

2022-2023 Local Labour Market Plan

Change Leadership for Uncertain Times in Grand Erie



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

Ontario 





Workforce Planning Board of Grand Erie

ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

With this edition of the Grand Erie Local Labour Market Plan, we acknowledge and celebrate the many members of our workforce that have retired in the last few years. Increased retirements and reskilling are just some of the recent socio-economic shifts in the local workforce that have left many employers and employees juggling what the future of work looks like. Not only have we lost a lot of institutional knowledge, the way we work, where we work, and when we work, is changing. With change, there are opportunities, and it is those opportunities that we must seize. We just have to think differently.

We are in a space and time where many employers, not just locally, but right across the world are struggling to find and retain workforce. But we knew this day would come as the “Boomer” generation looks to a new chapter in their lives after many years of hard work. The confluence of various macroeconomic trends such as working hours, employment and labour force participation and labour market exits continues to create uncertainty. Changes in market demand, online services, and skyrocketing costs of trading goods and services have also created bottlenecks. What we do know is that the silver tsunami – a term being used in the media to describe the aging “Boomer” generation – is gaining strength, core working age adults are prioritizing family and well-being and students are staying in school longer. And these trends are not temporary. We are ushering in a new phase and developing new strategies is key.

This uncertainty is supported by a wealth of data we now have about the generations of workforce that will help us make new plans for the immediate and long-term future. And although this data is a numerical approach to understanding life and how to plan for it...at the core are humans and a human-centred approach is what is required moving forward. If the pandemic taught us anything about planning, it taught us the importance of planning for the worst-case scenario. If we don’t have the workforce we need, how do we continue to provide and sustain ourselves and our businesses? At the International Labour Conference in June 2021, the ILO’s 187 Member States discussed global, regional and national policy responses to the pandemic. As a result, they adopted the Global Call to Action for a Human-Centred Recovery from the COVID-19 Crisis that is Inclusive, Sustainable and Resilient, emphasizing the need for a fully inclusive recovery. It was determined that achieving a human-centred recovery will require the successful implementation of four pillars:

inclusive economic growth and development; protection of all workers; universal social protection; and social dialogue.

So what can we do in Grand Erie? Change leadership is a concept that can be described as approaches that support, prepare, and aid people, teams, businesses and organizations with making changes. These changes can include things like new learned behaviours including the use of new digital tools and skills, a focus on employee engagement and satisfaction and the creation of new company cultures. These are just some of the changes that we witnessed during the pandemic. As we approach a new age in the world of work we must look at adapting new methods that redirect or redefine the use of resources, business processes, budget allocations, or other modes that significantly change how we operationalize a company or organization. Some companies have fully adopted the new normal, some cannot and some are still navigating the best way to design a new hybrid model. At the end of the day, the changes made should always be with the health and wellness of the workforce in mind.

As much as possible we need to be nimble and flexible. This creates trust and with trust the workforce will feel more supported, better able to manage their numerous responsibilities to themselves and their families and it will help retain staff. The Workforce Planning Board of Grand Erie (WPBGE) looks forward to continuing our work in the community with our community partners. We look forward to building out our workforce strategy which will help our community partners develop policies and practices today that will shape a new world of work for tomorrow.

In many ways 2022 was a very successful year. The Workforce Planning Board of Grand Erie collaborated with many local partners on many projects. We solved innumerable problems, overcame many hurdles and we have helped many people. Everyone should be extremely proud of their accomplishments, from the WPBGE team of staff and Board of Directors, our Skills2Advance welding program participants, WPBGE and Skills2Advance industry and college partners, and our Grand Erie community and employer partners...I take a breath, and I say THANK YOU!! Your time, your energy, your enthusiasm means the world and together we make a difference. We look forward to more success in 2023.

Take care,

Danette Dalton

Executive Director, Workforce Planning Board of Grand Erie

GRAND ERIE'S 2022 LOCAL LABOUR MARKET PLAN INTRODUCTION AND METHODOLOGY

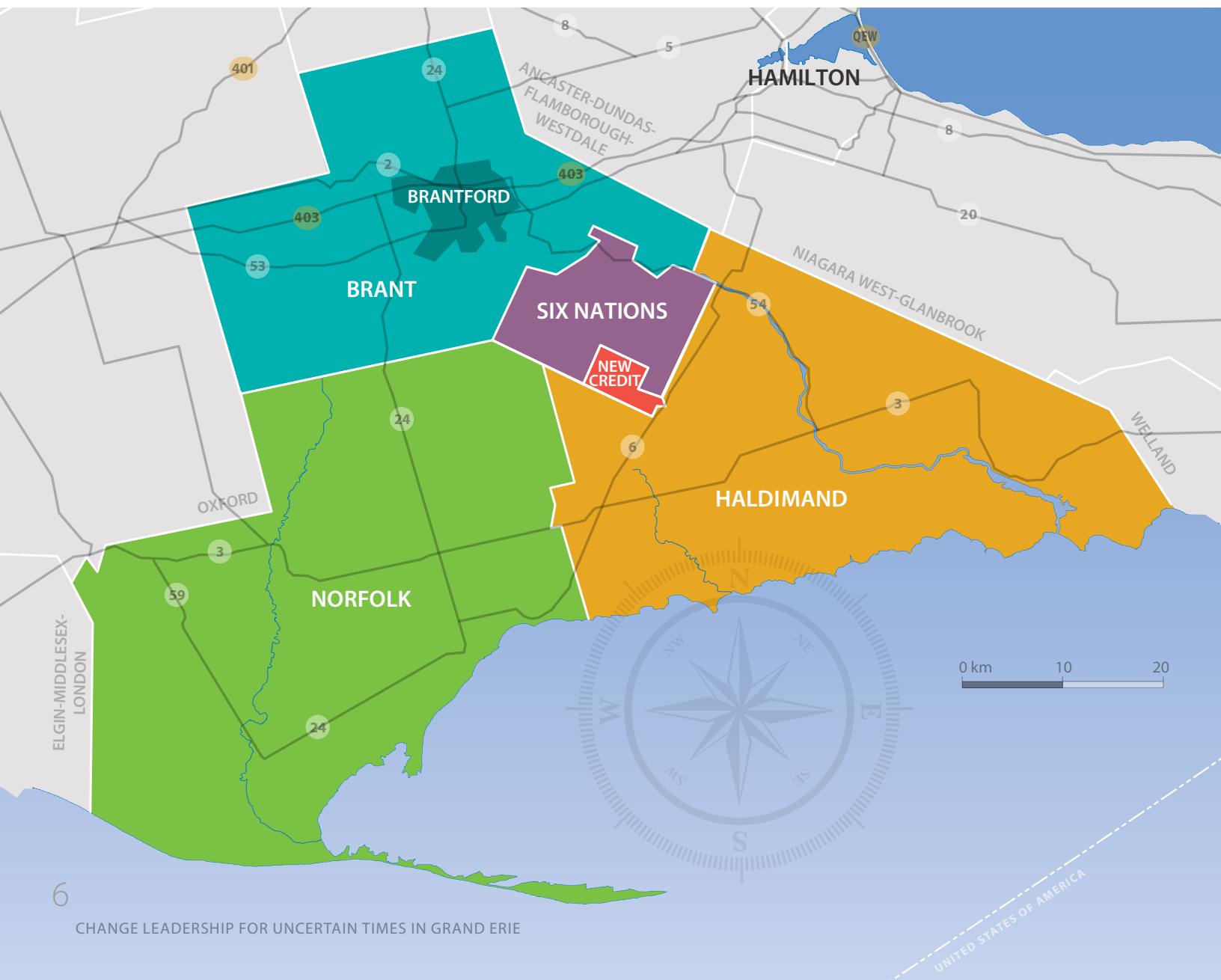
Background

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, County of 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: 188.29 sq kms
- Mississaugas of the Credit First Nation: 25.18 sq kms
- County of Brant: 817.66 sq kms
- Norfolk County: 1,597.68 sq kms
- Haldimand County: 1,250.45 sq kms
- City of Brantford: 98.65 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 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 2022. 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. Grand Erie is also home to many retired and newly retired members of our workforce who raised and mentored the existing workforce and for that, we thank you. And most importantly, Grand Erie is home to many youth who are working hard in school and their extracurricular activities to prepare for the future of work in Grand Erie. We must help them find their passion and create opportunities for them to thrive.

Labour Market Statistics

A variety of recognized data sources are used to inform our knowledge about shifts in the local labour market. These sources include, but are not limited to:

- Labour Force Survey Data
- Grand Erie Jobs Data
- Canadian Business Counts Data
- Census of Population 2021 Data
- Census of Agriculture 2021 Data
- Employment Ontario Data
- Vicinity
- Lightcast
- 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 us if you don't receive email invites and wish to participate.

Employment Planning Advisory Committee

During the 2022-2023 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:

- AgScape – Mercedes Unwin
- Brant Haldimand Norfolk Catholic District School Board – Michael McDonald
- Brant Skills Centre – Lori Bruner, Michelle Jamieson
- Brantford Immigration Partnership – David Vujasinovich, Stephanie Cooper
- Brantwood Community Services – Brigitte O'Neill
- Canadian Mental Health Association, Brant-Haldimand-Norfolk Branch – Sheila Robertson
- Canadian Skills Training and Employment – David Suess
- CareerLink – Annika Priesnitz, Carol Mayberry, Cheryl Stewart, Kari Dumesnil, Robyn Cook-Ritchie, Tara Hogan
- City of Brantford Economic Development – Robert Ham, Sara Munroe, Mae Legg
- City of Brantford, Social Assistance & Homelessness – Becky Lala, Justin Murray
- Chamber of Commerce, Brantford-Brant – David Prang
- Chamber of Commerce, Paris – Sue Morton
- Chamber of Commerce, Simcoe – Linda Branderhorst
- Colleen Miller Enterprises/GVES – Colleen Miller
- Community Living Brant – Tara Buchanan, Mike Merritt, Sara Collyer
- Community Resource Centre – Heather Vanner
- Conestoga College – Karen Towler, Adam Davies, Earla Smith, Lorna Hart, Rosie Hessian
- County of Brant – Mayor David Bailey
- County of Brant Economic Development – Brandon Webb, Zach Gable, Russell Press
- Enterprise Brant – Sara McLellan
- Fanshawe College – Christine Propper, Lisa Savoy, Wanda Jacobs, Krista Zilkey
- Grand Erie Business Centre – Mary Jane Haist, Tauri Caputo
- Grand River Employment and Training – Sara Hill, Jordon Myers
- Haldimand County Economic Development – Jaymie Nelson, Lidy Romanuk, Alison Earls
- Haldimand-Norfolk Literacy Services – Anita Hill Krause
- Kissinger HR Services – Kathryn Kissinger
- Latham Pools – Lindsay Bender
- Literacy Link South Central – Tamara Kaattari, Anne Marie Curtin, Jeremy Marks
- MPP Brantford-Brant Office – Will Bouma, Milan Novakovic
- Niagara Peninsula Aboriginal Area Management Board (NPAAMB) – Cynthia Hoy
- Norfolk County Economic Development – Chris Garwood, Dallas Waldie
- Ontario Ministry of Agriculture, Food and Rural Affairs – Nick Kinkel
- Ontario Tourism Education Corporation – Kieran Wells
- Rassaun Services – Nadia Saunders
- St. Leonard's Community Services – Malcolm Whyte, Sue Hardy, Katy Grummett, Lana Heath, Amanda Suess
- Service Canada – Kombe Mohammed, Steven Stijacic, T-Jay Dussome
- Six Nations of the Grand River Development Corporation – Heather Mitchell, Alysha Filer
- Six Nations Polytechnic – Linda Parker
- Skills Ontario – Ian Howcroft
- South Central Ontario Region Economic Development Corporation – Kim Earls
- Stelco – Lindsay Anderson
- Venture Norfolk – Kristine Carey
- Wilfrid Laurier University – Beth Gurney
- WPBGE Board of Directors – Graham Carroll
- WPBGE Board of Directors – Nicole Donovan
- YMCA – Lily Lumsden, Azra Chaudry, Shahira Nababjhan

Grand Erie Local Labour Market Plan Year in Review 2021-2022



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ABOUT THE LABOUR FORCE

POPULATION

2016-2021 POPULATION GROWTH BY COMMUNITY

According to the 2021 Census, more than 261,643 individuals call Grand Erie home (excludes population of Six Nations), up 7% – or 17,048 individuals – from 2016.

Source: Census 2016 and 2021
Focus on Geography Series

	2016	2021	Change	% Change
Brantford	98,563	104,688	6,125	6.2%
Brant	35,640	39,474	3,834	10.8%
Haldimand County	45,608	49,216	3,608	7.9%
Norfolk County	64,044	67,490	3,446	5.4%
New Credit	740	775	35	5.4%

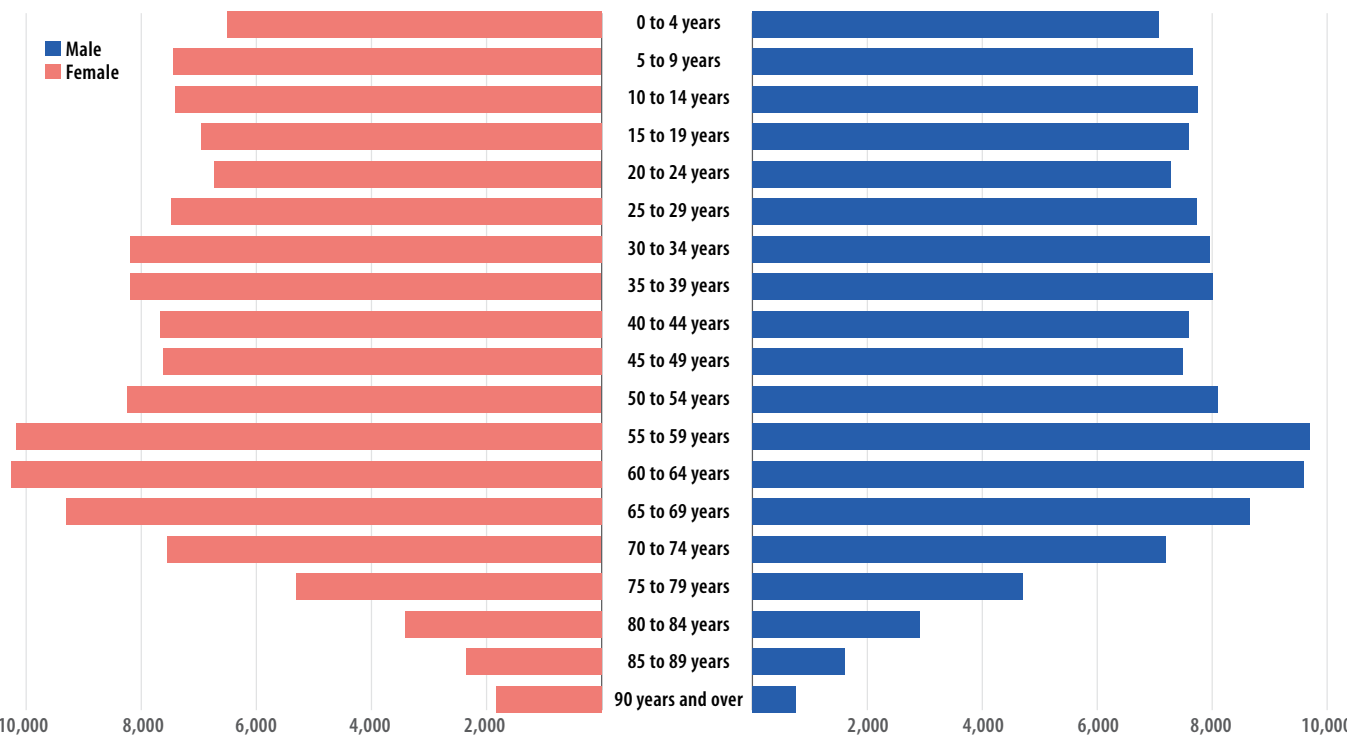
The bulge in the 55 to 70-year-old age group in Grand Erie’s population chart reflects the large wave of retirements that the region will see in the next 10 years, with a much smaller population to replace them. This points to the importance of strong migration policies, as well as programs and projects to support growing families and caretakers.

The population of those under 19 increased by about 17,000 between 2016 and 2021, with the largest increase noted in babies aged 0 to 4. Meanwhile, individuals aged 20-24 decreased by 730, many of whom likely travelled outside the region for post-secondary education.

Due to rising cost of living within the GTA, many Ontarians – and immigrants – chose to relocate over the past five years; many settled in Grand Erie. This resulted in an additional 9,500 residents in the core-working age group of 25-54, the majority of whom were between the ages of 25 and 34, and settled in Brantford. All other communities also saw growth in core-working aged adults. Meanwhile, the population of those aged 65+ decreased by about 6,000.

The national and provincial governments are supporting people and those who want to grow their families with programs like the \$10/day daycare, and the More Homes Built

2022 POPULATION ESTIMATES BY SEX AND AGE



Source: Census 2021 Focus on Geography Series* [Grand Erie] *Population data for Six Nations unavailable

Note on Gender: Gender refers to an individual’s personal and social identity as a man, woman or non-binary person (a person who is not exclusively a man or a woman). Given that the non-binary population is small, data aggregation to a two-category gender variable is sometimes necessary to protect the confidentiality of responses provided. In these cases, individuals in the category “non-binary persons” are distributed into the other two gender categories and are denoted by the “+” symbol. Definition source: StatCan

Note on Six Nations data in 2021 Census: Due to low response rates, all data on the Six Nations of the Grand River community is suppressed by Statistics Canada to meet the confidentiality requirements of the Statistics Act. As a result, this community is excluded from all Census 2021 data reported within this document.

Faster Act. If you are in the role of a caregiver – whether as a parent, spouse or an adult taking care of elderly parents – growing and raising families and caregiving requires as much, if not more time than your job. Programs like these put humans first and support the workforce as well as encourage population growth and support the future workforce. More collaboration needs to take place at the local level by all community stakeholders to continue to promote a healthy, affordable and sustainable community.

The federal government has taken important steps in improving immigrant numbers – with the welcoming of Ukrainians fleeing war, and the recent announcement to open doors to 500,000 immigrants per year by 2025. The successful integration of these individuals will depend on local communities. Local governments, community service providers and educational institutions will all need to play significant roles in attracting newcomers to Grand Erie and in strengthening the housing, transportation, educational and employment systems to better support them with settling in and finding meaningful work. This will require a deeper understanding of newcomers’ needs and investments into supports that they require to integrate into the local population.

MEDIAN AGE BY COMMUNITY

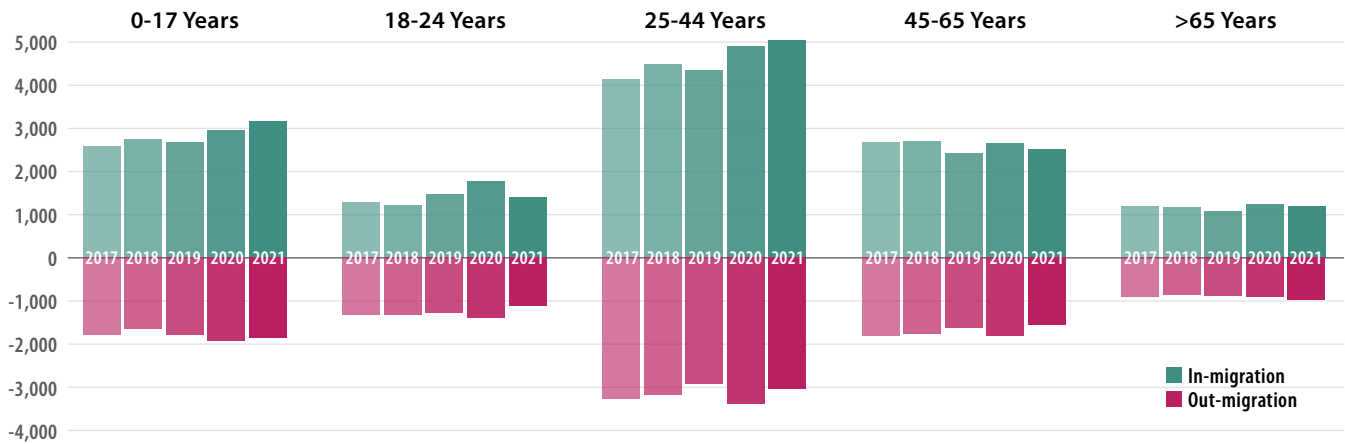
	Median Age
Brantford	40.8
Brant	44.0
Haldimand County	43.6
Norfolk County	48.8
Mississaugas of the Credit First Nation	38.4

At home, approximately 90% of all residents speak English exclusively, and another 7% speak English and either French or a non-official language. The remaining 3% – approximately 6,200 individuals – speak a non-official language. At work, almost all Grand Erie residents indicated they spoke English.

MIGRATION PATTERNS

According to StatCan’s net-migration data, the past 5 years saw 18,400 more individuals residing in Grand Erie, indicating that all of the population growth is a result of people moving into the region. Just over half of these individuals moved to Brantford-Brant.

2017-2021 MIGRATION PATTERNS IN GRAND ERIE



Source: StatCan Custom Order [Grand Erie]

In-migration grew consistently over the past five years, while **out-migration** dipped in 2021 across all age groups except 65+.

Based on 2021 Census data, the majority of Grand Erie’s migrants are families with young children. Core-working age adults (25-44 years) make up 35% of the migrant population, and their children (under 14) make up another 36%. About 22% are between the ages of 15-24, most of whom are students enrolled in one of Grand Erie’s many

post-secondary institutions. Only 6% of those who move into Grand Erie are over the age of 45. Data by community suggests that bigger families with children under 14 are increasingly likely to move into our region’s counties, while those over 45 gravitate towards Brantford-Brant.

Youth are staying in education longer, core working age caregivers are prioritizing families and the aging workforce is retiring. These shifts have significant impacts on the labour shortages that many industries are facing.

COMMUTING PATTERNS

In 2021, 17% of all workers in Grand Erie worked from home, a sharp increase from 10% in 2016. In comparison, 24% of all Canadians worked from home in 2021.

Amongst the remaining that continued to travel to a workplace, 52% worked within the census subdivision they lived in. This is most common amongst residents of Brantford (63%), followed by Norfolk County (54%) and Haldimand County (47%).

Across all Grand Erie communities, another 11% commuted to a neighboring municipality in the same census division. This was most common amongst Brant County residents; over 1 in 4 commute to Brantford for work.

A fairly sizable population – 36% across all Grand Erie communities – travelled outside their census division for

work, including roughly 1 in 2 Haldimand County residents (most of whom likely travel to Hamilton or Niagara). A slightly smaller proportion of Brant County (43%) and Norfolk County (37%) residents also travelled outside their CD for work.

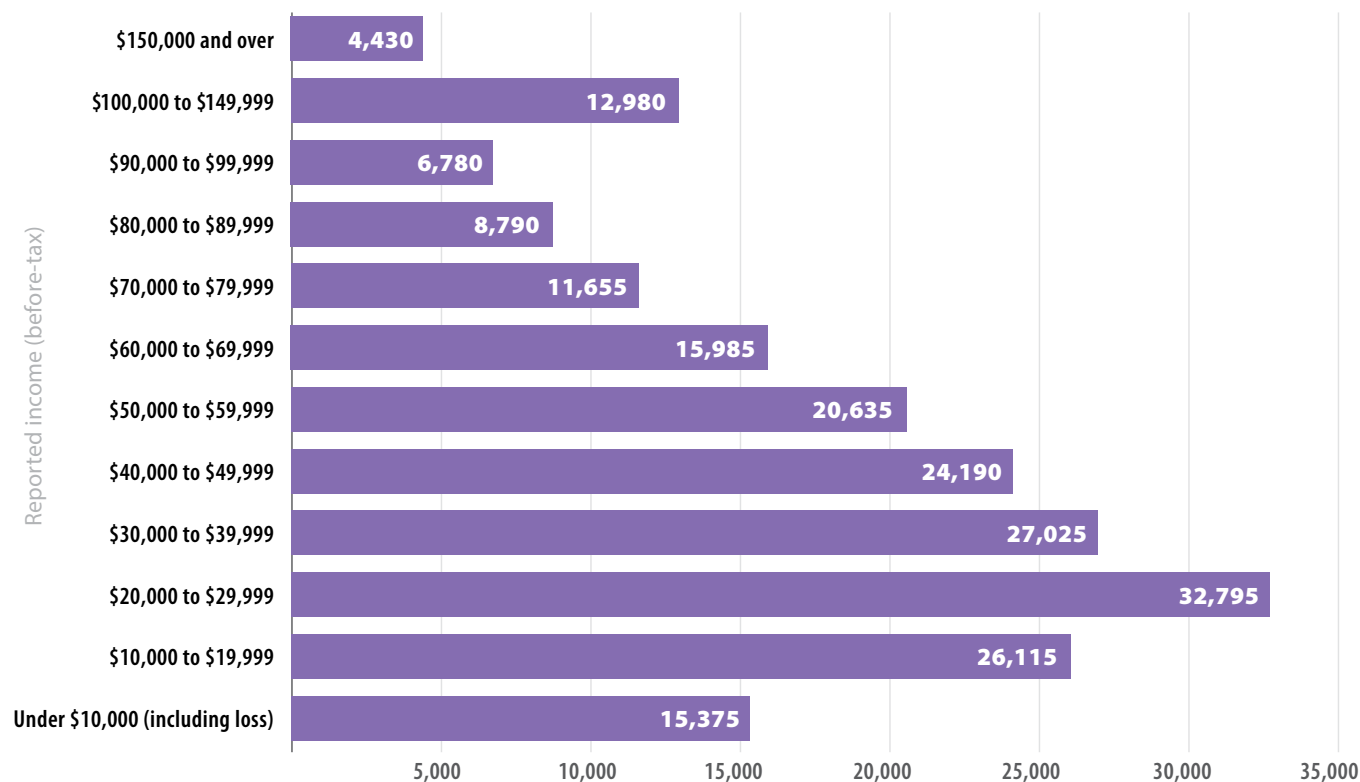
About 130 residents (under 1%) indicated commuting to a different province or territory for work.

As for main modes of transit, an overwhelming 93% indicated they use their car primarily to commute. About 1% used public transit, the vast majority of whom live in Brantford. Similar to the rest of Canada, use of public transit shrunk by about 50% compared to 2016. Roughly 4% walked – fairly consistent across all communities – and the remainder either biked or used another mode of transportation.

INCOME

According to the 2021 Census, 206,735 Grand Erie residents reported income (both through employment and government support). Below is a breakdown of this population by income brackets.

POPULATION BY INCOME



Source: Census 2021 Focus on Geography Series [Grand Erie]

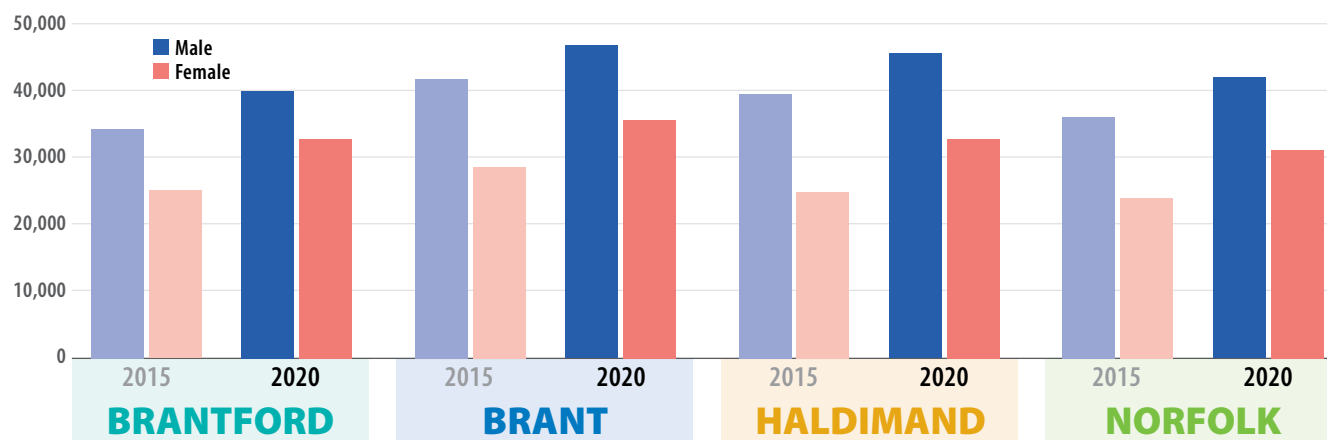
AVERAGE AFTER-TAX INCOME BY COMMUNITY

	2019	2020
Brantford	\$38,360	\$40,600
Brant	\$45,960	\$47,680
Haldimand	\$41,560	\$43,000
Norfolk	\$40,120	\$41,600
Mississaugas of the Credit First Nation	\$32,800	\$34,800

Source: Census 2021 Focus on Geography Series [Grand Erie]

After-tax income data from 2019 and 2020 indicate that income grew between 3% and 6%. More recent wage data suggests that this has not changed significantly over the past year. In contrast, the Consumer Price Index (CPI) rose 6.1% year over year in December 2022 (Source(s): [Table 18-10-0004-01](#)), suggesting that even the highest after-tax income growth did not match the cost of living. On the flip side, about 16% of residents earned more than \$80,000, up significantly from the previous census. It is important to acknowledge that the region has seen significant growth in income as a result of investments within the workforce, and with strong leadership across all levels of government and businesses, Grand Erie will likely continue to see steady growth.

MEDIAN AFTER-TAX INCOME BY GENDER AND COMMUNITY (2015 vs 2020)



Source: 2016 vs 2021 Census Focus on Geography series [Grand Erie]

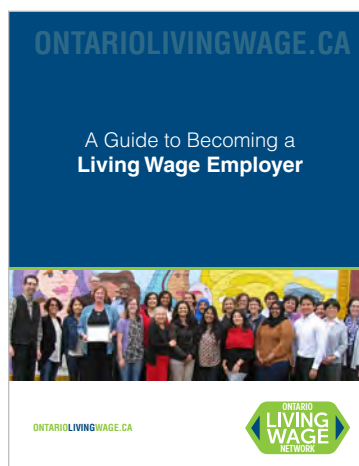
In November 2022, the Ontario Living Wage Network released updated statistics on the living wage rate across the province, calculated based on food, shelter, clothing and footwear, transportation, adult education, medical expenses, critical illness insurance, communications (phone and internet), childcare, and other expenses.

The 2022 living wage rate for the Brant, Haldimand, Norfolk and Niagara region sat at \$19.80 per hour, or \$38,610 annually. Based on 2020 income data reported in the 2021 Census, approximately 49% of the 206,735 Grand Erie residents with reported income including employment income, investment sources, employment and personal pension sources, and government sources; before income taxes and deductions) earned under \$40,000 (36% earned under \$30,000).

While it is likely that wages have risen slightly in the last year, the fact income growth was between \$1,540 and \$2,250 year-after-year (2019-2020) means that even with a marginal

wage increase in 2021/2022, many more residents struggled to maintain a basic standard of living.

Employers that wish to get Living Wage certified can visit the [Ontario Living Wage Network](#).



EDUCATION, SKILLS AND TRAINING

At the heart of the changing workforce is a shift in the composition of Canadians by educational attainment. 2021 [Census data](#) found Canada to have the most educated population in the G7. This has been pivotal in supporting business growth across the country. However, there continues to be major gaps in between the skills that businesses need, and those that residents possess.

A recent report on [Digital Equity](#), published by Deloitte Canada, revealed that only 44% of those under 35 believed their education prepared them adequately for success in the digital economy. This becomes particularly important considering that job satisfaction and job security have been linked to increases in digital skill proficiency ([2022 AWS Global Digital Study](#)). The Ontario government recently announced curriculum updates that focus on improving

digital and technological skillsets amongst elementary and high school students, but experiential learning opportunities to adopt and apply these skills will remain equally important.

In addition, certain skillsets, like those required for in-demand trades like welders, millwrights, cooks, bakers, horticulture technicians and more, continue to experience higher demand than available supply; it is estimated that by 2026, [one in five job openings in Ontario](#) will be within the skilled trades.

Softs skills – such as learning agility, growth mindset, critical analysis and collaboration – also continue to be in high demand.



EDUCATIONAL ATTAINMENT IN GRAND ERIE

Compared to Ontario, Grand Erie has a higher proportion of residents with no certificate, diploma or degree, but this demographic has decreased since 2016. Across Grand Erie, there were 2,205 fewer individuals with no certificate, diploma or degree. Given the aging population, this may be partly attributable to younger individuals pursuing higher education, but may also point to the role that literacy and basic skills organizations have played in broadening the availability of educational programs available for adults. Educational attainment has also increased as a result of growth in skilled immigrants – a phenomenon observed both locally and across the nation.

High school completion was relatively unchanged between 2016 and 2021, with a slight increase in Haldimand-Norfolk. An additional 6,000 residents obtained their high school diploma in the five-year period between 2016 and 2021.

Meanwhile, the proportion of those who pursued post-secondary education climbed by 2%. This signifies a growth of 11,215 post-secondary educated individuals in Grand Erie. The province saw a slightly larger increase of 3% for the same demographic.

While efforts are being made by government, educational institutions and employers to destigmatize the trades and encourage people to pursue these career pathways, completion of apprenticeships and/or trade certificates/

diplomas dropped by 2% locally; Grand Erie has 1,510 fewer tradespeople compared to 2016, the majority of whom likely retired. Employers continue to advocate for more people to pursue the trades, but often don't have the resources to take on new apprentices, which makes it challenging for interested individuals to get the experience they need to develop their skillset.

The proportion of those with a college certificate or diploma remained fairly consistent, as did those with a university certificate/diploma below the bachelor's level.

In contrast, 2,550 individuals got a university or certificate at the bachelor's level or above in Haldimand-Norfolk, and another 4,800 accomplished the same in Brantford-Brant, bringing the rates for these demographics up by 2% and 3% respectively. The province saw a slightly higher rate of increase at 4%.

Women made up approximately 60% of all who pursued a diploma or a degree, although this discrepancy decreased slightly from 5 years prior.

5-YEAR SHIFTS IN EDUCATIONAL ATTAINMENT

Educational Attainment	2016			2021		
	Ontario	Haldimand -Norfolk	Brant	Ontario	Haldimand -Norfolk	Brant
No certificate, diploma or degree	18%	23%	21%	15%	20%	19%
Secondary (high) school diploma or equivalency certificate	27%	31%	31%	27%	32%	31%
Post-secondary certificate, diploma or degree	55%	46%	48%	58%	48%	50%
Apprenticeship or trades certificate or diploma	6%	10%	8%	5%	8%	6%
College, CEGEP or other non-university certificate or diploma	21%	25%	25%	20%	26%	25%
University certificate or diploma below bachelor level	2%	2%	1%	2%	1%	2%
University certificate or diploma at the bachelor level or above	26%	10%	14%	30%	12%	17%

Source: 2016 (Custom Table T3) and 2021 Census (Focus on Geography Series) [Grand Erie]

Note: The data in the table above summarizes the educational attainment of all individuals in Grand Erie/Ontario. To unpack the skills composition of available talent, it is preferable to examine educational attainment within the labour force population; however, this data is currently unavailable through the publicly available Census tables.

Apprenticeship (APPR)

Apprenticeship in Grand Erie dipped across all age groups during the pandemic, but has since increased. In 2022, there were 306 registered apprentices, compared to almost 500 pre-pandemic.

Year over year, registrations in apprenticeships climbed by 53, with the greatest increase in construction and maintenance electricians, and truck and coach technicians. Additionally, Grand Erie saw 70 more active apprentices compared to 2021, and 24 more Certificates of Apprenticeship were issued.

Canada Ontario Job Grant (COJG)

The [Canada Ontario Job Grant](#) is an Employment Ontario program that provides financial support to employers to train their employees. It was used by 46 employers across Grand Erie in 2022, up 12 from the year prior. Through this program, 167 employed individuals were provided with training that they needed to upgrade their skillset. Employers who used the program reported an average of 91% increase in trainee productivity, and 93% success in training meeting their workforce needs.

Literacy and Basic Skills Services (LBS)

Over the past year, there were 731 in-person learners enrolled in Literacy and Basic Skills (LBS) programs, of which 438 were new. The number of both new and carry-over learners grew year-over-year after a pandemic-induced dip, and as of 2022, the number of clients accessing LBS services is approaching pre-pandemic levels. Data on the number of e-channel learners is unavailable.

The past year saw female participation in LBS climb at a higher rate than male participation. About 36% of the clients had completed secondary school, and about 22% had a certificate/diploma – both relatively unchanged from the year prior. The proportion of those with less than Grade 12 education shrunk from 22% to 17% year over year, while those with some apprenticeship/college/university grew from 7% to 10%. About 12% of all clients reported belonging to an indigenous group, and 5% noted they were newcomers. 36% of those that accessed LBS services were people with disabilities.

At the beginning of the program, 42% of all clients indicated their goal was employment, and slightly fewer (34%) said they wanted to pursue post-secondary. For 11% of learners, the goal was independence, and the remainder were split between wanting their secondary school credit or to begin

an apprenticeship. By the end of the program, 11% of those exiting were employed (6% in full-time work, and 5% part-time). 16% were in education, and another 28% were in training. 12% of all learners indicated that the programs had allowed them to gain a sense of independence. About 19% of clients indicated they were unemployed at the time of the exit interview, and another 10% did not provide detail regarding the outcome of the programs they attended.

Second Career (SC)

In 2022, 95 clients accessed Second Career services (recently renamed 'Better Jobs Ontario'), down from 130 in 2021. Despite growth in the number of clients between 2018 and 2021, data on outcome 12-months after program completion reveals a consistent decrease in the number of individuals in employment year over year. This points to the fact that many of those that access EO services like Second Career face multiple barriers to employment, and require longer-term, more comprehensive supports to ensure they are able to keep working.

Other Employment Ontario Programs

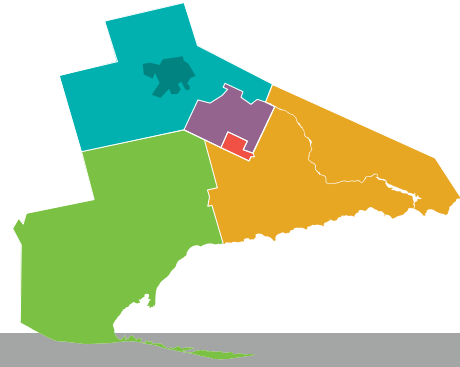
Due to changes in the service delivery model, made under the Employment Services Transformation (EST) framework, we are unable to compare data from other EO programs reliably.

Additionally, there was limited data available on Youth Job Connections (YJC) and the Ontario Employment Assistance Service (OEAS) clients in 2022.



LABOUR DEMAND

According to the 2021 Census, approximately 14% (18,000) individuals in Grand Erie's labour force are self-employed, compared to 11% (13,000) in 2016. Self-employment was concentrated in occupations like farmers, realtors and rideshare drivers. Details on self-employment are highlighted through the business counts data further in this report.



LABOUR FORCE RATES IN GRAND ERIE

The 2021 Census was conducted on May 11, 2021, during which Ontario was in a lockdown with a stay-at-home policy. As a result, the number of individuals who reported being unemployed or not in the labour force was significantly higher than what is typical for the region. This also affects the participation, employment and unemployment rates below.

Labour force survey data tells us that across Grand Erie, the labour force grew at a much smaller rate compared to the population. Meanwhile, people not in the labour force grew twice as much as the population. A significant portion of this growth is attributable to retirements, but the data indicates that there are also a number of barriers that discourage people from entering the workforce or looking for work. Across each of Grand Erie's communities, the participation and employment rates declined – mirroring national trends that highlight consistent declines reported within the past few census cycles. Even with a strong immigration policy, it is projected that Canada will continue to see declines in these rates for the next 15 years. Considering this, it is critical that employers and community partners think differently about

5-YEAR SHIFTS IN LABOUR FORCE STATUS

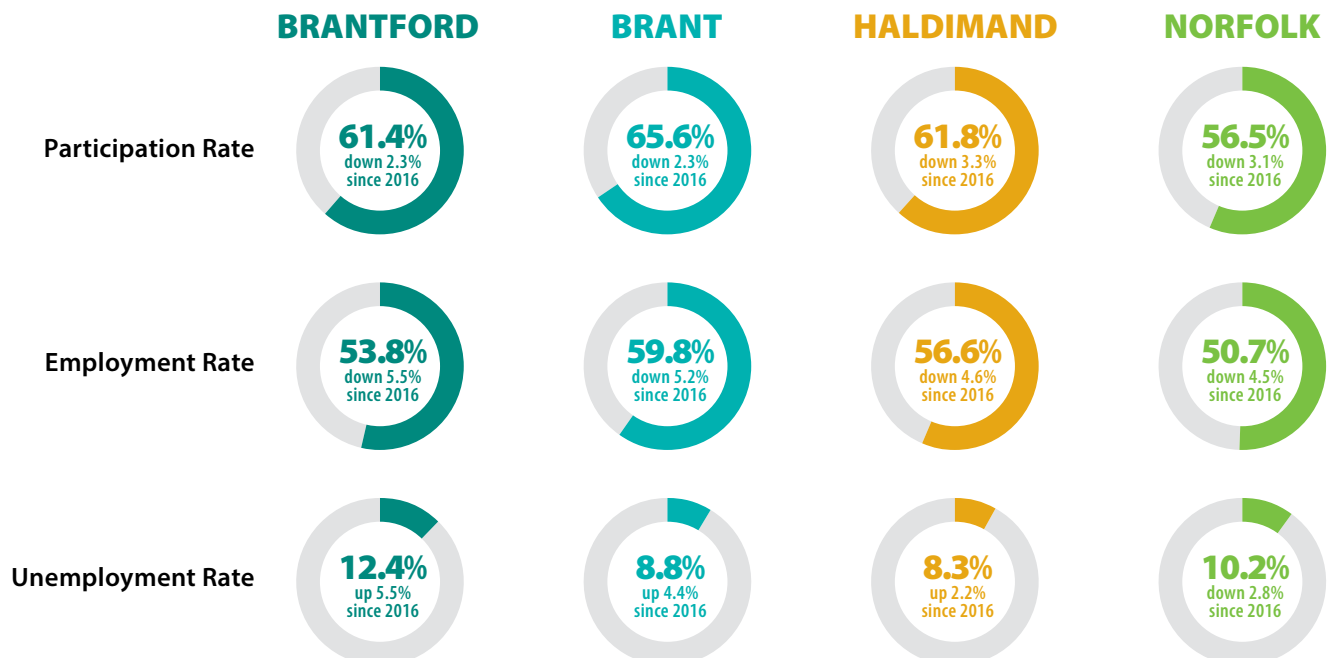
	2016	2021	Change	% Change
In the labour force	126,140	129,860	+ 3,720	3%
Employed	117,980	116,195	- 1,785	-2%
Unemployed	8,150	13,645	+ 5,495	40%
Not in the labour force	72,545	83,915	+ 11,370	14%

Source: 2016 and 2021 Census [Grand Erie]

how to tap into underutilized labour pools, and to support these demographics in building the skillsets they need to contribute to the local workforce.

Note: The labour force numbers reported by the Census differ slightly from the Labour Force Survey due to differences in the methodology used to calculate these figures.

The silver lining – as a result of business recovery, innovation and collaboration – is that 2022 saw growth in labour force metrics. In both Brantford CMA and Norfolk County, the participation and employment rates climbed over the course of 2022. In Norfolk, these rates peaked in late summer, and have since seen a slight decline as of September 2022.



Source: 2016 (Custom table T3) and 2021 Census, Focus on Geography

2022-2023 LOCAL LABOUR MARKET PLAN





2022 LABOUR FORCE CHARACTERISTICS FOR BRANTFORD CMA

	2021 DEC	2022 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YoY Change
Persons														
Population	119,700	119,900	120,000	120,100	120,300	120,400	120,500	120,600	120,700	120,800	120,900	121,000	121,100	1,400
Labour force	79,300	78,600	78,400	78,800	78,600	78,400	78,800	79,500	81,200	82,000	83,800	83,900	84,200	4,900
Employed	73,300	73,400	74,200	74,800	74,800	74,800	75,600	76,700	78,000	78,700	79,800	79,500	79,300	6,000
Full-time *	62,000	61,600	62,200	61,400	60,800	60,300	61,400	63,700	65,600	66,200	66,200	66,500	67,300	5,300
Part-time *	12,000	12,200	11,700	12,100	12,400	13,200	14,200	13,800	14,000	14,000	15,000	14,100	12,800	800
Unemployed	6,000	5,100	4,300	4,000	3,800	3,600	3,100	2,700	3,100	3,400	4,000	4,400	4,900	-1,100
Not in labour force	40,400	41,300	41,600	41,300	41,700	42,000	41,700	41,100	39,500	38,800	37,100	37,100	36,900	-3,500
Percentage														
Unemployment rate	7.6	6.5	5.5	5.1	4.8	4.6	3.9	3.4	3.8	4.1	4.8	5.2	5.8	-1.8
Participation rate	66.2	65.6	65.3	65.6	65.3	65.1	65.4	65.9	67.3	67.9	69.3	69.3	69.5	3.3
Employment rate	61.2	61.2	61.8	62.3	62.2	62.1	62.7	63.6	64.6	65.1	66.0	65.7	65.5	4.3

*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]

2022 LABOUR FORCE CHARACTERISTICS FOR NORFOLK CA

	2021 DEC	2022 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YoY Change
Persons														
Population	63,500	63,100	62,900	63,100	64,000	63,600	63,600	63,600	63,800	65,500	66,600	67,400	65,900	2,400
Labour force	34,800	33,900	33,800	34,500	36,000	36,400	36,800	36,100	35,800	36,400	36,100	35,700	33,500	-1,300
Employed	32,000	31,500	32,000	33,200	34,500	35,200	35,200	34,600	33,500	34,200	33,900	33,600	31,000	-1,000
Full-time *	28,100	27,700	27,400	28,400	28,900	28,800	27,900	26,900	26,300	27,500	27,900	27,600	25,800	-2,300
Part-time *	4,000	3,800	4,600	4,700	5,600	6,400	7,300	7,700	7,200	6,700	6,000	6,000	5,200	1,200
Unemployed	2,700	2,400	1,900	x	1,500	x	1,600	1,500	2,200	2,200	2,200	2,200	2,500	-200
Not in labour force	28,700	29,200	29,100	28,600	27,900	27,200	26,900	27,500	28,000	29,100	30,500	31,700	32,300	3,600
Percentage														
Unemployment rate	7.8	7.1	5.6	x	4.2	x	4.3	4.2	6.1	6.0	6.1	6.2	7.5	-0.3
Participation rate	54.8	53.7	53.7	54.7	56.3	57.2	57.9	56.8	56.1	55.6	54.2	53.0	50.8	-4.0
Employment rate	50.4	49.9	50.9	52.6	53.9	55.3	55.3	54.4	52.5	52.2	50.9	49.9	47.0	-3.4

* Norfolk CA LFS data is not seasonally adjusted Source: Statistics Canada Custom Tables [Norfolk CA]

Note: Labour force data for Grand Erie's smaller communities – namely Haldimand County, Six Nations of the Grand River and Mississaugas of the Credit First Nation – is not published by Statistics Canada.

GENERAL BUSINESS COUNT TRENDS

Note: WPBGE typically uses data from the Canadian Business Counts (CBC) to produce an estimate of the number of businesses – for-profit, non-profit and charities – and sectors in which they operate in Grand Erie. While CBC – being the only source on industry counts – is critical to understanding labour force shifts, it is important to note that shifts in counts are not always reflected in real-time. In some cases, it could take up to 3 years for businesses to be removed from business counts once they have closed. For this reason, it is likely that the changes that occurred during the peak of the pandemic are better reflected in this year's LLMP, compared to last.

Between June 2021 and June 2022, businesses of all sizes grew, pointing to the flexibility and resilience of many industries in navigating the challenges posed by the global pandemic. The supply capacity of many employers continues to grow, but progress is stifled by prolonged labour shortages and broader supply chain issues. Supporting

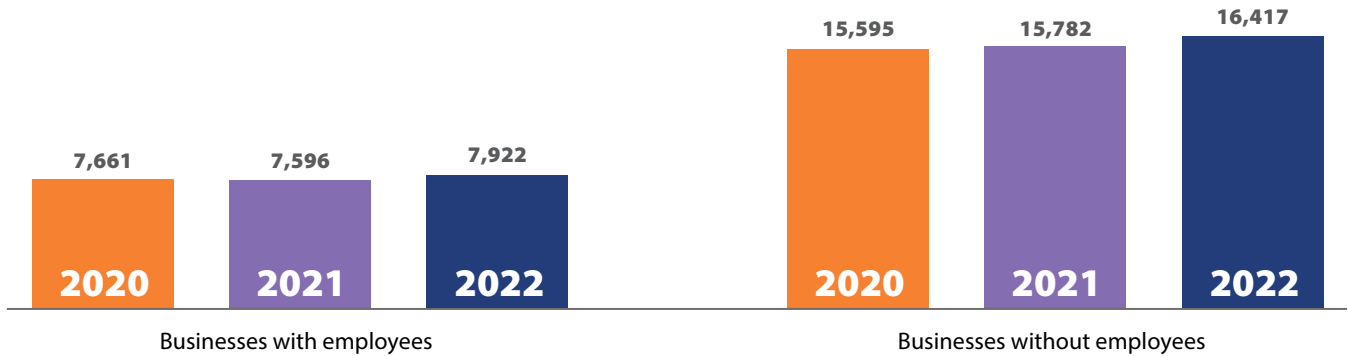
businesses requires strong community leadership and a thorough understanding of the system within which these organizations operate.

As of June 2022 business counts data, Grand Erie is home to 24,339 businesses, of which approximately 2 in 3 have no employees.

The number of businesses without employees continued to rise into 2022; Grand Erie has seen over 900 new businesses since before the pandemic. This growth was largely concentrated within the real estate and rental and leasing industry (+537), and to a lesser extent, transportation and warehousing (+91) and agriculture (+81). Meanwhile, the finance and insurance (-47), other services (except public administration) (-39), and arts, entertainment and recreation (-29) industries lost a considerable number of businesses without employees over the last 2 years.



JUNE 2020 – JUNE 2022: BUSINESS COUNT



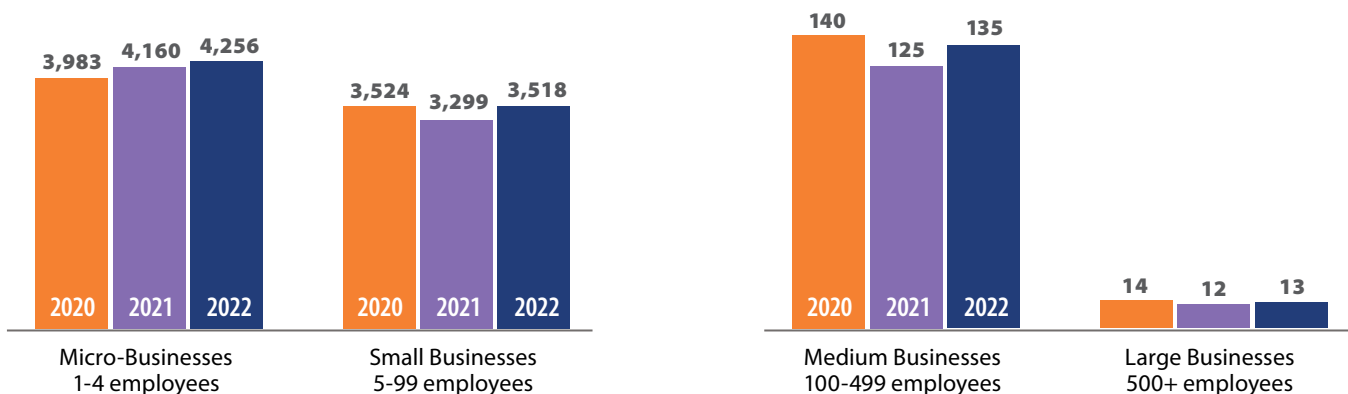
Businesses with employees, too, rose between 2020, and 2022, after a decline in 2021. Sectors that gained businesses with employees include construction (+98), transportation and warehousing (+81), professional, scientific and technical services (+49) and health care and social assistance (+26). Business losses were concentrated in the agriculture sector (-18), administrative and support, waste management and remediation services (-10) and wholesale trade (-10).

With 79 new businesses, truck transportation accounted for the largest increase in businesses with 1-4 employees between 2020 and 2022, followed by specialty trade contractors, which saw an increase of 47 businesses in the same timeframe. Grand Erie also saw an increase in micro-businesses in professional, scientific and technical services (+37), construction of buildings (+25), and personal and laundry services (+24). Aside from construction – which dipped in early 2020 – all of the other subsectors listed above saw growth even prior to, and during the pandemic.

Nine micro-businesses in food, beverage and tobacco merchant wholesale were lost over the course of the pandemic, along with some retail trade businesses in sporting goods, clothes, electronics and furniture.

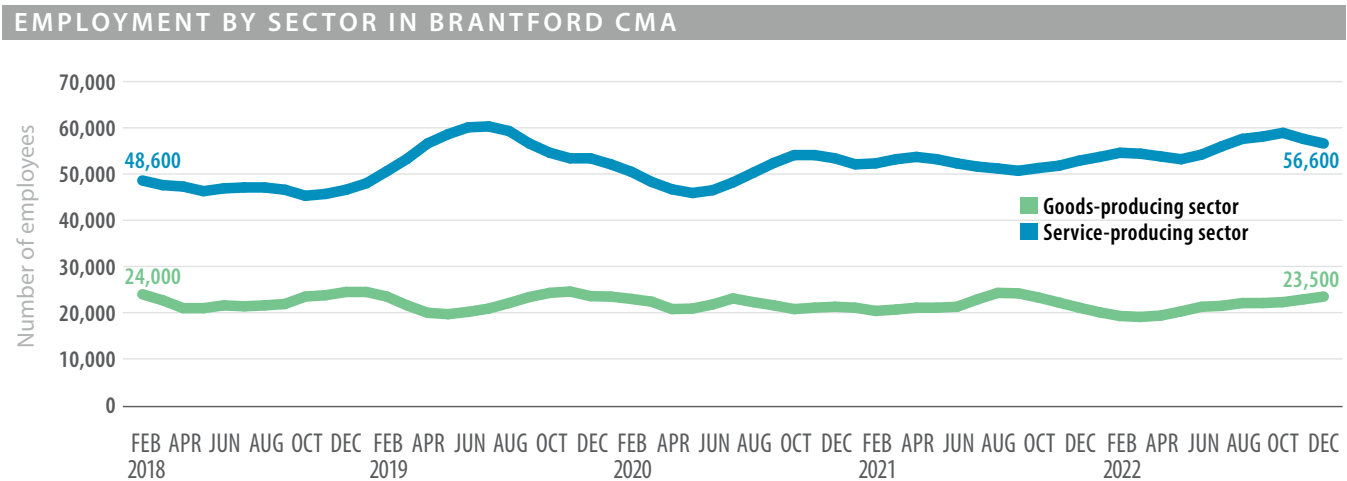
Over the course of the pandemic, the region lost 3 medium-sized food service and drinking places, 2 merchant wholesalers, and a number of other businesses in healthcare. Meanwhile, some businesses in warehousing and storage, rental and leasing and couriers and messengers, and retailers grew to over 100 employees. This resulted in a net loss of 5 medium businesses between June 2020 and June 2022.

The region saw two manufacturing businesses shrink to under 500 employees in 2022, and one business – in Aboriginal public administration – grow to over 500 employees.



Source: Canada Business Counts (June 2020 to June 2022) [Grand Erie]

GENERAL EMPLOYMENT TRENDS



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



Largest Sectors by Employment, 2021

BRANTFORD	1. Manufacturing – 9,260 employees
	2. Healthcare and social assistance – 6,415 employees
	3. Retail trade – 6,005 employees
	4. Construction – 3,855 employees
	5. Educational Services – 3,580 employees
BRANT	1. Manufacturing – 3,105 employees
	2. Health care and social assistance – 2,310 employees
	3. Construction – 2,100 employees
	4. Retail Trade – 1,960 employees
	5. Educational Services – 1,440 employees
HALDIMAND	1. Manufacturing – 3,310 employees
	2. Healthcare and social assistance – 3,085 employees
	3. Construction – 2,900 employees
	4. Retail trade – 2,720 employees
	5. Educational services – 1,590 employees
NORFOLK	1. Manufacturing – 5,530 employees
	2. Healthcare and social assistance – 3,695 employees
	3. Retail trade – 3,390 employees
	4. Construction – 3,020 employees
	5. Agriculture – 2,570 employees

Source: Census 2021, Focus on Geography

Data from the 2016 and 2021 Census on employment by industry tells a clear story of employment shifts. Employment in manufacturing and construction each grew by over 2,000, health care and social assistance grew by roughly 1,500, as did transportation and warehousing jobs.

On the other hand, employment in accommodation and food services was most significantly negatively impacted, with almost 1,000 fewer workers across Grand Erie. Wholesale and retail trade too, saw a dip of almost 600 employees, as did arts, entertainment and recreation.

Towards the end of 2021, employment in the service producing sector increased, along with a simultaneous decrease in the goods producing sector. Over the past year, these trends have become more pronounced, illustrating some broader societal shifts in terms of perceptions of work quality across various industries (i.e. more people favouring flexibility, remote work options, comprehensive benefits packages, etc.). As a result, Grand Erie has seen significant changes in where, when and how people choose to work. In some cases, they may also be indicative of shifts in consumer demand for certain goods.

Grand Erie saw consistent growth in employment between April and October 2022, after a slight dip between January and March. As of December 2022, approximately 5,000 more individuals were employed in Brantford-Brant and Norfolk, compared to December 2021. While employment in the service-producing sector has risen consistently since mid-2021 (with a slight dip towards the end of 2022), the goods producing sector dropped by 5,200 employees between August 2021 to March 2022 – reaching a low of 19,100 employees. This sector has risen slightly since August, primarily due to hiring within the manufacturing industry.

GENERAL JOB DEMAND TRENDS

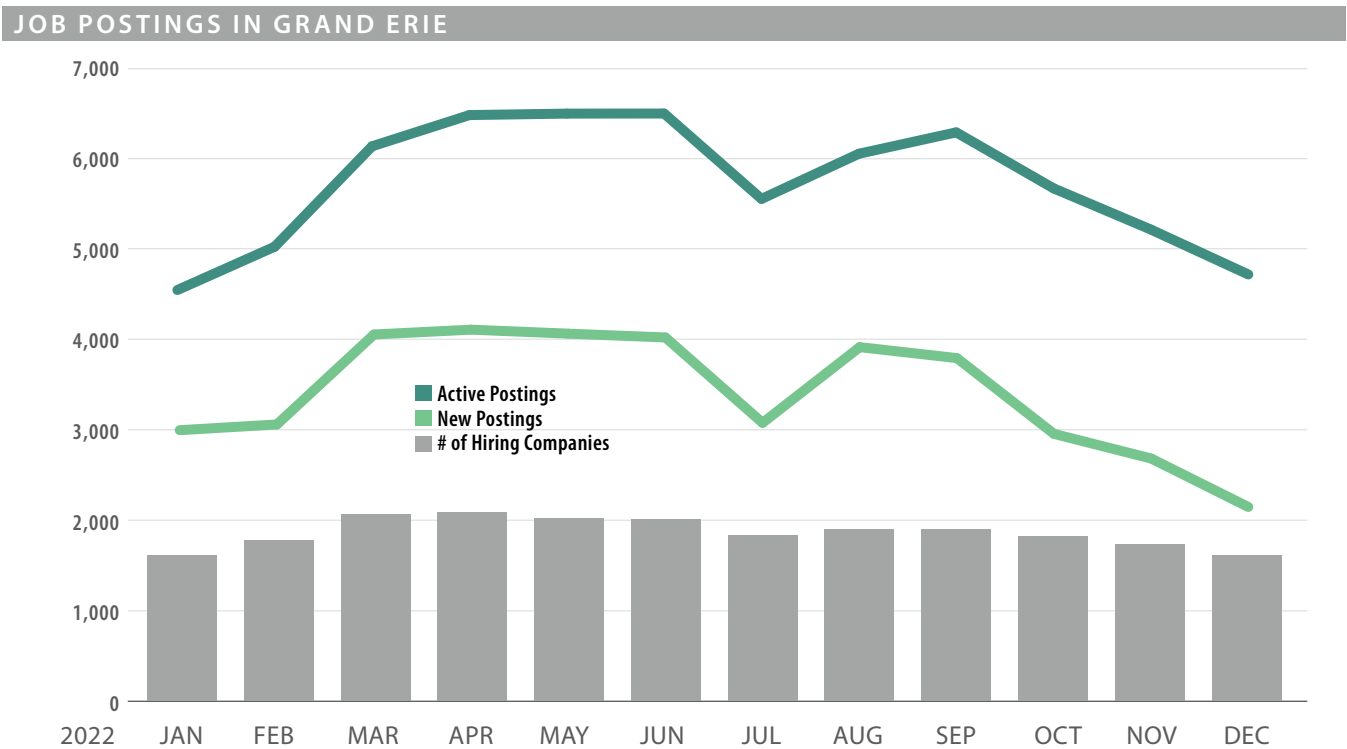
Across Ontario, job vacancies have been growing for the past several years, but the rate of growth experienced in 2021-2022 is unprecedentedly high. According to Statistics Canada's Job Vacancy and Wage survey data (which is reported at the economic region level), both job vacancies and payroll employees have grown somewhat consistently since the beginning of 2021.

In Q3 of 2022, there were 37,040 vacancies across the Hamilton-Niagara Peninsula; 16,870 more than in Q4 of 2019. This brought the job vacancy rate up from 2.9% in Q4 of 2019, to 5.8% in Q3 of 2022, seasonally adjusted. Meanwhile, within the same time period, the number of payroll employees

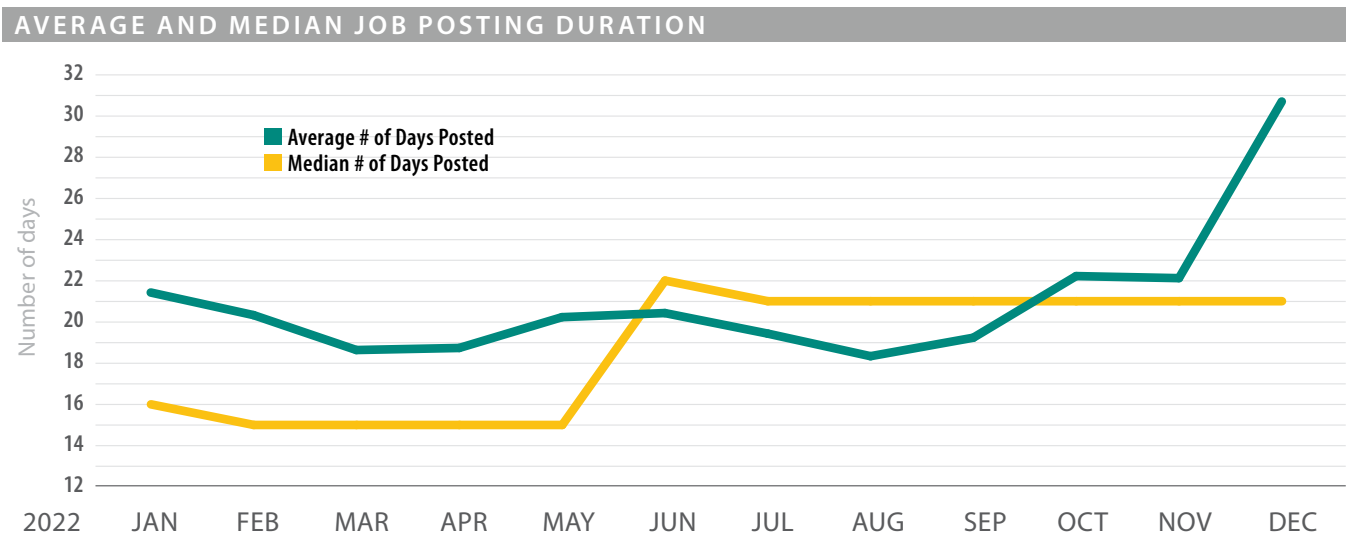
decreased by 35,000, indicating that some of the job demand is due to growth in need for workers, but a large portion of it is attributable to people retiring/leaving their jobs. (Source: Statistics Canada. [Table 14-10-0398-01](#))

According to the Job Demand Reports published by Grand Erie Jobs, in January 2021, the difference between new and active postings was about 600. By December 2021, it had climbed to 2,400, and by October 2022, it sat at over 2,700.

Almost 1 in 5 employers with employees hired at some point in 2022.



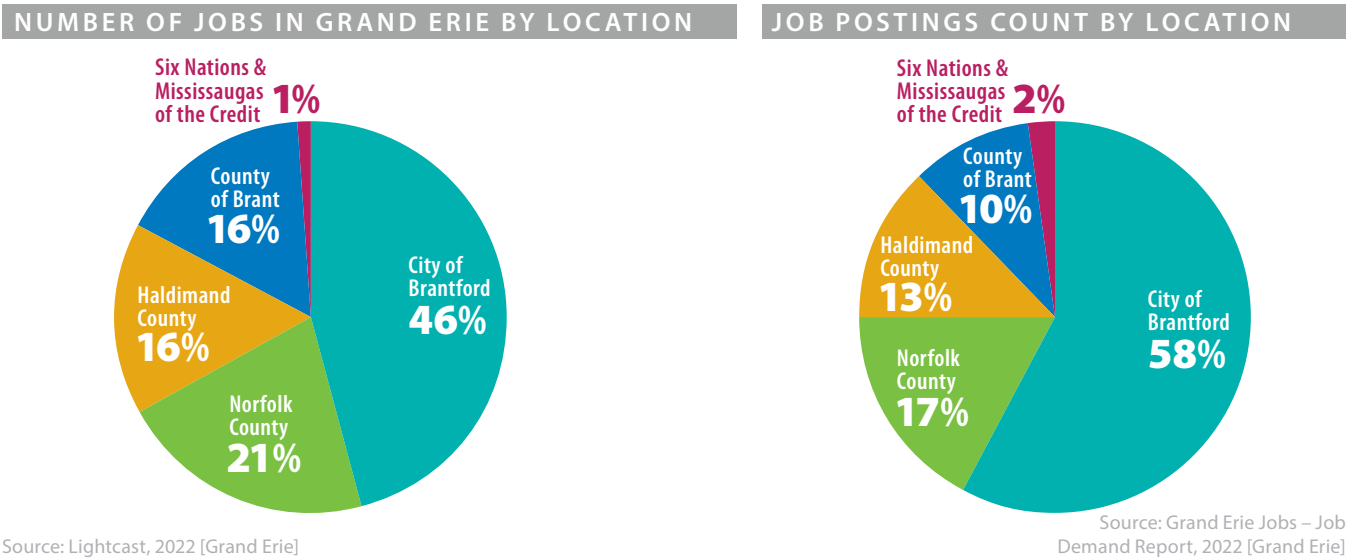
Source: Grand Erie Jobs – Job Demand Report [Grand Erie]



Source: Grand Erie Jobs – Job Demand Report [Grand Erie]



Similar to 2021, the average posting duration climbed in December 2022, as certain roles – like material handlers, retail salespersons, cooks, drivers and customer service reps – took considerably longer than average to fill. However, median posting duration climbed significantly from 15 days during most of 2021, to 21 days for the second half of 2022, highlighting that hiring challenges have impacted almost all jobs across various sectors.



Through comparing jobs vs. job posting data, we see that the majority of growth in available positions is seen within the City of Brantford. Considering that population growth was fairly evenly distributed between Brantford-Brant and Haldimand-Norfolk, it is evident that reliable transportation – be it a personal vehicle or public transit – is critical to filling these vacancies.

Note: The sector profiles that follow rely on a number of sources, including Lightcast Analyst, Grand Erie Jobs and Statistics Canada. The first two detail labour demand and supply amongst businesses within the Grand Erie community, while Statistics Canada’s Census and Labour Force Survey data paints a portrait of employment amongst residents across various sectors. As highlighted in [WPBGE’s 2021 Transportation Report](#), there is a high degree of connectivity between place of work and place of residency amongst residents of Grand Erie, Hamilton and Niagara, as well as Kitchener-Waterloo-Cambridge and Oxford County, which makes it important to understand both employment amongst local businesses, and amongst local residents.

A photograph of a stone wall with a spotlight illuminating a sign that reads "Industry Spotlights". The wall is made of large, rectangular stone blocks. A spotlight is positioned in the foreground, casting a beam of light onto the sign. The sign is white with the text "Industry Spotlights" in bold, black letters. The background is a warm, orange-toned stone wall with a circular light fixture visible in the upper right corner.

Industry Spotlights

Across Grand Erie and beyond, the world of work continues to be affected by changes in where and how individuals are choosing to work. These trends will be explored by industry and occupation in the sections below.

In addition to these, broader issues like cybersecurity, rising interest rates, inflation in the cost of materials and utilities, advances in automation technology, constrained supply chains and more, continue to affect businesses in many ways. There is a clear need for better collaboration

and coordination to adjust to these larger provincial and national labour market trends. Understanding these challenges – and the specific industries/occupations they most severely affect, is the first step in developing collaborative and holistic action plans to support Grand Erie's workforce.

The industries below have been spotlighted as they are critical to Grand Erie's employment landscape, and hire a large portion of the workforce. StatCan data indicates that over 2 in every 3 Grand Erie

employees work in one of the sectors highlighted below.

Grand Erie Jobs' job demand data is based on jobs posted online. Thus, demand for certain occupations (e.g. general farm workers, material handlers) that typically use offline recruitment methods – like hiring signs and personal referrals – might be considerably higher than is reflected in the job demand data included within each of the industry spotlights.

SPOTLIGHT ON MANUFACTURING

In reference to strategies required to support the labour force, the [National Workforce Strategic Framework for Agriculture and Food and Beverage Manufacturing](#) highlighted the importance of five key themes: perception and awareness of industry and careers; people and workplace culture; immigration and foreign workers; skill development; automation; and technology. To support businesses in navigating these areas, organizations like the Excellence in Manufacturing Consortium offer excellent resources, training, best practices and more to local employers.

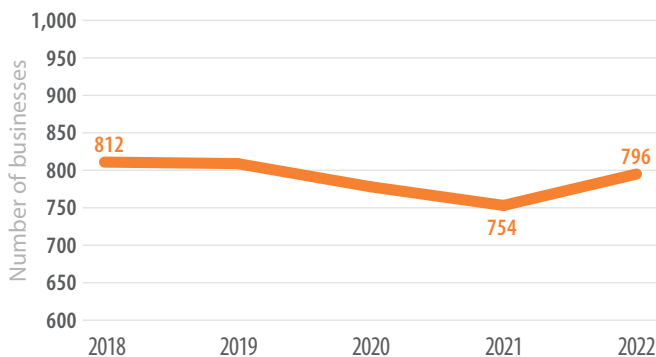
The number of manufacturing businesses in Grand Erie has grown consistently over the last year after a sharp decline prior and into the pandemic. That said, the increase was largely among businesses without employees, micro and small businesses. June 2022 data indicates that two large employers – in primary metal (in Haldimand-Norfolk) and food (in Brantford-Brant) manufacturing – shrunk to under 499 employees.

Top Manufacturing Sub-sectors by Business Count:

1. Fabricated metal product manufacturing – 161 businesses (82% with 5+ employees)
2. Miscellaneous manufacturing – 100 businesses (79% with 5+ employees)
3. Machinery manufacturing – 85 businesses (89% with 5+ employees)
4. Food manufacturing – 67 businesses (84% with 5+ employees)
5. Furniture and related product manufacturing – 46 businesses (72% with 5+ employees)
6. Wood product manufacturing – 46 businesses (72% with 5+ employees)

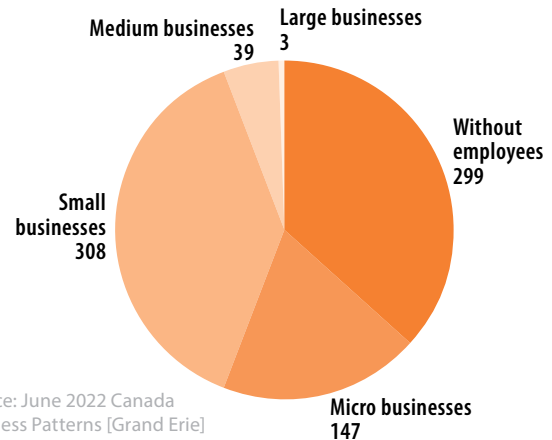
According to Lightcast data, there was little change in the number of manufacturing jobs available in the Grand Erie area over the past year. However, Brantford CMA labour force survey data indicates that employment in manufacturing has fluctuated considerably over the past few years due to continued shifts in demand, supply-chain issues and changes in consumer behaviour. For many manufacturers, ramping up post-pandemic came with a unique set of challenges – including difficulties hiring for certain occupations. While employment did rise in 2022 after a steep decline over the past year, hiring challenges appear to be slowing this growth slightly.

NUMBER OF BUSINESSES



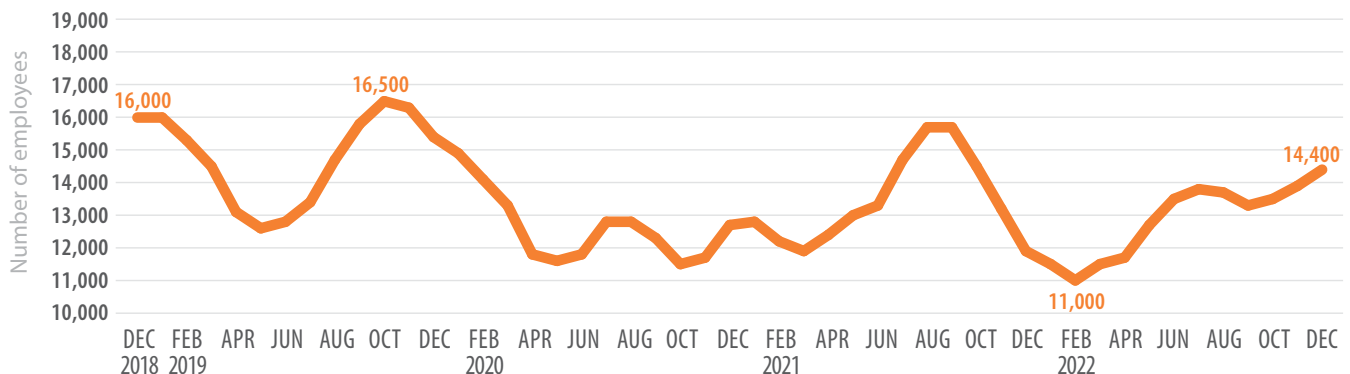
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

NUMBER OF EMPLOYEES IN MANUFACTURING IN BRANTFORD CMA



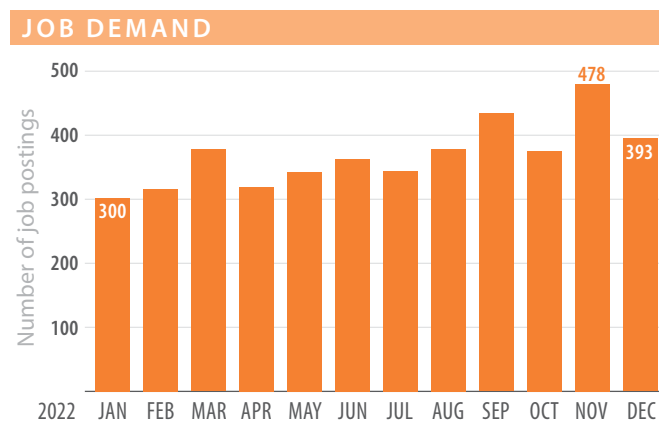
Source: Statistics Canada. [Table 14-10-0379-01](#) Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000) [Brantford CMA]

While it is fairly typical for manufacturing employment to peak in late summer and dip in early spring, April 2022 saw employment drop considerably lower than in the past few years. In April 2022, manufacturing employment dropped to a low of 11,000, a notable dip compared to the 2021 average of 13,200 employees.

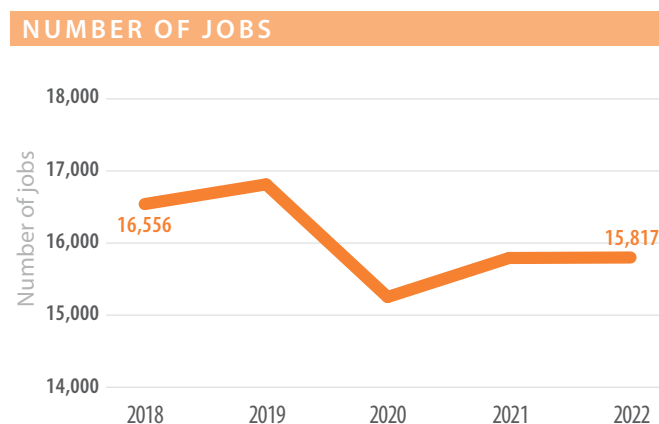
Employment has risen considerably since April, but so has job demand. In November 2022, there were 478 manufacturing jobs posted on Grand Erie Jobs, a considerable increase from 300 in January 2022. The average duration for which job postings stayed up climbed from 19 in 2020, up to 21 in 2022.

Certain jobs – like labourers in food and beverage processing and shippers and receivers – were even harder to fill, likely due to difficult work conditions, long hours, and limited advancement opportunities available in this role. The length of postings for some skilled roles – like millwrights and machining/metal forming tradespeople – was consistent with the average, but certain occupations – namely butchers, cooks and electricians – were even harder to fill.

Lightcast data on staffing patterns reveals similarities between hard-to-fill roles and occupations that saw a decrease in the total number of employees working at Grand Erie's manufacturing businesses. In response, businesses are turning to other means – like investing in automation and reorganizing roles/responsibilities within their company – to address their labour shortages.



Source: Grand Erie Jobs – Job Demand Report [Grand Erie]



Source: Lightcast [Grand Erie]

There were very few postings for Skill Level 0 or A-occupations, indicating limited turnover within these roles. This may also be attributable to the fact that these occupations were more easily able to transition to remote work during the pandemic, and were hence not as susceptible to layoffs that occurred due to provincial lockdowns.

Given the anticipated further automation of this sector, and heightened skills needs, it will be valuable to focus on upskilling and reskilling in this industry over the next few years to remain competitive. Encouraging new investments will be a priority for employers and local communities; after all, losing even one or two major manufacturers will affect employment, supply chains, as well as several smaller operations that are linked to these larger outfits. Change leadership at the company, municipality and even industry association levels will be needed to ensure that businesses remain adaptable and resilient in the face of both opportunities and adversities.

Many local employers use the services of placement agencies to hire. The postings made by placement agencies are typically classified under the agency's industry (Administrative and Support and Waste Management and Remediation Services). Therefore, the total number of job posts (i.e. in Manufacturing) may not reflect all the job openings within a specific industry.

Top 5 most In-demand Jobs in Manufacturing (based on new job postings in 2022):

JOB POSTINGS BY SKILL LEVEL				
NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
7452	Material handlers	C	19	183
6552	Other customer and information services representatives	C	18	98
1521	Shippers and receivers	C	19	94
9619	Other labourers in processing, manufacturing and utilities	D	20	93
7237	Welders and related machine operators	B	25	68

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]

JOBS CHANGES BY OCCUPATION			
NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
94	Processing and manufacturing machine operators and related production workers	down 7%	18.2%
72	Industrial, electrical and construction trades	down 11%	11.4%
95	Assemblers in manufacturing	up 3%	9.9%
92	Processing, manufacturing and utilities supervisors and central control operators	down 10%	8.9%
96	Labourers in processing, manufacturing and utilities	down 6%	7.7%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON HEALTHCARE AND SOCIAL ASSISTANCE

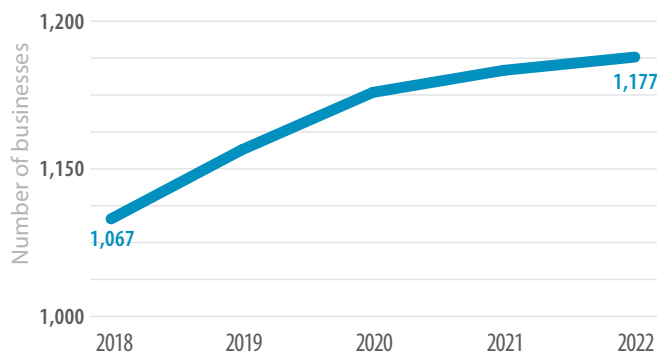
The healthcare and social assistance sector comprises establishments primarily engaged in providing health care by diagnosis and treatment, providing residential care for medical and social reasons, and providing social assistance, such as counselling, welfare, child protection, community housing and food services, vocational rehabilitation and child care, to those requiring such assistance.

Across Canada, the number of individuals trained to work in healthcare and social assistance increased considerably during the pandemic, but demand remains high. In addition to the fact that many in this sector are approaching retirement, other factors like low pay, high levels of stress and lack of work-life balance are pushing many out of the field. Both the federal and provincial governments have recently taken steps to address the talent shortage that this sector is experiencing – with policies like the [Canada Health Transfer \(CHT\)](#) funds, the Learn and Stay grant for healthcare workers, and [the loosening of legislation that prevents healthcare workers registered outside the province from practicing in Ontario](#). Government efforts such as these – to attract more

workers – will be important in the years to come, but equally critical is the need for broader community organizations and occupational associations to focus on supporting workers in understanding, navigating and recovering from burnout. This is especially important for the healthcare and social assistance sector, which sees many employees take on the stress of the people they serve.

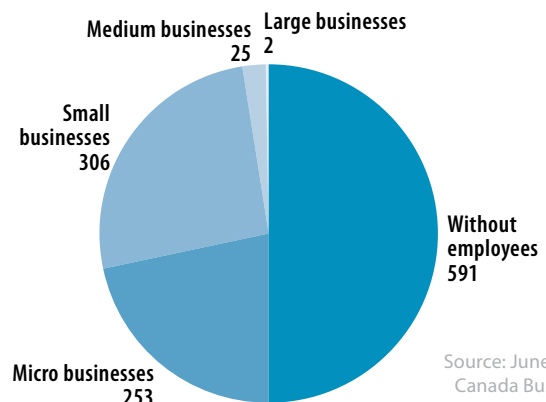
Given the pivotal role that healthcare workers played in supporting our communities over the course of the pandemic, it is unsurprising that the number of businesses in this sector have risen consistently for the past 5 years. That said, the majority of the growth experienced was in businesses without employees. The region did see one nursing and residential care facility expand to over 100 employees, according to early 2022 CBC data.

NUMBER OF BUSINESSES



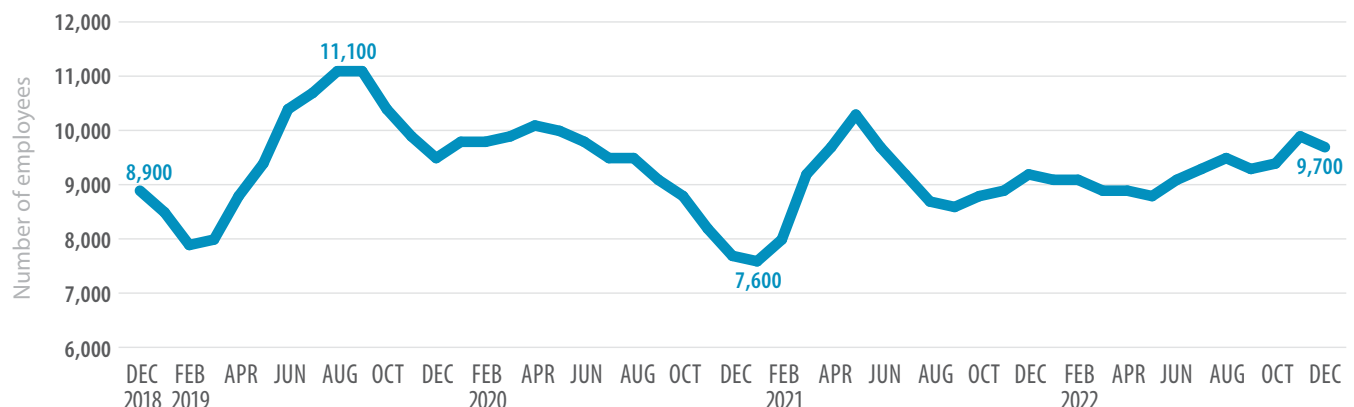
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

NUMBER OF EMPLOYEES IN HEALTHCARE AND SOCIAL ASSISTANCE 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 Healthcare and Social Assistance Sub-sectors by Business Count:

1. Ambulatory health care services – 853 businesses (18% with employees)
2. Social assistance – 225 businesses (83% w/ 5+ employees)
3. Nursing and residential care facilities – 92 businesses (83% w/ 5+ employees)
4. Hospitals – 7 (86% with 5+ employees)

Locally, jobs decreased in 2020 – perhaps partly due to greater demand in other parts of the province – but they've since risen, surpassing 2018 levels. The variance between local jobs and employment counts indicates that many healthcare professionals travel from outside the Grand Erie region to work. Considering the fact that many in this sector work 'on-call' or shift jobs, it is important to consider transportation options that supports these working requirements.

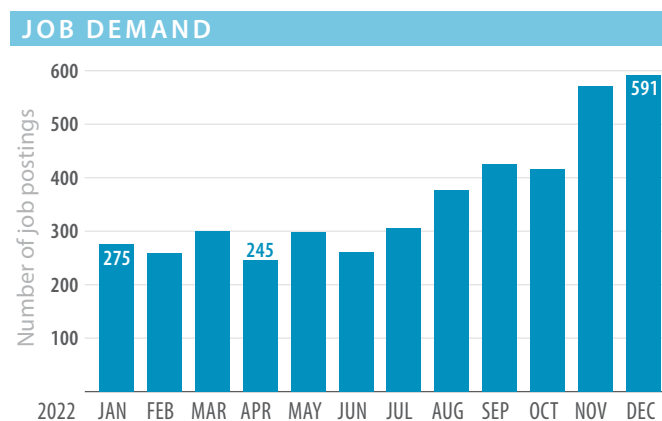
The healthcare and social assistance sector continues to experience challenges in hiring for medical professionals like licensed practical nurses, registered nurses, and dental hygienists. Postings in this sector have risen almost



consistently since the beginning of 2021, and the region saw a particularly large jump in demand between June and December 2022.

The number of postings – specifically for occupations like PSWs, nurses and doctors – suggests that turnover in this industry is particularly high. As a result of hiring challenges, most healthcare occupations have seen a decline in total employment since 2018.

Top 5 most In-demand Jobs in Healthcare and Social Assistance (based on new job postings in 2022):

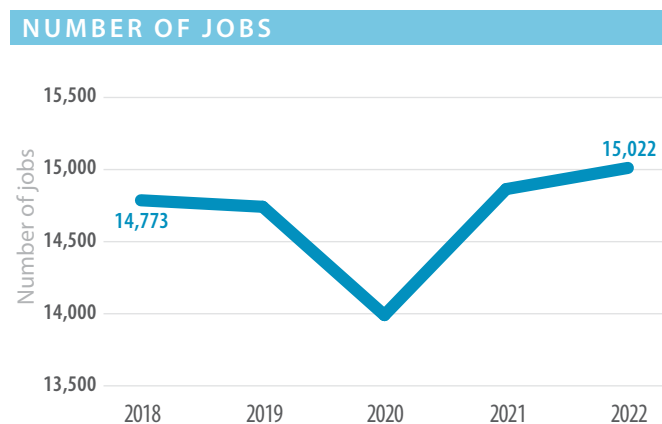


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
4412	Home support workers, housekeepers and related occupations	C	18	566
4212	Social and community service workers	B	18	176
3233	Licensed practical nurses	B	24	169
1414	Receptionists/community service workers	C	17	140
6322	Cooks	B	19	132

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
34	Assisting occupations in support of health services	down 6%	15.4%
30	Professional occupations in nursing	down 5%	11.1%
32	Technical occupations in health	no change	10.8%
42	Paraprofessional occupations in legal, social, community and education services	down 13%	9.9%
31	Professional occupations in health (except nursing)	up 11%	8.9%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON WHOLESALE AND RETAIL TRADE

The 2022 Canadian Retail Outlook, published by Deloitte in mid-2022, acknowledges the precarities this sector was faced with – inflation, supply chain disruptions, hiring challenges, and a renewed focus on the people and the planet. Referencing the labour shortages, it notes that “to succeed in this labour market, retailers must be employee-centric, developing workforce strategies that promote flexibility, support diversity, equity, and inclusion (DE&I), and make working in retail fun and rewarding. In other words, the workforce is as important as the customer.”

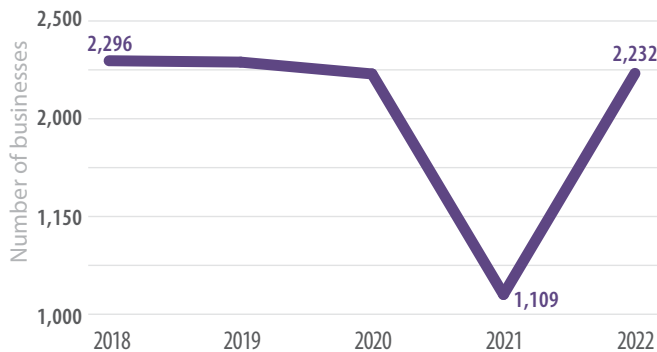
Over the course of the pandemic, the number of wholesale and retail trade employers dipped sharply, but is now on track to returning to pre-pandemic levels. The majority of the businesses gained were without employees, in subsectors like non-store retailers, food and beverage stores, motor vehicle parts and dealers and healthcare stores. The region also saw several new medium businesses in each of these sectors, but lost a number of medium-sized general merchandise stores.

Top Wholesale and Retail Trade Sub-sectors by Business Count:

1. Food and beverage stores – 285 businesses (40% w/ 5+ employees)
2. Miscellaneous store retailers – 251 businesses (29% w/ 5+ employees)
3. Motor vehicle and parts dealers – 187 businesses (39% with 5+ employees)
4. Health and personal care stores – 169 businesses (34% w/ 5+ employees)
5. Non-store retailers – 148 businesses (5% w/ 5+ employees)
6. Machinery, equipment and supplies merchant wholesalers – 147 businesses (35% w/ 5+ employees)

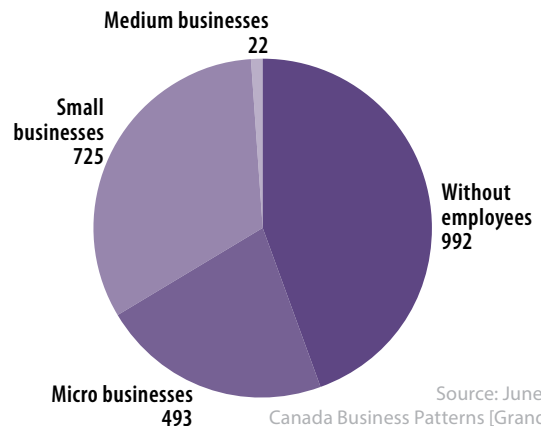
Retail jobs in Grand Erie have been consistently declining since 2018, according to Lightcast data. Towards the end of 2021, this industry hit a record low of 9,300 employees – over 5,000 fewer than its peak earlier the same year. It has since been on the incline, but August to December 2022 job demand data suggests employers are beginning to exercise more caution in light of the predicted economic downturn in 2023. Employment in wholesale and retail trade dipped

NUMBER OF BUSINESSES



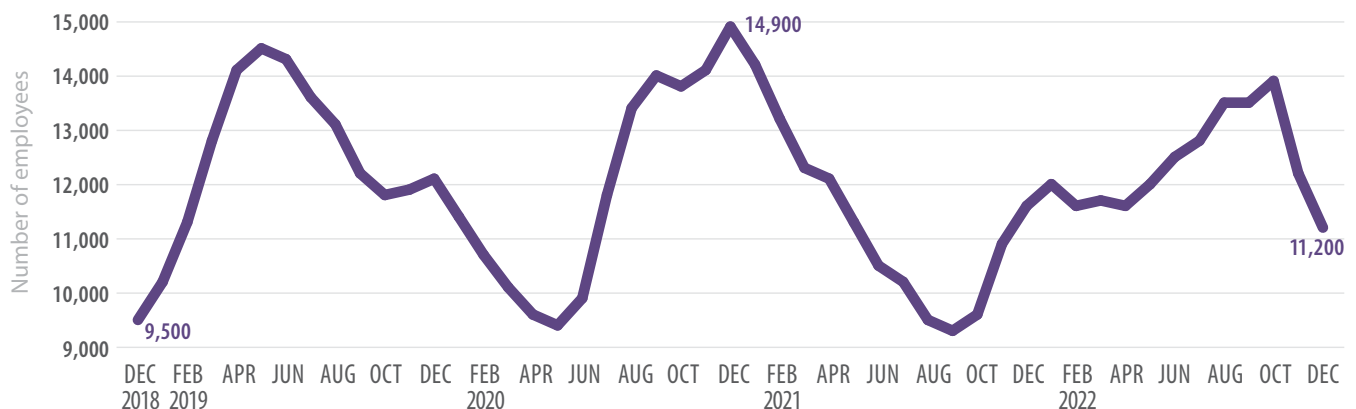
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

NUMBER OF EMPLOYEES IN WHOLESALE AND RETAIL TRADE 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]

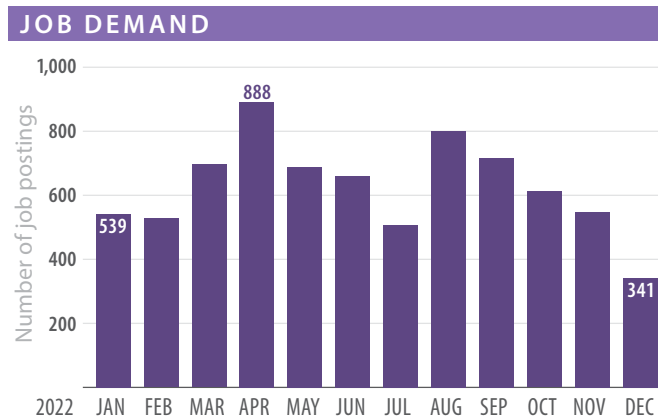


by around 2,700 between September and December 2022. It is also worth noting that a considerable number of those employed in this sector commute to outside Grand Erie for work.

Retail salespeople and other customer and info. service representatives ranked 2nd and 3rd in job demand across Grand Erie in 2022. Despite the high number of postings, these jobs were relatively easy to find suitable candidates for. Supervisory retail roles took considerably longer to fill

– 26 days on average. This industry also experienced some challenges in hiring for skilled trades – like butchers, chefs, and auto-service technicians – and some professional roles, like chemists and financial and investment analysts. While management and trades occupations continue to be in demand, staffing patterns data indicates decreases in the proportion of the workforce employed within these roles.

Top 5 most In-demand Jobs in Wholesale and Retail Trade (based on new job postings in 2022):

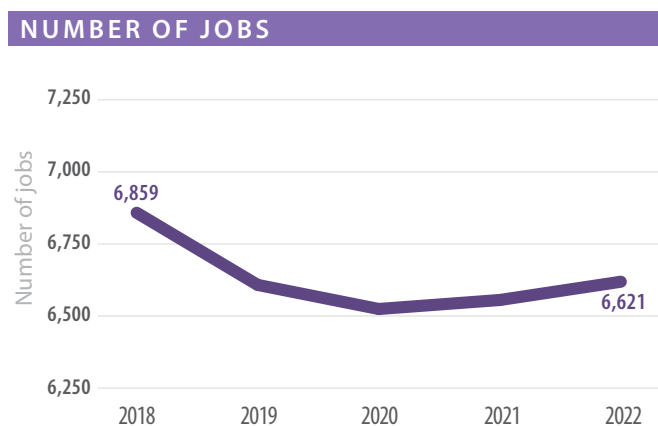


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
6421	Retail salespersons	C	17	1087
6552	Other customer and information services representatives	C	17	404
0621	Retail and wholesale trade managers	0	18	397
6622	Store shelf stockers, clerks and order fillers	D	18	319
6611	Cashiers	D	18	287

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
64	Sales representatives and salespersons – wholesale and retail trade	no change	20.9%
66	Sales support occupations	up 8%	15.9%
62	Retail sales supervisors and specialized sales occupations	up 10%	10.6%
06	Middle management occupations in retail and wholesale trade and customer services	down 16%	10.5%
73	Maintenance and equipment operation trades	down 8%	3.7%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON CONSTRUCTION

Census data indicates that the number of people working in construction trades decreased between 2016 and 2021 in Ontario. As a result of poor perceptions surrounding trades jobs, the field has not been able to attract the labour force it needs to expand and respond to the growing demand for residential and commercial buildings. While students are being introduced to these jobs at younger ages, and provided with a broader set of resources to ensure they are able to develop this skillset, it may take many years for this labour gap to be closed. In light of this, some organizations are turning to robots to take on tasks that are deemed too dangerous or exhausting for humans. However, demand remains higher and in many ways, requires a level of complexity that automation currently cannot achieve on a mass scale. The construction sector is also quickly recognizing the need to tap into broader labour pools, such as immigrants and people with disabilities.

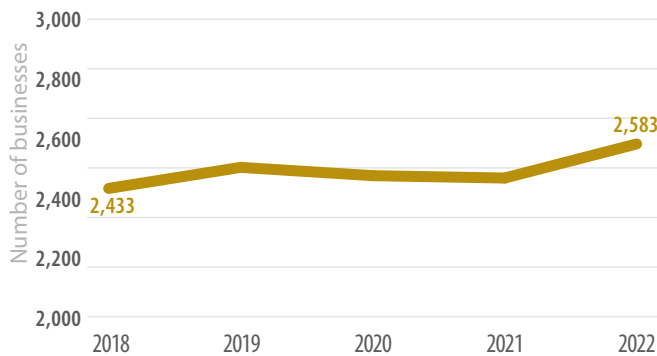
The number of businesses in the construction sector

continues to rise as a result of renovations and new builds. While the region did see the declines of two heavy and civil engineering construction companies between December 2021 and June 2022, it gained businesses of all other sizes.

Over the past few months, the provincial government has released new infrastructure funding for rural communities, including those in Grand Erie. These projects will heighten the need for skilled labour, creating competition across the province. To fill these roles, local residents are being encouraged to consider exploring careers in the trades with the help of free job training like that offered through [Skills2Advance](#).

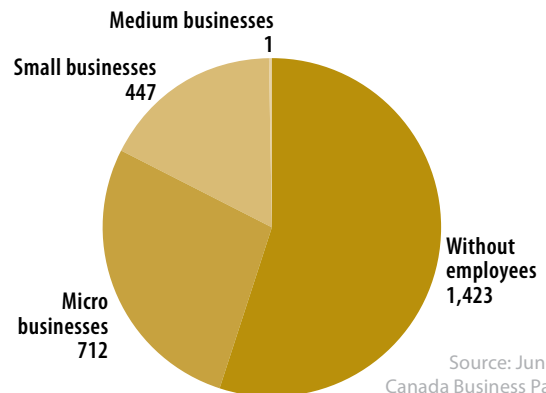
Further, given that the construction sector boasts an above average proportion of businesses with under 5 employees, it is likely that many employers in this industry do not have the capacity to support holistic quality of work amongst their employees. Strengthening partnerships between community

NUMBER OF BUSINESSES



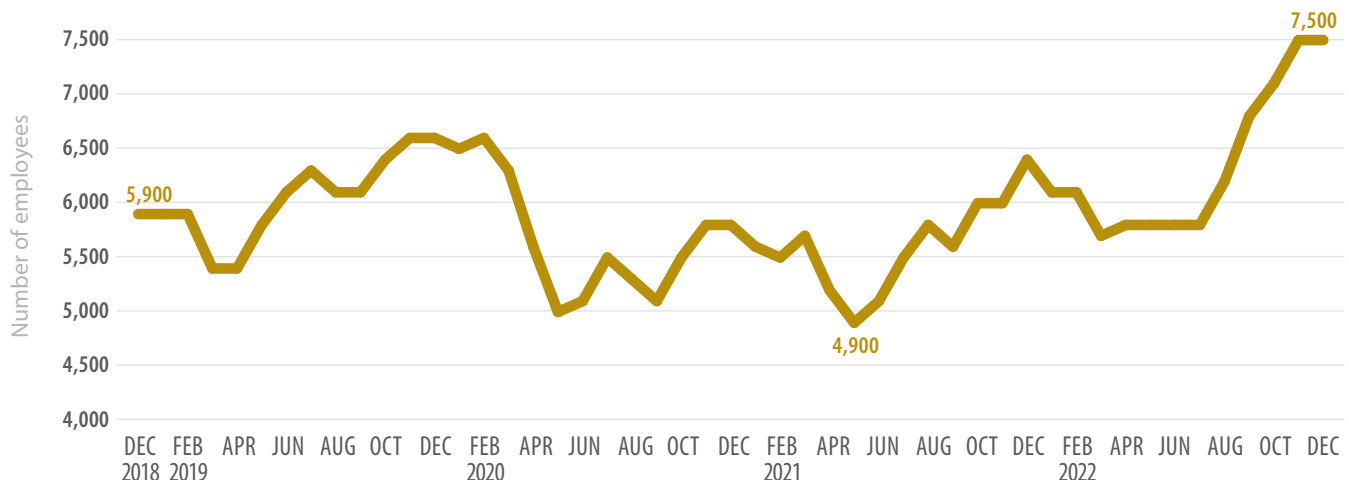
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022
Canada Business Patterns
[Grand Erie]

NUMBER OF EMPLOYEES IN CONSTRUCTION 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]:

organizations and this sector may help ensure that this industry is able to continue meeting its labour needs.

Top Construction Sub-sectors by Business Count:

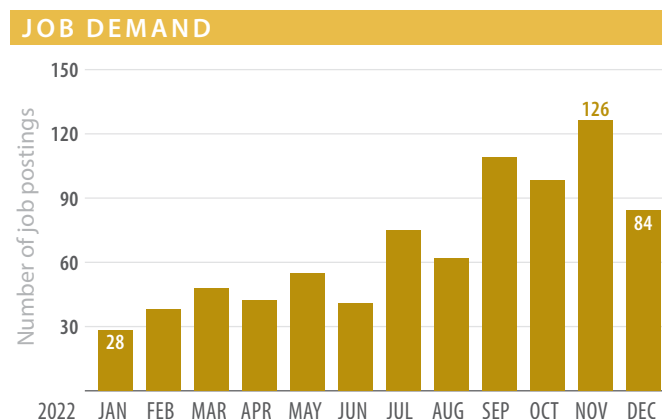
1. Specialty trade contractors – 1,668 businesses (20% w/ 5+ employees)
2. Construction of buildings – 740 businesses (17% w/ 5+ employees)
3. Heavy and civil engineering construction – 175 businesses (17% w/ 5+ employees)

In November 2022, the construction sector hit a 5-year employment high of about 7,500 workers.

Construction trade helpers were among the hardest to fill – on average, they took over a month to fill. A number of trades too – including plumbers, gas fitters, floor covering installers, metal fabricators and painters – were hard to find suitable candidates for. It is worth noting that construction companies often rely on methods of hiring – such as referrals and physical signs – that may not be adequately captured by online job boards.



Top 5 most In-demand Jobs in Construction (based on new job postings in 2022):

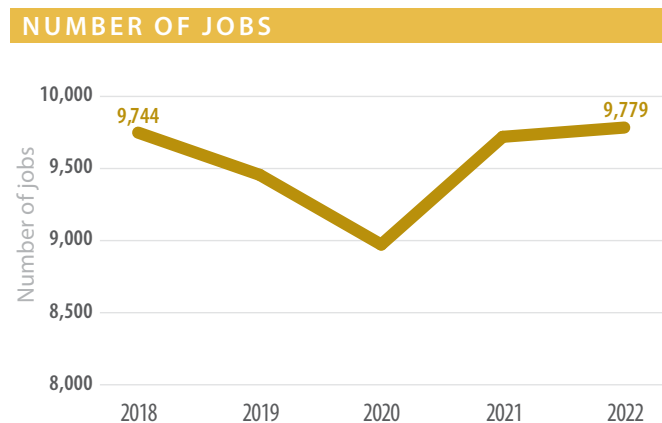


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
7611	Construction trades helpers and labourers	D	31	57
7271	Carpenters	B	19	48
7251	Plumbers	B	17	42
7452	Material handlers	C	15	40
7281	Bricklayers	B	17	37

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
72	Industrial, electrical and construction trades	no change	38.5%
07-09	Middle management occupations in trades, transportation, production and utilities	up 10%	16.1%
73	Maintenance and equipment operation trades	up 5%	9.8%
76	Trades helpers, construction labourers and related occupations	down 16%	7.5%
75	Transport and heavy equipment operation and related maintenance occupations	down 15%	4.2%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON EDUCATIONAL SERVICES

Employees across all sectors continue to be affected by low wages, coupled with rising inflation. For many educational support workers, like teaching assistants, administrative staff and custodial staff, this strain is exacerbated by burnout, and frustrations about the lack of funding and resources they require to do their job well. Many continue to be concerned about students falling behind as a result of the several shifts to remote learning that took place over the past few years. Continued training and increased access to required supports is an essential part of supporting this sector.

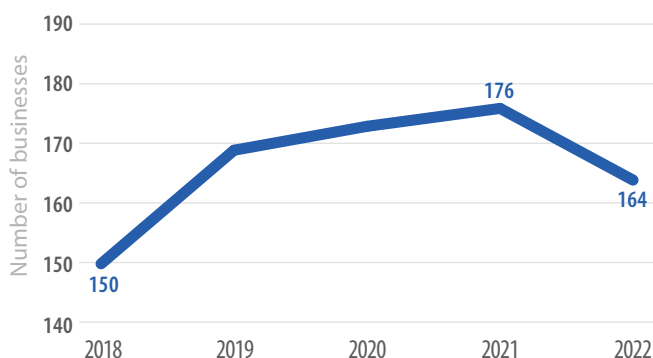
The sector did experience a slight dip in number of businesses – mostly those without employees – in 2022. It also saw one employer expand to 500+ employees as lockdowns were lifted.

Employment in educational services has risen over the course of 2022, but is significantly lower than where it was in October 2021.

With the return to in-person learning came a spike in recruitment for educators; job demand peaked in June 2022 with almost four times as many postings as is typical for the industry. Interestingly, elementary school teachers and teaching assistants were amongst the easiest positions to fill – taking just about a week on average. This may be due to the role that unions play in supporting employment of their members.

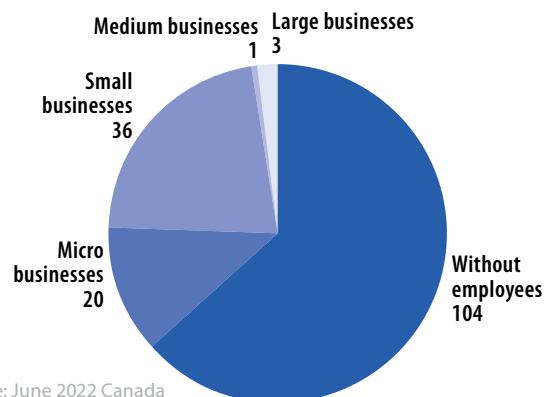
The region did see a sharp decline in the proportion of care providers and middle management over the last few years – likely due to retirements. Amongst sectors like education that aren't as physically demanding, community organizations are calling on employers to consider ways in which they can keep potential retirees in the workforce for a little longer – be it on a contractual or part-time basis. This may help reduce the strain being experienced by other educators, while also providing new workforce entrants with mentorship opportunities.

NUMBER OF BUSINESSES



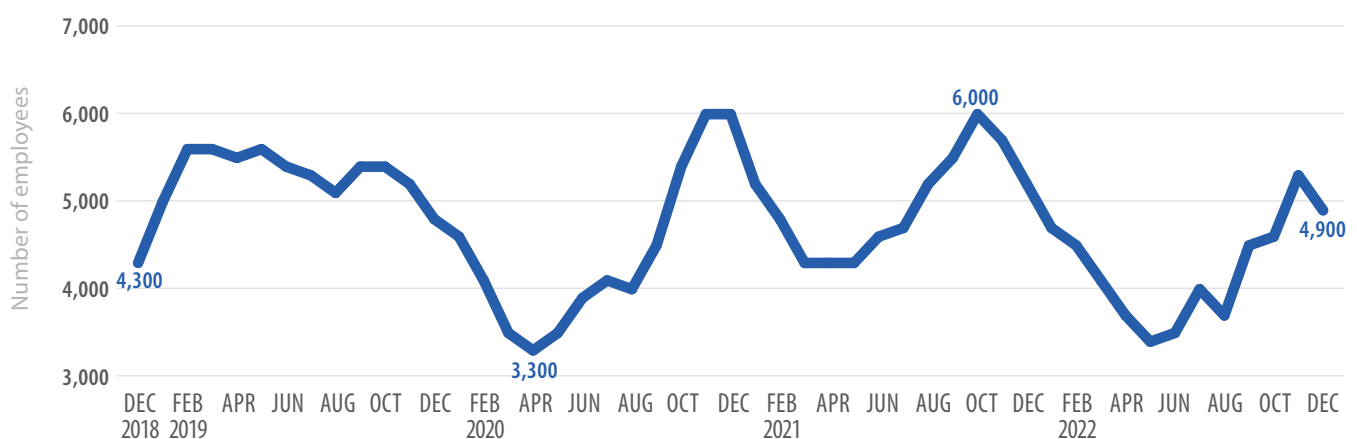
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

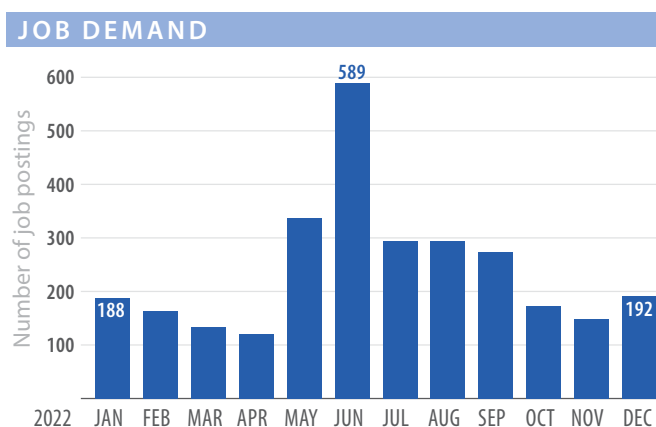
NUMBER OF EMPLOYEES IN EDUCATIONAL SERVICES IN BRANTFORD CMA



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



Top 5 most In-demand Jobs in Educational Services (based on new job postings in 2022):

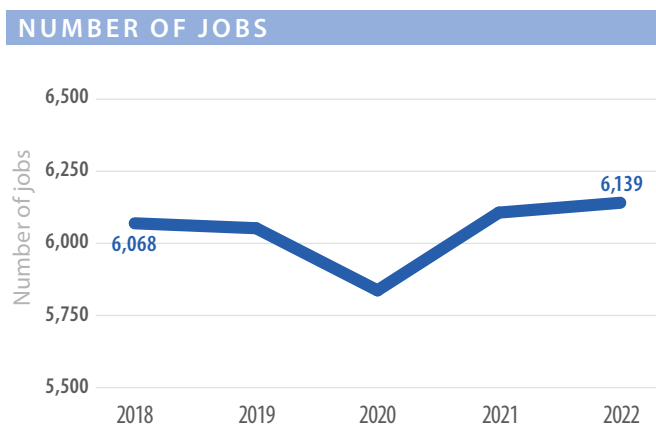


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
4413	Elementary and secondary school teacher assistants	C	8	142
4011	University professors and lecturers	A	17	113
4032	Elementary school and kindergarten teachers	A	6	35
4216	Other instructors	B	17	33
6733	Janitors, caretakers and building superintendents	D	22	27

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
40	Professional occupations in education services	down 1%	59.0%
44	Care providers and educational, legal and public protection support occupations	down 6%	9.2%
51	Professional occupations in art and culture	up 38%	5.0%
42	Paraprofessional occupations in legal, social, community and education services	no change	4.9%
01-05	Specialized middle management occupations	down 16%	3.9%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON ACCOMMODATION AND FOOD SERVICES

The Tourism Industry Association of Ontario (TIAO) and Ontario Chamber of Commerce (OCC) [2022 publication on the State of Ontario's Tourism Industry](#) reports that while the industry is rebuilding its economic impact, it continues to face barriers to recovery, including high amounts of debt, lack of sufficient housing, transportation and broadband infrastructure and changing perceptions of tourism careers. Given the significant impact experienced by this sector, many working within it were driven towards switching careers. Further, the sector experienced a decrease in interest amongst labour market entrants and job seekers. To address this, TIAO and OCC recommends revisiting "post-secondary co-op term dates for the tourism and hospitality industry to ensure tourism businesses can offer a professional rewarding experience" and offering incentives to employers working with young jobseekers.

Locally, the number of accommodation and food service businesses has risen consistently since 2019. However, much of this growth is concentrated within businesses without employees, and small businesses. This makes sense given

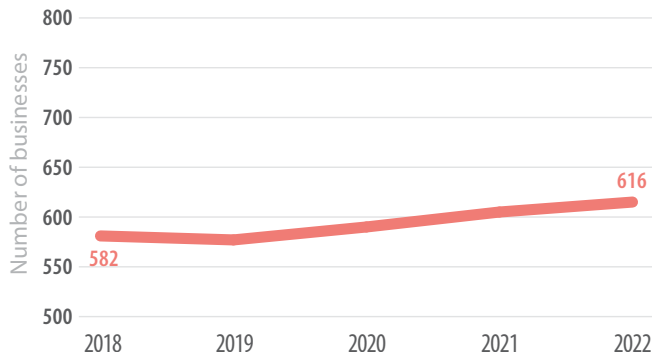
that the cost of business entry into this sector is typically less than that of other sectors, like manufacturing or even modern agriculture. This growth has many long-term benefits – including increased variety of food options available, and improved social spaces for community members – but in order to get there, strong change leadership will be required of our business resource centres, business associations and economic development departments. By advocating for policies that support small businesses and strengthening entrepreneurial networks, these institutions can play pivotal roles in supporting the development and growth of small accommodation and food service businesses.

The sector lost one large food services and drinking establishment in June 2021.

Top Accommodation and Food Services Sub-sectors by Business Count:

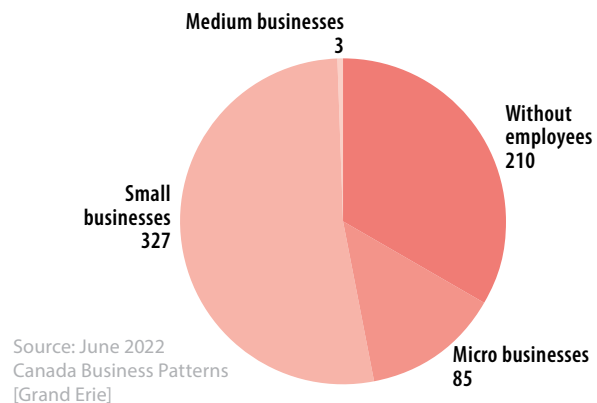
1. Food services and drinking places – 722 businesses (69% w/ 5+ employees)
2. Accommodation services – 90 businesses (22% w/ 5+ employees)

NUMBER OF BUSINESSES



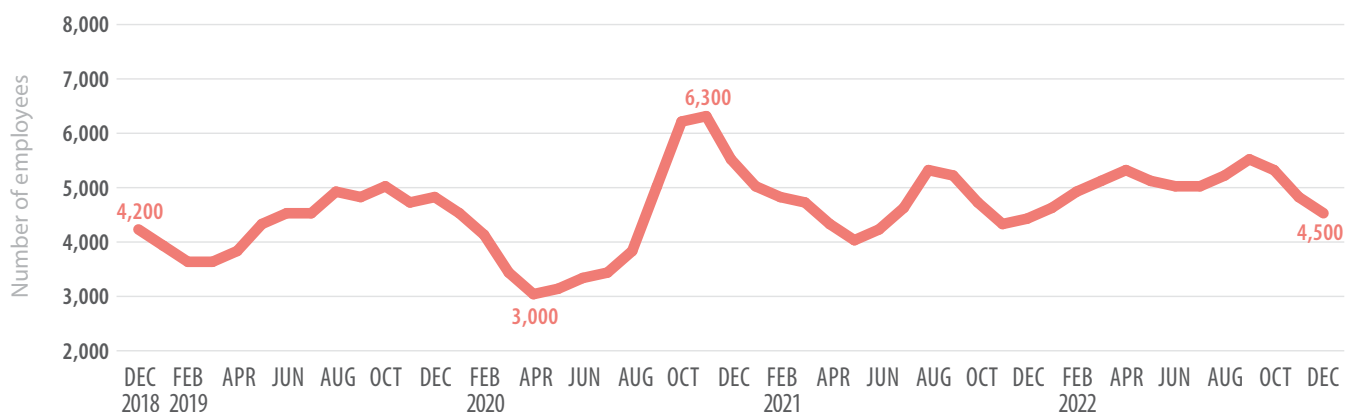
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

NUMBER OF EMPLOYEES IN ACCOMMODATION AND FOOD SERVICES 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]

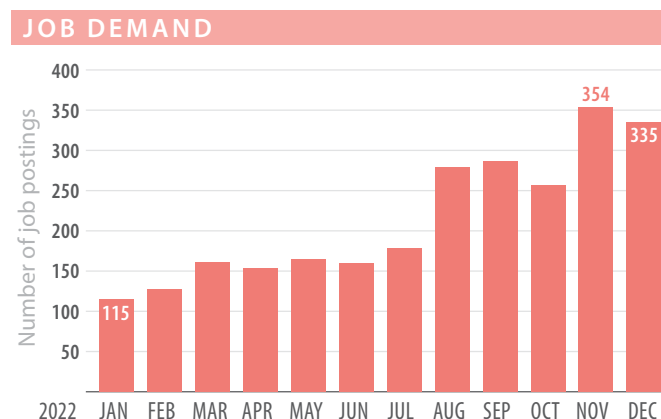


The number of jobs within this industry across Grand Erie decreased considerably between 2018 and 2022. In Brantford CMA, employment has been rising after the steep decline at the start of the pandemic, but continues to face some degree of volatility.

The sector saw decreases in all of its top 5 occupational groups over the last 5 years. Meanwhile, businesses are looking to expand, and as a result, job demand climbed

consistently over the course of 2022, indicating decreased interest in this sector amongst the workforce. As a major employer of lower skilled workers, the competition for labour will continue to stress this sector, along with a growing need for talent that can adapt to the technological shifts that have taken place over the pandemic.

Top 5 most In-demand Jobs in Accommodation and Food Services (based on new job postings in 2022):

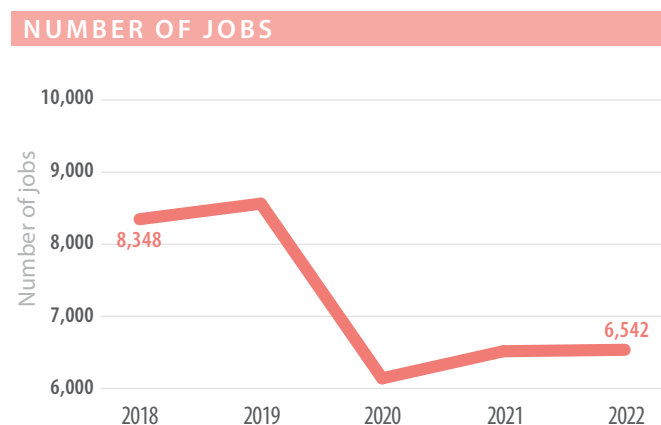


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
6322	Cooks	B	23	382
6513	Food and beverage servers	C	20	187
6711	Food counter attendants, kitchen helpers and related support occupations	D	26	163
0631	Restaurant and food service managers	D	22	88
0621	Retail and wholesale trade managers	D	19	77

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
67	Service support and other service occupations	down 17%	29.9%
65	Service representatives and other customer and personal services occupations	down 15%	24.1%
63	Service supervisors and specialized service occupations	down 22%	22.5%
6	Middle management occupations in retail and wholesale trade and customer services	down 7%	10.7%
67	Service support and other service occupations	down 17%	7.2%

Source: Lightcast Staffing Patterns data [Grand Erie]

SPOTLIGHT ON AGRICULTURE

From climate change to soaring costs of labour, fertilizer and fuel, the landscape of agriculture is shifting. Agricultural businesses are amongst the most innovative, with rapid advances in technology. Between 2015 and 2020, Canada saw a 28% increase in automated guidance steering systems and a 59% increase in geographic information system mapping used on farms (StatCan Census of Agriculture). While these advances have made it easier for farm operators to manage large operations – which in turn has allowed for the consolidation of farms – demand for agricultural workers continues to be high. To navigate these changes, employers need employees that are talented, knowledgeable and available all year around. In addition to farm workers, these growing businesses also need professionals for finance, IT, logistics and machinery management.

Business Counts and the 2021 Census of Agriculture data tell us Grand Erie's farms with employees shrunk in number, but grew in size. Between June 2020 and June 2022, there were 31 fewer businesses with 5-99 employees. While 2 expanded to medium sized businesses (100-499 employees), the majority

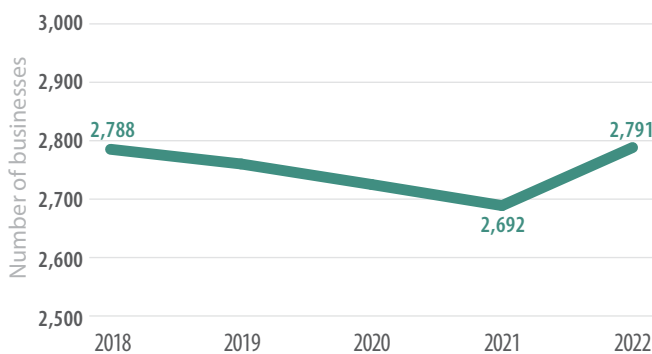
of these shrunk to under 5 employees, and in some cases, no employees.

Top Agriculture Sub-sectors by Business Count:

1. Crop production – 1,934 businesses (15% w/ 5+ employees)
2. Animal production and aquaculture – 630 businesses (7% w/ 5+ employees)
3. Support activities for agriculture and forestry – 171 businesses (7% w/ 5+ employees)
4. Forestry and logging – 41 businesses (2% w/ 5+ employees)
5. Fishing, hunting and trapping – 14 businesses (21% w/ 5+ employees)

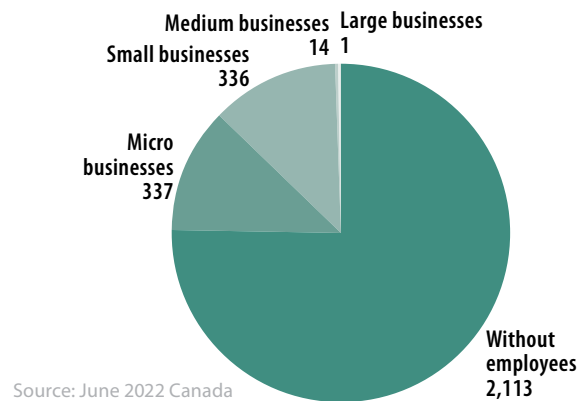
According to 2022 Lightcast estimates, there were about 5,600 people working in Grand Erie's agricultural sector in 2022, unchanged from the year prior. The majority of these are temporary foreign workers, which the LFS does not report on. As a result, there is a large discrepancy between the two data sets, with StatCan reporting under 1,500 residents working in Grand Erie over the course of the past year.

NUMBER OF BUSINESSES



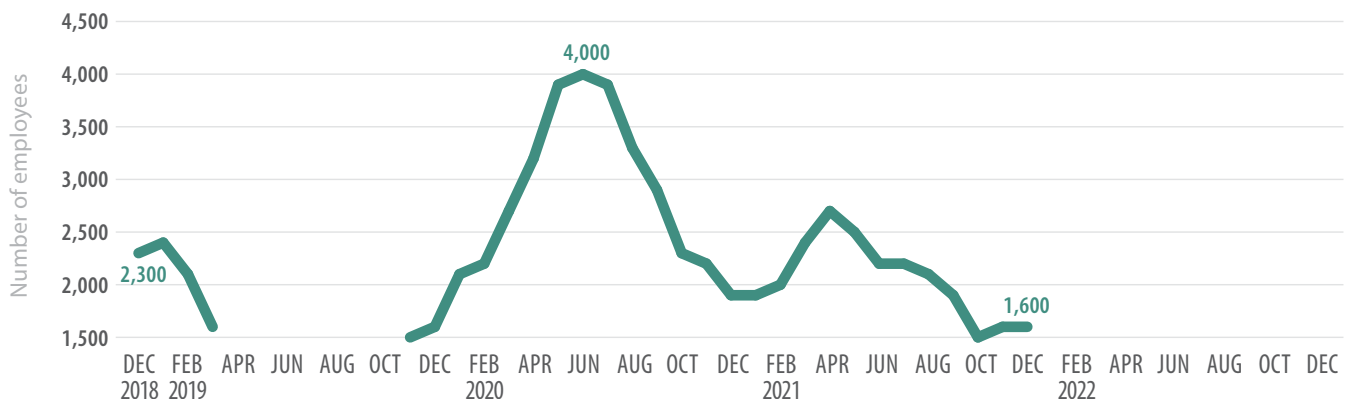
Source: June 2018-2022 Canada Business Patterns [Grand Erie]

NUMBER OF BUSINESSES BY SIZE



Source: June 2022 Canada Business Patterns [Grand Erie]

NUMBER OF EMPLOYEES IN AGRICULTURE 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]

* To maintain confidentiality, StatCan suppresses all employment data under 1500.

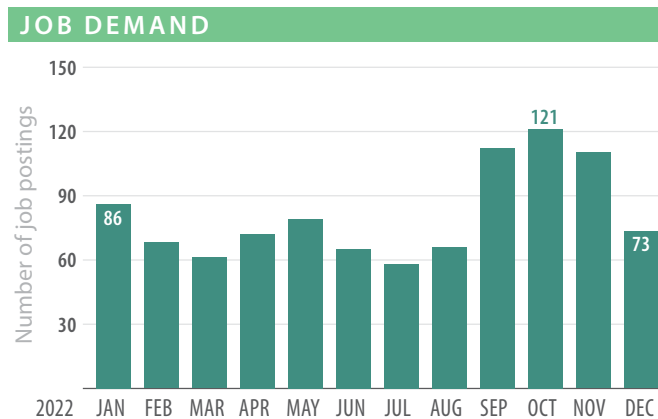


Job demand for farm workers, transport truck drivers, material handlers and horticultural technicians has risen in the last few months, bringing postings to a high of 121 as of October 2022.

While the majority of local farmers focus on farming for their families/community and sell their produce in local markets, a smaller portion do contribute towards the national supply of food by producing goods on a commercial scale. Yet others are focused on diversification efforts, like broadening the selection of crops they farm, to manufacturing value-added

products (like pies and jams), to setting up tourism activities like 'pick-your-own-fruit'. Each of these efforts require unique skills, resources and talent that farm operators and workers alike will have to gain to remain competitive in this fast-changing sector. Community organizations can best support this transformation by recognizing the large scale at which many farms operate, and providing supports appropriately.

Top 5 most In-demand Jobs in Agriculture (based on new job postings in 2022):

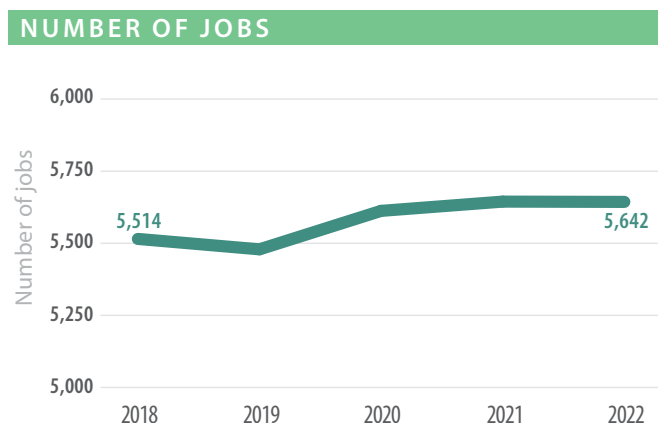


Source: Grand Erie Jobs – Job Demand Report [Grand Erie]

JOB POSTINGS BY SKILL LEVEL

NOC	Occupation	Skill Level	Average Posting Length	Total Job Posts
8431	General farm workers	C	33	155
2225	Landscape and horticulture technicians and specialists	B	17	41
7511	Transport truck drivers	C	19	28
8432	Nursery and greenhouse workers	C	23	25
7452	Material handlers	C	19	24

Source: Grand Erie Job Demand Report – New Jobs in 2022 [Grand Erie]



Source: Lightcast [Grand Erie]

JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2018-2022	% of Total Jobs in Industry 2021
07-09	Middle management occupations in trades, transportation, production and utilities	up 7%	43.3%
84	Workers in natural resources, agriculture and related production	no change	28.8%
82	Supervisors and technical occupations in natural resources, agriculture and related production	up 43%	5.1%
86	Harvesting, landscaping and natural resources labourers	up 1%	2.9%
75	Transport and heavy equipment operation and related maintenance occupations	down 27%	2.1%

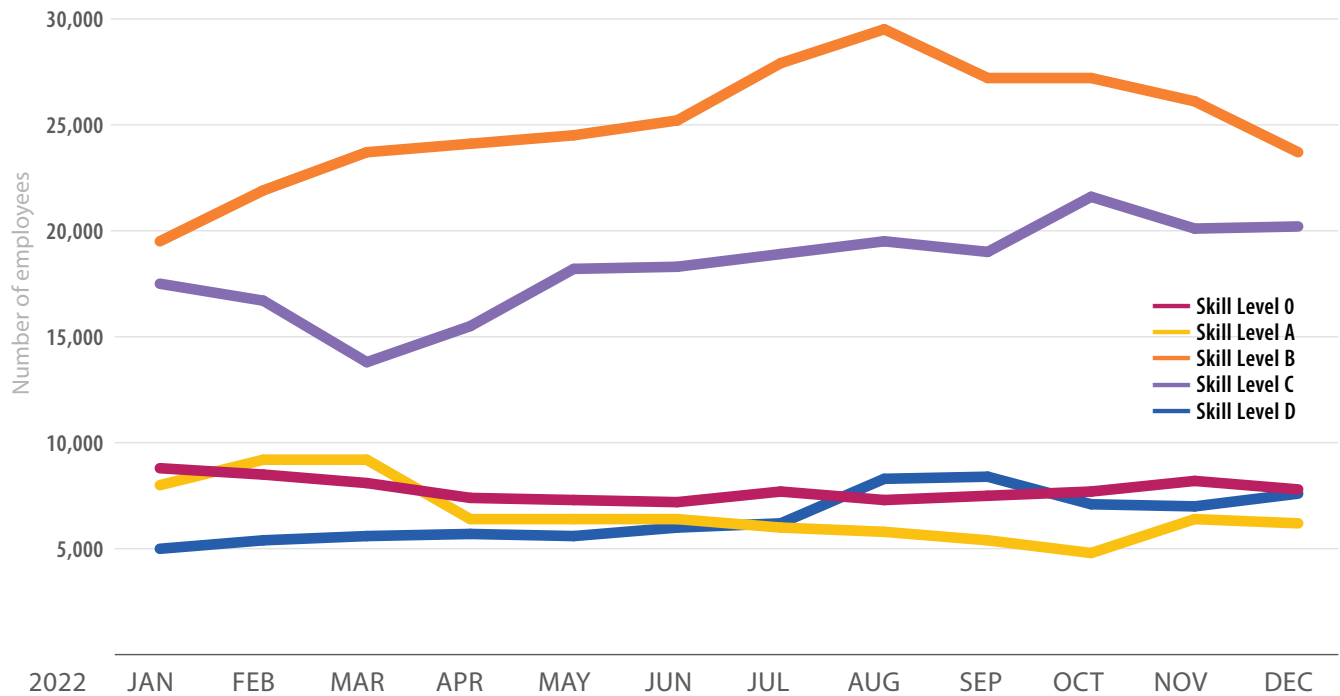
Source: Lightcast Staffing Patterns data [Grand Erie]



WE MAKE IT
HERE
GRAND ERIE

OCCUPATIONAL SPOTLIGHTS

EMPLOYMENT BY SKILL LEVEL



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

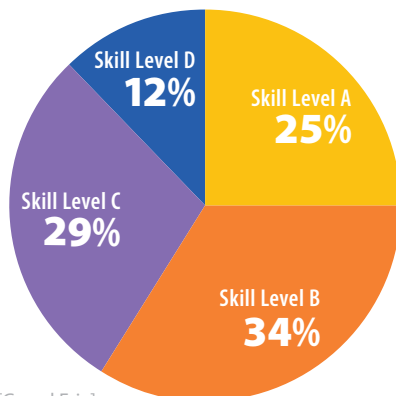
Management (skill Level 0) and professional (skill Level A) jobs collectively make up just about 1 in 4 of all jobs, but saw consistent decreases over the year, ending with a loss of 2,800 jobs. Despite this decrease, postings made up only 15% of all jobs, indicating that some of these separations were handled by transferring responsibilities to other team members.

Technical (skill level B) jobs, which make up about 34% of all jobs in our region, climbed over the summer but have since been on the decline.

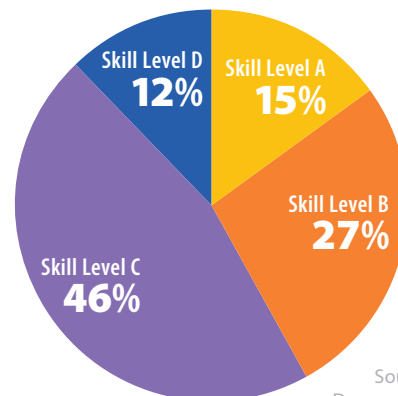
Skilled labour (skill level C) jobs made up a significant portion – 46% – of all job postings despite making up less than 1 in 3 of the jobs, suggesting the highest degree of turnover amongst these jobs. That said, employment in this skills group did rise consistently over 2022, with almost 2,700 more working these jobs compared to January 2022.

Labouring jobs (skill level D) saw the most significantly growth, with 34% or 2,600 more working between January and December 2022.

JOB POSTINGS BY SKILL LEVEL

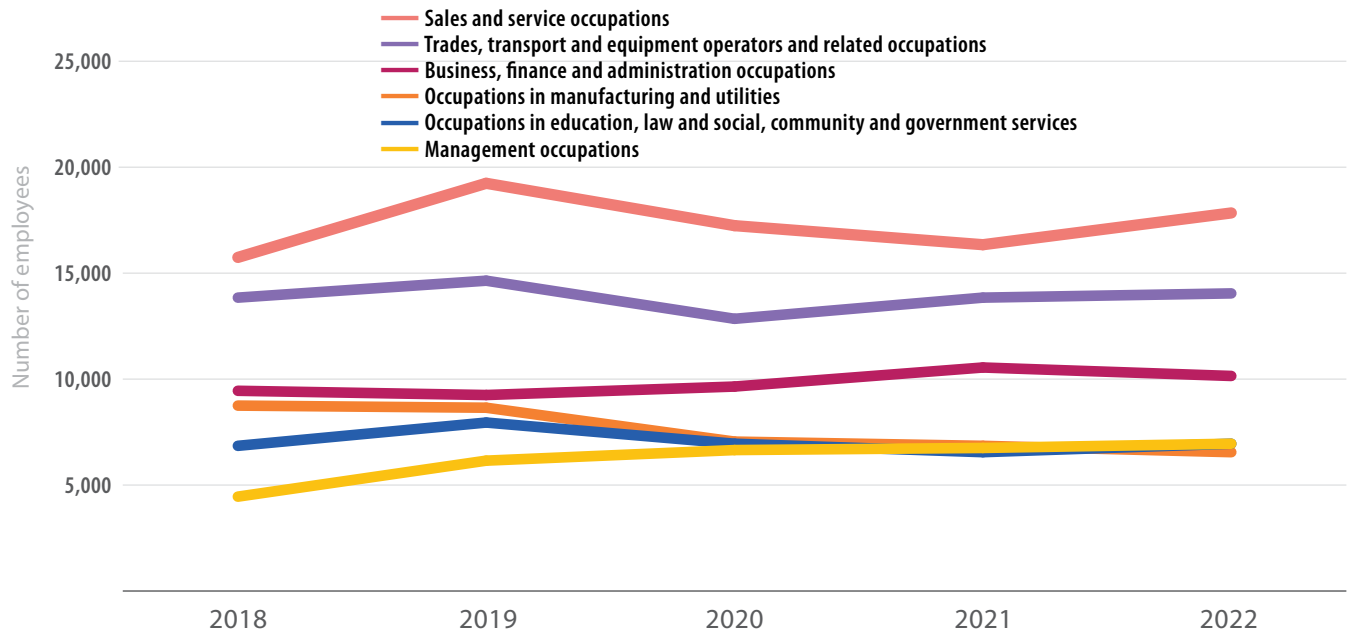


Source: Lightcast, 2022 [Grand Erie]



Source: Grand Erie Jobs – Job Demand Report, 2022 [Grand Erie]

2018 – 2022 EMPLOYMENT BY KEY OCCUPATIONAL GROUPS



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

SPOTLIGHT ON SALES AND SERVICE OCCUPATIONS

Between 2018 and 2022, Brantford CMA saw an additional 1,800 workers in its largest occupational group – sales and service occupations. Despite the decent growth, across the Hamilton-Niagara Peninsula, job vacancies almost tripled within the same time period. The growth in vacancies was even higher amongst Skill Level C and D occupations highlighting a major shift in where people are choosing to work.

Employment rose consistently throughout 2022, but dipped in November as some employers began to scale down operations. The decrease was most notable among

service support occupations, which shrunk by about 2,000 employees between January and December 2022.

While wages did increase slightly over the course of 2022 after a dip triggered by the pandemic, the increase was largely concentrated amongst supervisory roles. In Q3 of 2022, the average hourly wage offered to individuals in this occupational group was \$16.80 – lower than any other occupational group in the economic region.

SPOTLIGHT ON TRADES, TRANSPORT AND EQUIPMENT OPERATORS AND RELATED OCCUPATIONS

With 13,500 employees in Brantford CMA, trades transport and equipment operators made up the second largest occupational group in 2022. This group has grown fairly consistently since September 2021. By December 2022, there were almost 4,000 more working in this occupational group compared to January 2022.

Within this occupational group, job vacancies are concentrated in Skill Level C roles like material handlers, transport truck drivers and delivery and courier/courier service drivers.

However, these remain relatively easy to fill, especially compared to trade roles like welders and millwrights – which boast job vacancies growth of over 4,000 since Q1 of 2018.

Similar to sales and service occupations, job vacancies in this occupational group grew at a faster pace in the Hamilton-Niagara peninsula, compared to the province. However, unlike the former, wages being offered for these positions have risen consistently over the past 5 years, with the average hourly wage offered at \$24.90 as of Q3 2022, \$5.40 higher than Q1 2018.

SPOTLIGHT ON BUSINESS, FINANCE AND ADMINISTRATION OCCUPATIONS

Business, finance and administrative occupations employed approximately 10,000 people in Brantford CMA. The occupational group grew by about 1,200 employees in the CMA between January 2018 and December 2022, but remained unchanged between January and December 2022.

While job vacancies did grow over the course of the past five years, the growth was low compared to other occupational groups, and at a relatively similar rate as that of Ontario. With

the exception of certain skill level A occupations like financial auditors, accountants and HR professionals, most jobs within this occupational category were easier to fill, indicating that these are occupations that some are turning towards.

This group has also seen a reasonable increase in wages offered, with Q3 2022 average sitting at \$25.25 hourly, roughly \$5 higher than Q1 2018.

SPOTLIGHT ON OCCUPATIONS IN MANUFACTURING AND UTILITIES

Employees in manufacturing and utilities occupations have been decreasing consistently, with 2,000 fewer workers compared to 5 years ago, and have continued to decline after some growth into mid-2022. Job demand is concentrated amongst skill level C and D occupations, which often experience a higher rate of turnover due to the demanding nature of these roles.

Job vacancies in Hamilton-Niagara peninsula doubled over the past 5 years; slightly higher than the growth rate observed across the province. In Q3 2022, postings for these roles offered an average of \$20.15, up \$1.70 per hour from 2018.

SPOTLIGHT ON OCCUPATIONS IN EDUCATION, LAW AND SOCIAL, COMMUNITY AND GOVERNMENT SERVICES

Occupations in education, law and social, community and government services employ about 6,900 people in Brantford CMA, roughly the same compared to 2018. This group saw considerable growth through the latter half of 2022, as schools and businesses scaled up operations.

Job demand was highest amongst home support workers, and while these roles took under 3 weeks to fill, the high number of postings indicates some degree of turnover.

Job vacancies for these roles increased at a slower pace compared to the province, suggesting some preference amongst local residents to work these jobs. Wage offering for this group have increased marginally between 2018 and 2022.

SPOTLIGHT ON MANAGEMENT OCCUPATIONS

Management occupations have seen the most consistent growth over the past five years, with 6,900 working these roles in Brantford CMA 2022, up 4,400 from 2018. However, these jobs did see a decline over the course of 2022 – likely due to high levels of stress and burnout amongst employees. Across Hamilton-Niagara peninsula, vacancies more than doubled between Q1 of 2019 and Q3 of 2022. The demand was much higher locally than across the province.

Job openings for these roles were filled relatively easily, likely in part due to the high wage offerings. Unsurprisingly, this group boasts the highest wage rate offered by any

occupational group – at \$33.30 per hour in Q3 of 2022. Contrary to most other groups, however, the wage offering decreased between 2018 and 2022, by roughly \$3 per hour. It grew in other parts of the province, which may have some impact on local hiring, as people within this group are among the most likely to be able to work remotely, and therefore unconstrained by geography.

OCCUPATIONS IN GROWTH AND DECLINE

Below are the top 5 occupations that experienced the most significant growth and decline (by number of jobs) between 2018 and 2022.

Occupations in Growth:

1. Retail sales supervisors – 28% increase
2. Professional occupations in advertising, marketing and public relations – 70% increase
3. Material handlers – 20% increase
4. Administrative assistants – 40% increase
5. Family, marriage and other related counsellors – 95% increase

While the occupations in growth are the result of increased demand amongst businesses, the occupations in decline indicate labour supply shortages. Many of the occupations with the greatest decline likely experienced a large wave of retirements into and during the pandemic. This is reflected in the fact that job demand for these occupations remains high, and in many cases, postings for these jobs remain up longer than average.

Occupations in Decline:

1. Retail and wholesale trade managers – 11% decrease
2. Transport truck drivers – 9% decrease
3. Receptionists – 21% decrease
4. Cooks – 15% decrease
5. Administrative officers – 16% decrease



OCCUPATIONS IN DEMAND BY SKILL LEVEL

Below is a list of the top 5 occupations in demand by skill level:

Skill Level A:

1. Other financial officers (#21 overall)
2. Registered nurses and registered psychiatric nurses (#28 overall)
3. Financial managers (#36 overall)
4. University professors and lecturers (#39 overall)
5. Financial auditors and accountants (#47 overall)

Skill Level B:

1. Cooks (#5 overall)
2. Administrative assistants (#10 overall)
3. Social and community service workers (#15 overall)
4. Retail and wholesale buyers (#22 overall)
5. Licensed practical nurses (#24 overall)

Skill Level C:

1. Material handlers (#1 overall)
2. Retail Salespersons (#2 overall)
3. Other customer and information service representatives (#3 overall)
4. Home support workers, housekeepers and related occupations (#4 overall)
5. Transport truck drivers (#7 overall)

Skill Level D:

1. Retail and wholesale trade managers (#6 overall)
2. Light duty cleaners (#8 overall)
3. Cashiers (#11 overall)
4. Food counter attendants, kitchen helpers and related support occupations (#13 overall)
5. Store shelf stockers, clerks and order fillers (#14 overall)

Given that the late 2022 labour market has forced businesses to put up ‘[No Experience Needed](#)’ signs, it is clear that attracting the required talent to maintain and grow the current workforce will involve thinking innovatively about how to hire. To remain competitive, employers will have to broaden their strategic recruitment efforts to reach underrepresented groups. Investing in accessible spaces, transportation, childcare, language supports, increased flexibility around work hours and continuous education will be pivotal to attracting underrepresented groups like women, youth, Indigenous people, newcomers, and persons with disabilities. Considering how to hire diversely, and strengthening policies and culture to promote the retention of diverse groups will prove immensely valuable to businesses in expanding their workforce.

Be it in [crop production](#), [clean energy](#), or [career development](#), artificial intelligence and automation will become more prominent across all sectors in the near future. Employees and job seekers will benefit from seeking out opportunities to build their digital skillset, as well as to transition towards jobs that involve them working with machines – such as machine operators and software developers – or those that require a human touch – like tradespersons and therapists. In this future, governments will play a critical role in developing the appropriate policies and programs to protect both businesses and workers, while educational institutions develop training and supports that prepare future workers well for such roles.

Grand Erie Workforce Gateway

A Workforce Resource Catalogue



EMPLOYMENT AND COMMUNITY RESOURCES

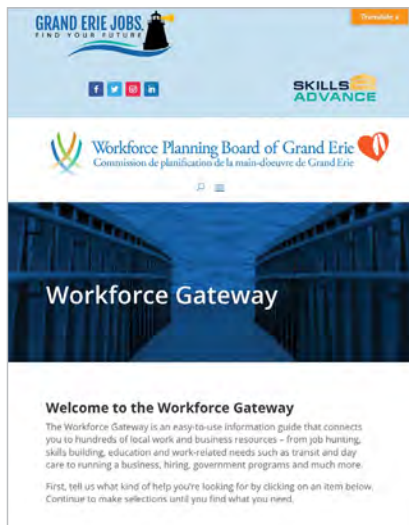
WORKFORCE AND NEWCOMER GATEWAYS

Looking for support with job seeking or other career related matters or education and training resources? Look no further. 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.

The Workforce Gateway has information about all these local workforce resources and more.

The [Workforce Gateway](#) is an easy-to-use information guide that connects people to hundreds of local work and business resources – from job hunting, skills building, education and work-related needs such as transit and day care to running a business, hiring, government programs and much more.



NEW, for the 2022-2023 project year is the Newcomers Gateway.

The [Newcomers Gateway](#) is a one-stop source for information and services that can help newcomers settle in the Grand Erie community. This online guide can be used by newcomers to find information on Canada's work culture, the local job market, job training, English language classes, government services, starting a business and much more.

This project created a user-friendly platform that sets out to assist service providers, businesses, and the newcomer workforce navigate the Grand Erie workforce landscape and the resources that exist. The resources will help newcomers relate to situations that have been experienced and help them adapt to Canadian workforce practices and navigate other barriers.



GRAND ERIE JOBS

[Grand Erie Jobs](#) includes tools for job seekers to help them find jobs, explore careers and research employers in Brantford, Brant, Haldimand, Norfolk, Six Nations and Mississaugas of the Credit. Grand Erie Jobs also includes tools for employers to research Grand Erie's labour market, find local data and help develop HR recruitment strategies. NEW this year is the Grand Erie Jobs Dashboard. Login to create an account: <https://workforceplanningboard.org/dashboard/?wdt-page=login>

Accounts will provide alerts about the latest information and job postings available on Grand Erie Jobs



GRAND ERIE COVID-19 RECOVERY RESOURCES

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 has had many ups and downs since March 2020, when the pandemic first hit, with parts of the economy repeatedly shut down, then reopened. Thousands of area residents were laid off and hundreds of businesses 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](#) including:

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



WORKFORCE PLANNING BOARD OF GRAND ERIE PROJECT REVIEW 2022-2023

REMOTE WORK IN GRAND ERIE – WORKFORCE SURVEY

The Remote Work in Grand Erie survey was open to all members of the Grand Erie workforce with a focus on job seekers and employees who left, were looking to enter or were working within the top industries/sectors in Grand Erie. These sectors include the skilled trades, manufacturing and warehousing, health care, agriculture and the retail and service industry.

There was a lack of timely and granular data from the workforce on the barriers and gaps that exist, and the ways in which work needs to be done differently to meet daily demands of the workforce. The workforce survey had a focus on remote work in Grand Erie.

Many recommendations have come out of the research and provides direction to businesses, service providers and educators on how to best adapt their hiring, training and retention models as well as how to accommodate already over scheduled members of the workforce such as women, youth and other disenfranchised members of the community.

Understanding the employment needs of the workforce across Grand Erie's key industries/sectors is fundamental to workforce planning. Given the results of the work-life balance survey 2021 and the imminent reshuffle within the workforce in Grand Erie, this research is particularly important now given that the pandemic has driven people to rethink how, when and why they work.

These shifts have dire implications on the identified sectors, and thereby a large portion of the workforce, and must be observed and studied in real-time so as to ensure that governments and businesses can respond appropriately and in ways that prompt positive, equitable and sustainable change.

EMPLOYERONE

The Workforce Planning Board of Grand Erie conducted an EmployerOne survey to better understand how businesses in our area support quality of work. Quality of Work refers to things like a job's income and benefits, job security, chance for promotion, opportunities for people to use their skills, workplace culture, and more.

The survey will help businesses, community service organizations and local leaders better understand how the workforce perceives their quality of work and may prompt policy changes that support better quality of work.

Understanding the employment needs of employers across the area's key sectors is fundamental to workforce planning. This feedback provides us with insight into current

and projected hiring needs within the community, the skill requirements of in-demand occupations, short-term changes to skill requirements and other issues relating to aging, youth, education, etc. The survey provides a format for engaging employers in discussion and planning for workforce development and provides our business community with statistics they can rely on that will help them plan their human resources.

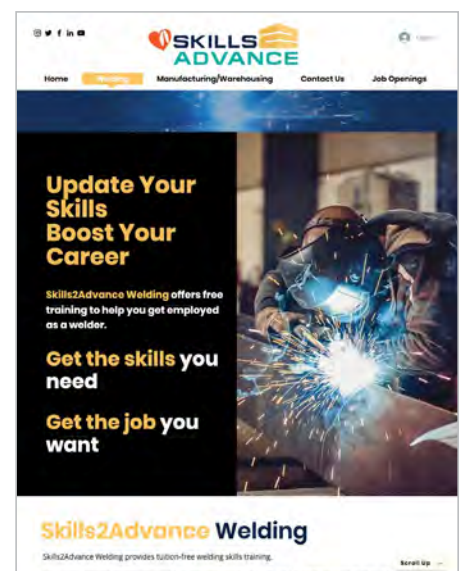


SKILLS2ADVANCE – SKILLS DEVELOPMENT FUND

Skills2Advance Welding is a partnership between the Workforce Planning Board of Grand Erie, the CWB Welding Foundation and four community colleges that deliver the training: Six Nations Polytechnic (SNP), Conestoga College, Fanshawe College and Mohawk College. Training is funded by the Ontario Ministry of Labour, Immigration, Training and Skills Development through the Skills Development Fund.

Participants learn basic welding techniques using a proven training model from the Canadian Welding Bureau (CWB) Welding Foundation. The Foundation has operated successful programs called Women of Steel and Mind Over Metal across Canada for years, helping hundreds of people start new careers in the skilled trades.

Graduates of Skills2Advance Welding receive a welding certification from CWB that is recognized by employers. We work with local Grand Erie businesses and Grand Erie community employment service organizations to help find graduates jobs. In 2022, in the 2022-2023 program year, we trained and graduated 150 people in the [Skills2Advance Welding program](#).



WORKFORCE PLANNING BOARD OF GRAND ERIE ACTION PLAN

2023-2024

Getting back to 2019 levels of employment is not something we should be focusing on as we move forward into the 2023-2024 project year and beyond. Too much has changed and continues to change. Many people have left the workforce due to circumstances such as retirements, and work spaces continue to be modified as a result of the pandemic lock downs. During the pandemic, needs were quickly assessed and measures put in place to protect people and businesses. Protecting people and their jobs and the businesses that provide jobs should be a priority for future workforce planning and management.

A key response is not just better navigation of the workforce environment by employees/employers, but leading these changes to get to an improved equilibrium in the labour market.

Grand Erie must be competitive in order to achieve the population and employment growth it desires for a healthy economy and community. Focusing on change leadership will encourage the development of new local policies and practices that put people first. There must be a focus on how we can work together to build a healthy community that supports people and people desirous of growing their families, thereby supporting population and employment growth. Supporting newcomers to Grand Erie as they begin their careers here in Canada must also be a key focus. To achieve a healthy community and economy, new policies and practices must consider a multi-disciplined approach as all elements build on each other.

The Workforce Planning Board of Grand Erie looks forward to moving the concept of change leadership into practical reality with Grand Erie area educators, trainers, service providers, employers and members of the workforce, by building out and implementing the Grand Erie Workforce Strategy in 2023.

Phase one of the Workforce Strategy, was developed in 2021 but will be carried out in 2023 with community partners such as the Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board and other local community partners, educators, trainers and local businesses. Further development of the Workforce Strategy in 2023-2024 will focus on local educators and trainers and employers by way of a qualitative survey, a quantitative survey, as well as completing community profiles which will provide highlights from the updated census information.

Please stay tuned for more information regarding the upcoming projects for 2023-2024. 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.



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