GOING
BARRIERS?

"NO FUTURE IN TRADES"

"HANDS-ON TRAINING GAP"

"NO RURAL OPPORTUNITY"



"WHAT IS LMI?"
"WHY IS IT IMPORTANT?"
"WHAT OPPORTUNITIES ARE THERE IN MY AREA?"

OF PARENTS

"I NEED A 9-4 JOB, IN WALKING DISTANCE - ADMIN PREFERRED."



"I CAN'T GET COMMITMENT FROM MY EMPLOYER."

"EDUCATION IS SOOOO EXPENSIVE!!"

"MENTAL HEALTH ISSUES" - ONGOING -

PARTICIPATION RATE

US PARTICIPATION?
LITERACY?
EDUCATION?

WHAT IF EMPLOYERS OFFERED HEALTHCARE TO P/T EMPLOYEES TO INCREASE STANDARD EMPLOYMENT?

VOICES OF A JOB SEEKERS

EDUCATION

GOVERNMENT/ MINISTRY

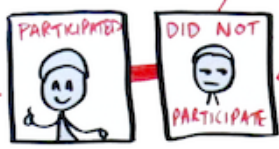
THE LABOUR MARKET GROUP 2

SCHOOL BOARDS

EMPLOYMENT SERVICES

ECONOMICAL DEVELOPMENT

FOLLOW CLIENTS LONGER - WHAT'S WORKING?



HIGHER THEY HAVE
BRIEF PATHWAYS

WOMEN TAKING ON MORE RESPONSIBILITY FOR FAMILY: ABSENT WORKERS

LINK BETWEEN DEGREES AND CURRENT JOB IS BROKEN OR NOT EVEN REQUIRED.



HAVE REALISTIC EXPECTATIONS

DEGREE = DOES NOT GUARANTEE A JOB.



JOB: HOURLY CAREER: SALARY \$ \$ \$
GROUP THESE TOGETHER INSTEAD.

Instagram icon: laurajhanek

GRAPHIC RECORDING BY: LAURA HANEK (LMG)

MARKET THIS?

COLLEGE? WORK?

BY: LAURA HANEK
PROJECT COORDINATOR - LABOUR MARKET GROUP

ACTION PLAN REVIEW

The following is a brief summary of the projects undertaken from 2019-2020 and the outcomes achieved.

PROJECT 1: EMPLOYER ONE SURVEY (2019-2020)	
Project Description	The intent of the project is to mine data and local information directly from local employers regarding their staffing and training requirements.
Measurable Outcomes	A greater understanding of local employer's current and future workforce and training requirements.
	Successful completion of 125 Employer One surveys by local employers.
Project Outputs	A detailed report summarizing the information gathered from employers submitted to the MTCU in March 2019.
	All collected data and labour market intelligence was shared with the partners, who in turn, use it in ways that ultimately serve the needs of the region's labour market.
	Presentations on Employer One results to Employment Services groups and job seekers.
Key Partners	Regional employers, Local chamber of commerce groups, Eastern Ontario Local Boards Employment Ontario network
PROJECT 2: SERVICE COORDINATION	
Project Description	The facilitation of two professional development days for Employment Ontario service providers. The production and distribution of our quarterly Labour Market Bulletin. The production of custom LMI packages for EO offices throughout the region.
Measurable Outcomes	The delivery of two successful workshops. Participants will have a better understanding of the Local Labour Market and resources available to them.
	Labour Market Bulletins distributed (electronically) to over 1,000 contacts within the region.
Project Outputs	The production of a quarterly Labour Market Bulletin.
	The production and electronic delivery of custom LMI packages for EO service providers using the EMSI Analyst tool.
Key Partners	Employment Ontario, Literacy and Basic Skills, Ontario Works, Ontario Disability Support Program, Community Living and regional housing agencies and any other regional job developers will be invited from both counties to attend.

PLAN OF ACTION 2020/2021

PROJECT 1: WORKING TOWARDS THE FUTURE LMI TOOL KIT.	
Project Description	Develop a suite of tools that will educate youth and job seekers about current and future Labour Market opportunities and what skills and training are required to be successful in these positions. Once completed the suite of tools (videos, printed materials) will be made available to the local school boards, LBS providers and Employment Ontario centers. The curriculum for the project will be approved by a steering committee comprised of EO partners and representatives from regional school boards. The data and local intelligence for the tools will be mined from a series of tools (EMSI Analyst, Vicinity Jobs and recent LMI studies conducted by the LMG. (Manufacturing, Forestry, Health Care and Skilled Trade sectors.
Issue/Priority	
Measurable Outcomes	This project will ensure that community Partners (EO, LBS, and local school boards) will have the tools to educate youth and job seekers about current and future job and career opportunities based on local market information. Additionally, Employment Ontario service providers gain a better understanding of the training and staffing requirements of local employers.
Key Partners	Local Employers The Labour Market Group, Economic Development agencies, Employment Ontario agencies and regional school boards.
PROJECT 2: SERVICE COORDINATION	
Project Description	Facilitate two professional development days for LBS staff, Job developers and Employment Ontario staff within the region. The LMG will also deliver 40 community based Labour Market Information and education sessions.
Issue/Priority	There is a current lack of awareness in regards to employment and training support services that are available for employers and job seekers within the region. Employers have also noted that they are being contacted by job developers from a variety of employment agencies which is leading to a general sense of fatigue and confusion within employer groups. The Labour Market Group understands that improved service coordination and better inter-agency communication within the region would assist in addressing this issue. Creating professional development opportunities for regional job developers and collaborating on common community focused marketing materials could potentially solve this issue.
Measurable Outcomes	The facilitation of two professional days for the Renfrew and Lanark EO network. The PD days will promote effective service coordination and provide attendees with information on how to effectively use Local Labour Market Information.
Key Partners	The Labour Market Group, Employment Ontario agencies, Chambers of Commerce, Enterprise Renfrew County, Lanark-North Leeds Enterprise Centre, Renfrew Industrial Commission, MTCU, Excellence in Manufacturing Consortium, County of Renfrew Economic Development, small and medium business owners and managers.

APPENDIX A: COMMUNITY PARTNERS

Algonquin College	Jamie Bramburger Anne Davis Brent Dick Melanie Burton Lisa Benoit	Training & Learning Centre	Sue Rupert
		Tyerman & Daughters Inc.	Maggie Tyerman
		Upper Canada District School Board	Roxane McDonell Pauline Levesque
Algonquins of Pikwàkanagàn	Amanda Two-Axe Kohoko Taylor Ozawanimke Christine Lightbody	Valley Heartland Community Futures Development Corporation	Amber Coville
Canadian Career Academy	Rob Probert Laura Bennett Kim Fields	Arnprior Economic Development	Lindsay Wilson
		Pembroke Economic Development	Heather Salovaara
County of Renfrew, Ontario Works	Jennifer Dombroskie	County of Renfrew, Economic Development & Natural Resources	Alastair Baird David Wybou
County of Lanark, Ontario Works	Buffy Armour Heather Kehoe	Community Settlement Initiative	Chela Breckon Laura Julien Sabrina Farmer Lana Johnston
Enterprise Renfrew County, Pembroke	Kim Fraser Colleen Sadler	Local Immigration Partnership	Marja Huis Kate Walker Shawna Baker
Garrison Petawawa	Robert Hall		
Ministry of Training Colleges and Universities	Laurie Martel		
ontrac Employment Resource Services	Ashley Cavanagh Rhonda Morrow Michelle Toop		
PMFRC Employment Services	Christina McFadden		
Renfrew County Community Futures Development Corporation	Kelley Lemenchick Diane McKinnon		
Renfrew County District School Board	Ivan Saarii Melissa Friske Alex Harris		
Renfrew Industrial Commission	Ron Brazeau		

APPENDIX B: INFORMATION SOURCES

Statistics Canada (2011 and 2016 Census, 2011 National Household Survey, Canadian Business Patterns)
www.statcan.gc.ca/eng/start

Algonquin College - Pembroke
www.algonquincollege.com/pembroke

Algonquin College - Perth
www.algonquincollege.com/perth

Algonquins of Pikwàkanagàn First Nation
algonquinsofpikwakanagan.com

County of Lanark Website
www.lanarkcounty.ca

County of Renfrew Website
www.countyofrenfrew.on.ca

EMSI Analyst Tool
www.economicmodeling.com

APPENDIX C: STATISTICS DATA DEFINITIONS

Business Pattern Data: The Canadian Business Patterns database provided by Statistics Canada identifies the number of business establishments (employers) within a Census Division (CD). The database also identifies the number of employers by detailed industry and for nine different employee size ranges. Canadian Business Pattern data is available every six months (June and December) with an approximate five week time lag for release.

Census Division (CD): A Census Division is a group of neighbouring municipalities joined together for the purposes of regional planning. Census Division is the general term for provincially legislated areas such as county and regional districts.

Census Metropolitan Area (CMA): A Census Metropolitan Area is a large urban area (known as urban core) together with adjacent urban and rural areas (known as urban and rural fringe) that have a high degree of social and economic integration with the urban core. A CMA has an urban core population of at least 100,000.

Economic Region (ER): Statistics Canada defines an Economic Region as a geographic unit generally composed of several Census Divisions within a province. Economic Regions enable reliable labour force estimates for areas that too small on their own, so they are grouped with a neighbouring region(s).

Employment: The employment numbers in the Base Profile refer to total employment, including full and part-time.

Employment Rate: Refers to the number of persons employed in the week (Sunday to Saturday) prior to Census Day (May 16, 2006), expressed as a percentage of the total population 15 years of age and over.

Economic Modeling Specialists Intl.: EMSI turns labour market data into useful information that helps organizations understand the connection between economies, people, and work. Using sound economic principles and good data, they build user-friendly services that help educational institutions, workforce planners, and regional developers (such as WIBs, EDOs, chambers, utilities) build a better workforce and improve the economic conditions in their regions.

Feed-in tariff: A Feed-in tariff, or FIT rate is the premium paid by a utility to its consumers for excess power generated by their solar, wind or alternative energy system. Feed-in tariffs are used by government as incentive for consumers to adopt newer, cleaner, renewable energy sources.

Industrial Sectors: The industrial sectors described in Indicator 1 and the 4-digit industries referred to in Indicators 2 and 4 refers to the classification into which all economic activity is placed. See NAICS below.

Industry (based on the 2002 North American Industry Classification System [NAICS]): General nature of the business carried out in the establishment where the person worked. The 2006 Census data on industry (based on the 2002 NAICS) can be compared with data from Canada's NAFTA partners (United States and Mexico).

Labour Force: Refers to persons who were either employed or unemployed during the week (Sunday to Saturday) prior to Census Day (May 16, 2006). In past censuses, this was called 'total labour force.'

Labour Market Challenges: A challenge refers to the possibility that there is an imbalance in demand and supply of labour [including skills, occupation and education]. A challenge by its very nature offers both a "problem" and an "opportunity". An unemployed or under-employed worker is a wasted resource and a problem. However, that worker's potential is also an opportunity to be deployed elsewhere.

Local: Local refers to the CD or CMA or the area relevant in the particular context.

Local Knowledge or Intelligence: Local knowledge refers to information, not impressions or perspectives without benefit of support, received from local business groups, educational institutions, economic development bodies, key sector informants, service providers and community leaders.

Median age: The median age is an age 'x', such that exactly one half of the population is older than 'x' and the other half is younger than 'x'.

NAICS: The North American Industry Classification System [NAICS] is the system used by the statistical agencies of Canada, the United States and Mexico to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the economy.

National Household Survey (NHS): Starting in 2011, information previously collected by the mandatory long-form census questionnaire is collected as part of the voluntary National Household Survey (NHS). The NHS provides information about the demographic, social and economic characteristics of people living in Canada. The information from the survey provides data to support federal, provincial, territorial and local government planning and program delivery, as well as being used by various social service organizations and ethno-cultural organizations.

Readers should note that Statistics Canada states:

"Caution must be exercised when National Household Survey estimates are compared with estimates produced from the 2006 Census long form, especially when the analysis involves small geographies. Users are asked to use the NHS's main quality indicator, the global non-response rate, in assessing the quality of the NHS estimates and determining the extent to which the estimates can be compared with the estimates from the 2006 Census long form."

The LMG attempts to make observations based on close approximations of all available data. The information in this report should be used as part of an analysis from other sources and in collaborating with other like-minded organizations. For further information, see <http://goo.gl/wOYrlZ>.

n.e.c.: Not Elsewhere Classified. An occupational qualifier occasionally used in the labels of major, minor and unit groups to refer to occupations not elsewhere classified.

NOC: The National Occupational Classification [NOC] was developed by Human Resources Skills Development Canada in collaboration with Statistics Canada to describe in a consistent framework the work done by Canadians.

Occupation (based on the National Occupational Classification for Statistics 2006 [NOC-S 2006]): Kind of work done by persons aged 15 and over. Occupation is based on the type of job the person holds and the description of his or her duties. The 2006 Census data on occupation are classified according to the National Occupational Classification for Statistics 2006 (NOC-S 2006). For comparisons with data from the 1991 and 1996 censuses, the variable Occupation (historical) should be used.

Taxfiler: Statistics Canada, Small Area and Administrative Data Division (Taxfiler) generates a wealth of socio-economic and demographic data derived from personal income tax returns submitted each year by Canadians. Data is usually available about 18 months after the year in question.

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www.ontario.ca/employmentontario

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The views expressed in this document do not necessarily reflect those of the Employment Ontario.



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NOTES:



A Skilled Workforce Contributing to a Prosperous Ontario

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