

## **“A new workforce, a new workplace....Putting the pieces together”**

### **Integrated Local Labour Market Plan: 2009-2013**

For the full document go to [www.solutionsatwork.info](http://www.solutionsatwork.info)

The Workforce Development Board (WDB) launched the community’s Integrated Local Labour Market Plan (ILLMP) in February, 2010. A key objective of this plan is to increase the supply of labour by broadening access and creating opportunities for both building skills and developing pathways for those that are entering or re-entering the labour market. The plan is built upon a community development process that identifies, assesses and prioritizes the skills and knowledge needs of stakeholders – the community, employers, individuals and learners.

The goals are:

- Higher levels of commitment, due to the involvement of stakeholders in the process of developing and implementing the ILLMP
- Avoidance of duplication
- Better coordination of services
- More accountability in the delivery of services
- More effective use of human resources
- Better opportunities for evaluation of services
- Better opportunities to ensure the renewal of the plan that will keep abreast of changing needs of employers, workers and job seekers, thereby ensuring the competitiveness of the local regional economy

The initiative is needed to improve our region’s ability to identify and address labour market priorities that encompass the needs of individuals, employers and the communities and to address the systems’ priorities identified by key stakeholders involved in labour market planning and provision of employment training and programming.

The report identifies local factors impacting the WDB region's labour market participation rates and employment opportunities including:

- An aging population
- Lower labour force participation rates
- A declining manufacturing sector
- Out-migration of youth
- A decline in the child and youth cohort
- Skilled trade shortages
- Modest population growth in comparison to larger urban centres in Ontario

The report also recognizes the impact of economic, demographic, educational and social decline in rural communities.

In keeping with the area of which the WDB is responsible, the report covers the geographic areas of City of Kawartha Lakes, Haliburton, Northumberland and Peterborough.

**Opportunities that are relevant to your choices and decisions are:**

1. To support efforts that are being made for those who have lost their jobs
2. To promote the value of higher education in order to take advantage of future career opportunities
3. To create an environment that fosters new employment opportunities in the creative economy
4. To create awareness of the innovative and technological changes in the agricultural sector
5. To articulate the benefits of embracing global competition and the need to meet global standards
6. To attract skills to our area that enable the transition to a more creative economy
7. To develop strategies to utilize the knowledge and skills of an aging population
8. To provide a more consistent standard of customer service
9. To better align and coordinate the various forms of employment service
10. To utilize the natural and structural "quality of life" advantages of our area to attract and retain innovative, creative and entrepreneurial approaches in our workforce

## Did you know?

The report identifies the following trends:

### Indicator 1:

#### Number of Employers

*"We are facing a different reality than we did in May 2008 when the working group began developing the "blueprint" for a viable sustainable economy."*

Dianne Lister, Trent University

- Slight decrease in the number of total employers from 2003 to 2007 (-3.0%).
- Decrease in the number of employers in the owner operated, 1-4, and 50-99 employee size/ranges.
- Significant increase in the number of employers in the 5-9, 500+ employee size/ranges.
- Owner operated businesses make up the largest proportion of all business in Peterborough County (52%), a slight decrease from 2003.

### Indicator 2:

#### Industrial Structure of Employers

*"Second career training is a focus with fundamental dollars being needed to focus on education".*

Tony Tilley, Fleming College

- Wide variety of industries in the top 20 industries by total number of employers.
- Wide range of industries showing an increase in total number of employers.
- Less variation in industries showing a decrease in total number of employers. Two of the top three are in construction.

### Indicator 3:

#### Industrial Trends in Estimated Employment

*"Later in life transition strategies including job sharing, early retirement incentives, etc. (are being explored) to allow trained retiring (work) force to transfer their workplace knowledge to the next generation"*

Todd Barr, Trent Centre for Community Based Education

- Wide range of industries in the top 20 by total estimated employment. As well, most industries in the top 20 have a good distribution of companies in the different size categories.
- Top five are Education Services (9.2%), Food Services and Drinking Places (7.8%), Hospitals (5.9%), Ambulatory Health Care Services (4.7%) and Professional, Scientific and Technical Services (4.0%).
- Hospitals have shown the largest increase in employment.
- Real Estate has shown the largest decrease in absolute employment, followed by General Merchandise Stores.

**Indicator 4:  
Population Dynamics**

*"All of this work has led to a local municipal group meeting monthly to create seamless entry and service delivery. "*

Linda Michelson, City of Peterborough

- The population in Peterborough County has not grown as fast as Ontario's (5.7% vs. 6.6%).
- Peterborough has a much higher proportion of people aged 45+ (retirement community).
- Peterborough has a lower distribution of residents aged 0-44 (except for the 20-24 age range, which could be explained by the student population).

**Indicator 5:  
Migration Characteristics**

*"People are choosing different routes in returning to education and recognition of prior learning. "*

Tony Tilley, Fleming College

- Overall net positive migration to the area (except for ages 18-24 – leave for school or employment opportunities). The largest numbers of migrants are ages 25-44 and 45-64. This may indicate employment opportunities in the area.

**Indicator 6:  
Educational Attainment**

*"This is the first "reach" of Fleming, Trent and the GPAEDC to work together to create employment in the GREEN ECONOMY. "*

Dianne Lister, Trent University

- Ages 15-24: Slightly higher distribution of college level; lower distribution for university level.
- Ages 25-34: Higher distribution in all categories except for university.
- Ages 35-44: Same as above.
- Ages 45-54: Same as above.
- Ages 55-64: Higher distribution for apprenticeship and college; lower for university.

**Indicator 7:  
Occupation Characteristics**

*"This area (Peterborough, Kawarthas) offers unique opportunities to learn about green industry and we are leaders who must deliver in this area. We need to focus on conveying the green information and passion to area youth."*

Tim Burke

**Occupations that represent a higher proportion of total employment compared to Ontario (+0.5%):**

1. A2 – Managers in retail trade, food and accommodation services
2. D1 – Nurse supervisors and RNs
3. D3 – Assisting occupations in support of health services
4. uE1 – Teachers and professors
5. G2 – Retail salespersons and sales clerks
6. G9 – Sales and service occupations
7. H1 – Construction trades
8. I0 – Occupations unique to agriculture, excluding labourers
9. J2 – Primary production labourers
10. Many service occupations

**Occupations that represent a lower proportion of total employment compared to Ontario (-0.5%):**

1. A1 – Senior management occupations
2. B0 – Professional occupations in business and finance
3. B3 – Administrative and regulatory occupations
4. B5 – Clerical occupations
5. C0 – Professional occupations related to natural and applied sciences
6. J1 – Machine operators in manufacturing
7. J3 – Labourers in processing, manufacturing and utilities

**Indicator 8:  
Local Income**

*"The goal of the program is to equip those ill prepared for regular employment by creating a sense of self awareness and set standards."*

Bonnie Thrasher

- There has been a shift toward higher income from 2003 to 2006.
- There has been an increase in the number of persons receiving employment income, though there has also been an increase in persons receiving government transfers (including EI and SA).
- Peterborough County is much more dependent on Government Transfers compared to Ontario; especially significant are Old Age Security/Net Fed, CPP and Private Pensions.

The following table provides an overview of strategic directions that we as a community should consider:

## 4 Strategic Imperatives

	INFORM	RETAIN	ATTRACT	DEVELOP
	Ensure that high-quality data and information essential for realizing our Vision are easily and readily accessible to employees, potential employees, employers and government.	Make our area the "location of choice" for our employers, employees, future employees and for students who have come here to study.	Draw highly motivated and qualified employees and talent into our area from across the country and around the world.	Encourage employers to develop the competency and resilience in their workforce to thrive in an evolving economy.
	1. Provide leadership in labour market planning and coordination (see page 51: Workforce Development Board Structure Chart)	2. Address and achieve alignment of research and planning from multiple perspectives		
Administrative	3. Establish a Centre for Strategic Research and Information			
Information	4. Conduct research	To identify skills, demand and supply for existing and future growth sectors To determine the impact of the aging workforce To review work education programs to ensure relevance to existing and future job markets To identify and distribute HR best practices information to employers		
	5. Organize an event to demonstrate the value-added features of Green Building and development from an economic, environmental and social point of view			
	6. Establish a portal to be shared by all five communities (two cities and three counties) in our area to be used for distribution of information to local stakeholders and to market our area to other parts of the country and the world as the preferred location to settle			
Area Promotion		7. Market communities, local job opportunities, Co-op and Job Shadowing to youth in local elementary and secondary schools, Trent University and Fleming College <sup>1</sup>	8. Explore the merits of access to e-Learning to address critical mass obstacles to learning	
		9. Explore possible partners to assess the value of establishing a community Action Centre for laid-off workers	10. Work with New Canadian Centre, Immigration Partnership and employers to promote local recruiting and hiring practices that attract immigrants <sup>2</sup>	
		11. Utilize community attributes to retain and attract valuable employees and the innovative employers who depend on them		
Work Quality	12. Identify and promote highest potential types of employers that suit our area and would provide best opportunities	13. Work with government, employers, organized labour and others to create incentives for employment that is full time		14. Work with community partners to build a culture of quality service that makes local customers and visitors want to return
Skill Quality		15. Utilize our secondary and post-secondary institutions to create new talent, retrain and attract human capital and develop open-minded and inclusive environments		
		16. Explore the merits of establishing a certificate program that emphasizes the importance of life skills and work ethic		
		17. Promote enhanced employer training such as "funding matching" programs		
		18. Recommend provincial and federal incentives for employer training		

<sup>1</sup> Including agriculture, tourism, entrepreneurship.

<sup>2</sup> Such practices might include identifying and promoting those immigrant communities that will most likely thrive (e.g., where a critical mass already exists or can be practically developed), providing information and services in two languages (English and their first language) locally promoting the value and credentials of foreign-trained workers.

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