

Local Labour Market Plan Update 2021-2022

The “Grand Reshuffle”

WORKFORCE REFORM IN GRAND ERIE



Workforce Planning Board of Grand Erie
Commission de planification de la main-d'œuvre de Grand Érié



Ontario 

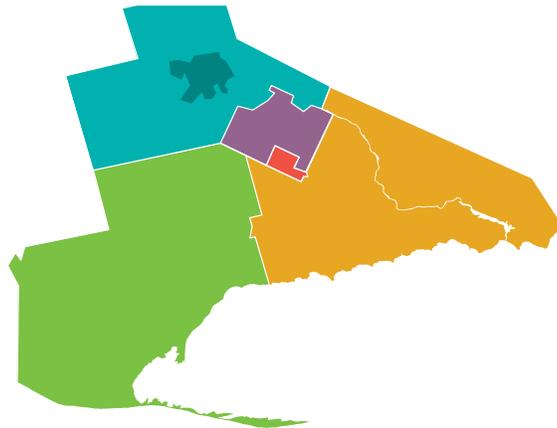




Workforce
Planning Board
of Grand Erie

OUR VISION

A skilled, resilient workforce contributing to
dynamic communities and their economies



Ontario 



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WE MAKE IT
HERE
GRAND ERIE

EXECUTIVE SUMMARY

They say that when you can't get control of what is going on around you, then you have to look inward and reassess to uncover what you can control. This describes very well the shift in the workforce that is becoming more prevalent as people become better accustomed to more flexibility with their working arrangements. In August of 2021, the Angus Reid Institute found that 44 per cent of Canadians who currently worked at home, and preferred to continue doing so, said they would quit immediately or start looking for a new job if they were called back into the office. Where the workforce has so many personal and professional responsibilities to balance in a workday, navigating a pandemic while at work is not something a lot of people can or want to do. Despite this becoming our reality, what the world has come to know as a result of the pandemic is that we are capable of doing things differently. Getting control of our own wheelhouse in an uncertain world is an attainable first step for many. With that a **"Grand Reshuffle"** has begun.

Whether people work in an office, on a shop floor, a farmer's field, in an institution, store or on the road out in the community, people need certainty. And if they don't have it, most will aspire to obtain it. People everywhere are making changes in their working lives which is causing the **"Grand Reshuffle"**. The movement has begun, and norms will be challenged as a result. For some, the change may be not having to report to a physical office or facility each day. For others it may be a shift in career plans. The opportunities for change management are bountiful as employers look to the future to manage the ever-changing work landscape. This outlook is not stark...it only is, if you let it be. Employers in Grand Erie have already started thinking differently with their recruitment strategies including offering increased wages and starting bonuses. There is opportunity with all changes that have taken place and the changes yet to come. It is a call for strong leadership amongst us all which will include flexibility, creativity, and understanding.

We are all capable of strong leadership, whether we find ourselves in formal leadership positions or not. Certainly, this can be a tall order, but it really offers us all a chance to stretch our "soft skill" muscles. As the **"Grand Reshuffle"** starts to take hold in the Grand Erie community, we have to move together like a pack of busy bees building a honeycomb. Employers, educators, mentors, workers and students entering the workforce all need to help each other, utilize the data that is available and work together to create workspaces and workdays that are manageable and satisfying. This is not only important for our own mental health, but for everyone around us, especially the young people in our lives who are watching and learning. What we have today was developed by the workforce and economy that came before us. This is a very different time. What we build today and into the future will be for the generations of workforce to come. Let's lay the groundwork today for a bright future of work.

On behalf of the WPBGE Board of Directors and team of staff, we want to thank and acknowledge the entire Grand Erie Workforce community. It has been another challenging year with many stressors to overcome and balance. We appreciate how tired everyone is and the effort you put forward to try and keep it all together. We hope that 2022 is a year where you may find some newfound joy in some simple things or enjoy some simple changes that bring an ounce more certainty to your life. Take care,

Danette Dalton

Executive Director, Workforce Planning Board of Grand Erie

GRAND ERIE'S 2021 LOCAL LABOUR MARKET PLAN INTRODUCTION AND METHODOLOGY

Background

There is a network of 26 Workforce Planning Boards across Ontario, defined by their own geographic area and funded by the Province of Ontario and the Government of Canada. The Workforce Planning Board of Grand Erie (WPBGE) Board of Directors and Staff are proud to serve the communities of Six Nations of the Grand River, Mississaugas of the Credit First Nation, Brant, Haldimand and Norfolk Counties and the City of Brantford.

Six Nations of the Grand River and Mississaugas of the Credit First Nation communities have a unique relationship with the land, its resources and the workforce, which continues to shape the history and economy of the

area today. The WPBGE recognizes the unique role that Indigenous peoples have had and will continue to have in the growth and development of the Grand Erie area.

Grand Erie communities can be further broken down by geographic size:

- Six Nations of the Grand River: 188.05 sq kms
- Mississaugas of the Credit First Nation: 25.15 sq kms
- County of Brant: 843.25 sq kms
- Norfolk County: 1,607.55 sq kms
- Haldimand County: 1,251.54 sq kms
- City of Brantford: 72.44 sq kms





Workforce Planning Boards gather intelligence about the workforce and deliver projects and programs that meet the current and future needs of the local workforce and employers. The Grand Erie Local Labour Market Plan, produced by the Workforce Planning Board of Grand Erie, is an annual document that provides an overview of the state of the current workforce in the region and aims to plan for the future of work.

Workforce planning is key to building strong communities, quality of life and economic prosperity. Workforce data provides return-on-investment (ROI) evidence for workforce and workforce training related decisions, as well as insight on future workforce needs. Workforce planning is not just the responsibility of any one human resource department, it is a system that involves all community stakeholders to proactively plan to avoid gaps in talent, develop training programs, and align with other community priorities to ensure a synergistic approach.

Forecasting and planning for talent needs will help ensure communities and businesses maintain success well into the future. Simply reacting to events is not a recipe for success. Being proactive, staying ahead of the curve and thinking differently will help mitigate negative impacts on communities, businesses, and workforce. Planning in this way ultimately results in lower turnover rates, lower labour costs, less need for layoffs, smoother shift schedules, and helps maintain workforce morale and productivity. Taking a proactive approach can help with understanding the shifting dynamics of work, and why the workforce is not actively job hunting or engaged while at work and what factors are impacting productivity.

This Local Labour Market Plan will present a snapshot of Grand Erie's labour market in 2021. The Grand Erie area is home to a diverse set of employers, and employees, all of whom continue to be impacted by the changes in how and where we work. This report delves into the labour market **shuffle** that has started to take hold in Grand Erie as a result of the pandemic.



Labour Market Statistics

A variety of recognized data sources are used to inform our knowledge about industry trends, occupational demand, population, migration and labour force supply conditions.

These sources include, but are not limited to:

- Labour Force Survey Data
- Grand Erie Job Demand and Job Search Data
- Canadian Business Counts Data
- Census 2016 Data
- Employment Ontario Annual Data
- Vicinity
- EMSI
- Regional Economic Development Strategies

Consultations

The Grand Erie Employment Planning Advisory Committee (EPAC) is comprised of individuals representing education, community services, economic development, local government, and local businesses across the Grand Erie region. Collectively, these individuals work together to prioritize key issues and develop solutions on a number of WPBGE projects, including the Local Labour Market Plan.

All community stakeholders are welcome to be part of EPAC. Please reach out to the Workforce Planning Board of Grand Erie if you don't receive email invites and wish to participate.

Employment Planning Advisory Committee

During the 2021-2022 labour market year, multiple methods of consultation have provided local businesses and stakeholders in the Grand Erie community with the opportunity to share their experience, issues, ideas and best practices. The LLMP EPAC group consisted of a broad range of participants across various fields, as listed below:

- Al Meneses – Norfolk County
- Ann Myhal – Grand Erie District School Board
- Bernadette Bomberry – Niagara Peninsula Aboriginal Area Management Board (NPAAMB)
- Becky Lala – Social Assistance & Homelessness City of Brantford
- Beth Gurney – Wilfrid Laurier University
- Brandon Webb – County of Brant Economic Development
- Brenda Gilmore – Conestoga College
- Brigitte O'Neill – Brantwood Community Services
- Christine Propper – Fanshawe College
- Cindy Swanson – Enterprise Brant
- Colleen Miller – Colleen Miller Enterprises
- Dan Manns – SAO/YMCA
- David Bailey – Mayor of Brant County
- David Prang – Brantford-Brant Chamber of Commerce
- David Suess – Canadian Skills Training and Employment
- David Vujasinovich – City of Brantford
- Earla Smith – Conestoga College
- Gary Beemer – Haldimand Norfolk Social Services (Retired)
- Graham Carroll – WPBGE Board of Directors
- Heather Mitchell – Six Nations of the Grand River Development Corporation
- Heather Vanner – Community Resource Centre
- Ian Howcroft – Skills Ontario
- Jaymie Nelson – Haldimand County Economic Development
- Kathryn Kissinger – Kissinger HR Services
- Katy Grummett – St. Leonard's Community Services
- Kim Earls – SCOR EDC
- Kombe Mohammed – Service Canada
- Kristine Carey – Venture Norfolk
- Lil Premasukh Singh – Conestoga College
- Lily Lumsden – YMCA
- Lindsay Anderson – Fanshawe College
- Lindsay Bender – Latham Pools
- Lisa Savoy – Community Career and Employment Services Fanshawe College
- Lori Bruner – Brant Skills Centre
- Malcolm Whyte – St. Leonard's Community Services
- Mae Legg – Brantford-Brant Business Resource Centre
- Mary Jane Haist – Senior Business Coordinator at Grand Erie Business Centre
- Mercedes Unwin – AgScape
- Michael McDonald – BHNCDDB
- Milan Novakovic – MPP Will Bouma's office
- Nadia Saunders – Rassaun Services
- Nick Kinkel – OMAFRA
- Nicole Donovan – WPBGE Board of Directors
- Robert Ham – City of Brantford Economic Development
- Rosie Hessian – Conestoga College
- Sheila Robertson – Canadian Mental Health Association, Brant-Haldimand-Norfolk Branch
- Steven Stijacic – Service Canada
- Tamara Kaattari – Literacy Link South Central
- Tara Buchanan – Community Living Brant
- Teresa Percival – MP Phil McColeman's office Brantford-Brant
- T-Jay Dussome – Service Canada
- Toby Barrett – MPP Haldimand-Norfolk
- Wanda Jacobs – Community Career and Employment Services Fanshawe College
- Will Bouma – MPP Brantford Brant
- Zach Gable – County of Brant Economic Development
- Zvi Lifshiz – Norfolk County Economic Development

Grand Erie Local Labour Market Plan Year in Review 2020-2021





ABOUT THE LABOUR FORCE

POPULATION

According to the 2021 Census, over 261,643 individuals call Grand Erie home (excludes population of Six Nations).

POPULATION BY REGION

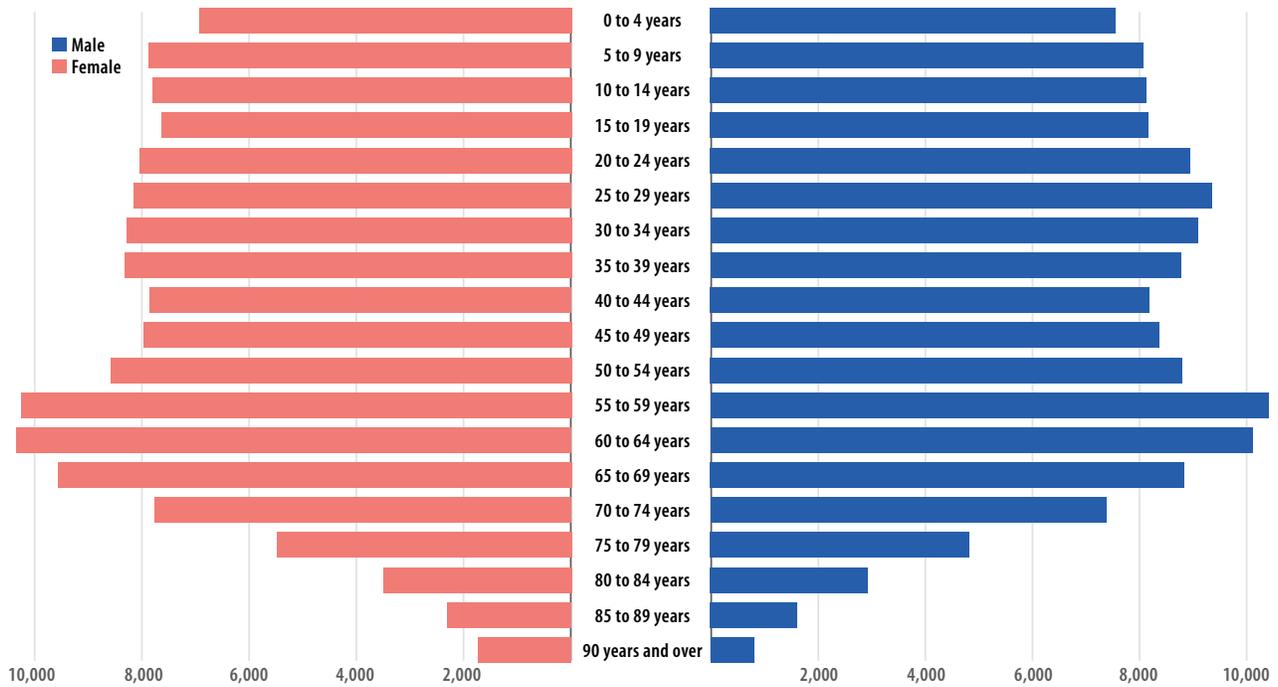
| Region | 2016 | 2021 | % Change |
|-------------------|--------|---------|----------|
| City of Brantford | 98,563 | 104,688 | up 6% |
| County of Brant | 35,640 | 39,474 | up 11% |
| Haldimand County | 45,608 | 49,216 | up 8% |
| New Credit | 740 | 775 | up 5% |
| Norfolk County | 64,044 | 67,490 | up 5% |

* Population data for Six Nations unavailable

Source: Statistics Canada. Table 98-10-0002-01 Population and dwelling counts: Canada and census subdivisions (municipalities), Grand Erie area

Based on 2021 population estimates, the region saw an increase of around 5,000 individuals over the past year due to new births and in-migration.

2021 POPULATION ESTIMATES BY SEX AND AGE



Source: Statistics Canada. Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries, Grand Erie area

Based on Statistics Canada’s population estimates for 2021, there are slightly fewer males in the region, with much of this difference concentrated in the seniors (65+) population.

Grand Erie’s population is aging. While the overall population grew by 7% between 2017 and 2021, the population of individuals aged 65 and over rose by almost 8,000, or 16% during the same timeframe.

As of 2021, the average age of residents sits at 41 for Brantford-Brant residents (compared to 40.6 in 2016) and 43.9 for Haldimand-Norfolk residents (compared to 43.2 in 2016).

That said, there is a growing population of young adults who may have moved to the region for school, work and/or housing. Migration patterns data indicates a significant number of youth (aged 18 to 24) continue to move out of the region for school or work, but population data suggests that many move back to the region, along with new residents. The 25 to 29 year old age group rose by 14% between 2017 and 2021 – more than any other 5-year group of core-working aged adults. Much of this growth was concentrated within the past year.



EMPLOYMENT

GRAND ERIE LABOUR FORCE CHARACTERISTICS

| Labour Force Characteristics for Brantford Census Metropolitan Area (CMA)* | | | | | | Change since 2017 | Change since 2020 |
|--|--------|--------|--------|--------|--------|-------------------|-------------------|
| | 2017 | 2018 | 2019 | 2020 | 2021 | | |
| Persons | | | | | | | |
| Labour force | 75,600 | 74,300 | 81,600 | 78,500 | 79,600 | +4,000 | +1,100 |
| Employment | 71,900 | 69,600 | 78,100 | 71,900 | 74,100 | +2,200 | +2,200 |
| Unemployment | 3,700 | 4,700 | 3,500 | 6,600 | 5,500 | +1,800 | -1,100 |
| Not in labour force | 38,900 | 41,800 | 36,100 | 39,900 | 39,600 | +700 | -300 |
| Percentage | | | | | | | |
| Unemployment rate | 4.9 | 6.3 | 4.3 | 8.4 | 6.9 | up 2.0 | down 1.5 |
| Participation rate | 66.0 | 64.0 | 69.4 | 66.3 | 66.8 | up 0.8 | up 0.5 |
| Employment rate | 62.8 | 59.9 | 66.4 | 60.7 | 62.2 | down 0.6 | up 1.5 |

* Excludes Haldimand, Norfolk, Six Nations and New Credit

Source: Statistics Canada. Table 14-10-0385-01 Labour force characteristics, annual, Brantford CMA

| Labour Force Characteristics for Norfolk Census Agglomeration (CA) | | | | | | Change since 2017 | Change since 2020 |
|--|--------|--------|--------|--------|--------|-------------------|-------------------|
| | 2017 | 2018 | 2019 | 2020 | 2021 | | |
| Persons | | | | | | | |
| Labour force | 31,600 | 31,900 | 32,700 | 32,500 | 35,400 | +3,800 | +2,900 |
| Employment | 30,000 | 30,000 | 30,700 | 29,600 | 32,400 | +2,400 | +2,800 |
| Unemployment | 1,500 | 1,900 | 2,000 | 2,900 | 3,000 | +1,500 | +100 |
| Not in labour force | 19,900 | 19,600 | 23,600 | 25,200 | 26,600 | +6,700 | +1,400 |
| Percentage | | | | | | | |
| Unemployment rate | 4.7 | 6.0 | 6.1 | 8.9 | 8.5 | up 3.8 | down 0.4 |
| Participation rate | 61.5 | 61.9 | 58.2 | 56.3 | 57.1 | down 4.4 | up 0.8 |
| Employment rate | 58.4 | 58.3 | 54.6 | 51.3 | 52.3 | down 6.1 | up 1.0 |

Source: Statistics Canada. Table 14-10-0391-01 Labour force characteristics, annual, Norfolk CA

While the employment rate rose in both Brantford CMA and Norfolk CA compared to 2020, the lockdown measures, shifts in supply and demand across various industries, and changes in how people perceive work caused some volatility in Grand Erie's labour market in 2021.

2021 Labour Force Characteristics for Brantford CMA

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Persons | | | | | | | | | | | | |
| Population | 118,600 | 118,700 | 118,800 | 118,800 | 118,900 | 119,000 | 119,100 | 119,200 | 119,300 | 119,400 | 119,600 | 119,700 |
| Labour force | 78,300 | 79,100 | 81,000 | 81,400 | 80,300 | 78,800 | 78,700 | 78,600 | 78,600 | 79,400 | 79,900 | 79,400 |
| Employed | 72,900 | 73,100 | 75,200 | 76,200 | 75,400 | 73,700 | 73,900 | 74,000 | 73,800 | 73,700 | 73,800 | 73,600 |
| Full-time * | 61,100 | 61,900 | 62,800 | 63,100 | 63,700 | 63,000 | 63,100 | 63,200 | 62,500 | 62,200 | 61,600 | 62,000 |
| Part-time * | 12,000 | 10,800 | 11,200 | 11,700 | 10,600 | 10,700 | 11,300 | 12,300 | 12,400 | 12,400 | 12,400 | 12,000 |
| Unemployed | 5,400 | 6,000 | 5,800 | 5,200 | 4,900 | 5,100 | 4,800 | 4,500 | 4,800 | 5,700 | 6,100 | 5,700 |
| Percentage | | | | | | | | | | | | |
| Unemployment rate | 6.9 | 7.6 | 7.2 | 6.4 | 6.1 | 6.5 | 6.1 | 5.7 | 6.1 | 7.2 | 7.6 | 7.2 |
| Participation rate | 66.0 | 66.6 | 68.2 | 68.5 | 67.5 | 66.2 | 66.1 | 65.9 | 65.9 | 66.5 | 66.8 | 66.3 |
| Employment rate | 61.5 | 61.6 | 63.3 | 64.1 | 63.4 | 61.9 | 62.0 | 62.1 | 61.9 | 61.7 | 61.7 | 61.5 |

* Full-time and part-time data is not seasonally adjusted.

Source: Statistics Canada. Table 14-10-0380-01 Labour force characteristics, three-month moving average, seasonally adjusted, Brantford CMA

2021 Labour Force Characteristics for Norfolk CA

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Persons | | | | | | | | | | | | |
| Population | 55,800 | 55,900 | 55,500 | 58,200 | 60,800 | 63,900 | 65,000 | 64,900 | 65,000 | 64,100 | 64,500 | 63,500 |
| Labour force | 32,700 | 32,400 | 32,500 | 34,200 | 36,500 | 37,900 | 37,900 | 36,700 | 36,200 | 35,600 | 35,900 | 34,800 |
| Employed | 29,800 | 29,500 | 29,600 | 31,600 | 33,600 | 35,100 | 35,400 | 34,200 | 32,800 | 32,300 | 32,700 | 32,000 |
| Full-time | 25,000 | 24,600 | 23,900 | 25,800 | 27,400 | 28,700 | 28,900 | 28,500 | 28,000 | 27,900 | 28,600 | 28,100 |
| Part-time | 4,800 | 4,900 | 5,600 | 5,700 | 6,200 | 6,400 | 6,400 | 5,700 | 4,800 | 4,400 | 4,100 | 4,000 |
| Unemployed | 2,900 | 2,900 | 3,000 | 2,600 | 2,900 | 2,800 | 2,500 | 2,600 | 3,400 | 3,400 | 3,200 | 2,700 |
| Not in labour force | 23,200 | 23,500 | 23,000 | 24,000 | 24,400 | 26,000 | 27,200 | 28,200 | 28,800 | 28,500 | 28,700 | 28,700 |
| Percentage | | | | | | | | | | | | |
| Unemployment rate | 8.9 | 9.0 | 9.2 | 7.6 | 7.9 | 7.4 | 6.6 | 7.1 | 9.4 | 9.6 | 8.9 | 7.8 |
| Participation rate | 58.6 | 58.0 | 58.6 | 58.8 | 60.0 | 59.3 | 58.3 | 56.5 | 55.7 | 55.5 | 55.7 | 54.8 |
| Employment rate | 53.4 | 52.8 | 53.3 | 54.3 | 55.3 | 54.9 | 54.5 | 52.7 | 50.5 | 50.4 | 50.7 | 50.4 |

* Norfolk CA LFS data is not seasonally adjusted.

Source: Statistics Canada Custom Tables, Norfolk CA

The year began with high levels of unemployment and a low rate of labour force participation. While activity picked up starting in March, some businesses were forced to close down or operate at limited capacity due to lockdown restrictions prompted by the pandemic's third wave.

With the vaccine rollout, labour force participation and employment rose in spring, but only amongst full-time workers. Part-time employment, on the other hand, hit a 2021-low in May, with 3000 fewer workers compared to the same month in 2019. This divergence illustrates the significant

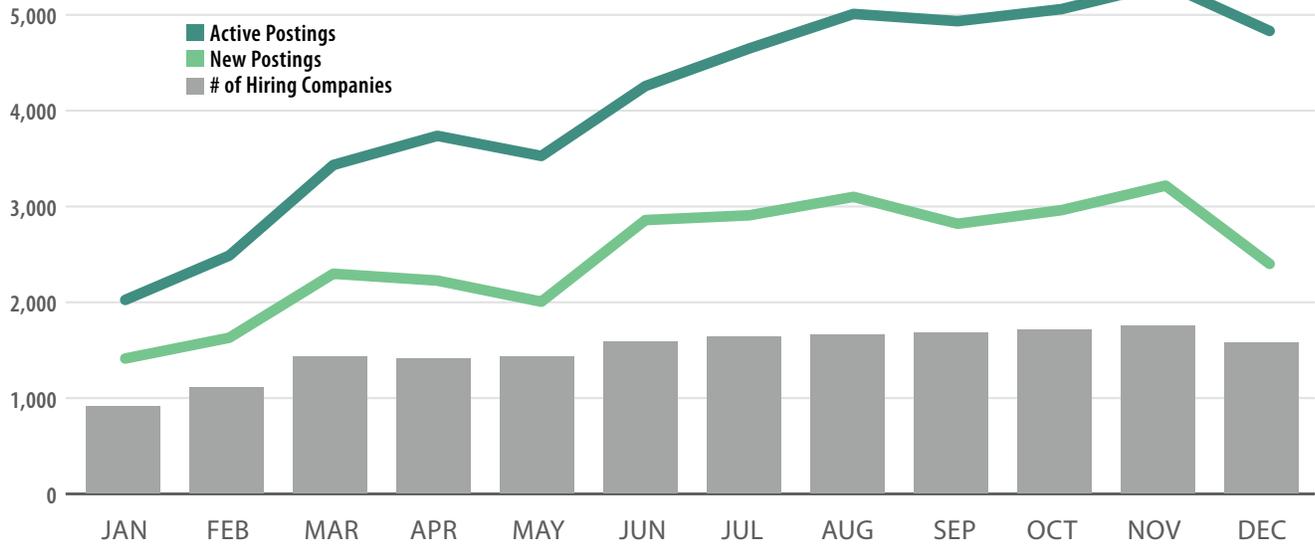
differences in how certain industries and demographic groups were impacted. Alongside an uptick in vaccines being administered, the summer months saw increases in both full and part time employment. Local unemployment hit its pandemic low of 5.7% in August 2021.

Unfortunately, unemployment has climbed since, largely due to low participation levels. Based on data from [Grand Erie Jobs](#) – an online job board operated by WPBGE that aggregates local postings, hiring continued to surge into the Fall months, but certain postings remained up for longer and have been

harder to fill due to labour force shifts, creating a significant gap in the number of new and active postings. Rising COVID-19 case counts in December 2021 resulted in decreased job demand, as well as decreased labour force participation

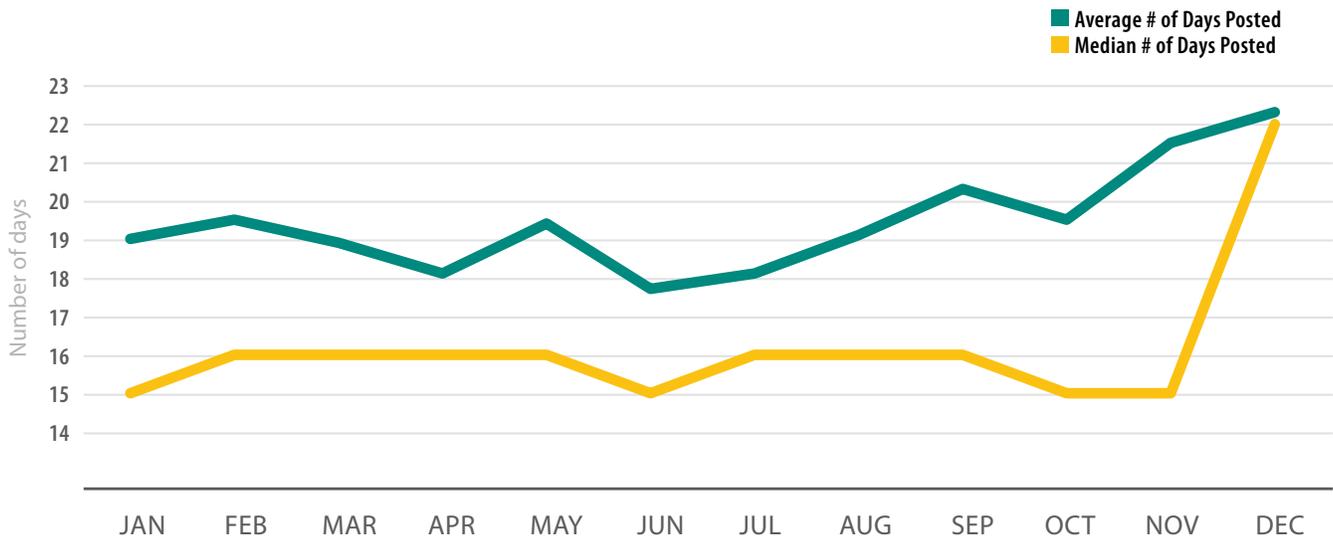
and employment, which, in turn, further increased the length of time for which job vacancies remained unfilled. The year-end has seen early signs of a **reshuffle** triggered by people rethinking how, where and why they work.

2021: JOB POSTINGS IN GRAND ERIE



Source: Grand Erie Jobs, Grand Erie area

2021: AVERAGE AND MEDIAN POSTING DURATION



Source: Grand Erie Jobs, Grand Erie area

These trends will be examined in greater detail within the following section.

DEMOGRAPHIC TRENDS: SEX

Males

Male labour force participation rose steadily through the early months of 2021, peaking in March. It dipped during the summer months, but is now gradually rising again. Employment, too, dipped slightly during the summer, and while it appears to be rising slowly, most of the gains are in part-time work. Full-time employment, on the other hand, has plateaued, and many of those who are looking for these jobs continue to struggle. As of December 2021, the male unemployment rate was 7.9%.

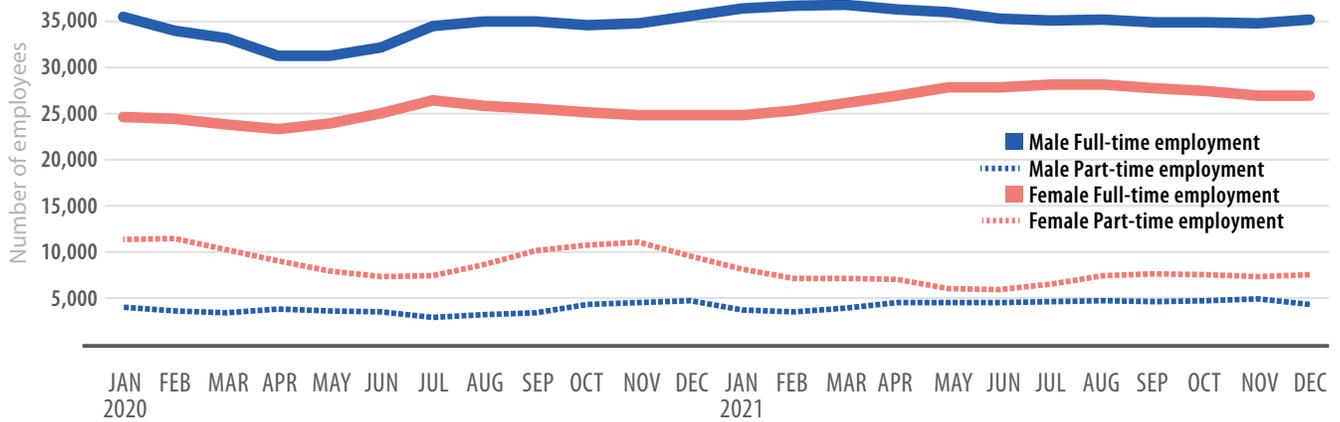
This is particularly concerning given that males make up around 57% of the full-time workforce, according to 2021 Labour Force Survey (LFS) data. Understanding the specific sectors and occupations that are declining will be pivotal to providing timely targeted support.

Females

Women made up 43% of the full-time workforce, and 61% of the part-time workforce according to 2021 LFS data.

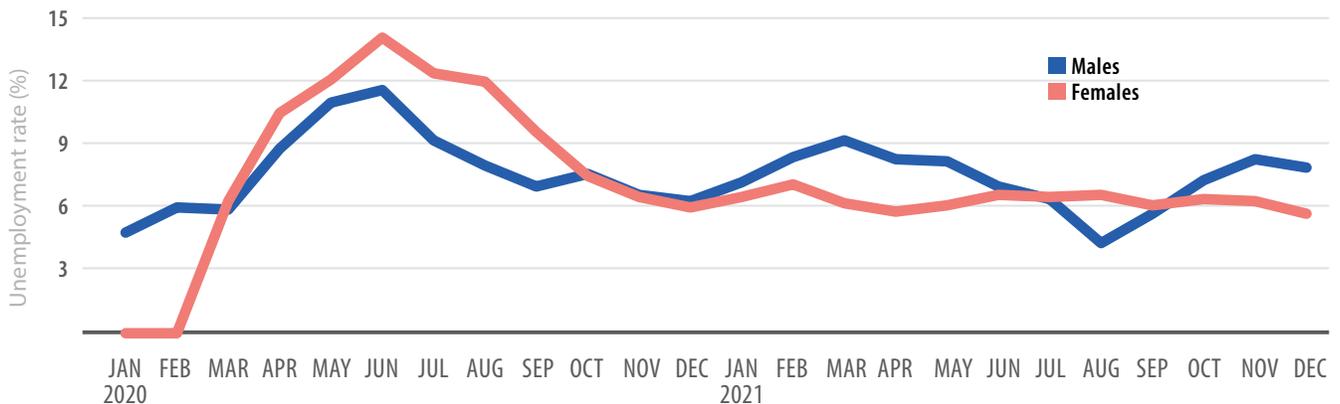
Female employment dipped considerably during the early months of the pandemic due to declines in certain sectors and occupations. Over the course of 2021, both labour force participation and employment amongst females rose more steadily, with over 2,000 more in full-time employment since January 2021. Part-time employment saw a dip in the summer months, but is also gradually rising again. Unemployment, thus, has remained relatively stable for this demographic, and sat at 5.7% as of December 2021.

EMPLOYMENT BY SEX AND TYPE



Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, Brantford CMA

UNEMPLOYMENT RATE BY SEX

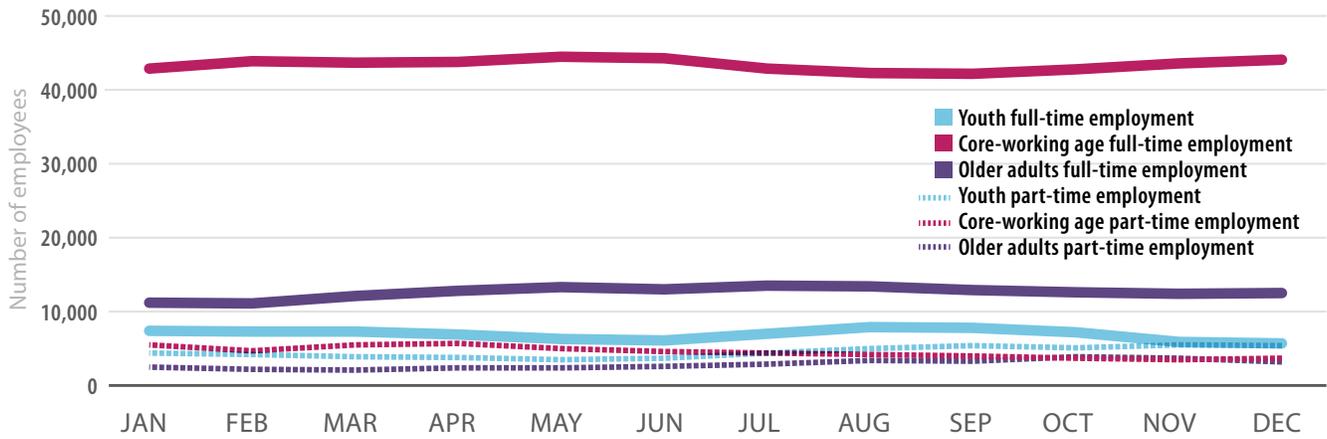


Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, Brantford CMA



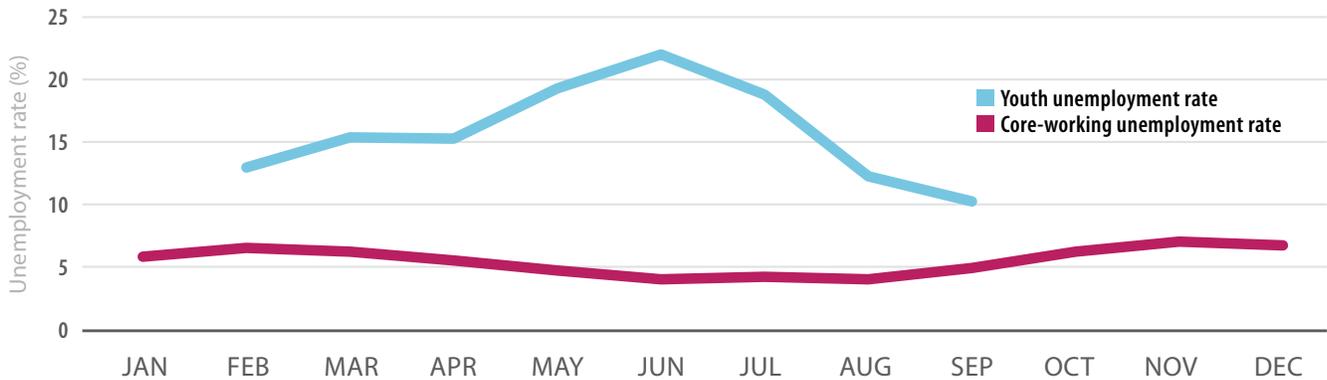
DEMOGRAPHIC TRENDS: AGE

2021: EMPLOYMENT BY AGE AND TYPE



Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, Brantford CMA

2021: UNEMPLOYMENT RATE BY AGE GROUP



* Unemployment rate data for youth/older adults is suppressed for some months.

Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, Brantford CMA

Youth (15-24 years old)

Youth employment remained low during the first half of 2021, and dipped further during the summer months. In June 2021, youth unemployment hit a new pandemic high. Interestingly, the number of youth not in the labour force has risen consistently since July 2021, which brought down the unemployment rate. This may be attributable to youth returning to school to broaden their skillsets and qualifications.

Core-Working Age Adults (25-54 years old)

Participation amongst core-working adults increased after a slight decline in the summer of 2021, but some are having

difficulties finding suitable work. Part-time employment for this group is decreasing as of late 2021. It is likely that some people in part-time work, particularly service jobs, may find themselves reconsidering their career pathway prospects, and pursuing training opportunities accordingly.

Older Adults and Seniors (55+ years old)

Employment data suggests that the number of older adults and seniors working has plateaued over the past few months. Many in physically and emotionally demanding sectors like healthcare and agriculture are opting to retire early, and it is increasingly important to consider how and by whom these newly vacant positions will be filled.

Future Trends/Challenges

Grand Erie's various populations continue to experience the impacts of COVID-19. While some are forced to readjust due to shifts in employment, others are looking for opportunities that support better work-life balance. It is clear that these challenges are not the same across groups. Many will need varying levels of guidance on how to advance their career strategically, and may continue to leave the workforce temporarily to pursue training and upgrade their skills.

Gap Analysis

For residents considering alternate pathways, access remains an issue. Many struggle to find the time and finances, and those that do may not be able to find programs that meet their needs/goals. We need to understand how perceptions

around work are changing, which industries and occupations they are impacting, where the job demand is and what skills/ qualifications these jobs will require. There is also a need to raise awareness within our community about emerging local resources – like WPBGE's Grand Erie Jobs and Workforce Gateway – that are designed to support the diverse needs of our workforce.

It will also be important to support employers in establishing more favorable workforce policies and in focusing on the career advancement and growth of their employees. Employers that do not prioritize this may find themselves with a declining workforce, and may be forced to downsize operations as a result.



LAURIE
BRANTFORD

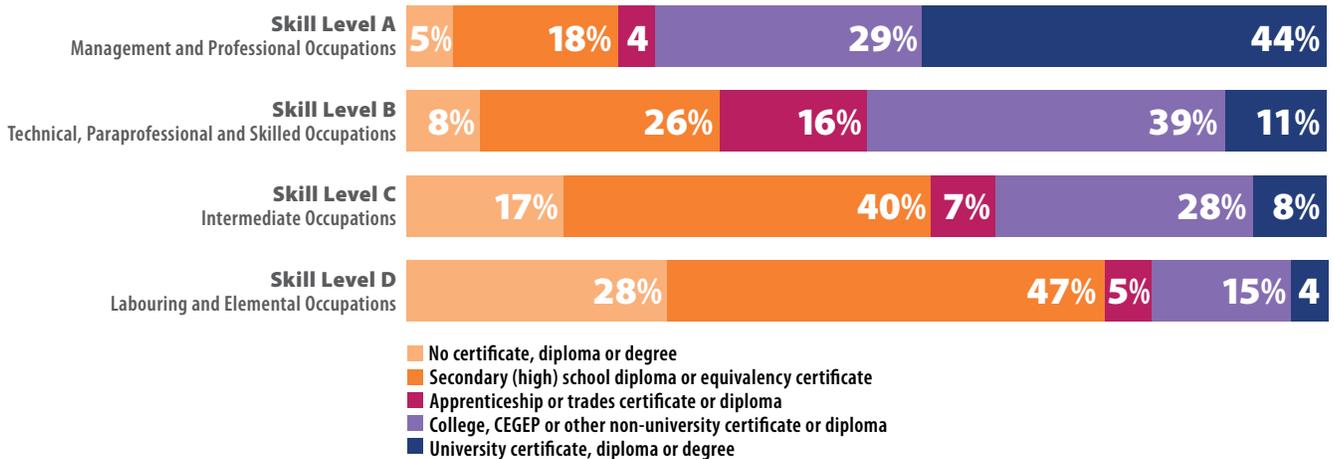
WE MAKE IT
HERE
GRAND ERIE

EDUCATION, SKILLS & TRAINING

EDUCATIONAL ATTAINMENT BY SEX



SKILLS COMPOSITION OF THE GRAND ERIE WORKFORCE



Training in Grand Erie

Educators and service providers in Grand Erie and beyond were constrained by public health measures. Almost all organizations had to shift to online service delivery for a significant portion of 2021, which made access an even greater issue for many clients who lack broadband connectivity, do not have access to computers or have limited digital literacy. According to data collected by Literacy and Basic Skills organizations:

- The number of in-person learners decreased by 30%, from 823 to 577 in 2021. Much of the decline was due to limited enrollment in school board programs. Online service delivery likely increased, but there is insufficient data to confirm this.
- The proportion of clients aged 25-44 increased, while that of seniors (65+) decreased.



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20

THE "GRAND RESHUFFLE": WORKFORCE REFORM IN GRAND ERIE

INDUSTRY

General Industry Trends in Brantford CMA

In both 2020 and 2021, the top 7 sectors made up about ¾ of all employment. However, the proportion of employment in each sector tells us that Grand Erie’s workforce landscape is changing. Some sectors, like wholesale and retail trade, healthcare and social assistance and construction shrunk while others, like manufacturing, transportation and warehousing and educational services grew. While this is partially the result of some sectors operating at reduced capacity due to lockdowns and decreased demand, it is also indicative of shifts in where people are choosing to work. According to [Ontario Chamber of Commerce’s Ontario](#)

[Economic Report \(OER\) 2022](#), 61% of Hamilton-Niagara Peninsula businesses are currently facing a labour shortage, and expect this to continue into 2022.

A key characteristic of the **“Grand Reshuffle”** is that people are thinking about work differently. Many are prioritizing greater work-life balance and seeking opportunities that have enhanced quality of work. As we continue to strategize our recovery action plan, it is particularly important to connect with sectors in decline and work with them on making structural changes to assist with recruitment and retention.

2020-2021: TOP SECTORS BY EMPLOYMENT

| | 2020 | 2021 | Change |
|----------------------------------|------|------|--------|
| Manufacturing | 17% | 18% | up 1 |
| Wholesale and Retail Trade | 17% | 15% | down 2 |
| Healthcare and social assistance | 13% | 12% | down 1 |
| Construction | 8% | 7% | down 1 |
| Transportation and Warehousing | 6% | 7% | up 1 |
| Educational Services | 6% | 7% | up 1 |
| Accommodation and Food Services | 6% | 6% | 0 |

Source: Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

2020-2021: EMPLOYMENT BY SKILL LEVEL

| | 2020 average | 2021 average |
|---------------|--------------|--------------|
| Skill Level A | 22% | 21% |
| Skill Level B | 32% | 36% |
| Skill Level C | 32% | 34% |
| Skill Level D | 14% | 9% |

Source: Statistics Canada. Table 14-10-0381-01 Employment by occupation, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Data on employment by skill level tells a similar story of occupational shifts. It suggests that some are leaving professional jobs for technical/trade or intermediate positions. Based on [WPBGE’s 2021 Navigating Work Life Balance in Grand Erie report](#), individuals in professional jobs are more likely to work overtime and feel overwhelmed by their workload.

Similarly, fewer people are returning to labouring occupations. Many in these jobs reported poor working conditions, including unpredictable work schedules and poor management. These occupations also make up a large portion of service workers – like servers, cashiers and cleaners – that were subjected to greater pressure due to the global pandemic.

Residents are seeing value in pursuing upskilling/reskilling training opportunities that will prepare them for jobs in more favourable working environments. As a result, there is an influx into Grand Erie’s trade/technical jobs, and to a lesser extent, intermediate jobs. These trends will likely become more pronounced over the next few years, and it will thus be important to support employers struggling to fill certain Skill Level A and D positions.



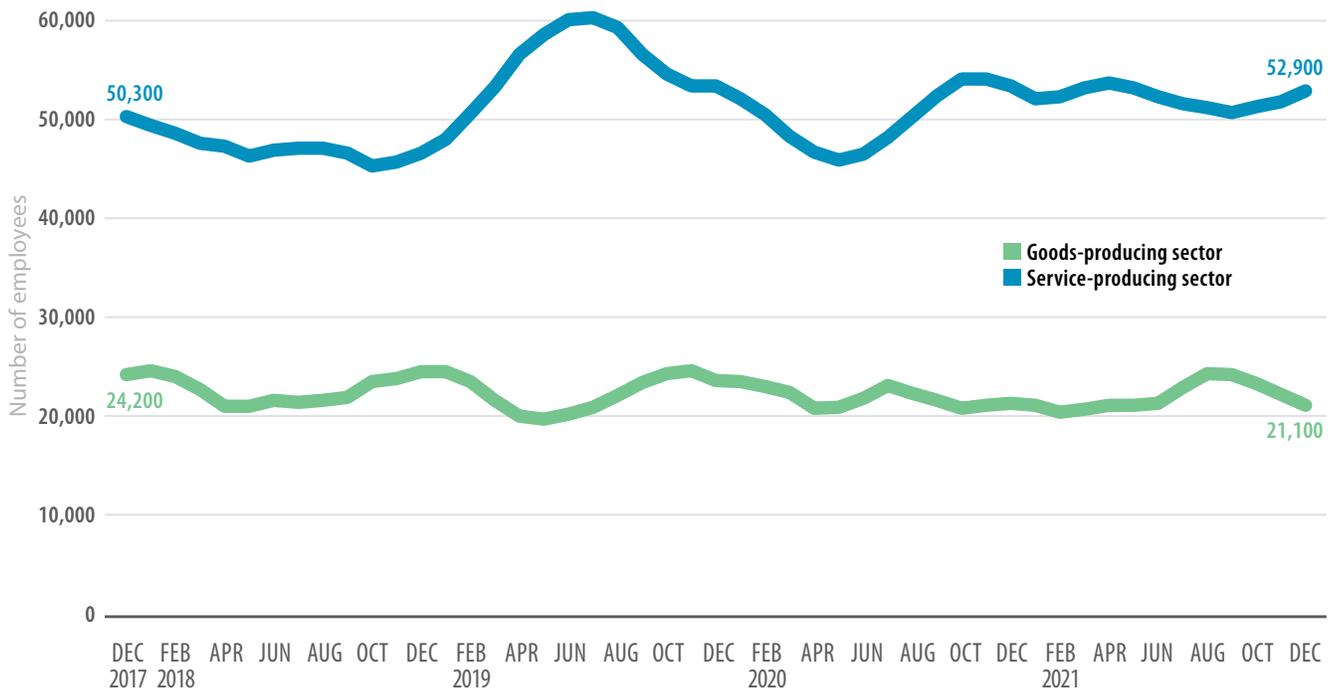
Top Sectors in Grand Erie by Employment

StatCan LFS data indicates that both the goods and service-producing sectors experienced significant shifts leading up to, and during the pandemic. It is worth noting that many of the issues facing Grand Erie’s workforce – such as labour shortages, skills gaps and work-life imbalance – were very prevalent even prior March 2020, but many have worsened since.

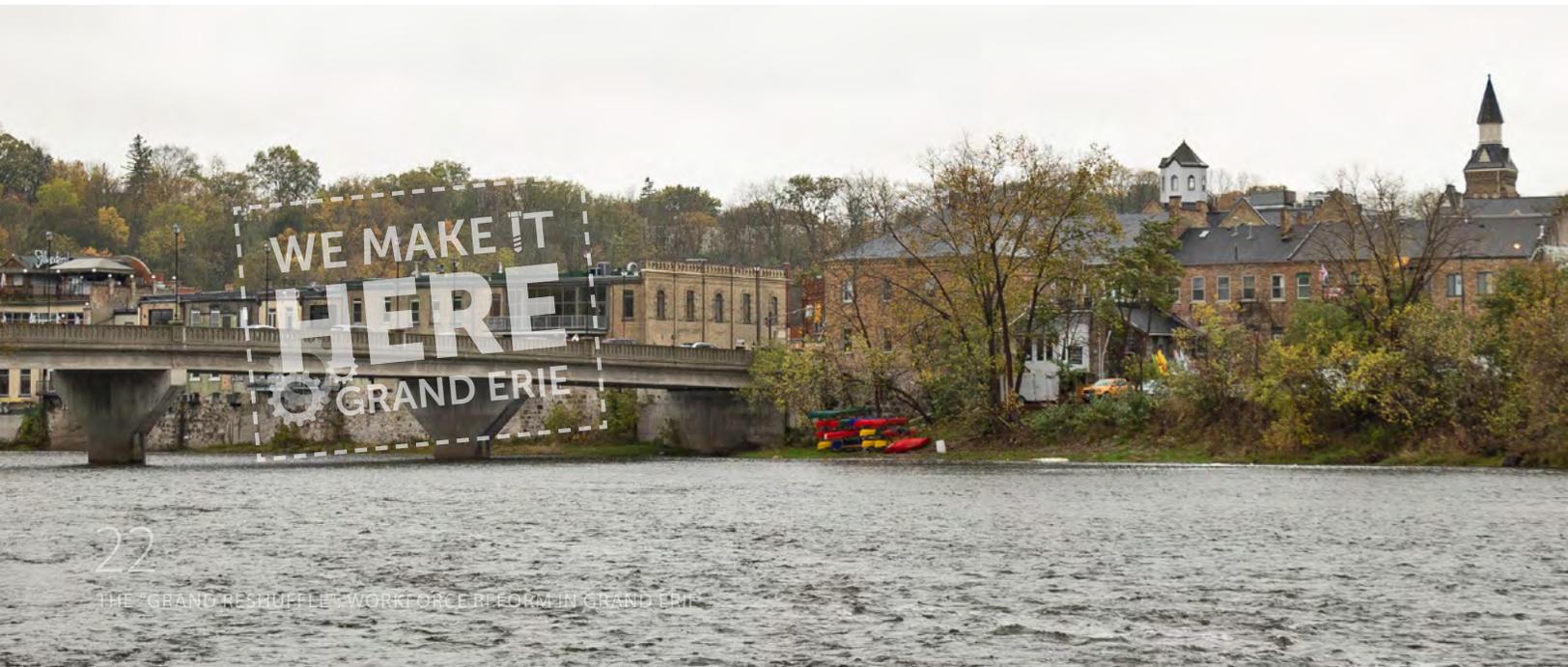
Employment in Grand Erie’s goods-producing sector dropped throughout 2020 and into the first half of 2021. It picked up

after the second pandemic wave because of growth in the manufacturing sector. Total employment in these industries remained consistent between 2020 and 2021. Meanwhile, employment in the service-producing sector, which rose considerably over 2020, declined over the course of 2021, driven largely by declines in the healthcare and in accommodation and food services sectors. Despite this, as a result of more people working compared to last year, total employment in these industries grew by more than 4% in 2021.

EMPLOYMENT BY SECTOR IN BRANTFORD CMA

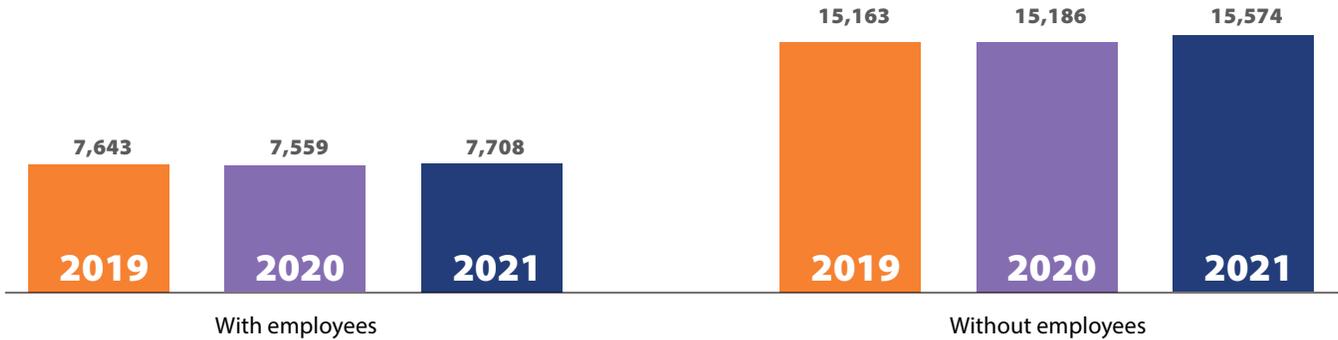


Source: Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA



TOP SECTORS IN GRAND ERIE BY BUSINESS COUNT

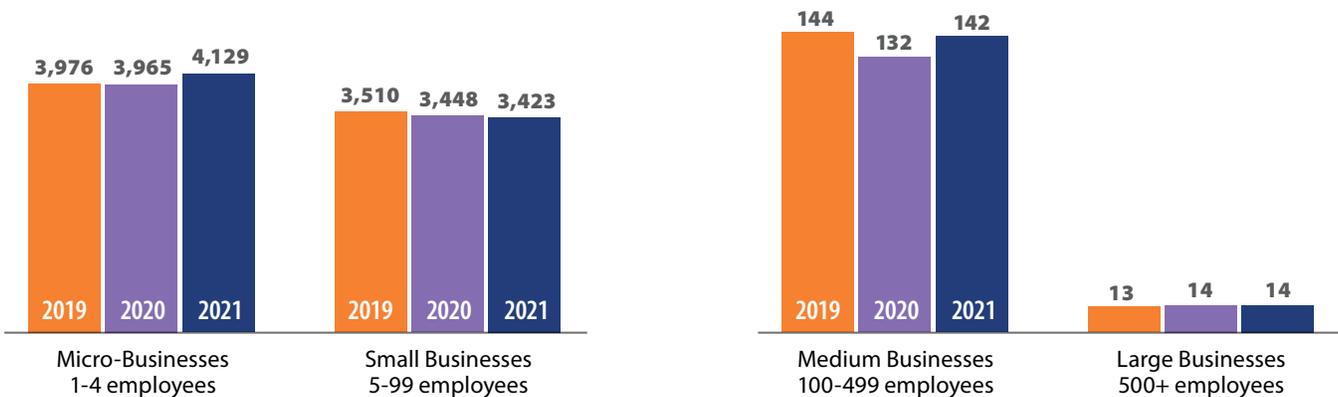
JUNE 2019 – JUNE 2021: BUSINESS COUNT



Source: December 2019 – December 2021 Canada Business Counts, Grand Erie area

Between December 2019 and December 2021, Grand Erie’s business landscape changed in several ways. The number of businesses without employees rose considerably between December 2019 and December 2021. Meanwhile, the number of businesses with employees shrunk in 2020, but has risen by 2% since. To compare, the Hamilton-Niagara Peninsula (comprising of Grand Erie, Hamilton and Niagara)

saw a 7% increase in the number of active businesses with employees between August 2020 and August 2021. There are currently around 400 more businesses without employees (mostly within agriculture and real estate) and 65 more with employees (mostly within construction, healthcare and transportation and warehousing) compared to December 2019.



Source: December 2019 – December 2021 Canada Business Counts, Grand Erie area

Much of the business growth experienced by Grand Erie in December 2021 was due to increases in the number of micro-businesses (i.e. 1-4 employees). Meanwhile, data on small (5-99 employees) and medium (100-499 employees) businesses indicates declines, which will be examined in greater detail below.

¹ Statistics Canada. Table 33-10-0270-01 Experimental estimates for business openings and closures for Canada, provinces and territories, census metropolitan areas, seasonally adjusted



Based on December 2021 business count data,
**the top industries
by number of businesses
in Grand Erie**

1. Real estate and rental and leasing
2. Agriculture, forestry, fishing and hunting
3. Construction
4. Other services (except public administration)
5. Retail trade

Based on 2017-2021 business count data,
the top 5 industries in growth were:

1. Real estate and rental and leasing (613 businesses gained)
2. Transportation and warehousing (204 businesses gained)
3. Construction (97 businesses gained)
4. Health care and social assistance (62 businesses gained)
5. Administrative and support, waste management and remediation services (38 businesses gained)

Over the same time period, the following
industries declined:

1. Wholesale trade (64 businesses lost)
2. Retail trade (52 businesses lost)
3. Manufacturing (14 businesses lost)
4. Agriculture (13 businesses lost)
5. Mining, quarrying and fishing organizations (5 businesses lost)

Between December 2019 and December 2021,
Grand Erie gained – either by growth or new
developments – medium and large employers in
the following sectors:

1. Food manufacturing
2. Primary metal manufacturing
3. Crop production
4. Clothing and clothing accessories stores
5. Transit and ground passenger transportation
6. Warehousing and storage
7. Amusement, gambling and recreation industries
8. Chemical manufacturing
9. Plastics and rubber products manufacturing
10. Furniture and home furnishings stores
11. Food and beverage stores
12. General merchandise stores
13. Couriers and messengers
14. Rental and leasing services
15. Waste management and remediation services
16. Personal and laundry services

In the same time frame, the following sectors
lost medium-sized employers:

1. Food services and drinking places
2. Social assistance
3. Utilities
4. Machinery manufacturing
5. Building material and supplies merchant wholesalers
6. Motor vehicle and parts dealers
7. Rail transportation
8. Truck transportation
9. Publishing industries
10. Motion picture and sound recording industries
11. Management of companies and enterprises
12. Administrative and support services
13. Ambulatory health care services
14. Accommodation services
15. Religious, grant-making, civic, and professional and similar organizations

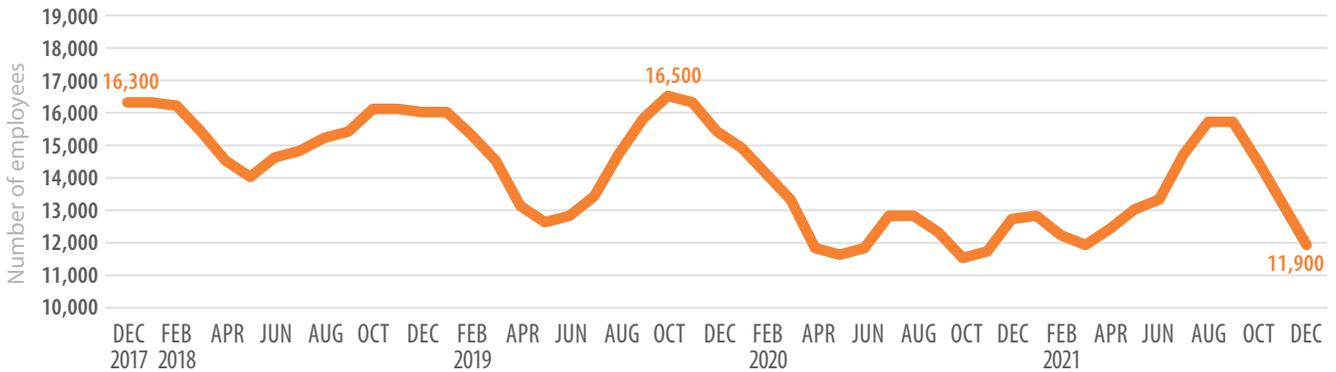
Source: 2017-2021 Canada Business Counts data, Grand Erie area

Over the past year, Grand Erie's businesses were impacted in many ways by the pandemic, government restrictions, labour gaps, and global supply-chain issues. As a result of this, each of the region's key sectors experienced a higher than usual degree of volatility, as is illustrated in the sections below.

Given the importance of these sectors to the local labour market and the economy, it is important to understand these trends, and to identify opportunities for interventions that can support continued recovery and growth.

SPOTLIGHT ON MANUFACTURING IN GRAND ERIE

NUMBER OF EMPLOYEES IN MANUFACTURING IN BRANTFORD CMA

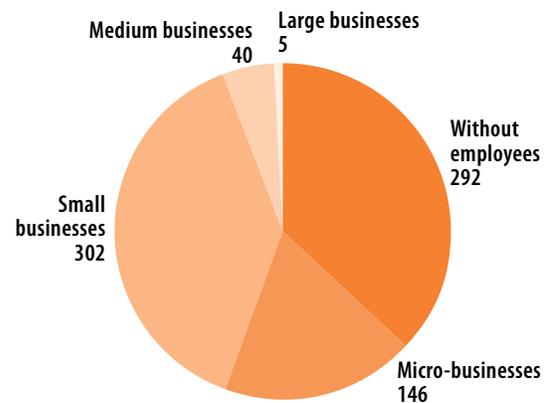


Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Manufacturing subsectors by business count:

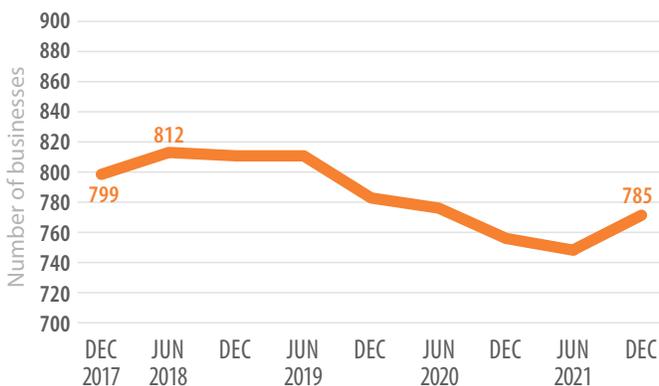
1. Fabricated metal product manufacturing (43% of which have 5+ employees)
2. Miscellaneous manufacturing (33% w/ 5+ employees)
3. Machinery manufacturing (52% w/ 5+ employees)
4. Food manufacturing (56% w/ 5+ employees)
5. Furniture and related product manufacturing (33% w/ 5+ employees)
6. Wood product manufacturing (22% w/ 5+ employees)

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

Manufacturing – Grand Erie’s top sector by employment – has experienced considerable volatility over the course of the pandemic. Employment gains from early 2021 have been lost in the last few months. Despite this, according to annual data, overall employment in this sector is up by around 700 workers compared to 2020. The number of businesses, too, rose, after continuous declines over the past few years.

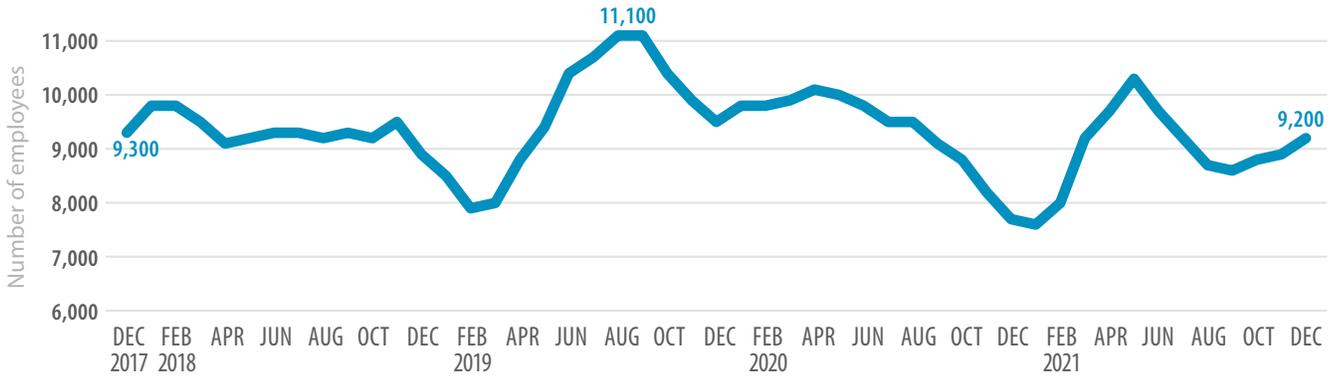
The region saw two new large businesses – in food and primary metal manufacturing – in 2021, as well as some growth in small and medium businesses. One medium business – in machinery

manufacturing – shrunk to under 100 employees in the past year. Additionally, a few businesses without employees were lost, according to December 2021 business count data.

The [Canadian Manufacturers and Exporters \(CME\) 2021 survey](#) reports that labour shortages, supply constraints and inflation are the top 3 factors inhibiting the recovery of this sector. According to the Excellence of Manufacturing Consortium’s (EMC) member survey, majority of employers in Brantford and surrounding areas continue to struggle to fill vacant positions, with top reasons being a low number of applicants (reported by 94%), lack of good work ethic/ job commitment (reported by 69%) and competition from employers (reported by 69%). While the lack of soft skills remains a major issue for this sector, regional employers also agree that there is a growing need for employees with advanced manufacturing skills, in particular, knowledge of automation processes, software development/ programming, emerging technologies, Enterprise Resource Management and Information and Communication Technologies. As the **reshuffle** continues, maintaining their competitive advantage will require employers to increase focus on offering in-demand training to new and existing staff and on retaining trained staff.

SPOTLIGHT ON HEALTHCARE AND SOCIAL ASSISTANCE IN GRAND ERIE

NUMBER OF EMPLOYEES IN HEALTH CARE AND SOCIAL ASSISTANCE IN BRANTFORD CMA

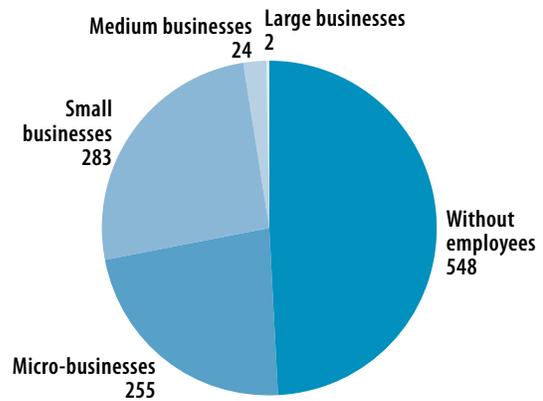


Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Healthcare and social assistance subsectors by business count:

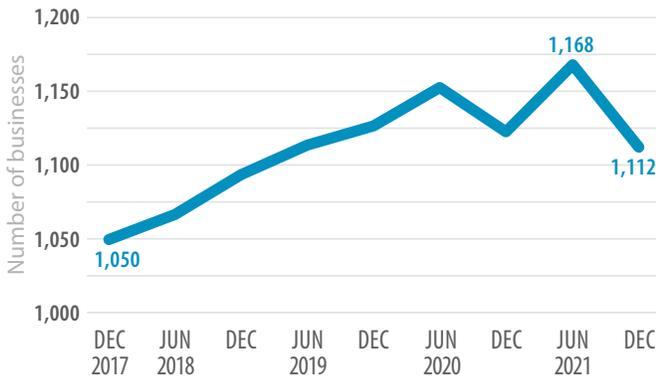
1. Ambulatory health care services (19% w/ 5+ employees)
2. Social assistance (38% w/ 5+ employees)
3. Nursing and residential care facilities (87% w/ 5+ employees)
4. Hospitals (86% w/ 5+ employees)

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

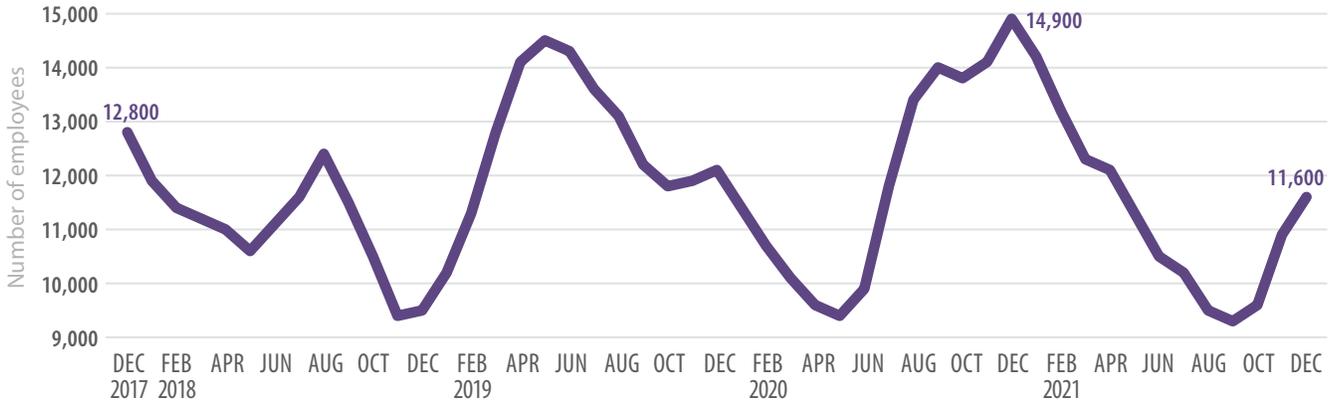
Over the past year, the healthcare sector lost a few businesses without employees and small businesses. After hitting a record high in June 2021, business counts decreased in December 2021, primarily due to businesses without employees shutting down. Employment is rising as of late 2021 after a steady decline earlier

in the year, and may continue to do so into 2022 as COVID-19 case counts and hospitalizations rise.

The number of businesses in the social assistance subsector also declined over the past year.

SPOTLIGHT ON WHOLESALE AND RETAIL TRADE IN GRAND ERIE

NUMBER OF EMPLOYEES IN WHOLESALE AND RETAIL TRADE IN BRANTFORD CMA

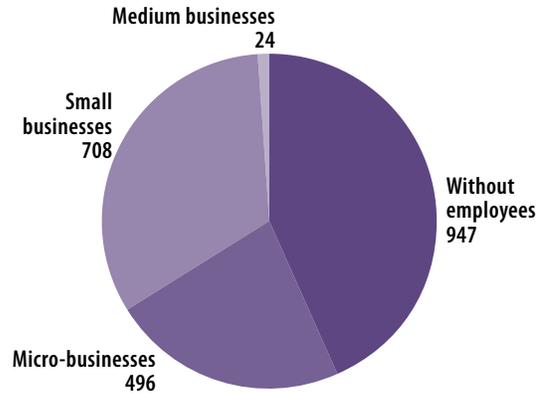


Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Wholesale and retail trade subsectors by business count:

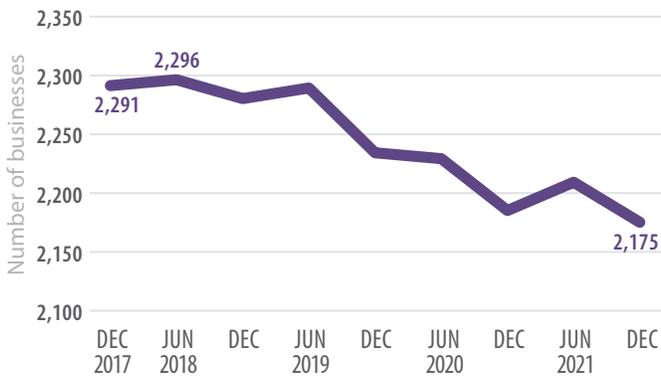
1. Food and beverage stores (42% w/ 5+ employees)
2. Miscellaneous store retailers (28% w/ 5+ employees)
3. Motor vehicle and parts dealers (38% w/ 5+ employees)
4. Health and personal care stores (38% w/ 5+ employees)
5. Non-store retailers (6% w/ 5+ employees)
6. Machinery, equipment and supplies merchant wholesalers (35% w/ 5+ employees)

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

The number of people working in wholesale and retail trade – Grand Erie’s second largest sector by employment – decreased by 2% year over year.

This sector lost a few businesses without employees, but gained some small and medium employers over the course of the pandemic – namely clothing, furniture and general merchandise retailers. Employment is picking up as of late 2021.

At the provincial level, according to [Retail Council of Canada](#), retail trade grew by 1.6% between September 2020 and September 2021, with most growth reported in clothing and accessories, furniture and home furnishings, sporting, hobby, books and music and general merchandise. There are signs of demand shifts within retail sub-sectors, prompted by inflation and changes in consumer preferences.

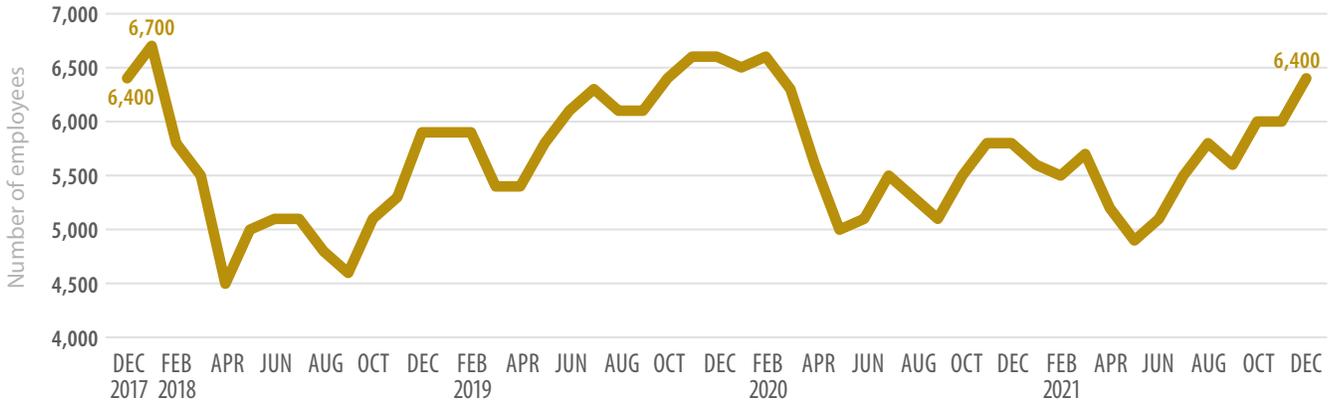
As this sector continues to recover, it will be important to consider specific measures that employers can take to attract the right talent for existing and emerging opportunities. Employers will benefit from supporting the career pathways of their employees, and by offering training to fill the growing demand for supervisory and managerial positions.



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SPOTLIGHT ON CONSTRUCTION IN GRAND ERIE

NUMBER OF EMPLOYEES IN CONSTRUCTION IN BRANTFORD CMA

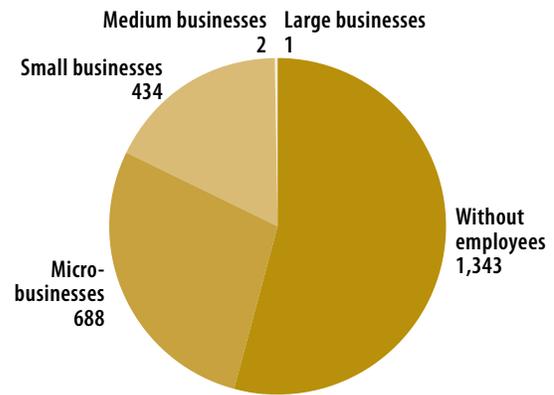


Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Construction subsectors by business count:

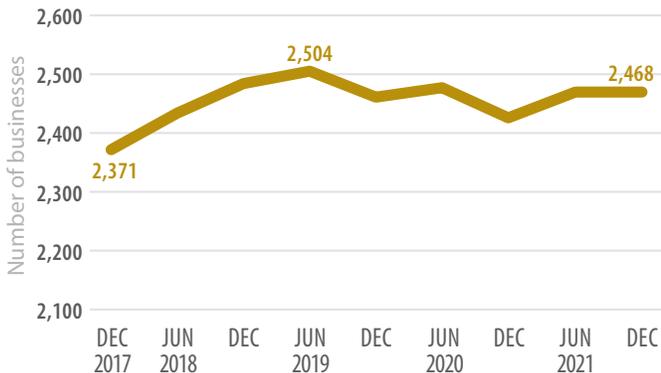
1. Specialty trade contractors (20% w/ 5+ employees)
2. Construction of buildings (13% w/ 5+ employees)
3. Heavy and civil engineering construction (16% w/ 5+ employees)

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

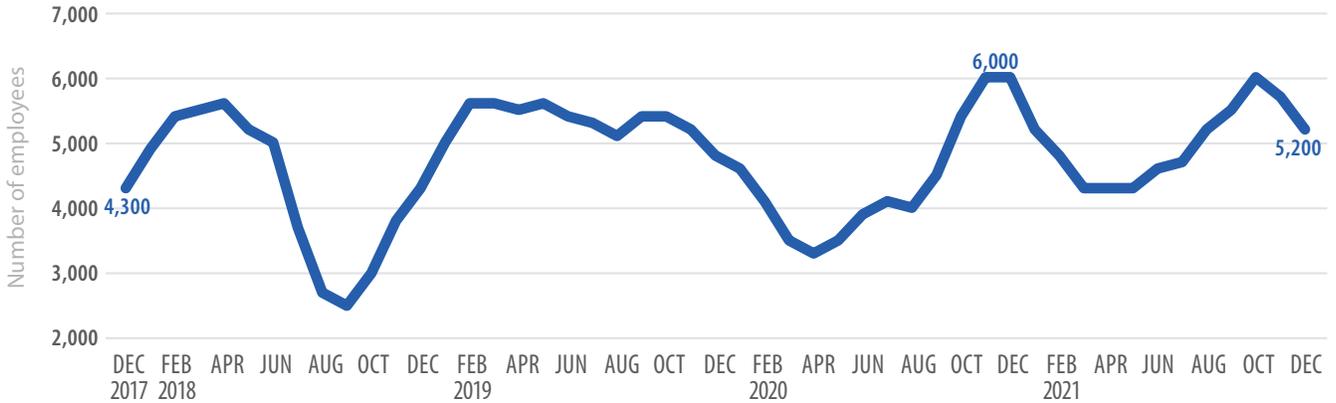
Construction boomed in 2021 due to home renovations and new builds, resulting in increases in the number of employees and businesses in this sector. Some small businesses shrunk in early 2021, but the sector is on track to surpass pre-pandemic levels over the next few months.

Smaller businesses may be better equipped to respond quickly to emerging trends posed by the **reshuffle**, but will require external support from industry associations and community agencies. Considering that majority of businesses in this sector have under 5 employees, they are likely to benefit greatly from

partnerships that build their capacity to train and upskill their employees. There will also be a need for greater focus on recruitment into this industry; according to provincial level projections from [BuildForce Canada](#), the industry will need to hire, train and retain more than 116,200 additional workers in Ontario by 2030 to replace the upcoming wave of retirees (~21% of the current labour force) and maintain a steady pace of growth.

SPOTLIGHT ON EDUCATIONAL SERVICES IN GRAND ERIE

NUMBER OF EMPLOYEES IN EDUCATIONAL SERVICES IN BRANTFORD CMA

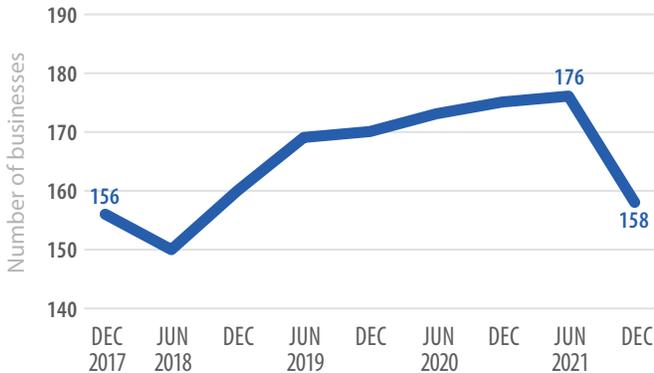


Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

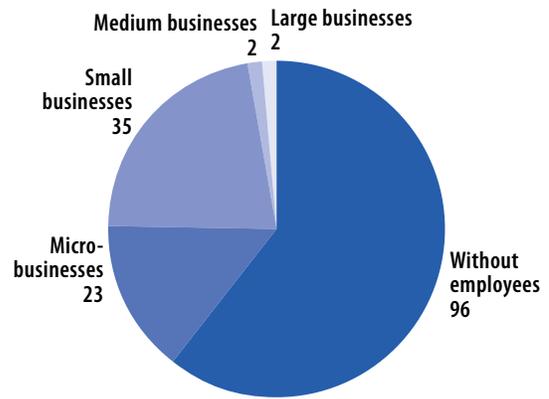
The educational services subsector has 158 businesses, of which 25% employ 5+ individuals.

Source: 2017-2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

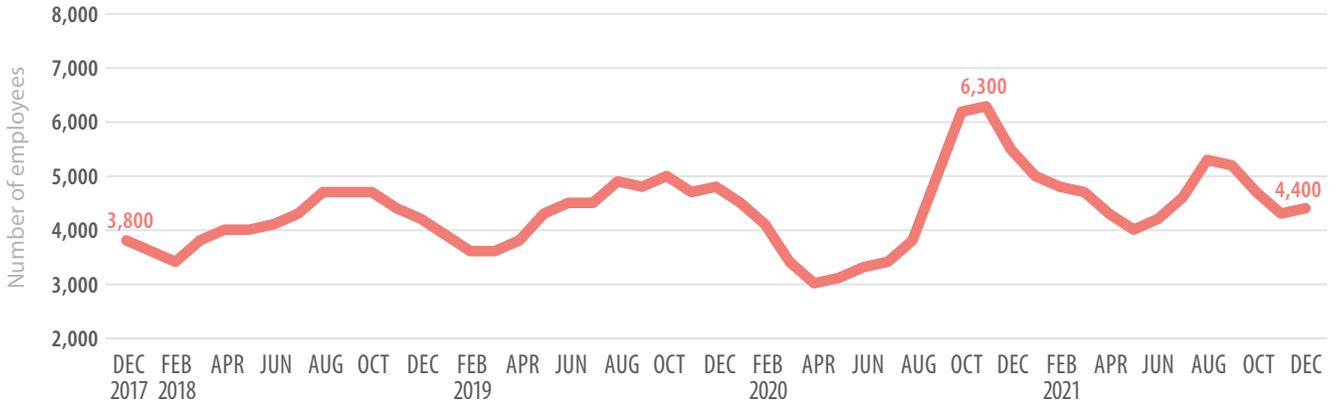


Source: December 2021 Canada Business Counts data, Grand Erie area

Employment in educational services dipped significantly in early 2021, but has been rising since. A few small businesses downsized in the last few months, and some businesses without employees were lost.

SPOTLIGHT ON ACCOMMODATION AND FOOD SERVICES IN GRAND ERIE

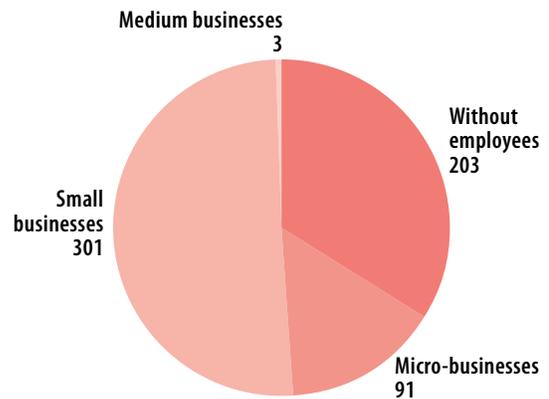
NUMBER OF EMPLOYEES IN ACCOMMODATION AND FOOD SERVICES IN BRANTFORD CMA



Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

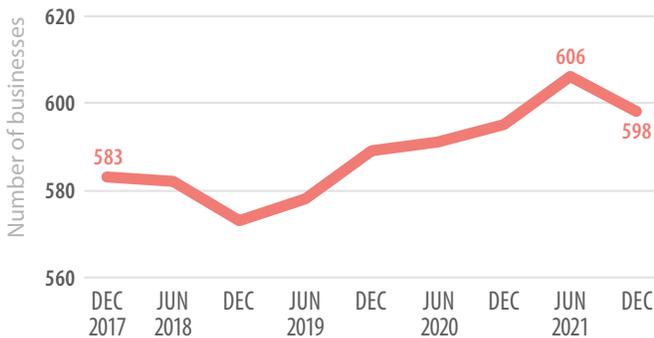
There are 504 food services businesses in the region, of which 56% have 5+ employees. The accommodations subsector has 94 businesses, of which 23% have 5+ employees.

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

Over the course of the pandemic, this sector lost one large and five medium food service and drinking places. However, many micro-businesses/those without employees popped up over the past few months, indicating some level of optimism amongst employers within this sector.

Some employees may be looking to gain employment in accommodation and food services as a second job, as many struggle with the increased cost of living. This may explain the volatility in the size of the workforce between December

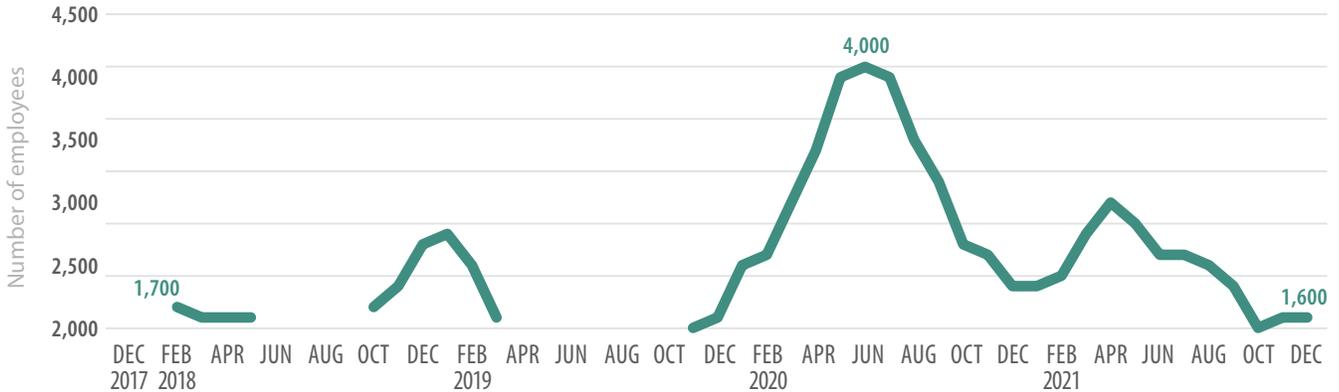
2017 and December 2021. Unsurprisingly, employment in accommodation and food services is most significantly impacted by lockdown measures, and currently appears to be decreasing for the third time since the start of the pandemic. Some employees may also be considering leaving this sector in pursuit of less stressful/more flexible jobs – a key driver of the **“Grand Reshuffle”**. As a result, postings for positions like cooks, food counter attendants and light duty cleaners continue to grow, and strategic partnerships between industry and service providers – such as the [Tourism & Hospitality Emergency Recovery](#) – will be required to address these gaps.

Given the growing emphasis on local travel and tourism, as highlighted by [Ontario’s Staycation Tax Credit](#) and an [Abacus Data presentation](#) at the [2021 Tourism Industry Association of Ontario \(TIAO\) Summit](#), it is critical that businesses in this industry work quickly, collaboratively and innovatively to address their labour shortages and advance on the road to recovery.



SPOTLIGHT ON AGRICULTURE IN GRAND ERIE

NUMBER OF EMPLOYEES IN AGRICULTURE IN BRANTFORD CMA



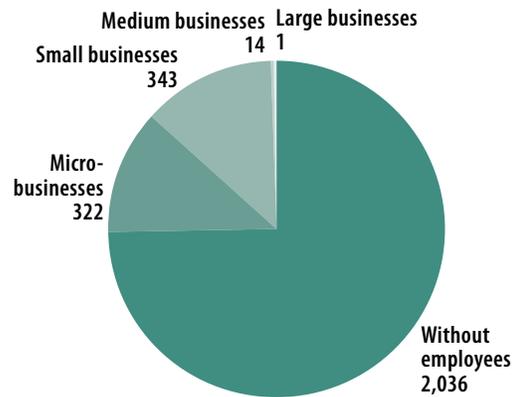
*Some employment data for agriculture is suppressed, as a result of which there are gaps in the chart above

Source: 2017-2021 Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000), Brantford CMA

Agriculture subsectors by business count:

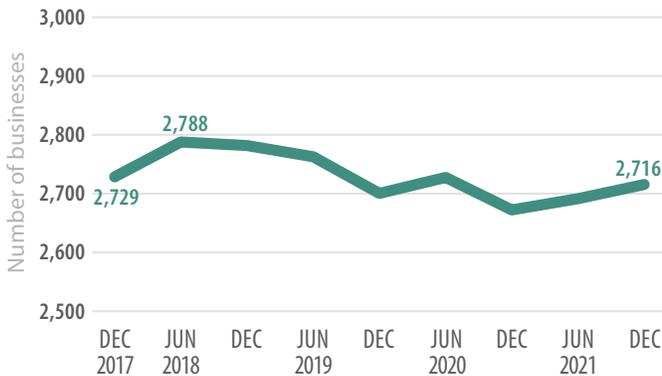
1. Crop production (16% w/ 5+ employees)
2. Animal production and aquaculture (8% w/ 5+ employees)
3. Support activities for agriculture and forestry (8% w/ 5+ employees)
4. Forestry and logging (2% w/ 5+ employees)
5. Fishing, hunting and trapping (23% w/ 5+ employees)

Source: 2017-2021 Canada Business Counts data, Grand Erie area



Source: December 2021 Canada Business Counts data, Grand Erie area

NUMBER OF BUSINESSES



Source: 2017-2021 Canada Business Counts data, Grand Erie area

Employment in Grand Erie's agriculture sector spiked in 2020 as a result of efforts to recruit the local workforce to replace the many temporary foreign workers that Ontarian farmers rely upon. While employment in 2021 grew to beyond pre-pandemic levels, it did not match up to the year prior.

As a result, some agriculture businesses were forced to downsize or even close down. These trends are exacerbated by retirements in this sector; according to [StatCan's Census of Agriculture](#) data around 55% of farm operators in Grand Erie are 55 years or older, compared to 49% in 2011.

December 2021 business count data indicates some growth, but this is mostly concentrated amongst businesses without employees and micro-businesses. Due to changes in inflation and consumer behavior, demand for agricultural goods has shifted from restaurants to homes, which will likely impact business operations.



Future Trends/Challenges

As the *“Grand Reshuffle”* becomes more pronounced, it will be important to work collaboratively on supporting job seekers, employees and employers. Each of these groups has complex needs and identifying them remains a big priority. For the workforce, it will be important to hone in on transferable skills and seek out opportunities that support holistic work-life balance. Employers, on the other hand, will need to focus on improving quality of work and investing in health, wellbeing, education and career pathway opportunities for their workforce.

Gap Analysis

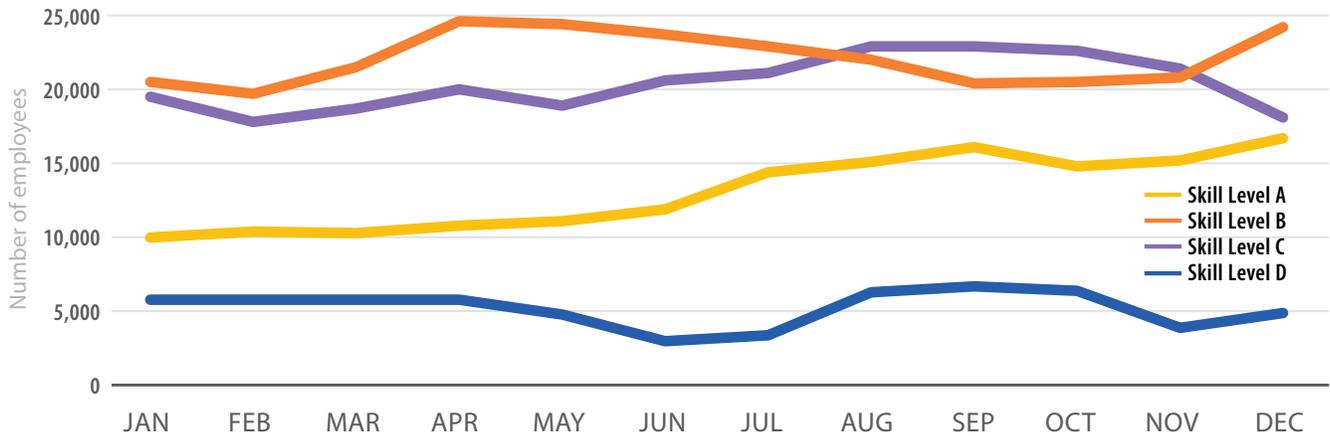
Currently, we have a limited understanding of quality of work across Grand Erie’s top sectors. Considering the fact that the labour force is shifting faster than ever before, it will be important to monitor these trends in real time, and observe how the various dimensions of quality of work are impacting people’s choices on where and how they work.



OCCUPATIONS

EMPLOYMENT BY OCCUPATIONS IN BRANTFORD CMA

2021: EMPLOYMENT BY SKILL LEVEL



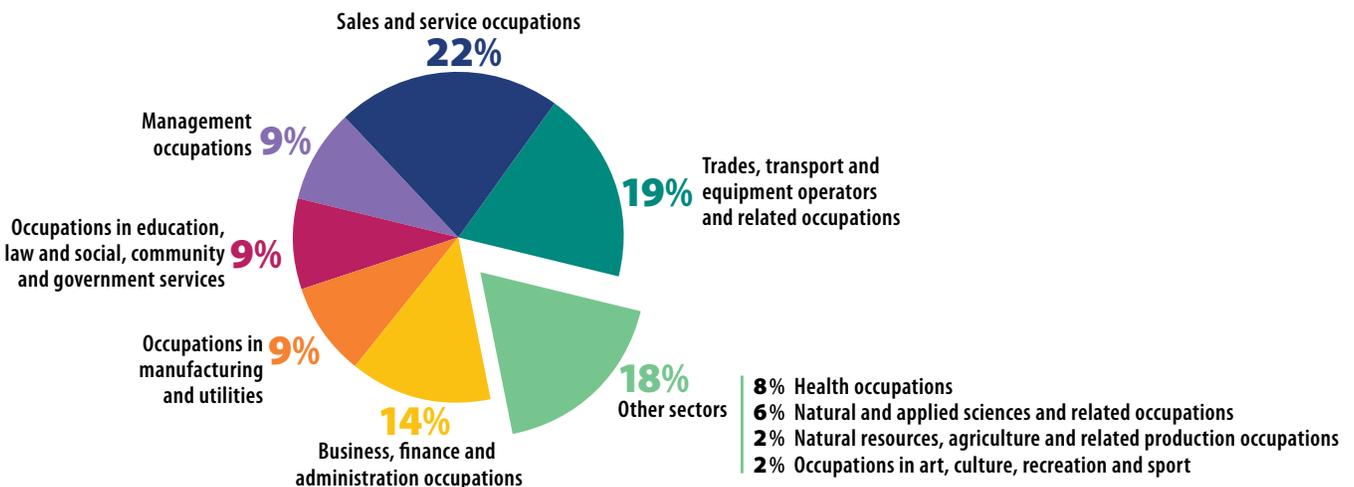
Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, Brantford CMA

Monthly employment data indicates that professional/managerial jobs grew substantially in 2021, up by around 5,000 employees compared to the beginning of the year. According to LFS data, the growth was concentrated in professional occupations in natural and applied sciences, middle management occupations in trades, transportation, production and utilities, and middle management occupations in retail and wholesale trade and customer services. Meanwhile, technical and trade jobs declined during the March 2021 lockdown, and

have only started to pick up as of September 2021. Intermediate and labouring jobs saw growth throughout the spring and summer, but have since been declining.

Considering that local job demand is concentrated amongst Skill Level C and D jobs, it is clear that the declines are due to people reshuffling, rather than decreased demand for these roles.

2021: EMPLOYMENT BY OCCUPATION



Source: Statistics Canada. Table 14-10-0382-01 Employment by occupation, annual (x 1,000), Brantford CMA



Trends in Key Occupations

As described below, occupational data further reinforces the “Grand Reshuffle” in Grand Erie. Government officials, employers and service providers alike will benefit from monitoring these trends closely, and responding quickly to emerging issues.

Sales and Service Occupations

After hitting a pandemic-peak in November 2020, sales and service occupations have been on the decline. During the second lockdown in early 2021, employment decreased by over 6,000. While it gradually picked up through late 2021, it is likely that these occupations will continue to be hard hit by future waves of the pandemic. Across the Hamilton-Niagara Peninsula economic region, there were 11,555 job vacancies in this sector in Q3 of 2021 – twice as many as Q1 of 2020 (pre-pandemic)¹. Further, the StatCan Job Vacancy and Wage Survey data indicates that the average hourly wage offered for these occupations across the economic region has decreased over the course of the pandemic, from \$17 in Q1 of 2020 down to \$15.7 in Q3 of 2021. This is partially due to shifts in which jobs are being hired for, but also points to the fact that some employers – particularly smaller ones – may be struggling financially and unable to increase wages to attract workers. Individuals who typically work these jobs – namely youth and lower-skilled workers – may be considering how they can apply their transferable skills to gain employment in different sectors and would benefit from guidance on career pathways and skills upgrading.



¹ Statistics Canada. Table 14-10-0356-01 Job vacancies and average offered hourly wage by occupation (broad occupational category), quarterly, unadjusted for seasonality



Trades, Transport and Equipment Operators and Related Occupations

These occupations were severely impacted during the first wave of the pandemic, with employment dropping by around 3,000 between March and June 2020. The number of jobs in this occupational group picked up gradually into summer 2021, but has since seen a decrease, likely due to broader supply chain issues. Due to rising demand for their services, businesses are continuing to hire for these jobs, and many have raised the offered wage rate, bringing the economic region’s average up from \$22.80 per hour in Q1 of 2020 to \$23.60 in Q3 of 2021.¹

Business, Finance and Administration Occupations

As of December 2021, business, finance and administration occupations have reached and surpassed pre-pandemic levels. While postings within this occupational group continue to take time to fill, employment data suggests that people are gravitating towards these jobs. Interestingly, demand for these occupations continues to grow, with 3,365 vacancies across Hamilton-Niagara Peninsula in Q3 of 2021 – a record high since StatCan began publishing this data in 2015.¹



¹ Statistics Canada. Table 14-10-0356-01 Job vacancies and average offered hourly wage by occupation (broad occupational category), quarterly, unadjusted for seasonality



Occupations in Manufacturing and Utilities

Grand Erie's manufacturing sector was hard-hit by COVID-19, and is only gradually starting to pick back up. As of December 2021, based on employment by occupation data, around 6,000 individuals work in manufacturing jobs, compared to 10,000 in late 2019. Meanwhile, job vacancies across Hamilton-Niagara Peninsula have more than doubled since pre-pandemic, prompting manufacturing employers to raise the average wages offered to \$19.20 per hour in Q3 of 2021, up from \$17.80 in Q1 of 2020.¹ This sector is also subjected to supply-chain disruptions, which may continue to negatively impact employment levels.



Occupations in Education, Law and Social, Community and Government Services

While jobs in this occupational group – like PSWs and social workers – continued to be in high demand, many are taking longer than average to fill. Like service workers, individuals employed within these jobs may have been more severely impacted by burnout and may be evaluating alternate career prospects. Due to this, employment within this sector has remained relatively low, and currently 2,000 fewer are employed compared to pre-pandemic levels. Businesses hiring for these occupations, too, have responded by increasing the average wage offered, from \$21.25 in Q1 of 2020 to \$22.6 in Q3 of 2021.¹



¹ Statistics Canada. Table 14-10-0356-01 Job vacancies and average offered hourly wage by occupation (broad occupational category), quarterly, unadjusted for seasonality



TOP OCCUPATIONAL GROUPS IN GROWTH (2017-2021)

Source: EMSI Analyst, Grand Erie area

1. Administrative assistants
2. Professional occupations in advertising, marketing and public relations
3. Retail sales supervisors
4. Material handlers
5. Human resource professionals

TOP OCCUPATIONAL GROUPS IN DECLINE (2017-2021)

Source: EMSI Analyst, Grand Erie area

1. General office support workers
2. Retail and wholesale trade managers
3. Transport truck drivers
4. Administrative officers
5. Financial auditors and accountants

TOP OCCUPATIONS IN DEMAND

Source: Grand Erie Jobs, Grand Erie area

Below is a list of top occupations in demand in 2021, by skill level.

Skill Level A: Professional & Managerial Occupations

1. Retail and wholesale trade managers (#11 overall)
2. Registered nurses and registered psychiatric nurses (#12 overall)
3. Other financial officers (#30 overall)
4. Facility operation and maintenance managers (#44 overall)
5. Restaurant and food service managers (#45 overall)

Skill Level B: Technical and Skilled Occupations

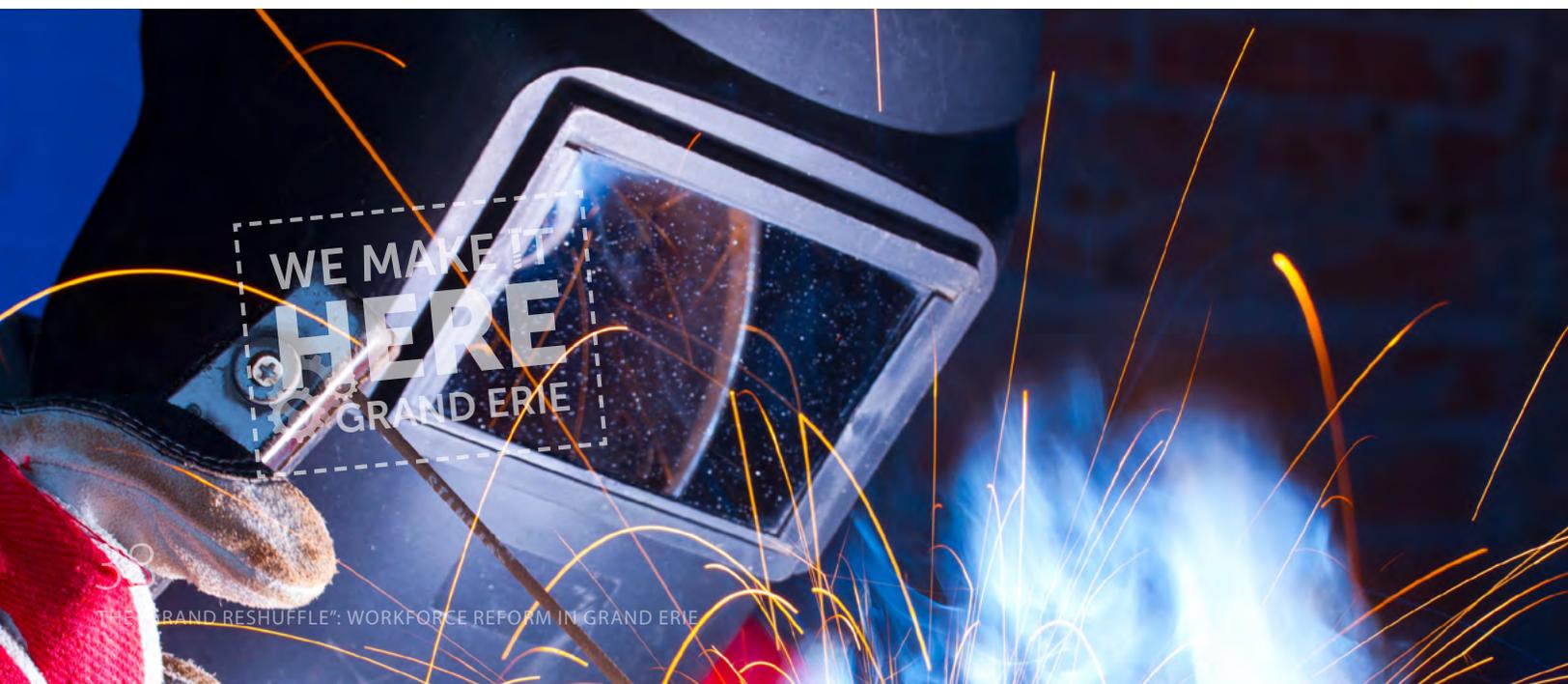
1. Cooks (#6 overall)
2. Administrative assistants (#10 overall)
3. Licensed practical nurses (#18 overall)
4. Welders and related machine operators (#24 overall)
5. Retail and wholesale buyers (#25 overall)

Skill Level C: Intermediate Occupations

1. Material handlers (#1 overall)
2. Retail Salespersons (#2 overall)
3. Home support workers, housekeepers and related occupations (#3 overall)
4. General farm workers (#4 overall)
5. Other customer and information services representatives (#5 overall)

Skill Level D: Labouring Occupations

1. Light duty cleaners (#8 overall)
2. Cashiers (#13 overall)
3. Food counter attendants (#15 overall)
4. Store shelf stockers, clerks and order fillers (#17 overall)
5. Construction trades helpers and labourers (#20 overall)



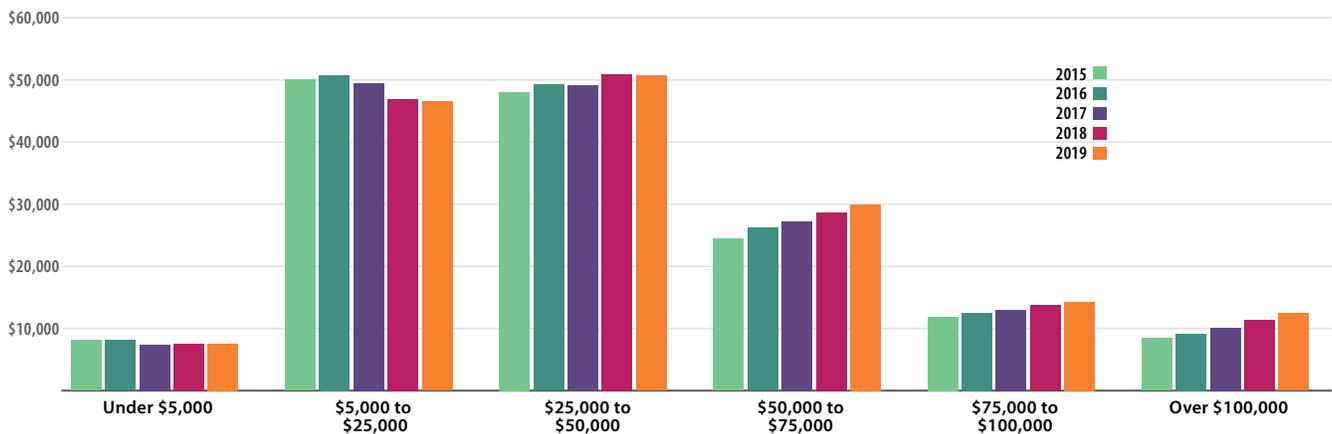
5-YEAR INCOME TRENDS

Over the last 5 years, we've seen a 7% decrease in the number of people earning under \$25,000, and a subsequent increase in the number of people earning more. This is closely tied to increases in the minimum wage over the years, as well as wage increases offered by employers to keep up with inflation.

The majority of the population falls into the \$25,000 to \$50,000 income bracket. In November 2021, [Ontario Living Wage](#) released updated calculations on living wages for some communities. Based on this data, Haldimand-Norfolk residents need to earn \$34,700/year to cover the basic costs of living within their community. Comparable Brantford-Brant data is yet to be released.

This suggests that a significant portion of residents may be struggling to make ends meet. According to WPBGE's [2021 Work-Life Balance survey](#), around 39% said they did not live in affordable housing (calculated as 33% of one's household income).

It is also worth noting that higher income earners – those earning over \$100,000 – have grown by 48% between 2015 and 2019, compared to around 21% growth in those earning between \$50,000 and \$100,000. This suggests that greater emphasis needs to be placed on understanding the impact of inflation on all income brackets to ensure that a good quality of life and healthy economic conditions can be maintained well into the future.

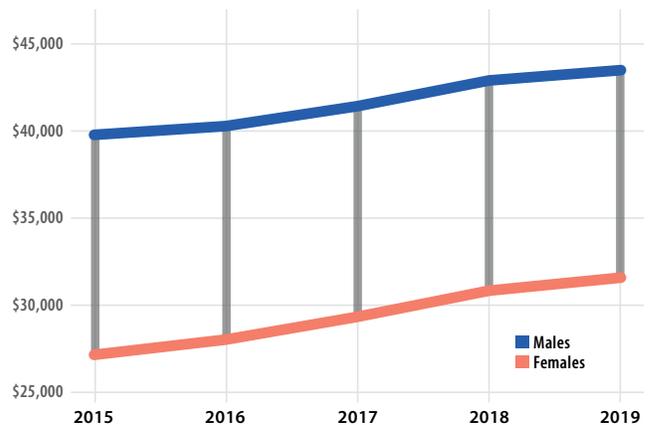


Source: Statistics Canada. Table 11-10-0008-01 Tax filers and dependents with income by total income, sex and age, Brantford-Brant CMA and Norfolk CA

INCOME BY SEX

In 2019, the median wage in Brantford-Brant and Norfolk was \$37,000, up around \$600 from the year prior. The rate of increase in average income between 2018 and 2019 was lower than that of previous years.

The wage gap, although narrowing very slightly, continues to be pronounced; males make an average of \$11,800 more than their female counterparts.



Source: Statistics Canada. Table 11-10-0008-01 Tax filers and dependents with income by total income, sex and age, Brantford-Brant CMA and Norfolk CA

Future Trends/Challenges

Businesses continue to feel the impacts of supply-chain disruptions, changes in demand for their goods and services, lockdowns/work from home mandates and most recently, the workforce **reshuffle**. Despite this, OER 2022 reports that in the Fall of 2021, around 51% of employers in the Hamilton-Niagara Peninsula were confident about their organization's ability to overcome the many challenges and obstacles facing their business (compared to 38% in Fall 2020).

With labour shortages affecting the viability and productivity of many businesses, there is a need to think deeply about changes that can be made within workplaces to recruit and retain the necessary talent. This is particularly true of hard-hit sectors (like arts, entertainment and recreation;

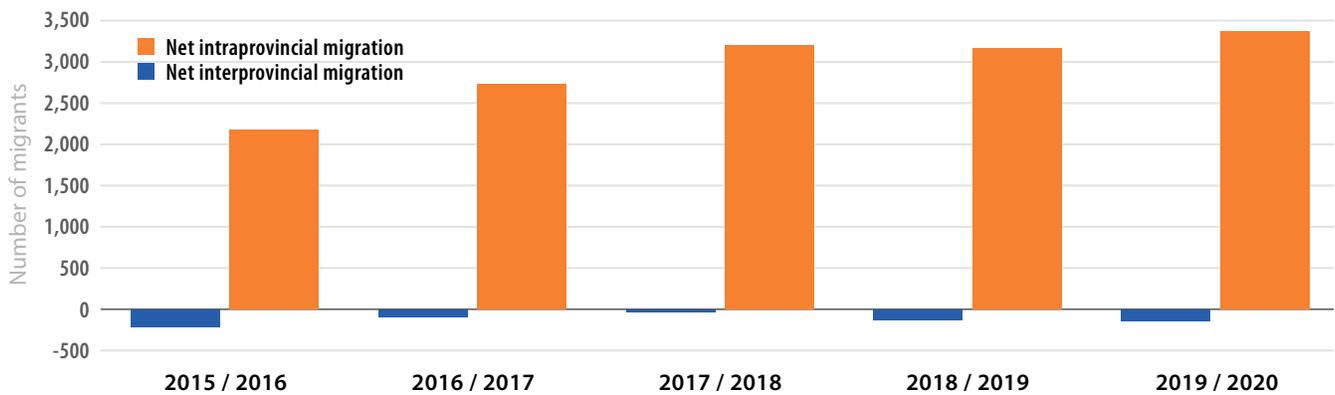
agriculture, forestry and fishing; and retail trade) that, according to OER 2022, reported substantially lower levels of confidence in their organization's ability to survive and thrive. Employers who prioritize their employees' health and wellness, income needs, diversity and inclusion and career goals will find themselves in a more favourable position moving forward, while others may find themselves being forced to downsize and possibly shut down.

There is also a critical need for specific supports for employers. According to OER 2022, Hamilton-Niagara Peninsula businesses want government to prioritize policies supporting the reduction/simplification of businesses taxes (54%), reduction of electricity costs (53%) and encouraging Ontarians to buy/travel local (40%) amongst several others.



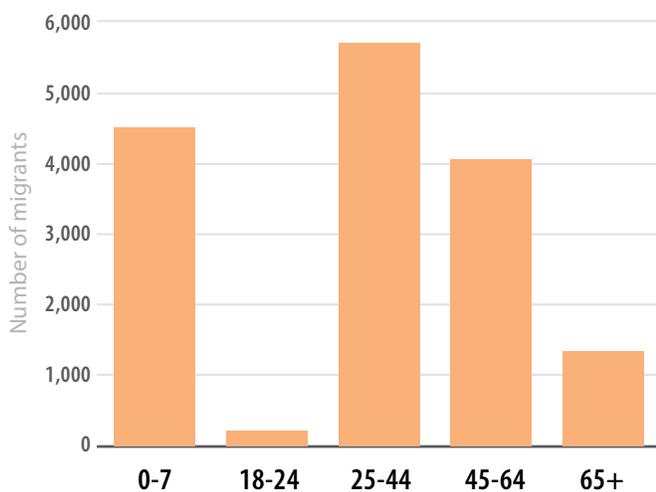
MIGRATION

NET MIGRATION PATTERNS



Source: Statistics Canada. Table 17-10-0140-01 Components of population change by census division, 2016 boundaries, Grand Erie area

NET MIGRANTS IN GRAND ERIE BY AGE GROUP



Source: 2015-2020 Taxfiler data, Grand Erie area

Grand Erie saw an influx of over 3,000 residents in 2020, attributable to people from within Ontario moving to the region. Meanwhile, a small percentage of residents relocated to outside the province during the same timeframe.

Migration data by age group suggests that majority of in-migrants are core-working age adults with children under 17. Out-migration is particularly high amongst individuals aged 18 to 24, who may move out of the region for post-secondary education or employment opportunities.



Grand Erie Employment and Community Resource Guide

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EMPLOYMENT SERVICES

If you are looking for work...whether you are currently employed or not...there are numerous employment services and programs in the Grand Erie area that offer support for everything from:

- ✓ upskilling,
- ✓ reskilling,
- ✓ resume building,
- ✓ interview coaching,
- ✓ mental health and addictions,
- ✓ personal counselling,
- ✓ support for new mothers and parents,
- ✓ conflict resolution,
- ✓ mediation,
- ✓ etc.



EDUCATION AND TRAINING RESOURCES

There are plenty of reasons why education is important. Generally speaking, they all tie closely to a person's goals in life and to their future well-being. Aside from the most obvious, such as learning how to read, write, speak and listen, education helps a person develop critical thinking. This is vital in teaching a person how to use logic when making decisions and interacting with people. The importance of Grand Erie's educational resources are heightened during the "**Grand Reshuffle**" as many people rethink their careers. Education helps an individual meet basic job qualifications and makes them more likely to secure better jobs.

The Grand Erie community is abundant with many learning opportunities and institutions, from Day Care facilities to Post Secondary Institutions and everything in between. On the following page is a listing of just some of the educational resources and institutions in Grand Erie. Please visit the Workforce Gateway for a more comprehensive listing.

Most services are **free and available to everyone in need**. If you don't find what you need the first time. DO NOT give up. Start somewhere. Start the conversation and it will bring you to new places. Places that can help. There is a job out there for everyone. **EVERYONE has valuable skills and abilities.**

To access all kinds of workforce related services in the Grand Erie area check out the Grand Erie Jobs platform at [Workforce Gateway – Workforce Planning Board of Grand Erie](#)

Employment services also serve the needs of employers and can offer customized services and training within workplaces. Employers can find a list of local employment service providers on Grand Erie Jobs (particularly the Job Map) and the Workforce Gateway. Check out the providers in your area. These programs are created with businesses in mind.

The new Workforce Gateway tool located at [Workforce Gateway – Workforce Planning Board of Grand Erie](#) is a great place to find resources.

The following link will connect you with [training opportunities](#) under the "I'm looking to improve my education and skills" tab: [Workforce Gateway – Workforce Planning Board of Grand Erie](#).

This link will connect you with elementary and secondary [school information](#): [Workforce Gateway – Workforce Planning Board of Grand Erie](#).

| Type of Learning Institution | Name | Location |
|---------------------------------------|--|--|
| Child Day Care/Nursery Schools | YMCA | Brantford and area |
| | Wilfrid Laurier University | Brantford |
| | Other privately run facilities | Grand Erie |
| Elementary Public | Brant Haldimand Norfolk Catholic District School Board | Grand Erie |
| | Grand Erie District School Board | Grand Erie |
| Specialized learning Camps | STEM Camp | Grand Erie Locations (WLU) |
| | ESQ Camp – University of Waterloo | Brantford and Area (Braemar) |
| | BrickWorks | Brantford and Area (Conestoga) |
| | Sport Camps | Grand Erie Locations |
| | Organized Chaos | Brantford |
| | Mind Over Metal | Brantford – SNP |
| High School Public | Six Nations Polytechnic | Brantford |
| | BHNCDSB | Grand Erie |
| | GEDSB | Grand Erie |
| Alternative Learning | GELA | Grand Erie |
| | Bridges to Success | Grand Erie |
| | Brant Skills | Brantford |
| | Literacy Link | Brant, Haldimand, Norfolk |
| | Haldimand Norfolk Literacy Council | Haldimand |
| | Six Nations Achievement Centre | Ohsweken |
| | Conestoga College Basic Skills Upgrading | Brantford and area |
| | Fanshawe College Basic Skills Upgrading | Simcoe |
| | ABEL Enterprises | Norfolk County |
| Landsdowne Centre | Brantford | |
| Private Schools | Braemar | Brantford |
| | Central Baptist Academy | Brantford |
| | Brantford Christian School | Brantford |
| | Kawenní:io/Gawení:yo Private School | Hagersville |
| Blind and Deafblind School | W. Ross MacDonald School | Brantford |
| College | Six Nations Polytechnic | Ohsweken and Brantford |
| | Conestoga | Brantford/Brant |
| | Fanshawe | Norfolk County |
| | Westervelt College (Private) | Brantford |
| University | Wilfrid Laurier University | Brantford |
| | Six Nations Polytechnic | Ohsweken and Brantford |
| Trade School | Six Nations Polytechnic | Brantford |
| | Conestoga | Brantford/Brant |
| | Fanshawe | Norfolk County |
| | Local Trade Union Halls | Grand Erie Area |
| | Ogwehoweh Skills & Trades Training Centre (OSTTC) | Ohsweken |
| Micro-Credentials | Contact North | Brantford office serving Grand Erie online |

FOOD RESOURCES

There is help.

Whether you are looking to access food, donate food, or donate your time and energy to a local food bank, numerous resources in the community exist for people to access the food they need. Hundreds of thousands of Ontario residents access the services of food banks each year.

Please take note of the hours and requirements of each organization to access the resources. Each organization operates differently and serves a specific geography. Please share these resources and contact information with others who may be in need. Please note this is not an exhaustive list. For a more complete list, please visit the Workforce Gateway for more information [Brantford, Brant, Norfolk, Haldimand, Six Nations & New Credit Job Map](#)

| Location | Name | Link |
|---------------------------------------|--|--|
| Canada | Food Banks Canada | Home |
| Ontario | Ontario Food Banks for Ending Hunger & Poverty | Feed Ontario |
| Six Nations of the Grand River | Six Nations Community Food Bank | Home |
| Brant County Services | Burford Community Food Bank | Fellowship Baptist Church |
| | Paris Food Bank | Brantford Community Church |
| | Brant Home Visit | Society of Saint Vincent de Paul |
| | Brantford Food Bank | Home |
| Haldimand Services | Hagersville Food Bank | Home |
| | Cayuga Food Bank | hnhbhealthline.ca |
| | Caledonia and District Food Bank | hnhbhealthline.ca |
| | Jarvis Caring Cupboard | hnhbhealthline.ca |
| | The Salvation Army, Dunnville | hnhbhealthline.ca |
| Norfolk Services | Waterford and District Food Cupboard | hnhbhealthline.ca |
| | Simcoe Food Bank | Simcoe Community Church |
| | Simcoe Caring Cupboard | Home |
| | Delhi Sharing Pantry | hnhbhealthline.ca |
| | Lifeline Food Bank | hnhbhealthline.ca |
| | Home Visits, Ontario Regional Council | Society of Saint Vincent de Paul |
| | Mission Food Bank | hnhbhealthline.ca |
| Brantford Services | Brantford Food Bank | Home |
| | Food Cupboard | First Baptist Church |
| | Food Bank | Friendship House of Brant |
| | Food Bank | Wilfrid Laurier University Students' Union |
| | Soup for the Soul Program | St. Andrews United Church |
| | Food Bank: Brantford | Brantford Community Church |
| Brant Home Visit | Society of Saint Vincent de Paul | |

HOUSING

There is an acute need for more affordable housing in the Grand Erie community. The positive impact affordable housing stability has on people’s lives cannot be understated.

Canada’s first-ever National Housing Strategy (NHS) is a \$55+ billion, 10-year plan to strengthen the middle class, cut chronic homelessness in half and fuel our economy. Most importantly, it will give more Canadians across the country a place to call home. The National Housing Strategy will help drive the success of Canada’s housing sector by giving more Canadians affordable homes. [National Housing Strategy | A Place to Call Home](#)

Through the NHS, the federal government is bringing together the public, private and non-profit sectors to re-engage in affordable housing. Using a mix of funding, grants and loans, the strategy will create affordable, stable and livable

communities. The goal is to ensure Canadians across the country have access to housing that meets their needs and is affordable. To achieve this, the strategy will first focus on the most vulnerable Canadians.

Locally, all municipalities and Councils are looking at ways of easing the housing crisis to provide a variety of quality and affordable homes to Grand Erie residents. Each municipal housing department has detailed information about the resources they can provide. Please check out your local municipal website. Below is a list of just some of the housing resources available to the Grand Erie community. Please check out the Workforce Gateway for a more comprehensive list [Workforce Gateway – Workforce Planning Board of Grand Erie](#):

Below is a list of just some of the housing resources available to the Grand Erie community:

| Location | Name | Link |
|--|--|--------------------------------|
| Canada | Canada Mortgage and Housing Corporation | CMHC |
| Ontario | Ministry of Municipal Affairs and Housing | Ontario.ca |
| | Ontario Aboriginal Housing Services | OAHS |
| Six Nations of the Grand River | Housing Department | Housing |
| Mississaugas of the Credit First Nation | Housing Department | Housing |
| Norfolk, Haldimand, Brant | Health and Social Services Haldimand Norfolk | Housing |
| | St. Leonard’s Community Services | Housing |
| | Habitat for Humanity: Brant, Norfolk Chapter | Brant, Norfolk |
| | Canadian Mental Health Association | CMHA |
| Brantford | Brantford Native Housing | Housing |
| | Indigenous Housing Services | Housing |
| | Find Affordable Housing | Housing |
| | We’re-here-to-help-Emergency-Shelter | Overview PDF |
| | St. Leonard’s Community Services | Housing |
| | The Salvation Army | HRC Brantford |

TRANSPORTATION

Everyone needs access to reliable and affordable transportation to get to work or simply to participate in life. For the unemployed, reliable transportation to a job interview, or to the first few weeks of work can mean the difference between successful, long-term employment and lost opportunities.

The other important factor to accessing transportation is the availability and frequency of the service. Access to employment areas must be timed with shift start and end times and it needs to be comfortable and convenient for the workforce who put in long days at work and have many other responsibilities. Ultimately, transportation services must be attractive and convenient to ensure that there is sufficient ridership to sustain the service, and maintain and attract job seekers in the Grand Erie area.

As Ontario continues to develop and expand, the demand for affordable and accessible transportation is becoming a growing concern for municipalities in the Grand Erie area, especially in rural areas. Over the years, municipal governments and organizations such as the South Central Ontario Region Economic Development Corporation (SCOREDC) have made a number of strides in strengthening regional connectivity.

Through community partnerships, the [South Central Transit](#) (SCT) network was launched as a sustainable transportation

solution. It was designed to coordinate intercommunity transit. Brant and Norfolk Counties participate in the SCT network.

To support the transportation needs of the Grand Erie Workforce and to encourage greater partnership and connections with existing transportation systems, the Workforce Planning Board of Grand Erie recently undertook a survey: *Navigating Grand Erie*. Access to public transportation, has been identified as a workforce issue, especially because of the region’s geography, with large rural areas.

The survey results show that there is interest in expanding public transit in Grand Erie. The *Navigating Grand Erie* survey heard from 400+ residents from Brantford, Brant, Haldimand, Norfolk, Six Nations and New Credit. Seventy-one per cent of survey respondents said they would use a public transit system that linked the six communities. About 20% of survey respondents said they would use an intercommunity transit system to travel for work reasons.

Residents who do not have a vehicle or access to transit face barriers to employment. Businesses may also find the lack of transit a barrier to attracting and retaining workers.

More information about the results of the survey can be found at [Transportation Survey – Workforce Planning Board of Grand Erie](#).

| Location | Name | Link |
|--------------------------------|-------------------------------|-----------------------------------|
| Southwest Ontario | South Central Transit Network | Routes and Map |
| Six Nations of the Grand River | Medical Transportation | SNHS |
| Brant County | Brant eRide | Transportation |
| Norfolk County | Ride Norfolk Transit | Transportation |
| Brantford | Brantford Transit | City of Brantford |



Grand Erie's COVID-19 Recovery



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SCENARIO PLANNING

COVID-19 has had a major impact on Six Nations of the Grand River, Mississaugas of the Credit First Nation, Brant, Haldimand and Norfolk Counties and the City of Brantford.

Grand Erie's workforce and businesses have had many ups and downs since March 2020, with parts of the economy repeatedly shut down, then reopened. Thousands of area residents have been laid off and hundreds of businesses have closed, with some of those changes permanent. Meanwhile, many workers and businesses have had to change the way they work.

The Workforce Planning Board has actively monitored COVID-19's impact on workers, businesses, the local economy and job market. Working with the Grand Erie COVID-19 Recovery Task Force made up of more than 80 individuals and organizations from Six Nations of the Grand River, Mississaugas of the Credit First Nation, Brant, Haldimand and Norfolk Counties and the City of Brantford we completed a scenario planning exercise.

The extensive scenario planning exercise has led to the publication of **Grand Erie's Post Pandemic Economic Scenarios** report. The report explores 4 potential scenarios of

what the local workforce, labour market and economy could look like post pandemic, and lists a number of strategies and recommendations of how to move forward.

The report makes it clear that extensive collaboration, proactive strategies and innovation will be needed to ensure the best possible outcome. More information is available in three formats on the Workforce Planning Board of Grand Erie website: <https://workforceplanningboard.org/covid-19/> including:

- The full Scenario Planning report
- A 2-page Infographic
- An easy-to-use **interactive Dashboard** showcasing labour market trends

Business Supports Priorities

- Advocate for adjustment of legislation to allow employers more flexibility
- Increase financial support for new cleaning protocols
- Support industry network development
- Design digital inclusion supports for residents & employers with limited internet access
- Develop a consistent "one-stop shop" for information, resources, etc.

Economic Development Priorities

- Advocate for forgivable loans & grant programs
- Identify business needs in key sectors
- Increase promotion of skills training programs
- Advocate for affordable and attainable housing
- Share insightful labour market data

Grand Erie's Scenario Planning Project

The following infographic presents a summary of the scenario planning process and resulting priorities undertaken by the Grand Erie COVID-19 Recovery Task Force in 2020.

Focal Question
What new practices, programs, and other interventions will need to be put in place in order to address the needs of the labour market in Grand Erie in 12-24 months?

Key Factors

- Consumer demand and preferences
- Workplace safety and confidence
- Shifts in skills-in-demand
- Shifts to remote work
- Shifts in sectoral distribution
- Labour force participation by group
- Jobs in demand
- New program development
- Employment by industry/occupation
- and more

Critical Uncertainties

Workforce Resilience refers to the preparedness, flexibility and adaptability of Grand Erie's workforce, comprised of employers, employees, job seekers and students.

Strategic Responsiveness refers to the accurate identification of opportunities and obstacles by governments and community service organizations, and their ability to respond in ways that mitigate the negative impacts of COVID-19 on Grand Erie's Labour Market.

THE GRAND ERIE COVID-19 RECOVERY TASK FORCE SCENARIO PLANNING MATRIX

| | | |
|--|---|---|
| <p>RESTORATION</p> <p>Most or all labour market groups will struggle in the short-term, and the rebound will be gradual, but likely. In this scenario:</p> <ul style="list-style-type: none"> Consumer demand for some goods/services (e.g. - food services) Number of businesses in some sectors Unemployment for certain groups (e.g. - service workers) Job vacancies/duration Nº of EO service users | <p>CONSOLIDATED</p> <p>What if our responses are strategic and the workforce is not resilient?</p> | <p>INNOVATION</p> <p>Most or all labour market groups will be thriving in 12-24 months. In this scenario:</p> <ul style="list-style-type: none"> Consumer demand Number of businesses/ expansions Job vacancies/duration Unemployment Difficulty for EO service users to find suitable work |
| <p>DISRUPTION</p> <p>Most or all labour market groups will struggle, and the region's economic progress may be stifled. In this scenario:</p> <ul style="list-style-type: none"> Consumer demand for most goods/services Number of businesses Number of jobs available Unemployment Nº of EO service users | <p>FRAGMENTED</p> <p>What if our responses are not strategic and the workforce is not resilient?</p> | <p>MARGINALIZATION</p> <p>Most labour market groups will thrive, but some – significantly impacted by COVID-19 – will become further marginalized. In this scenario:</p> <ul style="list-style-type: none"> Consumer demand for some goods/services (e.g. - leisure spending) Unemployment for previously vulnerable groups (e.g. - women, youth) Difficulty for EO service users to find suitable work |

Published March 2021

Education Priorities

- Enhance student education around career pathways
- Find new ways of engaging/involving parents/families about education and career pathways as early as primary grades
- Broaden the scope of experiential learning
- Increase integration of digital skills training and technology into core courses
- Strengthen connectivity b/w career counsellors and industry professionals

g resources, ask yourself:

in this new reality?
scenarios?

Full Report + Dashboard Access [HERE](#)

on a leadership role in

advance these priorities?
ly. However, it is important
n would react.

the Workforce Planning Board of Grand Erie
100 Clarence Street South, Suite 101
Box 12, Brantford, ON N3S 7N8
Phone: 519-756-1116
www.workforceplanningboard.org
The Government of Canada and the Government of Ontario

Ontario



GRAND ERIE COVID-19 CASE PROFILES

The Grand Erie community has done a commendable job of managing the number of COVID-19 cases both in 2020 and 2021.

Health units in Grand Erie provide real-time information about COVID-19 case counts and information on how and where to get help to best protect yourself and your family:

| Location | Name | Link |
|---|-----------------------------------|--|
| Canada | Coronavirus disease (COVID-19) | Public Health Services |
| Ontario | COVID-19 (coronavirus) in Ontario | Book a Vaccine |
| Six Nations of the Grand River | SKODEN | Six Nations – Covid-19 |
| | Archive | Announcements |
| | Six Nations Health Services | Home |
| Mississaugas of the Credit First Nation | Coronavirus COVID-19 | MFCN |
| | Community Health Unit | MFCN |
| Haldimand -Norfolk | Coronavirus (COVID-19) | HNHU |
| | Additional daily statistics | HNHU |
| | Health Topics | HNHU |
| Brantford, Brant | Brant County Health Unit | BCHU |
| | Infectious Diseases Coronavirus | BCHU |
| | Wellness Works | BCHU |



Workforce Planning Board of Grand Erie Project Review 2021-2022

WORKFORCE SUPPORT

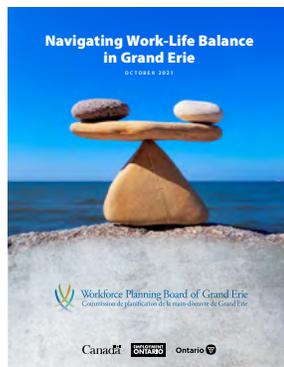
Work/Life Balance in Grand Erie

The Work-Life Balance survey project of 2021 set out to determine what causes an imbalance in the lives of the workforce. The study was timely as the COVID-19 pandemic further disrupted the balance in people’s lives and jobs. What we found is that most of the workforce regularly juggle work, caregiving responsibilities (of all age demographics) and family responsibilities. Time is at a premium for most people and many priorities in people’s lives including having children, raising children and spending valuable time with family are compromised as a result.

There is a strong case for improving work-life balance, since people with a healthy balance are more likely to be productive employees, caregivers and community members. And those they care for, especially the younger generation will also be given a greater chance at becoming more productive employees, caregivers and community members. Growing and developing the younger generation is key to workforce planning, among many other factors.

The survey heard from 535 residents of Six Nations of the Grand River, Mississaugas of the Credit First Nation, Brant, Haldimand and Norfolk Counties and the City of Brantford. The study identifies strategies that employers, government and community agencies can use to improve work-life balance for people. There are also ideas for people to improve their own lives.

Among the key findings from the Navigating Work-Life Balance survey is that burnout is common among area residents and many are dissatisfied with their current work-life balance.



Overall, 37% of respondents said they were dissatisfied with the balance between their work and personal lives. Another 34% were “somewhat satisfied” and 29% were very satisfied.

Other key findings:

- Burnout: 39% of people – both those working and not working – said they felt burnt out, while 50% said they had felt burned out in the past.
- Thinking of quitting: 53% of employed people thought of leaving their jobs in the last year, with burnout the number 1 reason.
- Overtime: 16% of people said they worked overtime daily and 27% said they did so a couple times a week.
- Support from employers: ¼ (23%) of employees said their employer did not respond appropriately to their work stress or mental health concerns.

You can access the full report containing the survey results at [Work-Life Balance study – Work-Life Satisfaction](https://workforceplanningboard.org) – Grand Erie (workforceplanningboard.org).



WORKFORCE SKILLS

Grand Erie Workforce Succession Strategy

Through a deep and unique understanding of the Grand Erie labour market, educational programs and employer requirements, the Workforce Planning Board of Grand Erie (WPBGE) recognizes a critical mismatch between available workforce skills and the jobs of the future. Structural and systemic gaps are preventing Grand Erie's newest employees from the necessary preparation and acquisition of in-demand skills for successful workplace participation.

While many demographics can benefit from a comprehensive workforce strategy, the greatest opportunities are for employees aged 15-24, particularly those not pursuing post-secondary education. Grand Erie school boards, educators, career and guidance counsellors, agencies, parents and others are all working hard to prepare younger workers for success, but without an integrated and comprehensive view of the specific skills and attributes that local employers require. With rapidly changing technology and workplace dynamics, future employees will require earlier supports and appropriate curricula to succeed.

A more systemic and strategic approach is required to ensure young employees have the basic skills, soft skills, technical foundation, workplace aptitude and digital literacy for challenging and rewarding careers. Additionally, Grand Erie needs to ensure future-ready labour is abundant for continued employer growth, employer attraction and overall economic development.

The overarching goal of the Grand Erie workforce strategy is to provide youth with the awareness, interest, confidence, employer exposure, experience and skills required to attain an entry level role upon high school graduation and progress through a rewarding and meaningful career in a target sector, avoiding a life of precarious employment, constant career disruption and chronic unemployment.

If you are inspired to get involved in this project, please contact us at 519-756-1116.

WORKFORCE RESOURCES

Grand Erie Workforce Hub

A useful new online tool called the [Workforce Gateway](#) has been developed by the WPBGE team and incorporated into the Grand Erie Jobs platform. The Workforce Gateway is a new online catalogue of workforce related resources that will assist the workforce (seeking employment or not) and employers to help them navigate their workday and career in the Grand Erie community. We know from the results of the Work-Life Balance survey that a lot of people have numerous things that they are responsible for in a day. This can impact work performance, mental health, and the ability to provide care to their family and friends.

Residents in Brantford, Six Nations, New Credit and Brant, Haldimand and Norfolk counties can find services by answering questions under **these five themes**:

- I am looking for a job
- I am a business or entrepreneur
- I want to improve my education & skills
- I want to connect to community services
- I want to request specific information (data, project assistance etc)

After answering one or two further questions to narrow the search, users will see a list of local services they can connect with.

People looking for jobs or to build their skills can tap into numerous community services, such as talking to an employment counsellor, improving computer skills, writing resumes, learning about apprenticeships, finding daycares, renewing a driver's license and getting a criminal reference check.

Businesses, meanwhile, may want to know more about recruiting employees, financial support programs, networking, employment standards regulations and more.

Everyone can access the [Workforce Gateway](#) through the Workforce Planning Board's website.

Efforts continued throughout 2021 to keep the Grand Erie workforce informed. The WPBGE team hosted and assisted with various webinars, interviews, monthly content blogs, employer spotlights, workforce series and many other meetings and engagements.

SKILLSADVANCE ONTARIO

The Skills2Advance: Manufacturing and Warehousing Skill Development program offered free skill development job training for the manufacturing and warehousing sector. This job training program was offered to residents of Six Nations of the Grand River, Mississaugas of the Credit First Nation, Brant, Haldimand and Norfolk Counties and the City of Brantford. Graduates of this program received a micro-credential from Conestoga College including three Conestoga College credits which can be transferred into a Conestoga Diploma program. Overall, the Skills2Advance program graduated over 200 trained people for many jobs in the manufacturing and warehousing sector. This helped meet the need of many Grand Erie businesses recruiting for positions such as material handler, which is the number one job advertised in Grand Erie.

This program was supported in part by the Government of Canada and the Province of Ontario. **Thank you** to the amazing team of staff, delivery partners and service providers for years of service to this program and the community.



Skills That Work
SKILLS ADVANCE
MANUFACTURING - WAREHOUSING

A PROJECT BROUGHT TO YOU BY THE WORKFORCE PLANNING BOARD OF GRAND ERIE

| | |
|---|---|
| Job Seekers: Gain the skills, certifications to enter growing industries for Free | Employers: Speed up your hiring and strengthen your workforce |
|---|---|

| | | |
|-----------------------------|---------------------------|-----------------------|
| ESTABLISHED: 2018 | GRADUATES: 200+ | COHORTS: 14 |
|-----------------------------|---------------------------|-----------------------|

| | | | |
|---|---|---|---|
| 100% OF GRADUATES RECOMMEND THE SKILLSADVANCE PROGRAM | 97.1% OF GRADUATES SAY SKILLSADVANCE HELPED THEM GET EMPLOYED | 60+ EMPLOYER PARTNERS TO ENSURE JOB SEEKERS ARE HIRED | 20+ COMMUNITY PARTNERS TO ENSURE OUTREACH AND SUPPORT |
|---|---|---|---|

The model:

| | | |
|--|---|---------------------------------------|
| 6 Weeks FREE Online Training | 1 Week Hands-on Training and Certifications | 2 Weeks Paid Work Placement |
|--|---|---------------------------------------|

Serving Job Seekers and Employers in:
Counties of Six Nations of the Grand River, The Mississaugas of the Credit First Nation, Brant, Haldimand, Norfolk, Oxford, and the cities of Brantford, Hamilton, Cambridge, and Kitchener

| | |
|--|--|
| Graduate Benefits: Certificate of completion from Conestoga College, Brant Skills Centre and Skills2Advance. • 3 College Credits • Forklift & Reach Truck Certification • Fall Arrest Training • First Aid CPR Training • Job Search Supports and Assistance And More! | Employer Benefits: Increased hiring channels to secure dedicated and skilled employees for a stronger workforce • Hiring and Onboarding Supports • Subsidised Hiring Costs • A Seat On The Advisory Board • Continuous Ongoing Workforce Consulting And More! |
|--|--|

Training Delivery Partners:
CONESTOGA | Brant Skills Centre
WWW.SKILLSADVANCE.COM | 519-756-1116 Ext. 223

WORKFORCE PLANNING BOARD OF GRAND ERIE
"The workforce, thank you for these industries" (int.)
"The future, great to see so many 'the workforce'" (int.)

"THE SKILLSADVANCE program was instrumental in my mid-life career shift."
- Josh (Graduate)

"I've gotten plenty of experience and opportunities due to this program...I would recommend this to people."
- Tessa (Graduate)

"The teachers are fantastic, they make sure you understand the tools and knowledge!"
- Taylor (Graduate)

"At the end of the program I now have the confidence and knowledge to create value for an employer. My life is changed with the help of this program. Thank you."
- Wayne D (Graduate)

Just Some of the Skills2Advance Employer Partners:

Just Some of the Skills2Advance Community Partners:



Looking Ahead 2022-2023

The Workforce Planning Board of Grand Erie will continue to focus on workforce supports, skills and resources by way of engagement projects targeted at both the Grand Erie labour force and employers throughout 2022. Supporting the workforce warrants more attention as is evidenced from the results of the Work/Life Balance survey project in 2021, and the **“Grand Reshuffle”** taking effect in Grand Erie.

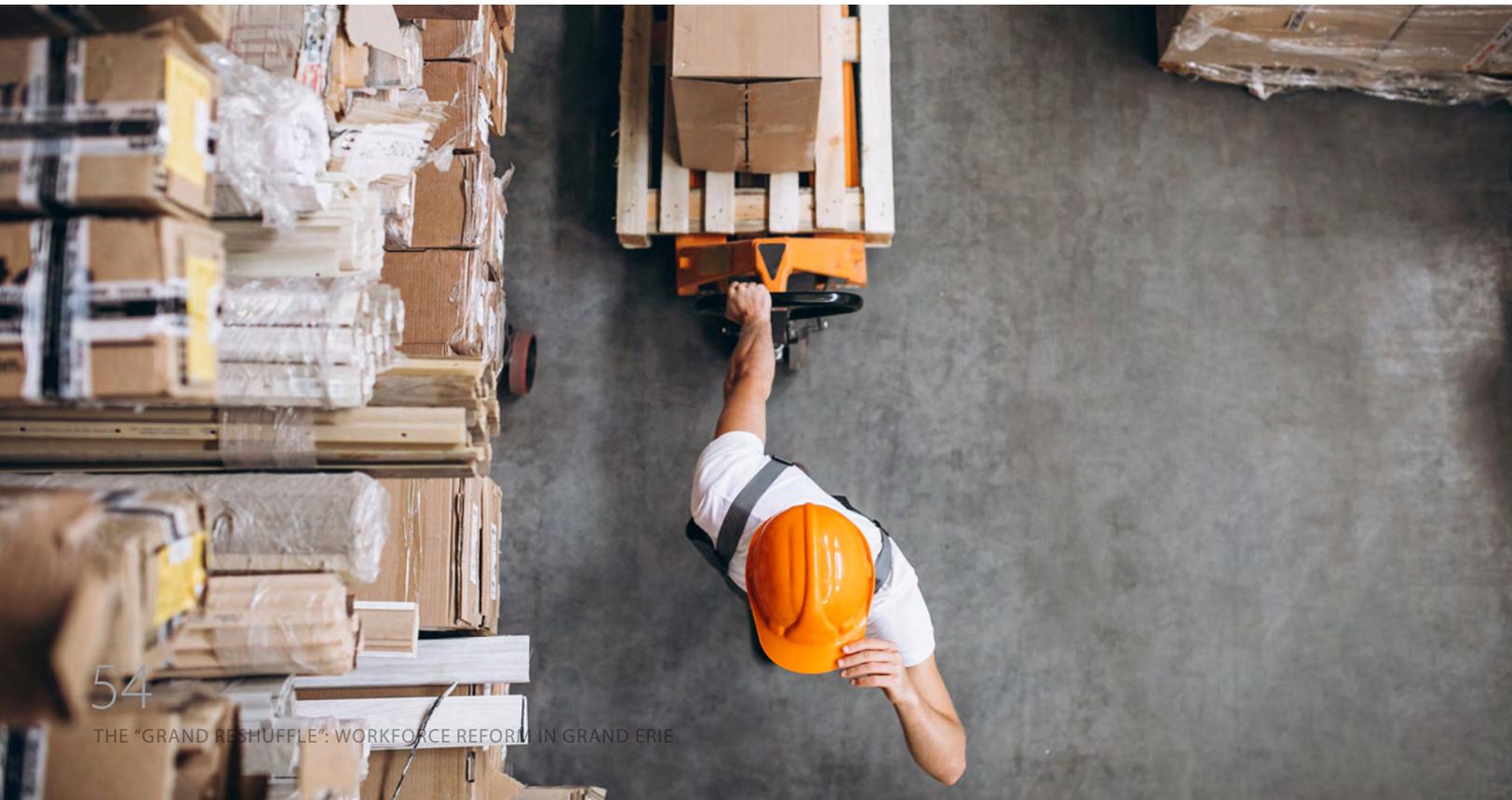
The Grand Erie community has a diverse workforce with numerous sectors and industries represented. The top three sectors by employee count include manufacturing; wholesale and retail trade; and health care and social assistance. The top three sectors by business count include real estate, rental and leasing; agriculture, forestry, fishing and hunting; and construction. The types of jobs available in these sectors includes everything from entry level positions to highly skilled and part-time and full-time work.

The outlook for these sectors and many others for 2022 is upbeat as economic conditions suggest we are moving past the recovery stage.

Despite the supply chain disruptions, manufacturing is expanding in Grand Erie and abroad. Manufacturing is a key

gauge in signaling future economic conditions. Although inventories are tight and will likely remain so throughout 2022, business will likely remain strong as manufacturers continue to try to restock shelves. Retailers continue to be keen on providing just-in-time delivery which will continue to positively impact the growth of warehousing. Strong economic conditions will have a ripple effect and impact many other sectors and industries, opening up more and different career opportunities for those that have been displaced during the pandemic. At the time this report was written, the unemployment rate is almost back to pre-covid levels. In fact, right across Canada all the jobs that were lost during the covid lockdowns have been regained. All of this signals confidence in the days ahead and with the continued recovery efforts.

Please stay tuned for more information on our projects for 2022-2023. You can get involved by joining the Local Labour Market Planning Employment Planning Advisory Committee. Please contact our office at 519-756-1116 if you would like more information.







Workforce
Planning Board
of Grand Erie

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