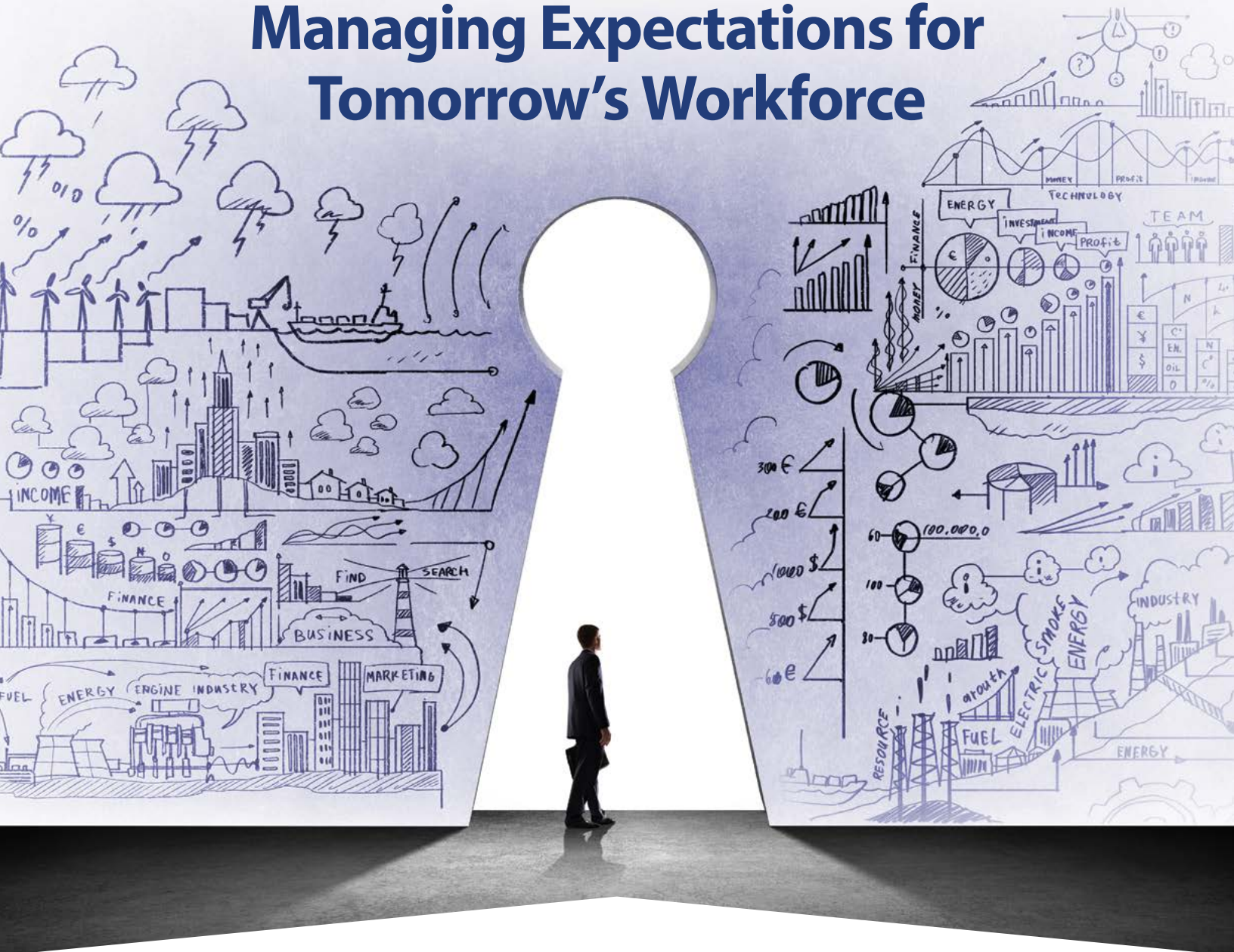


# Moving Beyond Disruption: Managing Expectations for Tomorrow's Workforce



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





## Workforce Planning Board of Grand Erie

### ACKNOWLEDGEMENTS

WPBGE thanks all the individuals and organizations involved in the community consultations for their insightful contributions.



This project is funded in part by the Government of Canada and the Government of Ontario.  
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Prepared by: Danette Dalton, Executive Director, Workforce Planning Board of Grand Erie;  
Wynona Mendes, Research Lead, Workforce Planning Board of Grand Erie;  
Bob Seguin, Advisor, Workforce Planning Board of Grand Erie;  
Mark Skeffington, Editor, Workforce Planning Board of Grand Erie.

Graphic Design: Cath Strung, Strung Design House Inc.  
Translation: Lisette Martineau, Translations Paris Traductions

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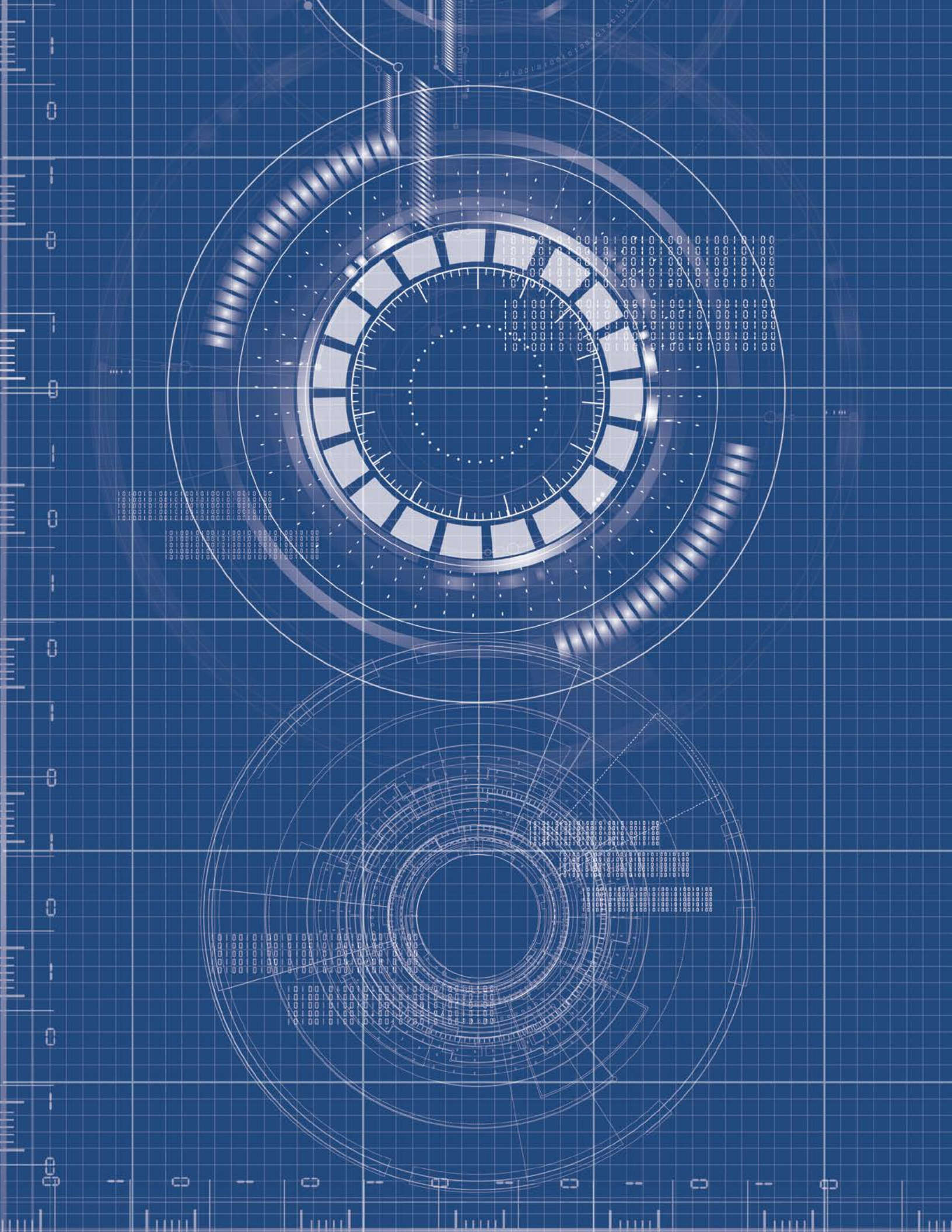
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## EXECUTIVE SUMMARY

In the previous edition of our community's Local Labour Market Plan (LLMP) we spoke about the importance of keeping a human-centered approach as we plan for the future of work. A 2023 year-end Angus Reid Institute survey asked Canadians to weigh in on the topic **How was it for you?** The results were mixed: Canadians were feeling grateful, exhausted, and less happy than past years. When asked to choose specific words that best described 2023, the two most chosen words were: grateful (37%) and exhausted (37%).

In 2023, the world witnessed multiple disruptions and crises, which on the surface don't relate to the labour force in Grand Erie, but do. Top stories included the COVID-19 fallout, the rising cost of living, the looming global debt crisis, AI advancement, war, and climate change. With all these disruptions, it's no wonder that we have a nation – and a world – full of uncertainty. And it is no wonder that we Canadians feel exhausted from navigating so many disruptions while trying to help ourselves and our neighbours. The Grand Erie workforce is hard at work, but many are left struggling to get ahead because of all the disruptions creating uncertainty. Uncertainty necessitates a resilient, adaptable approach from both employees and employers, underlining the importance of a human-centered approach.

Amidst all the disruptions are opportunities. Moving beyond disruption means we need to take the time to make sustainable decisions that are supportive of our workforce, our businesses, our communities and our environment – today and in the future. We must do a better job of creating certainty. We do this by managing expectations that will support the development of our workforce. There are opportunities in front of us for innovative problem solving, strategic planning and striking a balance between economic expansion and environmental sustainability. A movement is needed to find a brighter way forward for the sake of the future workforce and the future of work.

Here in Grand Erie, some of the most pressing issues affecting our workforce are the need for flexible work arrangements, transportation to work, child care, language barriers, competitive wages, and skills and training

opportunities, among others. Some of the more pressing issues expressed by employers are finding reliable candidates or candidates that mirror the skill set required, retention of staff, keeping a hybrid work model, supporting staff with mental health, and inclusivity and diversity in the workplace. Both groups have expectations.

Managing expectations effectively is a critical skill for jobseekers and employers. It requires the job seeker and employer to actively listen to each other's perspectives and concerns, and to address them constructively. It's important to be honest about potential challenges and limitations. Without that honest communication there can be disappointment or a loss of trust. Regular updates help keep everyone on the same page and allow for adjustments as circumstances change. Additionally, cultivating an understanding that not all outcomes can be controlled, and being adaptable in the face of unforeseen events, helps in managing expectations. Balancing optimism with practicality, and consistently aligning expectations with reality, fosters a culture of trust and collaboration, and can lead to more sustainable, satisfying outcomes.

The Workforce Planning Board of Grand Erie is eager to move beyond the disruptions as we continue to focus on workforce strategic planning for the Grand Erie community. The strategic plan has a distinct focus on the youth in our community. We owe them something better than what is in front of us today. We need to manage expectations by listening to them and creating spaces and opportunities for them to learn and grow from an early age. The Workforce Planning Board of Grand Erie Board of Directors and team of staff bid farewell to 2023. We are grateful for the lessons learned and we will remember it as a catalyst, to inspire a more resilient, interconnected, efficient and forward-thinking society.

To our community partners, we are forever grateful for your continued support and feedback. Here's to a peaceful, healthy and prosperous year ahead.

*Danette Dalton*

Executive Director, Workforce Planning Board of Grand Erie



# GRAND ERIE'S 2023 LOCAL LABOUR MARKET PLAN INTRODUCTION AND METHODOLOGY

## Introduction

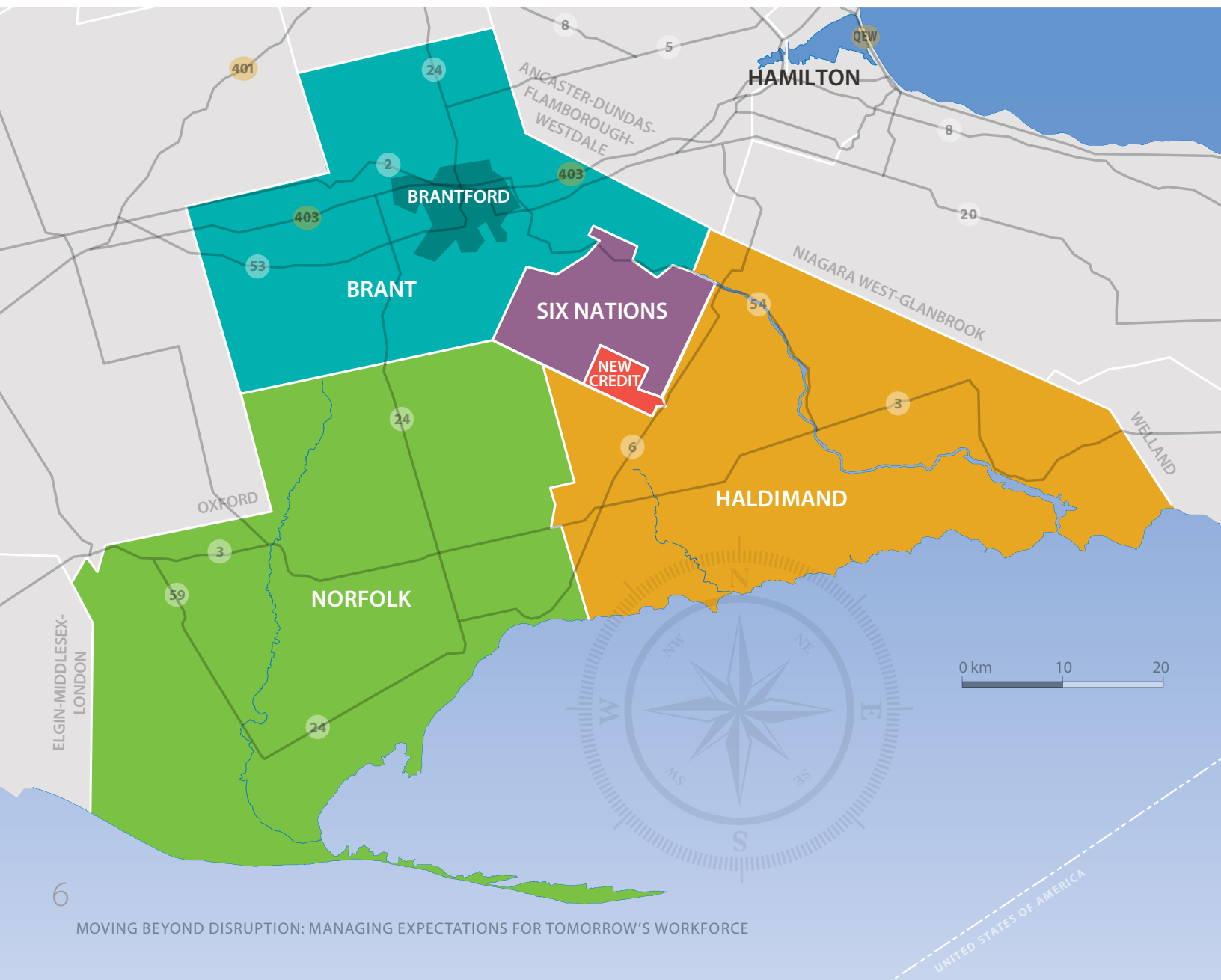
The Workforce Planning Board of Grand Erie (WPBGE) is part of a network of 26 Workforce Planning Boards across Ontario, defined by their own geographic area and funded by the Province of Ontario and the Government of Canada. WPBGE's Board of Directors and Staff are proud to serve the communities of Six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

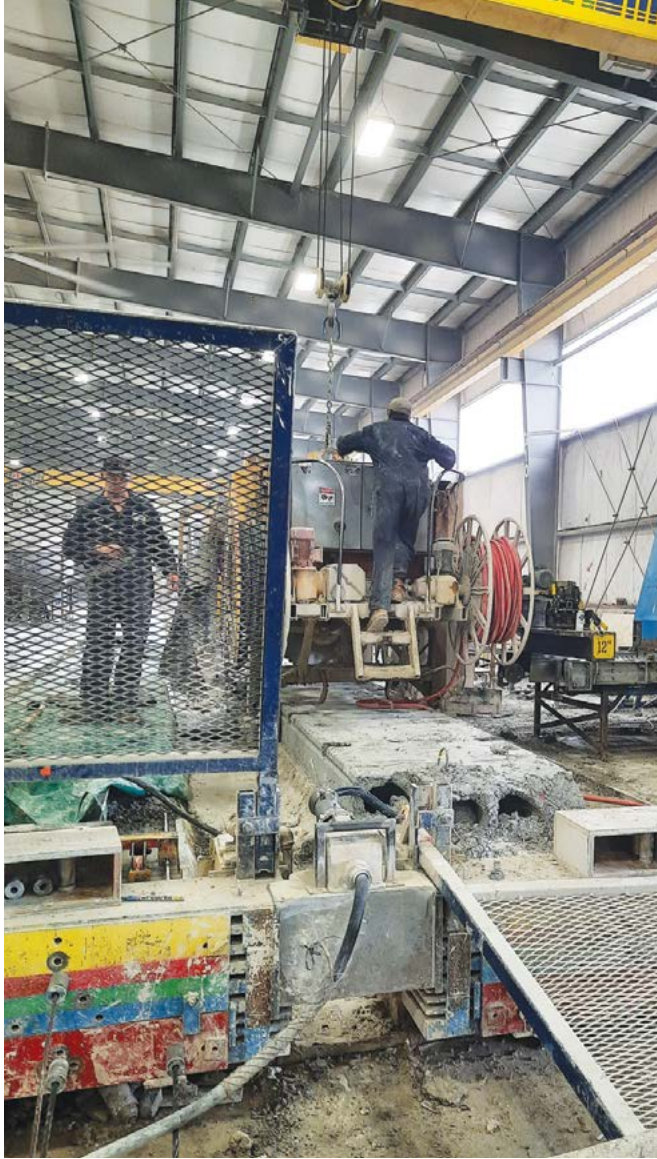
Six Nations of the Grand River and Mississaugas of the Credit First Nation communities have a unique relationship with the land, its resources and the workforce, which continues to shape the history and economy of the area today. The

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

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

- Six Nations of the Grand River: 188 sq kms
- Mississaugas of the Credit First Nation: 25 sq kms
- County of Brant: 818 sq kms
- Norfolk County: 1,598 sq kms
- Haldimand County: 1,250 sq kms
- City of Brantford: 99 sq kms





Workforce Planning Boards gather intelligence about the workforce and deliver projects and programs that meet the current and future needs of their region's workforce, jobseekers and employers. The Grand Erie Local Labour Market Plan is an annual document that provides an overview of the state of the local labour force and its relationship with the local economy, 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 one person or organization. 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 collaborative 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, reduced 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 2023. 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. For that, we thank you. Grand Erie is also 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
- Canadian Survey on Business Conditions
- Tax filer database
- Grand Erie Jobs Data
- Canadian Business Counts
- Census of Population 2016 and 2021
- Census of Agriculture 2021
- Employment Ontario
- Vicinity
- Lightcast (EMSI) Analyst
- Planning board job aggregation tools
- Local business surveys (e.g., EmployerOne, other employer surveys)
- Local and Regional Economic Development Strategy documents

## 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 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. Contact us to get involved.

## Employment Planning Advisory Committee

During the 2023-2024 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, Madison Lammers
- Brant Haldimand Norfolk Catholic District School Board – Michael McDonald, Jennifer Boluk-Svec, Carla Aitkens, Jennifer Charnish-Currie
- Brant Skills Centre – Lori Bruner, Elisha Stuart
- Brantford-Brant Chamber of Commerce – David Prang, Alex Dow, Greg Evans
- Brantford Immigration Partnership – David Vujasinovich
- Brantwood Community Services – Brigitte O'Neill
- Bridges to Success – Robyn Cook-Ritchie, Kari Dumesnil
- Canadian Mental Health Association, Brant-Haldimand-Norfolk Branch – Sheila Robertson
- Canadian Skills Training and Employment – David Suess
- CareerLink – Annika Priesnitz, Carol Mayberry, Cheryl Stewart, Tara Hogan
- City of Brantford Economic Development – Sara Munroe, Mae Legg, Stacey Kursikowski
- City of Brantford, Social Assistance & Homelessness – Becky Lala, Justin Murray
- Community Living Brant – Tara Buchanan, Mike Merritt, Sara Collyer
- Community Living Haldimand – Sara Reesor
- Community Resource Service – Heather Vanner, Tammy Chusing
- Conestoga College – Karen Towler, Adam Davies, Rosie Hessian, Shawn Brake
- County of Brant – Mayor David Bailey
- County of Brant Economic Development – Chris Garwood, Zach Gable, Brandon Webb
- Enterprise Brant – Sara McLellan
- Fanshawe College – Krista Zilkey
- Fanshawe College Community Career & Employment Services – Sara Lattanzio, Lisa Savoy, Christine Propper
- Grand Erie Business Centre – Mary Jane Haist, Tauri Caputo
- Grand Erie District School Board – Phil Cline, David Eelkema, Jenn Krupicz-Malcolm
- Grand Erie Learning Alternatives – Greg Carruthers, Robyn Cook-Ritchie
- Grand River Employment and Training – Sara Hill, Jordon Myers
- Grand Valley Educational Society (GVES) – Colleen Miller, Cindy Swanson, Valerie Vanderwyk, Rick Sterne (2023), Kathryn Creeden (2023)
- Haldimand County Economic Development – Lidy Romanuk, Jaymie Nelson
- Haldimand-Norfolk Literacy Services – Anita Hillis-Krause
- Literacy Link South Central – Summer Burton, Tamara Kaattari, Anne Marie Curtin, Jeremy Marks
- MPP Brantford-Brant Office – Will Bouma, Milan Novakovic, Julie Barnard
- Niagara Peninsula Aboriginal Area Management Board (NPAAMB) – Cynthia Hoy
- Norfolk County Economic Development – John Regan, Dallas Waldie
- Ogwehoweh Skills and Trades Training Centre – Briana Withers
- Ontario Ministry of Agriculture, Food and Rural Affairs – Nick Kinkel
- Ontario Tourism Education Corporation – Kieran Wells
- Organized Kaos Life and Trade – Shawn Stuart
- Paris & District Chamber of Commerce – Susan Morton
- 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
- Simcoe and District Chamber of Commerce – Catherine Akins
- Six Nations of the Grand River Development Corporation – Heather Mitchell, Alysha Filer
- Six Nations Polytechnic – Linda Parker, Lisa Dietrich
- Skills Ontario – Ian Howcroft
- South Central Ontario Region Economic Development Corporation – Kimberly Earls
- Stelco – Lindsay Anderson
- Venture Norfolk – Kristine Carey
- Wilfrid Laurier University – Beth Gurney, Melissa Ehrlich, Oliver Masakure, Jane Desmond
- WPBGE Board of Directors – Graham Carroll, Nicole Donovan
- YMCA – Lily Lumsden, Azra Chaudry, Shahira Nababjhan





# Grand Erie Local Labour Market Plan Year in Review 2022-2023



## ABOUT THE LABOUR FORCE

From fluctuations in the Bank of Canada interest rate to changes in supply of essential commodities such as oil and grain, the local labour market has changed drastically over 2023 in response to regional, national and international trends. [Ontario's 2023 Fall Economic Statement](#) noted a “larger than projected” deficit, attributed to international uncertainty. By December, economists were reporting with increased confidence that the Bank of Canada's monetary policy decisions had successfully created the perfect conditions for ‘a [soft landing](#)’ – decreased inflation without triggering a significant recession.

Despite this positive outlook, the volatility in the economic sphere continues to negatively affect the lives of Canadians. The [Conference Board of Canada's](#) December report illustrated decreased household savings and weakened confidence amongst consumers and jobseekers compared to the beginning of 2023. Pressures on affordability show little signs of easing, business productivity is trending down, and financial pressures continue to build on households. This affects everyone, but particularly those most marginalized in our labour markets – women, youth, people with disabilities, newcomers, racialized, and Indigenous persons.

Different demographics face different barriers, and these unique obstacles/gaps require social development practitioners to unify in building organizations and systems that support individuals holistically. This continues to be critical to lowering the local [job vacancy rate](#) (currently at 4%)

by over 1% to pre-pandemic levels. This is important for both economic growth, and for the sustainability of critical services – such as transportation, education and health care - that Canadians rely on.

There is also a growing realization that we are at the cusp of ‘a multi-generational skills shortage’, as described by the Ontario Labour Market Report. Investments in skills development and learning recognition and a willingness to adapt and welcome historically under-represented groups into the labour market will be essential to business success.

***“Schools need to prepare today’s students for jobs that have not yet been created, for technologies that have not yet been invented, to solve problems that have not yet been anticipated.”***

— [Organisation for Economic Co-operation and Development \(OECD\) Learning Framework 2023](#)

The local labour market is changing in response to environmental, economic and social shifts happening within the country and beyond. Grand Erie is, in many ways, well positioned to rise to the challenge and carve out a space in this transformation.

## POPULATION

Over 261,643 individuals call Grand Erie home (excludes population of Six Nations<sup>1</sup>) according to the 2021 Census of Population. The 7% increase between 2016 and 2021 in our communities outpaced the provincial and national averages of 5.8% and 5.2% respectively. Much of this growth comes from inter-provincial migration – people moving from other parts of Ontario to Grand Erie because of lower living costs and business opportunities.

This growth is necessary to sustain the local economy, given that the [2022-2046 natural increase](#) (i.e. population change as a result of births and deaths) is projected to be negative in Haldimand-Norfolk. But this movement has deepened the pre-existing demand for civil and social infrastructure – such as reliable transportation options, affordable housing, accessible daycares and more – that the Grand Erie region has been working to strengthen for decades.

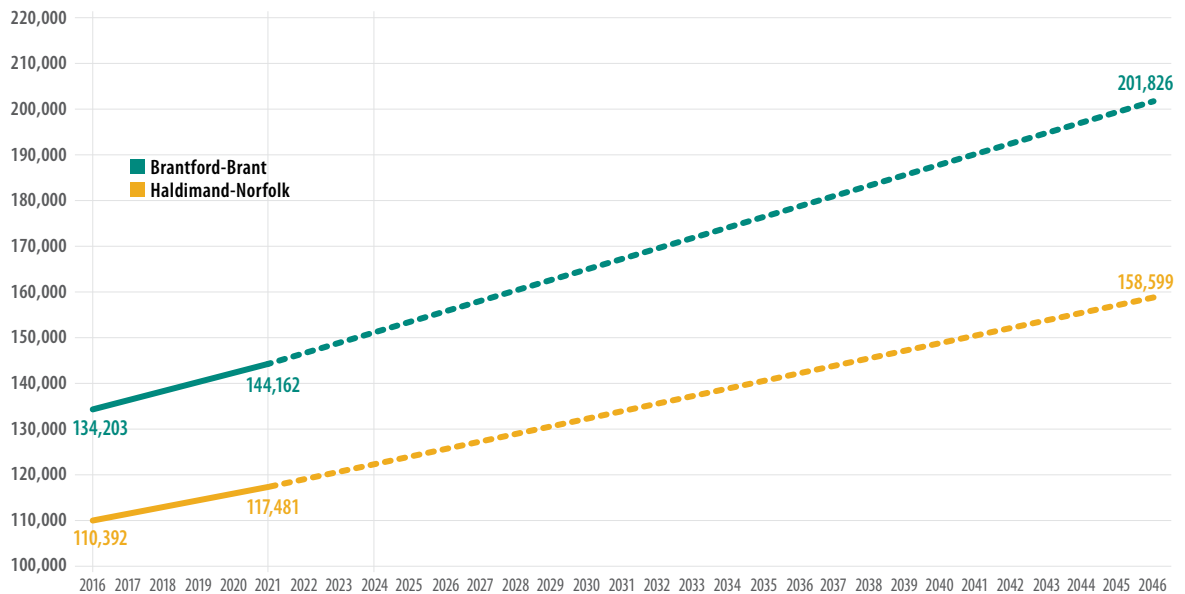
This is particularly important now considering recent population growth projections released by the provincial

government, which predict 25,000 more residents across the region by 2041 when compared to projections made in 2016. This is likely even higher considering that Canada hit record levels of population growth in 2022-2023, and will affect almost all sectors, including agriculture, healthcare, education and construction. To be more proactive, firms, education and training institutions, and governments – municipal, regional and national – need to better recognize the scope of change, and the scale of possible impacts. Skill development – including reskilling and upskilling – will be critical measures of productivity in the years to come.

1 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. According to the [Six Nations of the Grand River Development Corporation](#), Six Nations has a total of 25,600 registered members, of which approximately 12,000 live on reserve.



## 2022-2046 POPULATION GROWTH PROJECTIONS



Source: Ministry of Finance (2022). [Ontario Population Projections](#)

It is important to consider the current and projected composition of residents and businesses in order to determine the best points of support.

Proportionally, Grand Erie's 2021 demographic composition is relatively similar to that of 2016. The biggest difference was observed amongst the racialized population, which grew from 3% to 8% over the 5 year period.

### Age

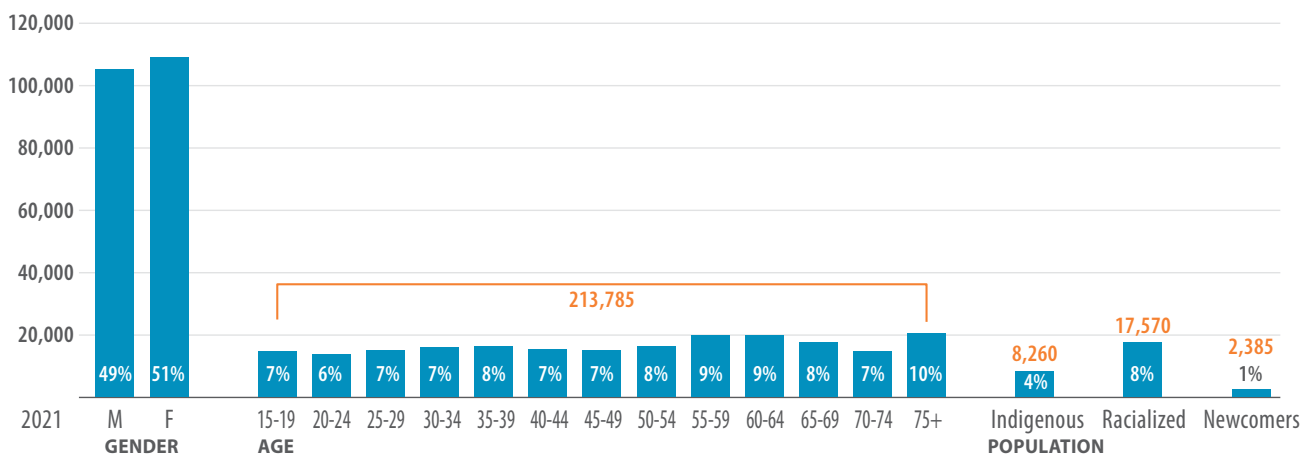
To begin, alongside the rest of the country, Grand Erie's population is aging. According to the Ministry of Finance projections, both Brant and Haldimand-Norfolk are projected to experience a 20% to 35% growth in the number of children (0-14) between 2022 and 2046. In the same timeframe, the number of seniors – already higher

than other demographic groups – is projected to experience over 70% growth in these communities.

This growth will require a transformation of the education and health care systems, both of which are already strained in many ways. Further, the reduction of labour input (i.e. the number of workers employed/hours worked) will shrink the growth achievable by the region; to combat the impact that this could have on the economy, collaboration within and across industries will be key.

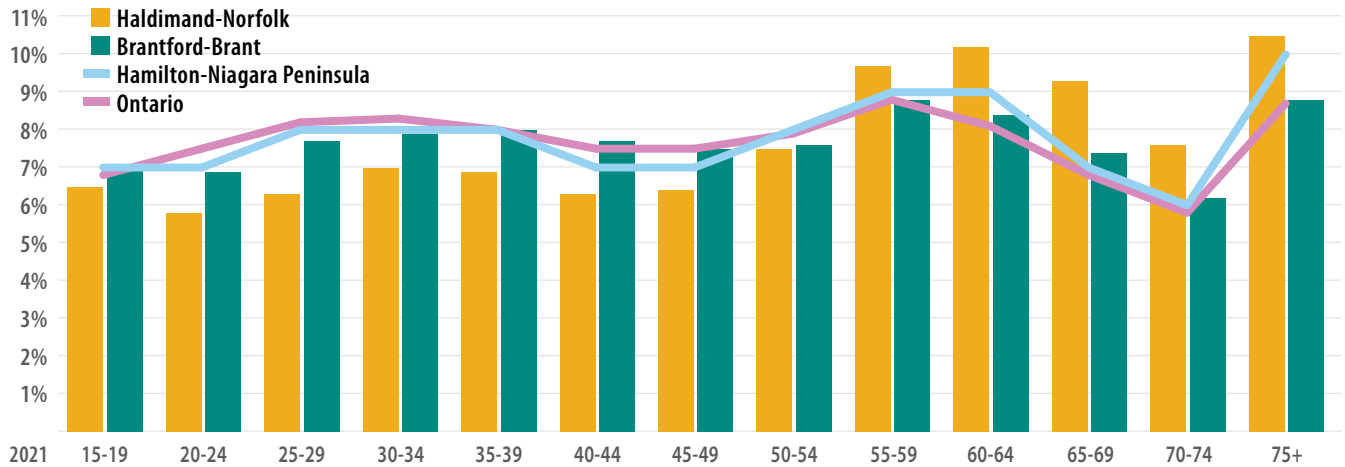
Service needs also vary by demographics. Haldimand-Norfolk has a much greater composition of individuals aged 50+, and will thus require greater investments in retirement care facilities and roles.

## A SNAPSHOT OF DIVERSITY IN GRAND ERIE'S LABOUR MARKET



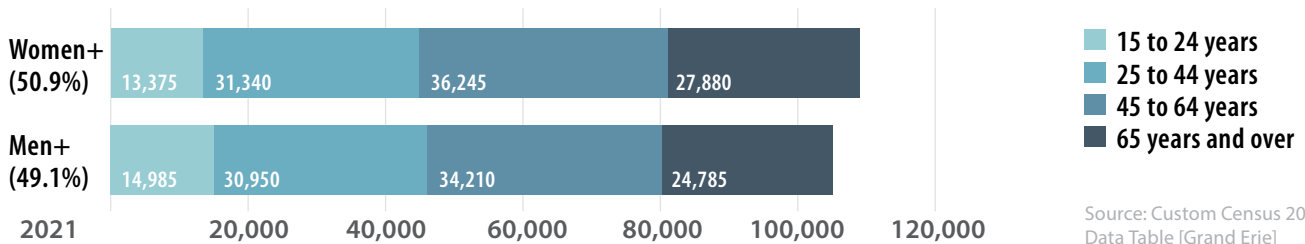
Source: Custom Census 2021 Data Table [Grand Erie]

## GRAND ERIE'S LABOUR FORCE BY AGE



Source: Custom Census 2021 Data Table [Grand Erie]

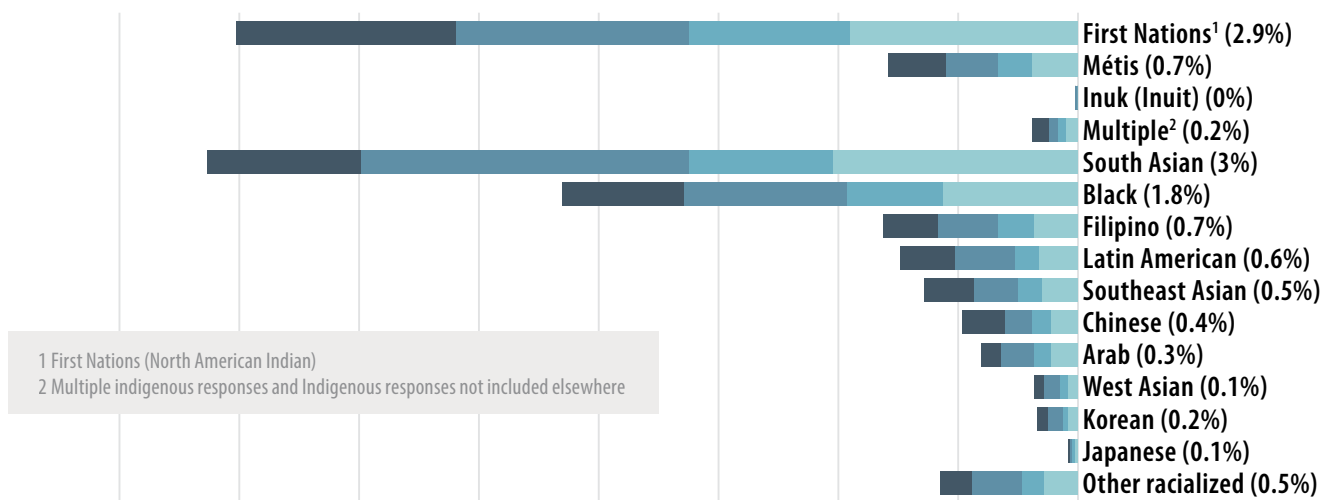
## GRAND ERIE'S LABOUR FORCE BY GENDER



Source: Custom Census 2021 Data Table [Grand Erie]

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

## GRAND ERIE BY INDIGENOUS AND RACIALIZED POPULATIONS

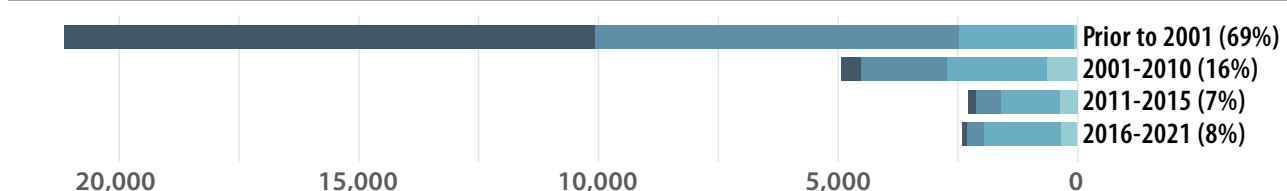


1 First Nations (North American Indian)

2 Multiple indigenous responses and Indigenous responses not included elsewhere

Source: Custom Census 2021 Data Table [Grand Erie]

## GRAND ERIE BY NEWCOMERS



Source: Custom Census 2021 Data Table [Grand Erie]

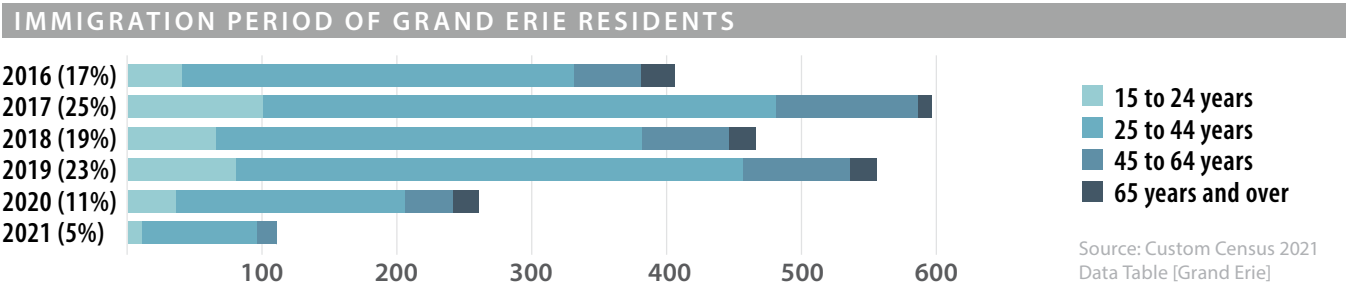


Migration patterns changed significantly between 2016 and 2021 in response to societal shifts. The region has seen a much smaller influx of youth (15-24) since the start of the pandemic due to remote learning gaining popularity. In addition to social and civil infrastructure such as affordable housing, transportation and daycare, supporting newcomers requires building meaningful relationships, fostering positive community engagement and educating employers to support them with the transition to Canadian workplaces. Businesses

can do this by establishing equitable pay structures, creating meaningful and impactful work opportunities and fostering environments that welcome and encourage diversity.

### Migration Patterns

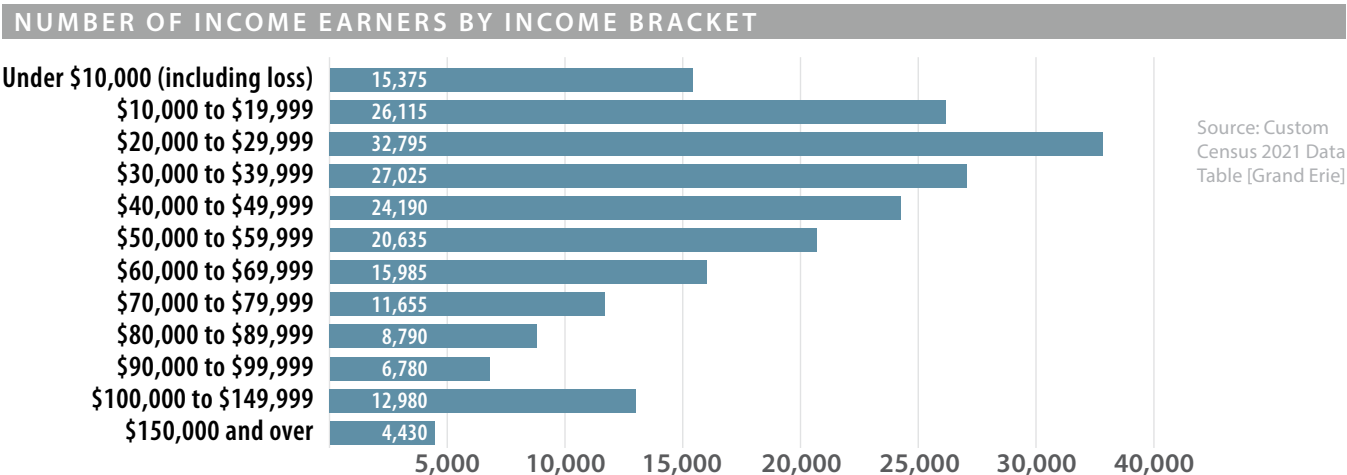
Despite being acclaimed as a magnet for migrant workers, Grand Erie has not attracted permanent residents to the same degree that other parts of Ontario have. In fact, the proportion of migrants decreased substantially between 2017 and 2021.



### Income

According to Census 2021 data, the median employment income was \$35,200 in Haldimand-Norfolk and \$37,600 in Brantford-Brant (compared to \$38,000 across Ontario). The discrepancy is much more significant in the average employment income – \$52,600 across Ontario, compared to \$43,200 in Haldimand-Norfolk or \$45,520 in Brantford-Brant. This income comparison suggests that Grand Erie's

middle class is similar to that of the province, but that other parts of the province have a significantly higher share of higher income earners. This is largely due to the industrial composition of Grand Erie, which requires less specialized talent compared to the financial, technological and research clusters in other parts of the province.



In November 2023, the Ontario Living Wage Network released updated statistics on the living wage rates for communities 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 2023 living wage rate for the Brant, Haldimand, Norfolk and Niagara region sat at \$20.35 per hour, or \$42,328 annually. Based on 2020 income data reported in the 2021 Census, approximately 61% of the 206,735 Grand Erie residents with reported income (which includes employment income,

investment sources, employment and personal pension sources, and government sources; before income taxes and deductions) earned less than \$50,000 (49% earned less than \$40,000).

While it is likely that wages have risen since the 2021 census data was collected, the reality is that inflation has risen even more, leaving many more residents struggling to maintain a basic standard of living.

Employers that wish to get Living Wage certified can visit the [Ontario Living Wage Network](https://www.ontariolivingwage.com/).

# EDUCATION, SKILLS AND TRAINING

## EDUCATIONAL ATTAINMENT IN GRAND ERIE

### LABOUR FORCE STATUS BY EDUCATIONAL ATTAINMENT

No certificate, diploma or degree	5,855	5,775	2,370	25,620
High (secondary) school diploma or equivalency certificate	19,955	13,780	5,210	26,680
Apprenticeship or trades certificate or diploma	5,560	2,890	1,065	5,875
College, CEGEP or other non-university certificate or diploma	21,750	12,025	3,375	15,850
University certificate or diploma below bachelor level	1,195	590	165	1,245
Bachelor's degree	10,365	4,900	1,150	6,220
University certificate or diploma above bachelor level	985	330	50	705
Degree in medicine, dentistry, veterinary medicine or optometry	285	190	20	150
Master's degree	2,490	930	215	1,420
Earned doctorate	300	115	45	140

Employed Full-time
Employed Part-time
Unemployed
Not in the labour force

Source: Custom Census 2021 Data Table [Grand Erie]





As a result of government investments as well as public promotional campaigns, more residents are pursuing post-secondary education. Educational attainment in general has risen. The proportion of residents with college diplomas and bachelor's degrees is up 4%, while those with no certificate decreased by 3%.

However, as educational attainment increases, so does the standard for employment. More residents with a high school

diploma or less were unemployed in 2021 compared to 2016 – a sizable five-year shift. A smaller, yet notable decrease in employment was also observed amongst those with college diplomas or apprenticeship certificates. This may be partially attributable to the fact that apprenticeship in general has decreased as a result of retirements, making it difficult for younger apprentices to find journeypersons to mentor under.

## 5-YEAR SHIFTS IN LABOUR FORCE STATUS BY EDUCATIONAL ATTAINMENT

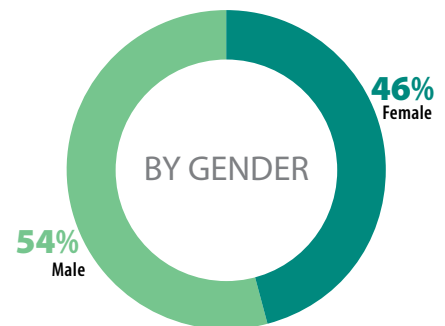
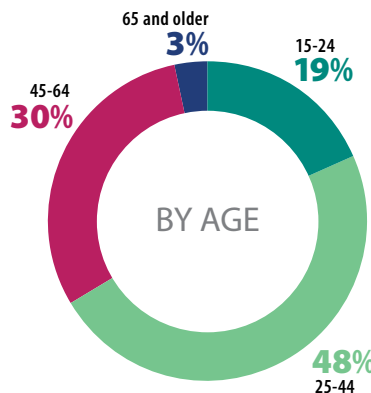
EMPLOYED	2016	2021	Change	% change
<b>Total – Highest certificate, diploma or degree</b>	<b>117,980</b>	<b>116,200</b>	<b>-1,780</b>	<b>-2%</b>
No certificate, diploma or degree	15,530	12,830	-2,700	-17%
Secondary (high) school diploma or equivalency certificate	37,495	35,775	-1,720	-5%
Apprenticeship or trades certificate or diploma	10,395	8,780	-1,615	-16%
College, CEGEP or other non-university certificate or diploma	35,395	35,185	-210	-1%
University certificate or diploma below bachelor level	1,755	1,910	155	9%
Bachelor's degree	12,800	15,870	3,070	24%
University certificate or diploma above bachelor level	1,250	1,420	170	14%
Degree in medicine, dentistry, veterinary medicine or optometry	450	490	40	9%
Master's degree	2,555	3,525	970	38%
Earned doctorate	360	420	60	17%
UNEMPLOYED	2016	2021	Change	% change
<b>Total – Highest certificate, diploma or degree</b>	<b>8,150</b>	<b>13,660</b>	<b>5,510</b>	<b>68%</b>
No certificate, diploma or degree	1,910	2,370	460	24%
Secondary (high) school diploma or equivalency certificate	3,060	5,215	2,155	70%
Apprenticeship or trades certificate or diploma	525	1,060	535	102%
College, CEGEP or other non-university certificate or diploma	1,785	3,375	1,590	89%
University certificate or diploma below bachelor level	100	165	65	65%
Bachelor's degree	620	1,150	530	85%
University certificate or diploma above bachelor level	40	50	10	25%
Degree in medicine, dentistry, veterinary medicine or optometry	10	15	5	50%
Master's degree	95	215	120	126%
Earned doctorate	10	45	35	350%
NOT IN THE LABOUR FORCE	2016	2021	Change	% change
<b>Total – Highest certificate, diploma or degree</b>	<b>72,545</b>	<b>83,910</b>	<b>11,365</b>	<b>16%</b>
No certificate, diploma or degree	25,600	25,625	25	0%
Secondary (high) school diploma or equivalency certificate	21,015	26,685	5,670	27%
Apprenticeship or trades certificate or diploma	6,320	5,875	-445	-7%
College, CEGEP or other non-university certificate or diploma	12,235	15,850	3,615	30%
University certificate or diploma below bachelor level	1,065	1,240	175	16%
Bachelor's degree	4,370	6,220	1,850	42%
University certificate or diploma above bachelor level	515	705	190	37%
Degree in medicine, dentistry, veterinary medicine or optometry	135	155	20	15%
Master's degree	1,170	1,425	255	22%
Earned doctorate	120	145	25	21%

## EMPLOYMENT ONTARIO PROGRAMS

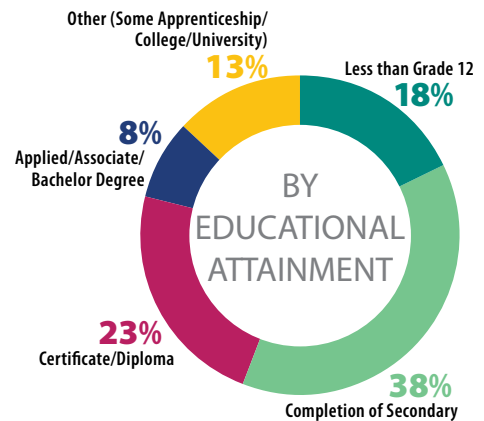
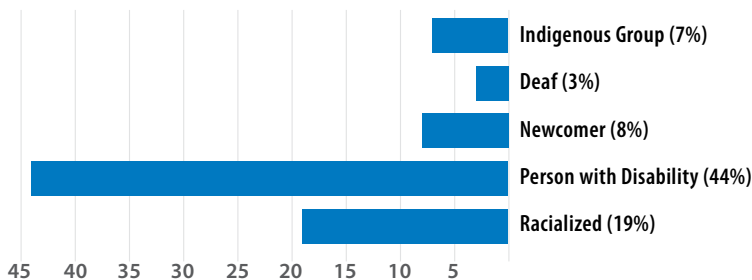
### INTEGRATED EMPLOYMENT SERVICE CLIENTS...

**Employment Services** were used by almost 3,000 Grand Erie residents in 2022-2023. A detailed demographic breakdown of clients is included here.

Due to changes in the service delivery model, made under the Employment Services Transformation (EST) framework, the metrics used to measure engagement and success have changed, and we are thus unable to compare EO data from past years reliably.



#### BY GROUP



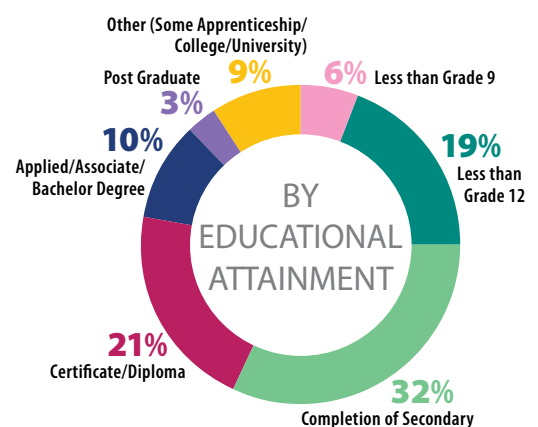
Source: Employment Ontario Data. OneHub [Grand Erie]

### LITERACY AND BASIC SKILLS CLIENTS...

**Literacy and Basic Skills (LBS)** Services served 683 clients in 2022-2023, consisting of 489 new clients and 194 carried over from the previous year. While the number of new LBS clients increased, those carrying over decreased. About 15% of clients accessed the service through school boards, 44% through community colleges, and 41% through community agencies.

While just under 60% of LBS clients have completed secondary school or less, many others noted having completed some post-secondary education, highlighting the vast differences in needs amongst clients. This has prompted a shift in services offered by these institutions – to more than just literacy and basic skills development – and a subsequent adoption of the broader term – workforce development – to describe these services. Many of these more highly educated individuals are newcomers, who accounted for about 11% of LBS clients. Additionally, 35% of all clients reported having a disability.

Most learners sought employment, followed by post-secondary education, independence, apprenticeships and secondary school credits. Data on outcome at exit indicates that many achieved their goals, but a significant portion remained unemployed or uncertain about their next steps.



Source: Employment Ontario Data. OneHub [Grand Erie]



## Apprenticeship

As a result of investments in programing and marketing of skilled trades opportunities, apprenticeship registrations across Grand Erie grew by 128 – to 434 – in 2023. Although significant, there is still progress to be made to return to pre-pandemic levels.

Demand was most popular for industrial mechanic millwrights, construction and maintenance electricians, industrial electricians, automotive service technicians, truck and coach technicians, refrigeration and air conditioning system mechanics and hairstylists.

The area saw similarly noteworthy increases in the number of Certificate of Apprenticeships issued – 60 more compared to the previous year. More males registered for apprenticeships, but as a result of initiatives such as Conestoga College's Jill of All Trades, Six Nation's Polytechnic's (SNP) We are Welders and WPBGE's Skills2Advance Women of Steel, registration amongst females almost doubled year over year (from 35 to 64), marking a much more significant growth rate than that of males (270 to 369). Alongside educational attainment, Grand Erie's apprenticeship programs have also seen a rise in registrations amongst those who have completed Grade 12. Enrollments from those belonging to an Indigenous group, however, dropped significantly compared to the last two years (19 to 11).

## Better Jobs Ontario (formerly Second Career)

In 2023, 86 individuals accessed Better Jobs Ontario. This is down from 95 last year, illustrating consistent decreases

in the number of clients since 2020. Increases were noted exclusively amongst males and racialized individuals, but employment outcomes 12 months after program completion, when reported, were largely unfavourable. Clients of EO programs such as Better Jobs Ontario face multiple barriers to employment, and require longer-term, more comprehensive supports to ensure they are able to find and maintain stable employment.

## Canada Ontario Job Grant

While the number of employers using the Canada-Ontario Job Grant dropped from 46 to 38 in 2023, the number of participants increased to 174. Growth was concentrated amongst full-time employed clients aged 45-64, almost all of whom maintained employment at the end of the program. All participating employers noted an increase in productivity and attested to the value the training provided to their workforce. Considering that the positive feedback is coupled with a decreased rate of employer registrations suggests opportunities for the program to be marketed more strategically.

The program has historically been used primarily by businesses with under 50 employees, with training provided by private trainers or through registered private career colleges.

## Other Employment Ontario Programs

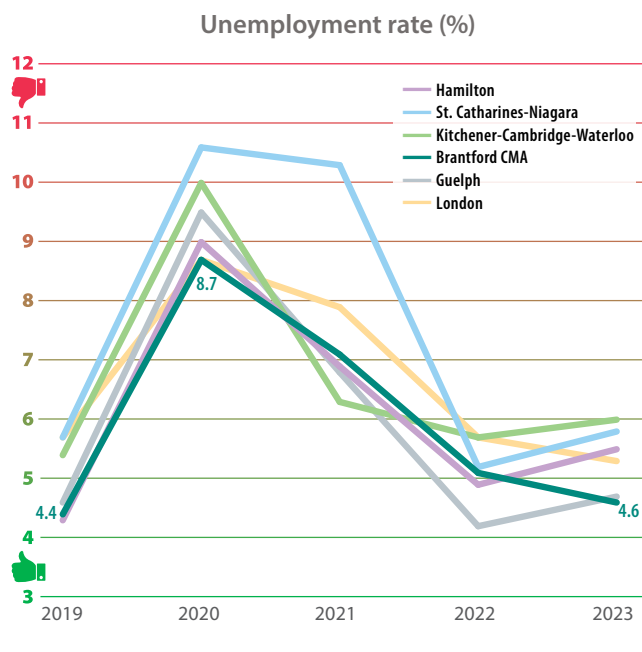
There was limited data available on Youth Job Connections (YJC) and the Ontario Employment Assistance Service (OEAS) clients in 2022.



## LABOUR DEMAND

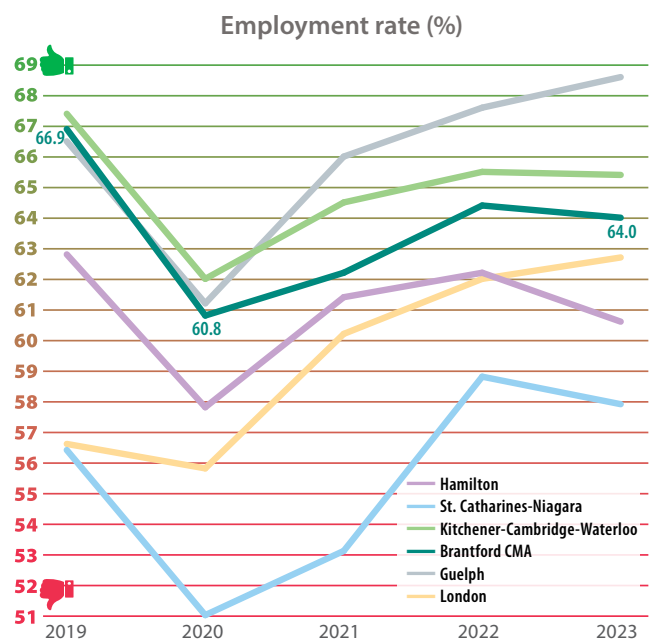
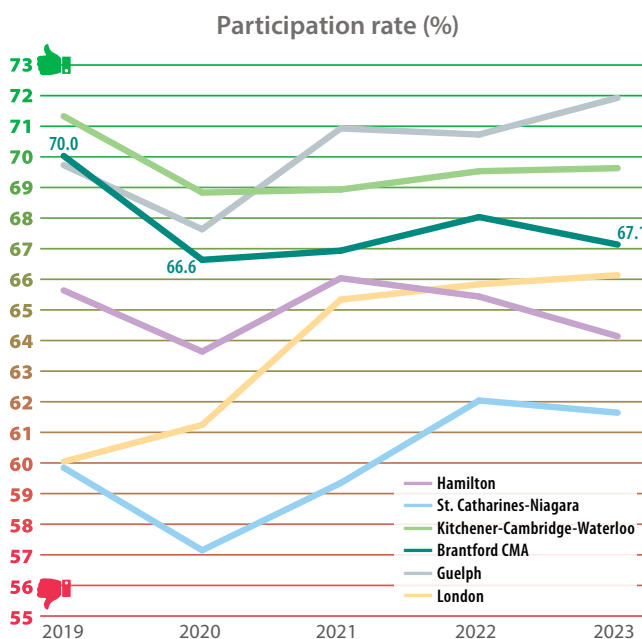
Year over year trends reveal significantly different labour markets within Brantford-Brant Census Metropolitan Area (CMA) and Norfolk Census Division (CD). Brantford's population grew by 1% (or 1,800 people) (compared to Ontario's 3% population growth), but saw its labour force shrink by 5% (or 4,000). On the other hand, Norfolk's population decreased by 3,000 people, but saw its labour force grow by 5% (1,800) – faster than the provincial rate of 3%. Amongst those in the labour force, the employment rate grew by 7.4% in Norfolk, but shrunk by 2.6% in Brantford.

### 5-YEAR SHIFTS IN UNEMPLOYMENT, EMPLOYMENT AND PARTICIPATION RATES



Examining shifts in annual unemployment rates, Brantford CMA has seen a consistent decrease since 2020, and appears to be significantly lower than some surrounding communities. However, this number only captures people that are actively looking for work. The marginal change in the employment rate year over year tells us that those that were looking for work were largely successful. However, the participation rate – indicating the proportion of those that weren't looking for work – decreased in 2023, and currently sits at almost 3% lower than 2019. In contrast, surrounding communities saw their participation rates either climb or decrease less drastically over the last 5 years.

Grand Erie's labour force participation rate is also lower than that of the province, particularly amongst youth and males. Given that Grand Erie is home to a higher proportion of seniors compared to the rest of the province, a slightly lower participation rate is expected, but disengagement from youth is something that the community needs to continue addressing.



Source: Statistics Canada. [Table 14-10-0385-01](#) Labour force characteristics, annual [Brantford CMA and surrounding communities]

## 2023 LABOUR FORCE CHARACTERISTICS FOR BRANTFORD CMA LABOUR FORCE SURVEY (LFS)

	2022 DEC	2023 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YoY Change
<b>Persons</b>														
Population	121,100	121,200	121,300	121,400	121,600	121,800	121,900	122,100	122,300	122,500	122,600	122,800	122,900	1,800
Labour force	85,500	85,300	84,800	84,200	83,900	82,700	82,100	80,300	79,900	80,200	80,500	81,000	81,500	-4,000
Employed	80,000	79,600	79,900	79,700	79,700	79,300	78,900	76,900	76,100	76,300	77,200	77,700	78,000	-2,000
Full-time*	67,500	65,800	65,100	63,300	63,400	62,800	63,500	63,000	63,800	63,300	63,400	62,500	63,000	-4,500
Part-time*	13,000	13,800	14,200	15,000	14,800	15,100	15,200	14,400	13,800	14,400	14,900	15,700	15,300	2,300
Unemployed	5,500	5,800	4,900	4,500	4,200	3,400	3,200	3,400	3,800	3,800	3,300	3,400	3,500	-2,000
Not in labour force	35,600	35,900	36,500	37,200	37,700	39,100	39,800	41,800	42,400	42,300	42,100	41,800	41,400	5,800
<b>Percentage</b>														
Unemployment rate	6.4	6.8	5.8	5.3	5.0	4.1	3.9	4.2	4.8	4.7	4.1	4.2	4.3	-2.1
Participation rate	70.6	70.4	69.9	69.4	69.0	67.9	67.4	65.8	65.3	65.5	65.7	66.0	66.3	-4.3
Employment rate	66.1	65.7	65.9	65.7	65.5	65.1	64.7	63.0	62.2	62.3	63.0	63.3	63.5	-2.6

\*Full-time and part-time data is not seasonally adjusted. A seasonally adjusted time series is a monthly or quarterly time series that has been modified to eliminate the effect of seasonal and calendar influences. The seasonally adjusted data allow for more meaningful comparisons of economic conditions from period to period. Source: Statistics Canada. [Table 14-10-0380-01](#) Labour force characteristics, three-month moving average, seasonally adjusted and [Table 14-10-0378-01](#) Labour force characteristics, three-month moving average, unadjusted for seasonality [Brantford CMA]

## 2023 LABOUR FORCE CHARACTERISTICS FOR NORFOLK CA LFS

	2022 DEC	2023 JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YoY Change
<b>Persons</b>														
Population	65,900	64,700	64,400	65,600	66,200	66,100	66,300	65,500	65,000	63,100	63,200	63,000	62,900	-3,000
Labour force	33,500	33,800	33,700	35,300	35,900	36,100	35,600	34,600	35,500	35,000	35,000	34,400	35,300	1,800
Employed	31,000	31,100	30,900	32,600	33,700	34,300	34,000	33,000	33,900	33,700	34,000	33,300	34,200	3,200
Full-time*	25,800	26,300	26,300	27,200	27,900	28,200	28,200	27,400	27,900	27,300	27,000	26,000	26,600	800
Part-time*	5,200	4,800	4,500	5,400	5,800	6,000	5,800	5,600	6,100	6,400	7,000	7,300	7,600	2,400
Unemployed	2,500	2,700	2,800	2,700	2,300	1,900	1,600	1,600	1,600	x	x	x	x	x
Not in labour force	32,300	30,900	30,700	30,300	30,200	30,000	30,700	30,900	29,500	28,000	28,300	28,600	27,600	-4,700
<b>Percentage</b>														
Unemployment rate	7.5	8.0	8.3	7.6	6.4	5.3	4.5	4.6	4.5	x	x	x	x	x
Participation rate	50.8	52.2	52.3	53.8	54.2	54.6	53.7	52.8	54.6	55.5	55.4	54.6	56.1	5.3
Employment rate	47.0	48.1	48.0	49.7	50.9	51.9	51.3	50.4	52.2	53.4	53.8	52.9	54.4	7.4

\* Norfolk CA LFS data is not seasonally adjusted

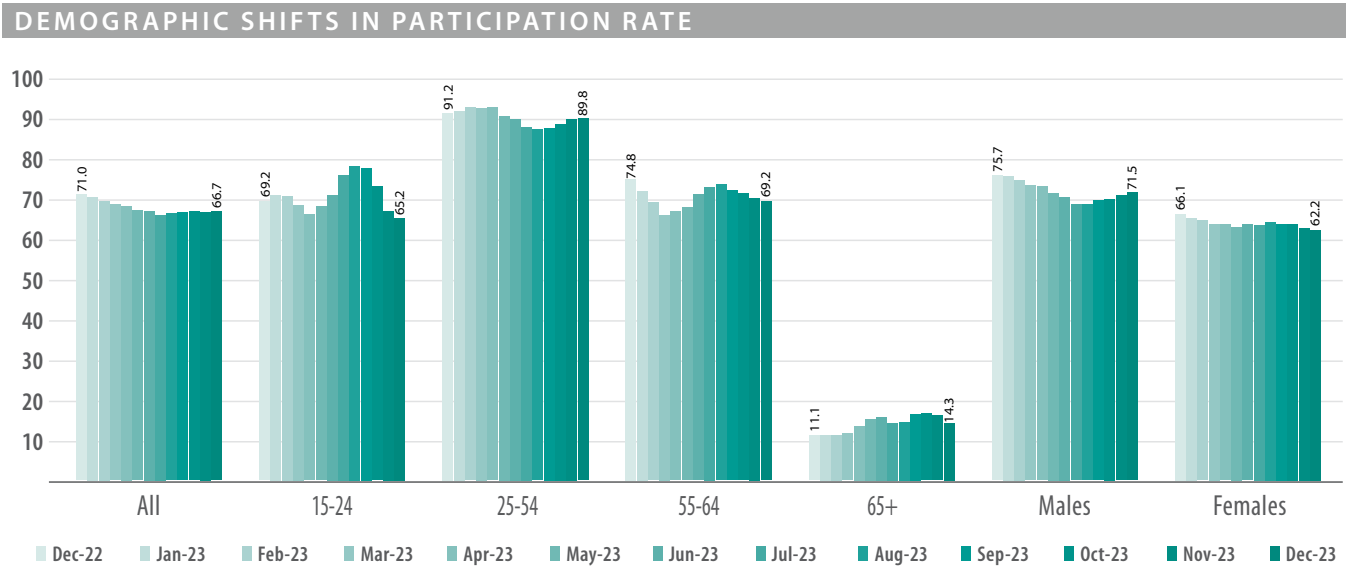
\*\* To maintain confidentiality, Statistics Canada suppresses data under 1,500 (indicated by 'x')

Source: Statistics Canada Custom Tables [Norfolk CA]

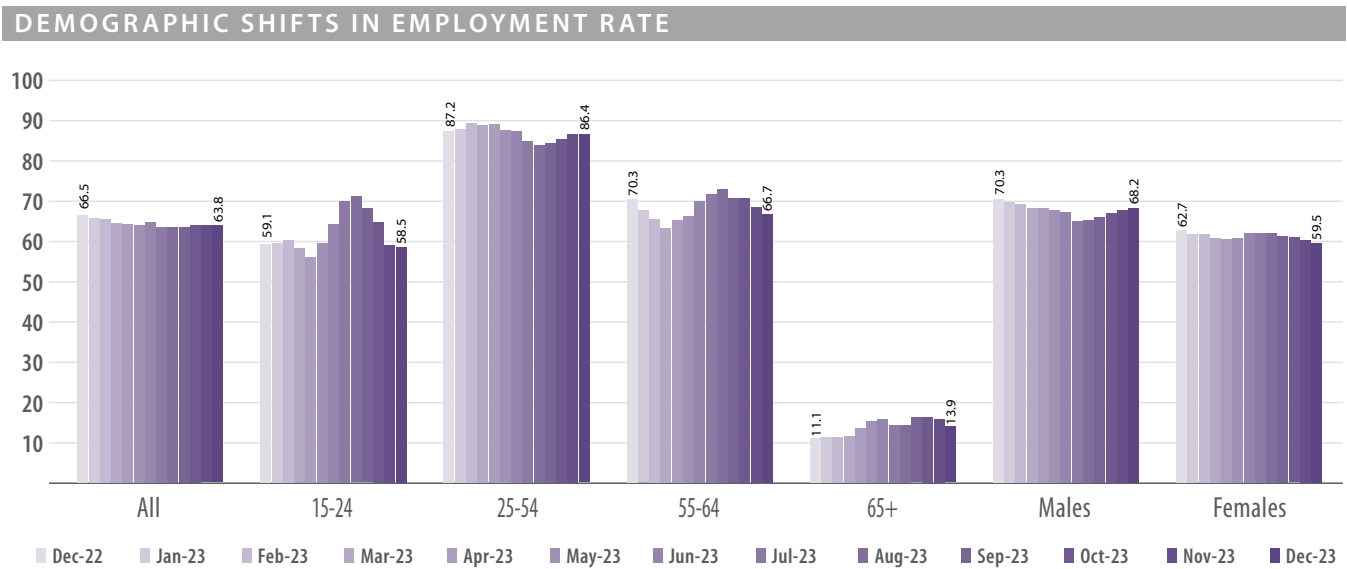


Examining the demographic differences in Brantford CMA, we see that participation and employment dropped across most demographic categories, except individuals aged 65 and over. In contrast, the drop is pronounced amongst youth (aged 15-24) – particularly female youth – depicting the trend of later entry and later exit from the labour market. Given the role that women play in childbearing and child rearing, it is important to consider the impacts that this has on their ability to participate in the labour force, and provide young families with the appropriate social and financial supports they need to thrive. Organizations like [Strong Families](#) publish valuable resources for our workforce to learn more about supporting families.

However, the drop in participation and employment is even more significant amongst those aged 55-65 – an age group accounting for a growing number of residents. As a result of changes within the business landscape and, in many cases, their personal lives, many of these individuals are not actively working or looking for work.



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

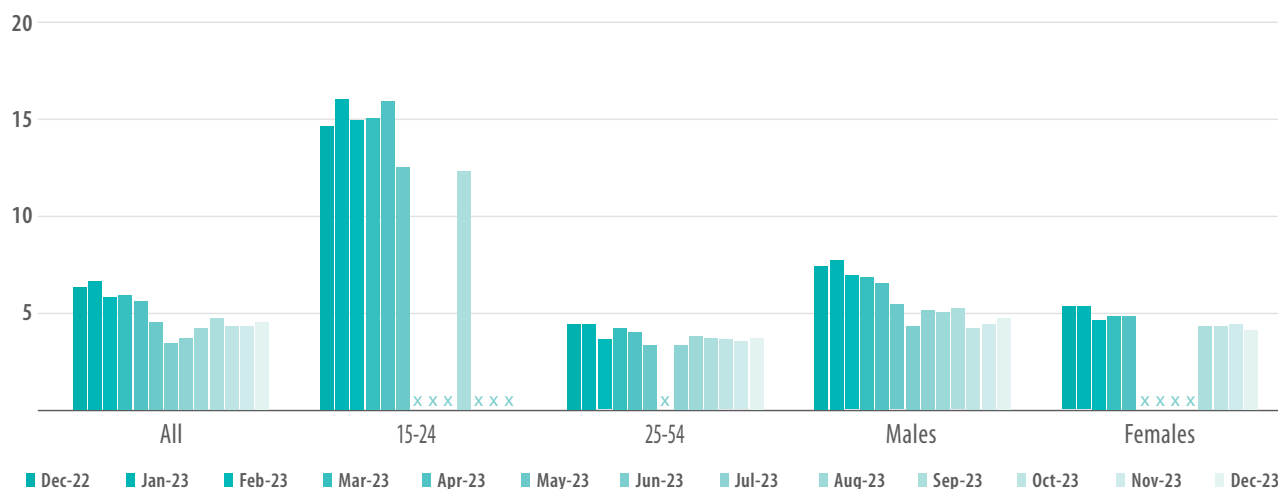


Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality [Brantford CMA]

The unemployment rate decreased across the board, but much more significantly amongst males. This drop brought the male and female unemployment rates to par at 4.4%. Unemployment remains substantially high amongst youth, but drops in participation suggest that the unemployment rate decrease is the result of a growing population of youth

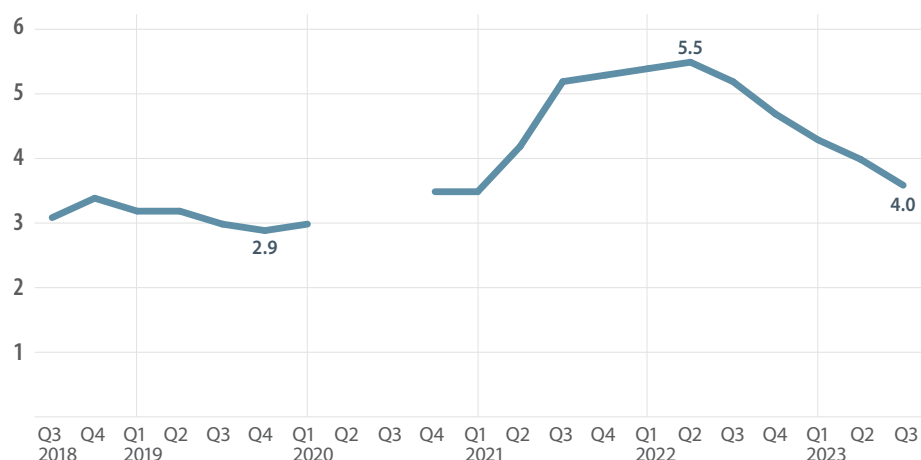
not in the labour force. This means the proportion of youth not working or looking for work is considerably higher than suggested by the unemployment rate.

#### DEMOGRAPHIC SHIFTS IN UNEMPLOYMENT RATE



Source: Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality [Brantford CMA]  
 \* To maintain confidentiality, Statistics Canada suppresses data under 1,500 (indicated by 'x')

#### 2018-2023 HAMILTON-NIAGARA PENINSULA JOB VACANCY RATE



2020 Q2 & Q3 data not available

Source: Statistics Canada. Table 14-10-0398-01 Job vacancies, payroll employees, and job vacancy rate, by economic regions, quarterly, adjusted for seasonality [Hamilton-Niagara Peninsula]

Across the Hamilton-Niagara Peninsula (which encompasses the Grand Erie, Hamilton and Niagara regions), the job vacancy rate has decreased since the peak of the pandemic, but remains higher than the 2.9% low observed immediately prior. Meanwhile, job growth has slowed. Lightcast – a labour market analytics platform – data revealed a 2% growth in jobs in 2023, compared to 5% the in 2021 and 2022.

Due largely to employers restructuring roles and responsibilities and the simultaneous growth in average wages offered – \$24.65 per hour as of Q3 of 2023, up \$5.10 since Q3 of 2018 – the number of vacant jobs across the region has decreased consistently for over a year now.



## GENERAL BUSINESS COUNT TRENDS

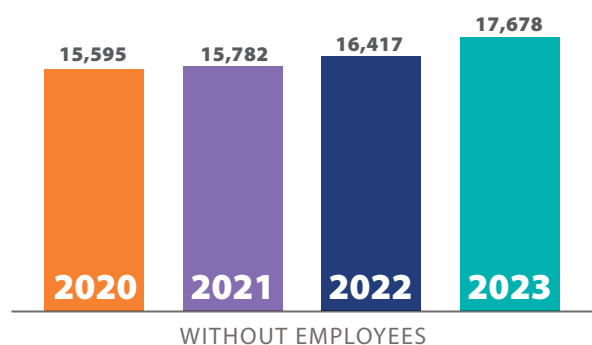
**Note:** WPBGE typically uses data from the Canadian Business Counts (CBC) to produce an estimate of the number of businesses – for-profit, non-profit and charities – and sectors in which they operate in Grand Erie. While CBC – being the only source on industry counts – is critical to understanding 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.

Statistics Canada estimates that [business insolvency](#) in the Hamilton Niagara Peninsula has doubled since 2020. Across Canada, September 2023 saw the largest drop in active businesses since May 2020. But while many businesses are closing due to the rapidly changing business landscape, others are popping up in response to it.

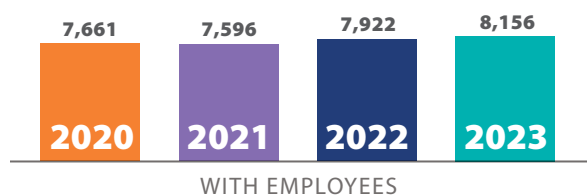
Self-employment is on the rise, as is evident by the growth in the number of businesses across Grand Erie – over 2,000 more compared to June 2020. Broader studies reveal this trend to be similar to the province and beyond, where self-employment has grown substantially in real estate, rental and leasing, agriculture, construction, and professional scientific and technical services. Citing a provincial study, the 2023 Ontario Labour Market Report highlighted that about 30% of gig-workers work gig jobs out of necessity, of which almost half relied on this work for their primary income. Supporting entrepreneurship and the development of startups remains an important economic development priority, as this creates opportunities for growth in the diversity of businesses and can respond directly and in a timely manner to local needs.

All charts this page source: Canada Business Counts (June 2020 to June 2023) [Grand Erie]

### NUMBER OF BUSINESSES...



The number of businesses **with employees** grew considerably too, but industries of growth varied by size.

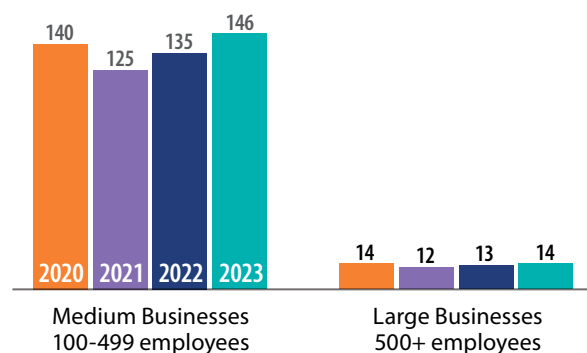
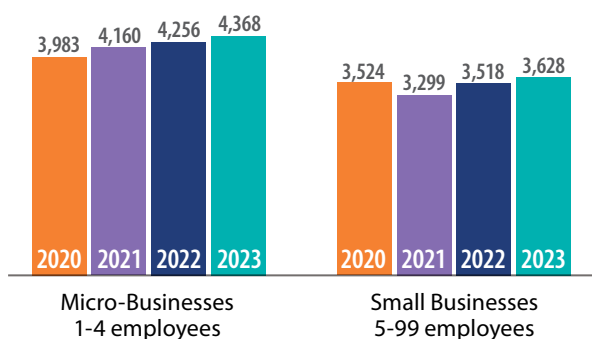


While the number of agricultural and manufacturing **micro-businesses** decreased as a result of consolidations, businesses with 1-4 employees in construction (+60), professional, scientific and technical services (+30) and transportation and warehousing (+17) grew year over year, accounting for almost all the growth in micro-businesses.

Amongst **small businesses** (5-99 employees), accommodation and food services (+25), retail trade (+21) and professional, scientific and technical services (+16) grew most substantially year over year, while wholesale trade saw the biggest decrease (-6).

**Medium business** growth was concentrated amongst manufacturing (+4), accommodation and food services (+2), arts, entertainment and recreation (+2) and public administration (+2). Meanwhile, the region lost retail trade (-2), health care and social assistance (-2), agriculture (-1), and management (-1) medium businesses.

Brant CD gained two new **large businesses** – in nursing and residential care and food manufacturing – in 2023, but saw one large aboriginal public administration business shrink to under 500 employees. Haldimand-Norfolk CD did not experience any changes in the number of large businesses.

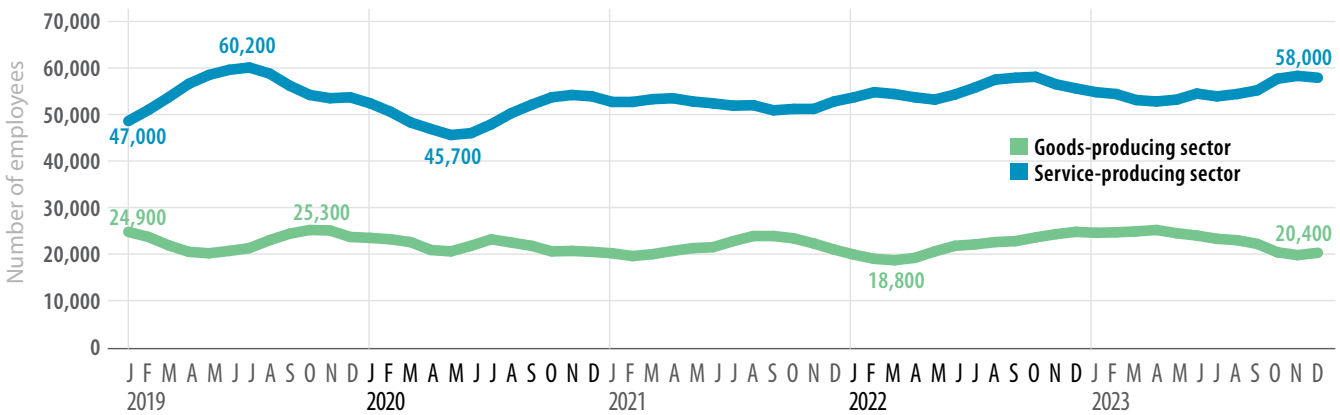


# GENERAL EMPLOYMENT TRENDS

Brantford’s 2023 employment trends reveal a further deviation in the growth of goods versus service-producing sectors. Over the course of the year, the region saw the service-producing sector gain 1,800 employees, while goods producing businesses shrunk by 4,500. Considering that across Ontario, the goods-producing sector grew by around 3% between Q3 of 2022 and Q3 of 2023, it is important to

consider specific supports – such as training for advanced technologies used by these industries and investments in transportation infrastructure – that the good-producing sector may need to maintain and grow their businesses.

EMPLOYMENT IN GOODS AND SERVICES SECTORS IN BRANTFORD CMA



Source: Statistics Canada. [Table 14-10-0430-01](#) Employment by occupation, census metropolitan areas, three-month moving average, unadjusted for seasonality [Brantford CMA]



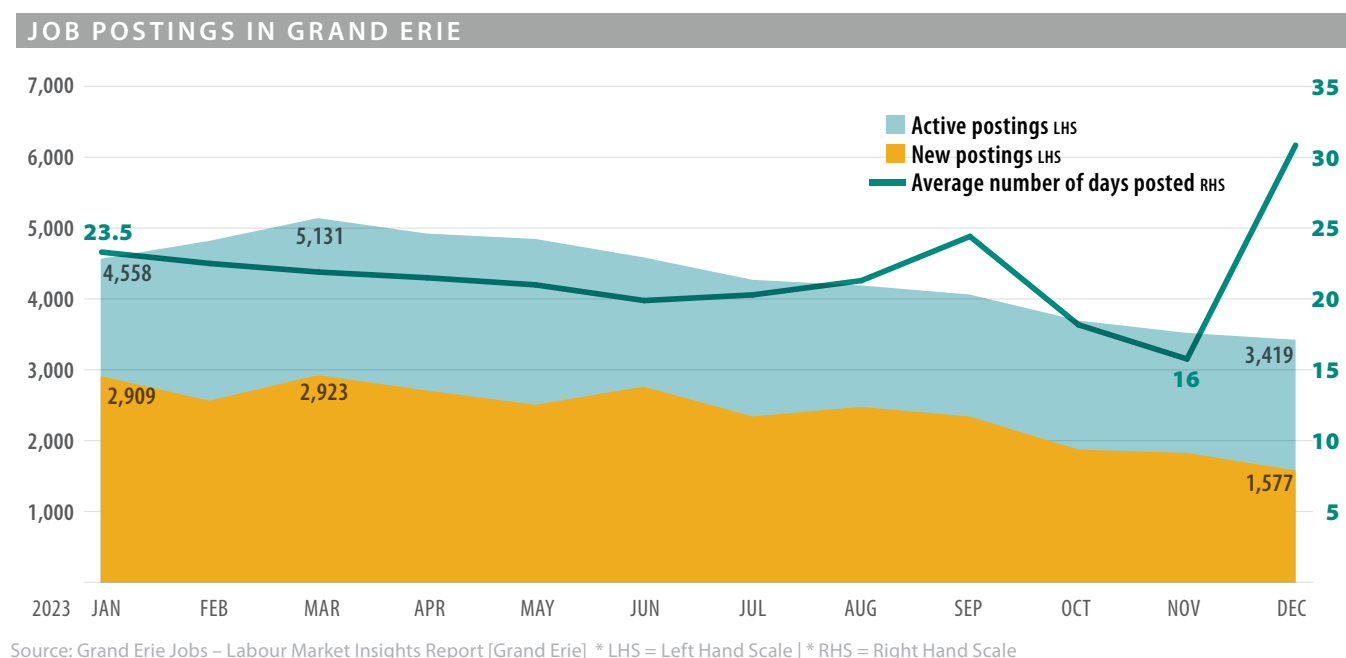


## GENERAL JOB DEMAND TRENDS

WPBGE's [EmployerOne 2023 survey](#) revealed growing frustrations with the supply of labour. According to employer respondents, 77% had difficulties hiring for certain positions in 2022. Since then, the business landscape has undergone a substantial revamping to respond to these challenges; after all, hiring difficulties result in several negative impacts for businesses, including increased workload of existing staff, decreased productivity levels, and poorer customer service. The number of companies hiring dropped slightly, but the number of new job postings on Grand Erie Jobs – an online job posting aggregator run by the WPBGE – decreased considerably over 2023. There were just about 3,500 active jobs as of December 2023, 1,000 less than at the beginning of the year.

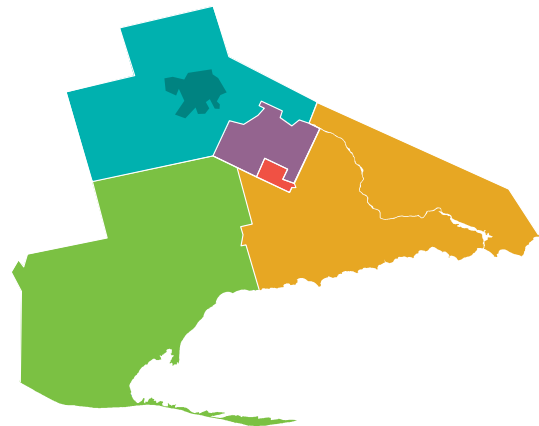
Due to the decreased selection of options and looming threat of a recession, employers saw slightly decreased turnover. The average job posting duration in Grand Erie decreased to 16 days in November 2023, compared to 24.5 days just a few months prior. It did rise in December, but this was likely due to an increase in seasonal hiring needs typically seen at the year end.

The number of active postings decreased slightly, but remains relatively high, suggesting that many employers continue to struggle with finding suitable candidates for specific positions. The number of companies hiring also decreased, from 1,550 at the beginning of the year to 1,250 by December 2023.

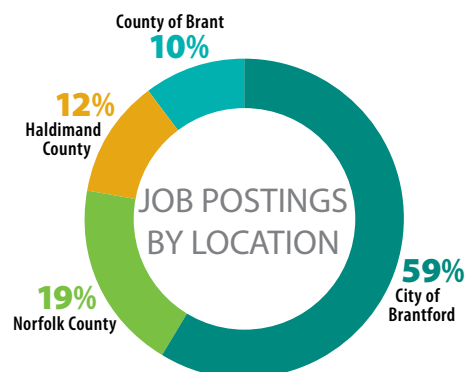
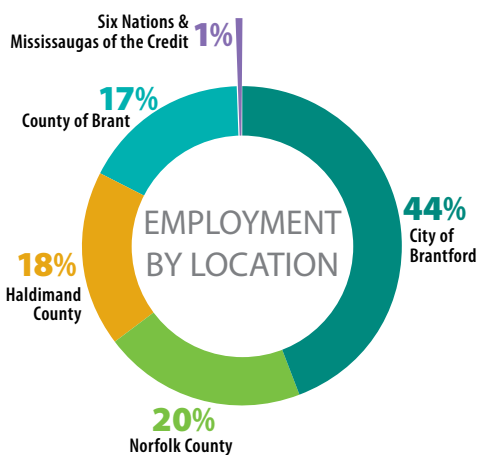




The City of Brantford continues to account for over 50% of all job postings. In our EmployerOne 2023 survey, these employers most frequently cited challenges such as insufficient candidates with the right attitude and skillsets. While this sentiment was common amongst employers from all regions, Six Nations of the Grand River and Brant, Haldimand and Norfolk employers were much more likely to report lack of applicants in general and inaccessibility by public transit as reasons they struggled to fill positions.



#### PROPORTION OF...



WPBGE's recent workforce study – [Examining Quality of Work in Grand Erie](#) – found that 54% of all respondents did not earn enough to sustain their family's basic needs. This is reflected in wage offerings data for the top 25 most in-demand jobs in the region, of which 12 recorded salaries under the living wage calculated by the Ontario Living Wage Network. Collectively, jobs with salaries under the living wage made up over 40% of all job postings that contained salary information in 2023. In search of better wages, residents are re-considering where, how and why they work, some of which can be better understood by examining individual sectors in more detail.



Occupation	Number of Job Postings (2023)	Median Salary
Retail salespersons	1,514	33,150
Material handlers	979	40,000
Other customer and information services representatives	806	39,000
Home support workers, housekeepers and related occupations	798	42,900
Transport truck drivers	748	54,395
Cooks	589	37,050
Food counter attendants, kitchen helpers and related support occupations	587	33,394
Social and community service workers	562	46,839
Store shelf stockers, clerks and order fillers	555	35,100
Administrative assistants	491	42,900
Registered nurses and registered psychiatric nurses	440	93,015
Retail and wholesale trade managers	412	46,005
Elementary school and kindergarten teachers	392	103,036
Other labourers in processing, manufacturing and utilities	365	39,000
Light duty cleaners	339	35,100
Janitors, caretakers and building superintendents	331	43,553
Licensed practical nurses	325	65,145
Early childhood educators and assistants	320	42,646
Secondary school teachers	305	84,493
University professors and lecturers	276	108,311
Food service supervisors	265	35,100
Retail sales supervisors	254	40,950
Cashiers	252	31,200
Delivery and courier service drivers	250	39,000
Construction trades helpers and labourers	247	46,800

Source: Grand Erie Jobs – Job Demand Report

\* data in red indicates jobs that offer less than the living wage





# Industry Spotlights

**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 – [Navigating Grand Erie](#), 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. This makes it important to understand both employment amongst local businesses, and amongst local residents.

## Definitions:

- TEER – Training, Education, Experience and Responsibilities; a 5-tier classification system used to describe job requirements according to the **2021 National Occupational Classification system**.
- Number of Jobs – This refers to job counts, or number of positions in Grand Erie, regardless of employees' place of residence.
- Number of Employees – This refers to employment counts, or residents working within this sector, regardless of their place of work.



## SPOTLIGHT ON MANUFACTURING

The manufacturing sector continues to be impacted by labour shortages and technological changes across the globe, but employers in this sector are rising to the challenge. Many are investing in automation and artificial intelligence (AI), and as a result, the skills composition of manufacturing is changing. This shift has been augmented by Ontario's recent focus on setting up the province as a [hub for electric vehicles](#). Skilled workers are motivated to move in response to these emerging opportunities, and while this benefits residents in many ways, it does affect the availability of talent within local businesses. The skills gaps is particularly pronounced amongst skilled trades workers; according to [Census 2021 data](#), the Red Seal workforce has not kept pace with Canada's overall workforce growth – this gap is deepened by growth in retirements and delayed workforce participation amongst youth. While the province has seen immigration rise significantly in recent years, the share of immigrants in the manufacturing industry remains unchanged.

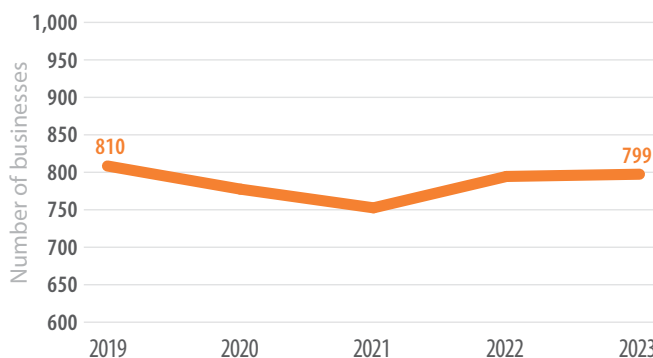
In Grand Erie, the manufacturing sector saw growth in the number of businesses, but at a much slower pace compared to the year prior. Some small businesses grew to over 100 employees, and one medium food manufacturing business grew to 500+ employees.

### Top Manufacturing Sub-sectors by Business Count:

1. Machine shops – 59 businesses
2. All other miscellaneous manufacturing – 40 businesses
3. All other miscellaneous fabricated metal product manufacturing – 39 businesses
4. Wood kitchen cabinet and counter top manufacturing – 28 businesses
5. Other printing – 27 businesses

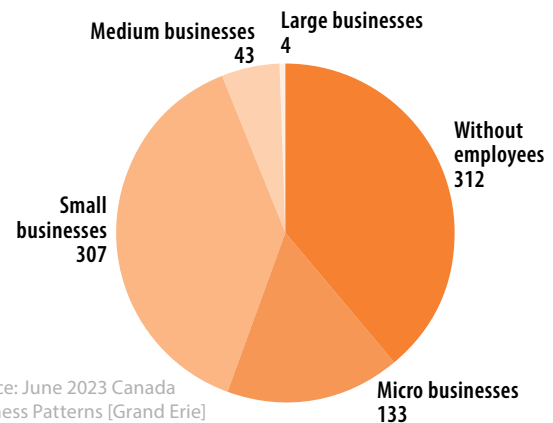
The number of positions in Grand Erie's manufacturing businesses climbed significantly in 2023, but this growth was concentrated in the early months of the year. Following a wave of hiring from January to March, the sector slowed down considerably, bringing the total number of Grand Erie residents working in manufacturing businesses – within Grand Erie and beyond – down by 1,400 over the course of the year. While this drop in employment may be partially attributable to economic slowdowns, it is worth noting that the number of jobs climbed considerably despite the drop in number of employees, suggesting that some employers turned to residents outside of Grand Erie to fill some of their roles.

### NUMBER OF BUSINESSES



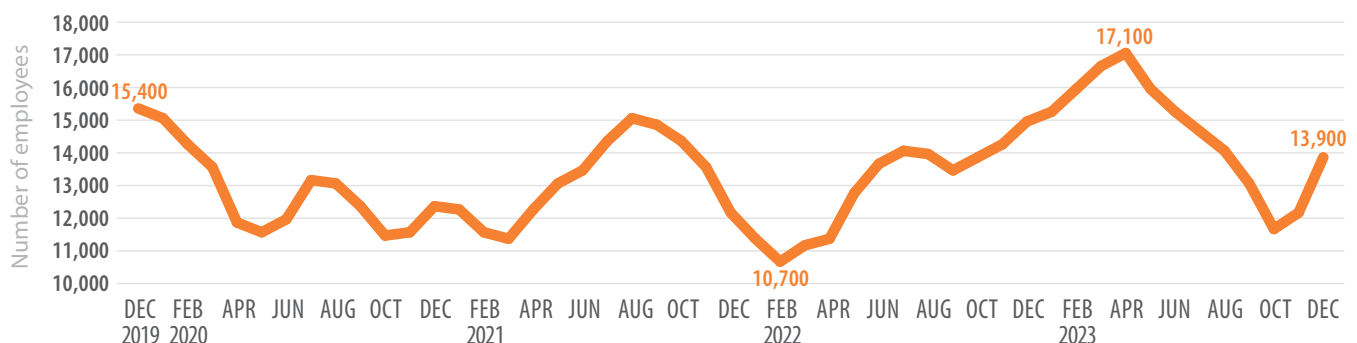
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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]

There were a total of 2,900 new jobs posted by regional manufacturers – a significant drop compared to the last few years. Manufacturing jobs were largely concentrated in the skilled trades and labouring roles. The jobs took just under 4 weeks to fill on average; slightly higher than the job posting durations across all jobs (24.3 days). While manufacturing employers are more able and likely to offer quality of work provisions that make them attractive employers, many have scaled down on hiring.

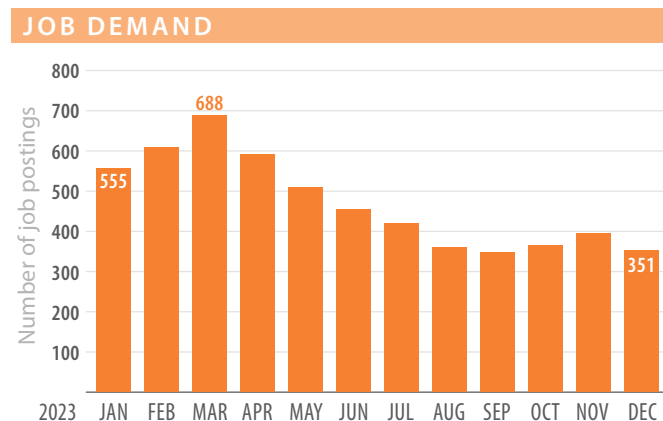
Similar to 2022, there were limited postings for management and professional occupations. These roles are less likely to experience turnover, and may have been less susceptible to volatility in demand for manufactured goods.

Manufacturing businesses continue to maintain a focus on automation, and are thus particularly interested in programs that upskill the workforce to take on the more technologically advanced roles that are beginning to emerge.

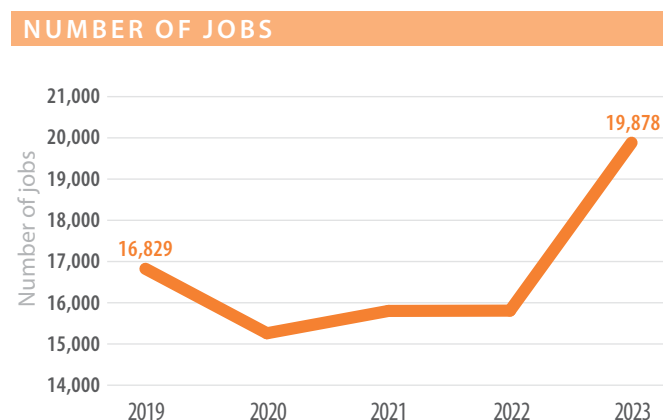
**Note:** Many local employers use the services of placement agencies to hire. The postings made by placement agencies are typically classified under the agency's industry (Administrative and Support and Waste Management and Remediation Services). Therefore, the total number of job posts (i.e. in

Manufacturing) likely does not reflect all the job openings within a specific industry.

The manufacturing sector will continue to be impacted by global movements towards sustainability. Shifts to renewable energy and electric vehicles have already begun to transform the province's manufacturing landscape. With new investments in EV across Southern Ontario – such as Volkswagen, Stellantis, Ford and General Motors – come new opportunities for Grand Erie, and some manufacturers, like [Mitsui High-tec](#) have already begun supporting the development of this new cluster. This means new investments in technology, changes in supplier bases, new skillsets/ knowledge requirements for some of the activities being undertaken, and wage increases for communities that are a part of – and even adjacent to – these new facilities.



Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

### Top 5 most In-demand Jobs in Manufacturing

(based on active job postings in 2023):

JOB POSTINGS BY SKILL LEVEL			
Occupation	TEER	Average Posting Length	Total Job Posts
Material handlers	5	21.2	121
Construction millwrights and industrial mechanics	2	23.3	89
Welders and related machine operators	2	24.7	88
Other labourers in processing, manufacturing and utilities	5	22.5	86
Machinists and machining and tooling inspectors	2	24.7	79

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]

JOBS CHANGES BY OCCUPATION			
NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
94140	Process control and machine operators, food and beverage processing	16%	4.9%
94200	Motor vehicle assemblers, inspectors and testers	13%	4.6%
90010	Manufacturing managers	9%	4.4%
72400	Construction millwrights and industrial mechanics	5%	4.3%
72106	Welders and related machine operators	3%	3.8%

Source: Lightcast Staffing Patterns data [Grand Erie]



## SPOTLIGHT ON WHOLESALE AND RETAIL TRADE

The wholesale and retail trade sectors have been marked by steady acceleration in prices over the course of 2023. The food supply chain, in particular, was affected by poor growing conditions, rising input and transportation costs, increasing producer prices and supply chain disruptions. Coupled with inflation, these trends have caused a shift in household spending patterns. [Statistics Canada](#) reports households consuming less, and changing how and where they shop – seeking sales and promotions, purchasing cheaper alternatives to essentials and reducing discretionary spending. Some economists predict lasting behavioural changes, which can have significant impact on the viability of certain subsectors within this industry group.

Wholesale and retail trade businesses dropped significantly in 2021 as a result of the pandemic forcing business closures, but business counts have since surpassed the pre-pandemic peak. The number of wholesale and retail trade businesses without employees grew by over 60 year over year. Sole proprietors and micro-businesses in personal care, gas stations, direct

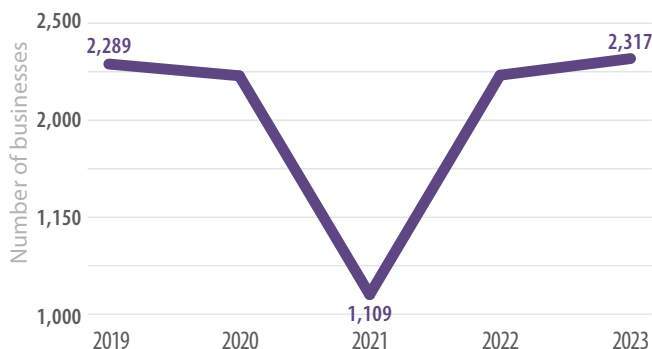
selling and local delivery grew as workers pursued greater pay and flexibility. Meanwhile, the region lost 1 medium general merchandising businesses.

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

1. Convenience stores – 92 businesses
2. All other miscellaneous store retailers (except beer and wine-making supplies stores) – 87 businesses
3. Pharmacies and drug stores – 76 businesses
4. All other miscellaneous general merchandise stores – 76 businesses
5. Electronic shopping and mail-order houses – 68 businesses

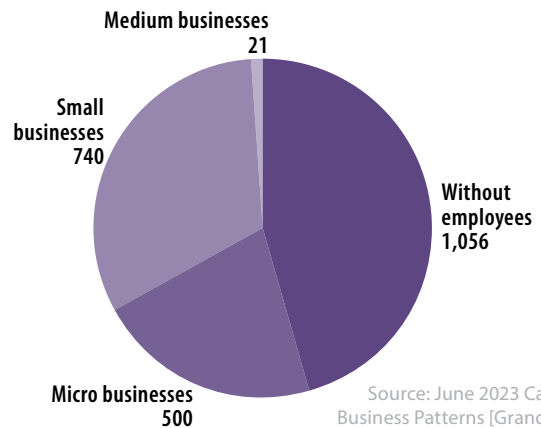
While the number of jobs in wholesale trade dipped slightly, those in retail trade grew by about 4% over the last 5 years. This is reflected in the sharp rise in number of employees over the first half of 2023. Employment dropped rapidly during the second half of the year as consumer confidence waned and discretionary spending curbed.

### NUMBER OF BUSINESSES



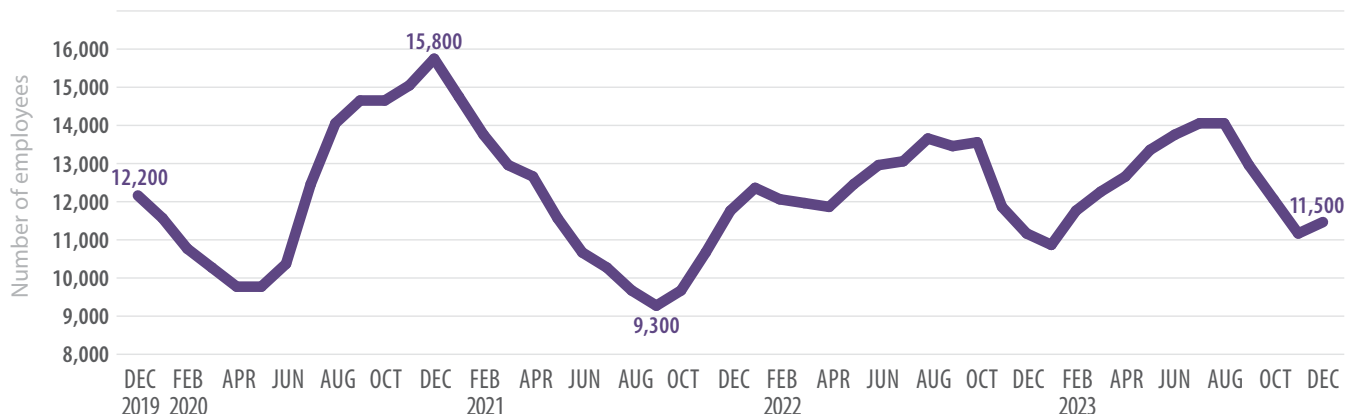
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 Canada Business Patterns [Grand Erie]

### NUMBER OF EMPLOYEES IN WHOLESALE AND RETAIL TRADE IN BRANTFORD CMA



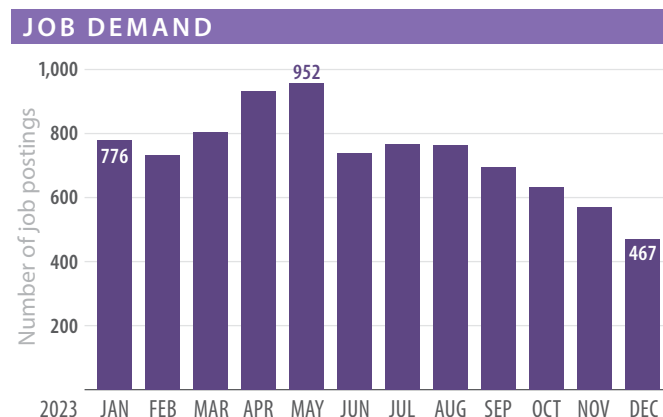
Source: Statistics Canada. [Table 14-10-0379-01](#) Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000) [Brantford CMA]

Based on Census 2021 data, the sector is the most gender balanced in the region – women and men each make up 50% of all employees in this sector.

This sector made up the largest share of job postings in 2023 with 5,624 new jobs (20% of all postings on Grand Erie Jobs). Jobs in this sector filled slightly more quickly than average, but did take longer when compared to postings for the same occupation last year. The majority of the jobs posted this year were for lower-skilled occupations, making this an excellent entry point for jobseekers. However, demand for employees did decrease over the second half of 2023.



**Top 5 most In-demand Jobs in Wholesale and Retail Trade**  
(based on active job postings in 2023):

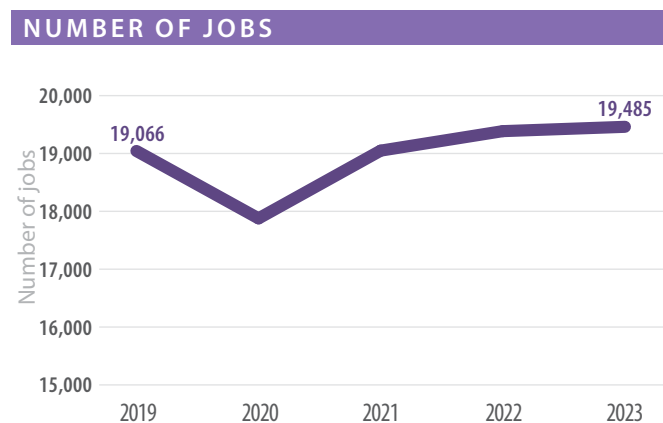


Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

**JOB POSTINGS BY SKILL LEVEL**

Occupation	TEER	Average Posting Length	Total Job Posts
Retail salespersons	4	20.8	1036
Store shelf stockers, clerks and order fillers	5	18.9	446
Other customer and information services representatives	4	20.6	343
Retail and wholesale trade managers	0	20.3	259
Material handlers	5	21.8	217

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

**JOBS CHANGES BY OCCUPATION**

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
64100	Retail salespersons and visual merchandisers	2%	15.8%
60020	Retail and wholesale trade managers	0%	10.9%
65100	Cashiers	12%	8.2%
62010	Retail sales supervisors	20%	7.8%
65102	Store shelf stockers, clerks and order fillers	9%	7.3%

Source: Lightcast Staffing Patterns data [Grand Erie]

## SPOTLIGHT ON HEALTHCARE AND SOCIAL ASSISTANCE

There is a growing recognition that the health care sector will play a critical role in supporting quality of life amongst aging and increasingly burned out Canadians. Mental health, senior care and support for people on social assistance are being brought to the forefront with legislation to ease entry amongst internationally trained professionals and investments to strengthen training for local jobs in demand, particularly those targeted towards groups – such as refugees and workers with criminal histories – that rely more heavily on the social assistance system.

The number of businesses in this sector did grow considerably, but the growth was largely concentrated amongst businesses without employees. The largest jump was amongst individuals independently running childcare services, but other sole proprietorships amongst physicians, dentists and other healthcare practitioners also grew. The region also saw one nursing care facility climb to over 500 employees.

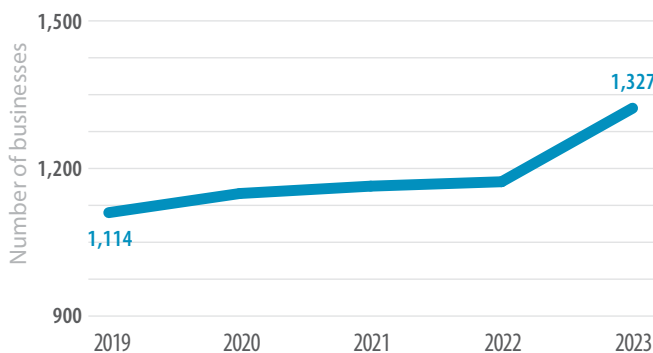
### Top Healthcare and Social Assistance Sub-sectors by Business Count:

1. Offices of physicians – 270 businesses
2. Offices of all other health practitioners – 199 businesses
3. Child day-care services – 157 businesses
4. Offices of dentists – 122 businesses
5. Offices of physical, occupational, and speech therapists and audiologists – 71 businesses

Health care jobs are amongst the hardest to fill according to Grand Erie employers, with 89% of businesses in this sector noting they had hard to fill positions. Similar to manufacturing, the region saw growth in the number of jobs, but a decline in the number of employees, indicating that people working within this sector may be commuting to work from outside of Grand Erie.

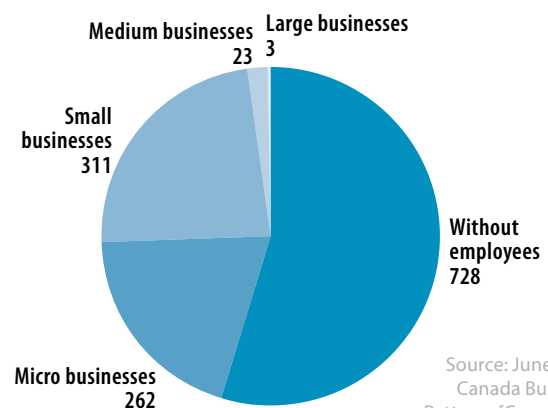
Based on Census 2021 data, about 88% of individuals working in this sector are women, making it the most female-dominant sector in the region.

### NUMBER OF BUSINESSES



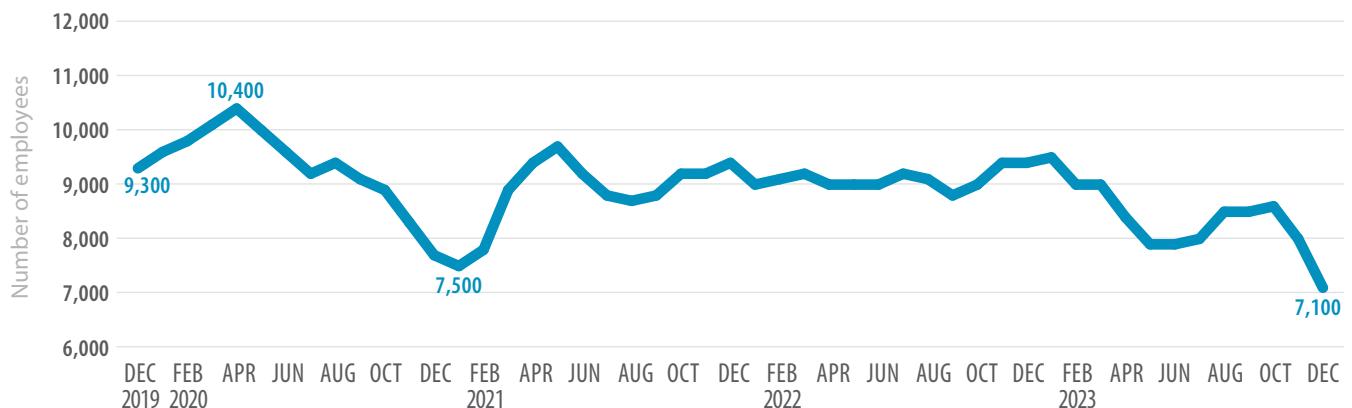
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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]



This sector had the second largest share of job postings in 2023 with 4,200 new jobs, or 14% of all postings on Grand Erie Jobs. Jobs were primarily for skilled workers in professional and/or trade roles, but personal support workers continued to top the in-demand list, although there were fewer total job posts for this occupation compared to 2022.

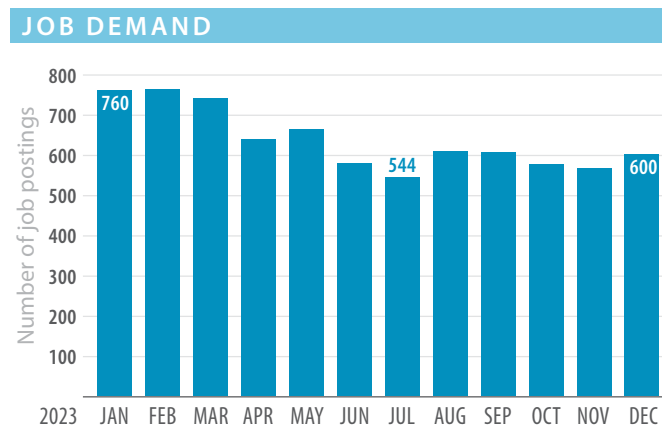
Due to difficulties finding suitable candidates, many health-care businesses noted restructuring their roles to distribute responsibilities evenly amongst existing staff. While this is a necessary strategy for the sector, it does perpetuate a continued cycle of burnout amongst workers, which may be responsible for the decrease in employment within this sector.

To address the growing needs of this sector, the Government of Ontario has made substantial investments in hiring and training many more health care professionals, including [nurses](#) and [PSWs](#), recently. As demand within this sector increases, virtual service delivery will grow as a means of reaching a broader range of more diverse clients. This will

pose a unique set of challenges, including infrastructure limitations, digital literacy gaps, limited social and emotional skill development opportunities and ineffective support and connection-building opportunities. Addressing these gaps will require occupation specific training programs to improve the capacity of social assistance practitioners to deliver services virtually.

Recommendations for health care and social assistance practitioners – as noted by participants of Future Skills Centre’s 2023 [Conversations to Connections](#) initiative – include standardized onboarding processes, the implementation of mentorship programs to increase sharing of practical institutional knowledge and improved training and tools to support operational, financial and fund management.

#### Top 5 most In-demand Jobs in Healthcare and Social Assistance (based on active job postings in 2023):

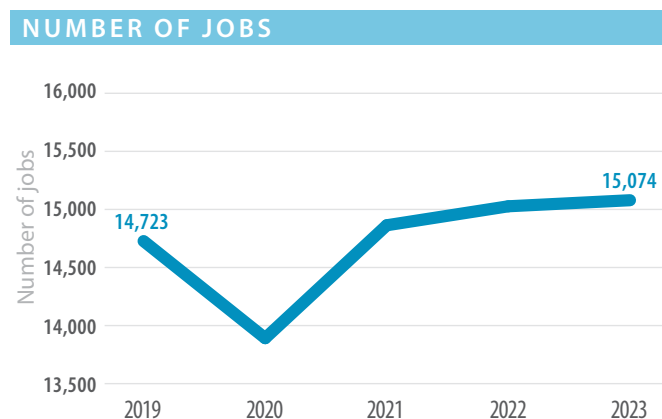


Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

**JOB POSTINGS BY SKILL LEVEL**

Occupation	TEER	Average Posting Length	Total Job Posts
Home support workers, housekeepers and related occupations	4	22.1	516
Registered nurses and registered psychiatric nurses	1	20.8	347
Social and community service workers	2	20.1	284
Licensed practical nurses	2	24.1	228
Early childhood educators and assistants	2	24.0	115

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

**JOBS CHANGES BY OCCUPATION**

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
33102	Nurse aides, orderlies and patient service associates	3%	13.5%
31301	Registered nurses and registered psychiatric nurses	-7%	10.1%
42202	Early childhood educators and assistants	2%	5.5%
42201	Social and community service workers	-5%	4.2%
32101	Licensed practical nurses	-11%	3.0%

Source: Lightcast Staffing Patterns data [Grand Erie]

## SPOTLIGHT ON CONSTRUCTION

BuildForce Canada's 2023-2032 forecast of Ontario's [Construction and Maintenance sector](#) maintains a positive outlook for the next few years, but notes that upcoming retirements will create a projected recruitment gap of about 30,500 workers required to meet increased demands within this sector. In Central Ontario specifically, BuildForce reports extremely tight market conditions for all but one trade – ironworkers and structural metal fabricators – in 2022. Across most other trades, employers are expected to compete to attract needed workers, which can slow down the pace of growth that this sector requires to meet the needs of a growing immigrant population.

Locally, construction businesses have been on the rise, with 2023 growth surpassing that of the year prior. Businesses of all sizes grew, in sectors such as residential and building construction, building equipment and finishing contractors, foundation, structure and building exterior contractors and other specialty contractors. About 84% of all businesses in

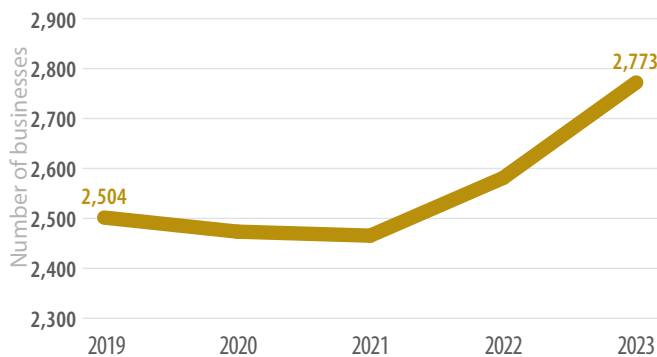
this sector have under 5 employees, so the kinds of supports that these businesses can access and afford vary significantly. Leveraging business and industry associations is critical to building skills and pursuing career development in this sector.

### Top Construction Sub-sectors by Business Count:

1. Residential building construction – 681 businesses
2. All other specialty trade contractors – 240 businesses
3. Plumbing, heating and air-conditioning contractors – 237 businesses
4. Electrical contractors and other wiring installation contractors – 213 businesses
5. Finish carpentry contractors – 153 businesses

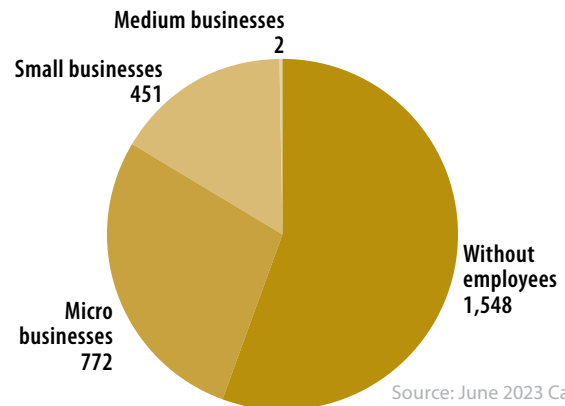
Construction jobs grew substantially this year, but the number of residents working these jobs decreased by 2,400 from the peak of 8,000 in January 2023. As a result of shortages amongst skilled trade workers, the industry is turning to contractors and gig workers to fill vacancies. This is true of

### NUMBER OF BUSINESSES



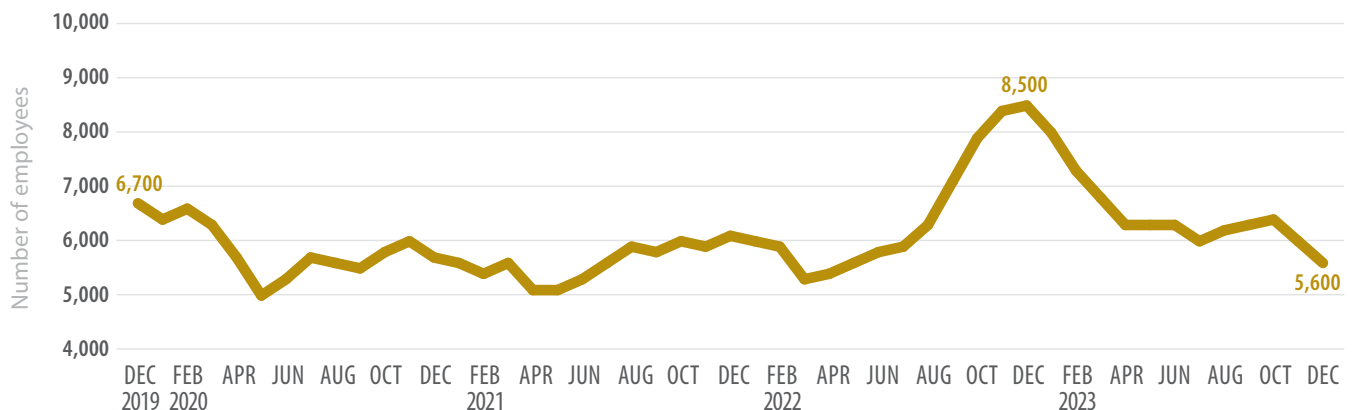
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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]:

many other sectors too; a [Robert Half survey](#) found that 65% of Canadian employers plan to increase their use of contract professionals.

Based on Census 2021 data, about 89% of individuals working in this sector are men.

Construction jobs accounted for 4% of all postings in 2023, with demand for several occupational categories. Some jobs were easier to fill than others, but certain in-demand trade roles, such as carpenters, took about a month to fill. Further, after months of increasing job demand, the sector began to drop in April 2023. Postings make up a small fraction of the total number of jobs posted over the year, but this is partially due to the seasonal nature of these jobs.

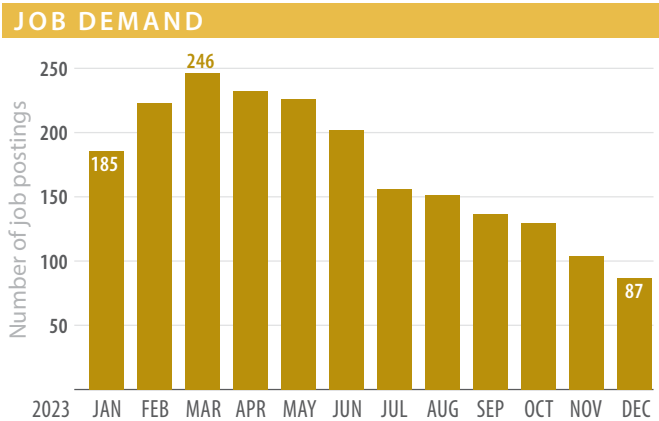
Grand Erie residents view this sector favourably, with 22% of our Quality of Work study jobseekers indicating this was a major sector of interest. However, many of these roles are demanding and required specialized knowledge and skills, as

a result of which the industry has seen a net decline in jobs for certain occupations such as construction trade helpers and contractors.

Supporting the growth of skilled labour within this sector calls for long term strategies that attract young people to these jobs. Events like [Epic Jobs](#) have found success through providing hands on learning opportunities to 1,600 students from Grand Erie's elementary schools; in more recent years, surrounding communities have taken on similar projects to showcase and demonstrate trades to young students.

### Top 5 most In-demand Jobs in Construction

(based on active job postings in 2023):

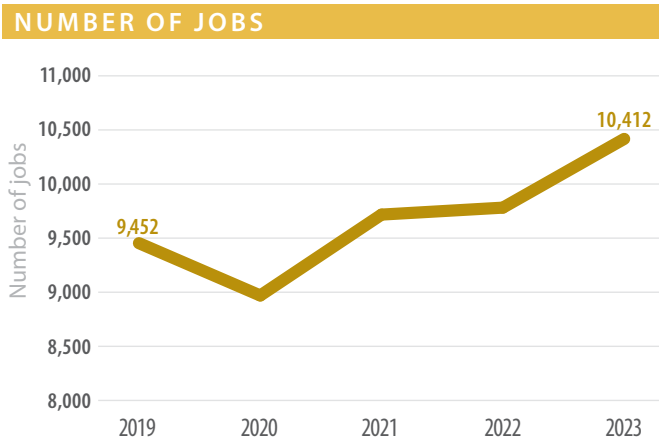


Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

**JOB POSTINGS BY SKILL LEVEL**

Occupation	TEER	Average Posting Length	Total Job Posts
Construction trades helpers and labourers	5	23.9	86
Heavy equipment operators (except crane)	3	21.1	56
Transport truck drivers	3	19.7	50
Plumbers	2	20.9	36
Carpenters	2	30.7	34

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

**JOBS CHANGES BY OCCUPATION**

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
70011	Home building and renovation managers	11%	10.0%
75110	Construction trades helpers and labourers	-10%	7.8%
72310	Carpenters	0%	5.5%
72014	Contractors and supervisors, other construction trades, installers, repairers and servicers	-3%	4.8%
72200	Electricians (except industrial and power system)	22%	4.4%

Source: Lightcast Staffing Patterns data [Grand Erie]



## SPOTLIGHT ON EDUCATIONAL SERVICES

As businesses continue to transform in response to labour shortages and supply chain disruptions, there is an expectation for the educational sector to respond accordingly; by revising and introducing new curriculum to meet industry needs. The role of learning in the labour force is changing, and with it, educational services are evolving – curriculum is being developed alongside industry leaders with accessibility and diversity in focus, and delivered in varied formats – virtually, asynchronously, and in the form of micro-credentials and dual diploma/degree programs.

Grand Erie is a part of this transformation. After declining in 2021, Grand Erie saw 27 new educational Services businesses between June 2022 and June 2023. The majority of the businesses gained were without employees, offering training for fine arts, athletics and language.

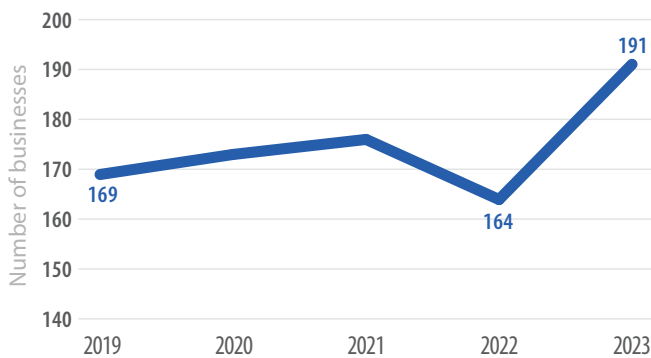
### Top Educational Services Sub-sectors by Business Count:

1. All other schools and instruction – 66 businesses
2. Athletic instruction – 49 businesses
3. Educational support services – 22 businesses
4. Fine arts schools – 17 businesses
5. Elementary and secondary schools – 11 businesses
6. Professional and management development training – 11 businesses

Year after year, the educational sector experiences a peak in the fall and a gradual decline into summer of the following year. This year, the region saw rapid growth in the number of jobs and employees, setting new 5-year records in both. The consistent rise in number of jobs and employees indicates a strong labour supply; Grand Erie's residents possess knowledge and talent that match local demand.

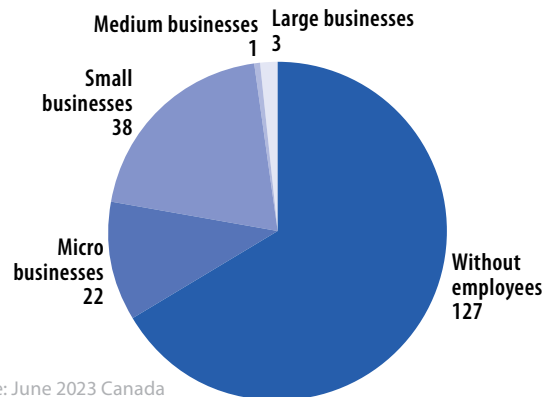
There is a movement across Ontario to improve the skills development and recognition ecosystem in response

### NUMBER OF BUSINESSES



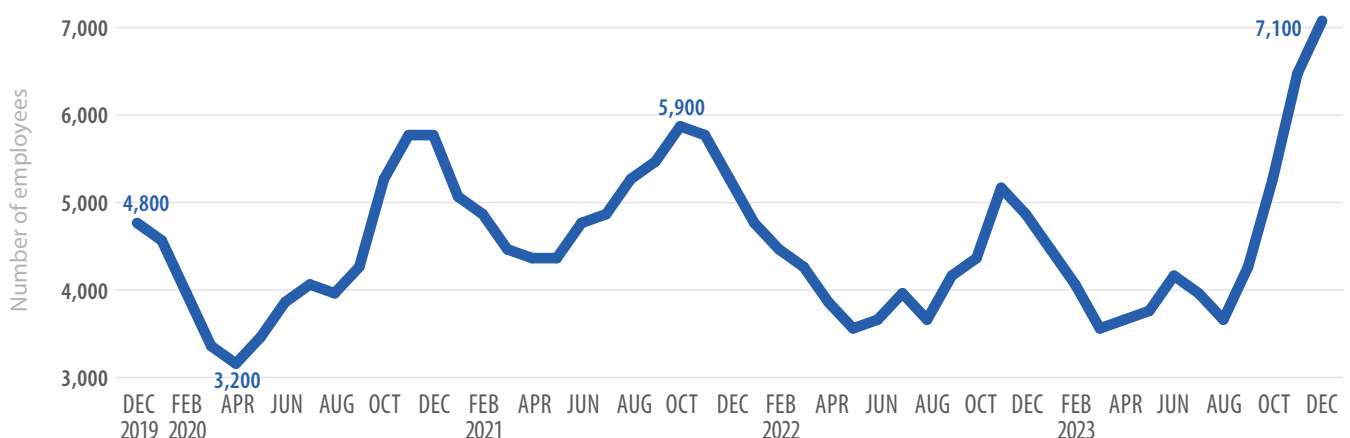
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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]

to growing skills gaps. The Future Skills Centre outlined connectivity, policy gaps in diversity, equity, accessibility and inclusion, as well as gaps in data/information and professional development as key areas of focus in their [2023 Conversations to Connections](#) initiative. This is especially relevant given that industry leaders like LinkedIn have predicted [skills alignment over post-secondary diplomas/degrees](#) as the future of hiring. Grand Erie's growing educational sector can play a big role in pioneering these changes. Efforts like the Grand Valley Educational Society (GVES) and WPBGE's Regional Centre of Educational Excellence and the Government of Ontario's [Credential Recognition survey](#) have been commended as being good starting points, but the scale of change that the system needs to undergo is grand, and will require continued research and partnership building.

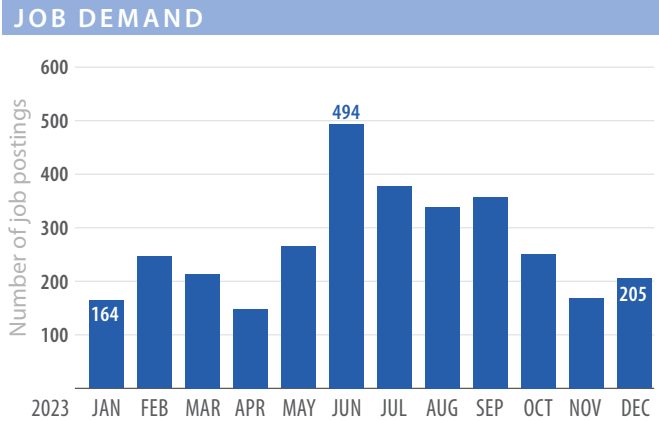
There were a total of 2,165 educational service jobs posted, accounting for 7% of all job postings. The jobs were primarily for teachers and teaching assistants. Many of these jobs filled



quickly compared to other jobs in demand. That said, demand was less than 2022, and the sector saw a dip -similar to that observed in other industries – in job postings over the second half of 2023.

### Top 5 most In-demand Jobs in Educational Services

(based on active job postings in 2023):

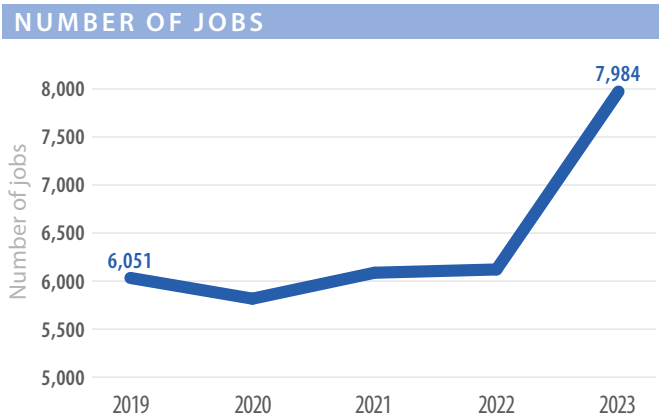


Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

**JOB POSTINGS BY SKILL LEVEL**

Occupation	TEER	Average Posting Length	Total Job Posts
Elementary school and kindergarten teachers	1	8.9	358
University professors and lecturers	1	17.1	272
Secondary school teachers	1	11.3	252
Elementary and secondary school teacher assistants	3	14.8	177
Early childhood educators and assistants	2	18.0	78

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

**JOBS CHANGES BY OCCUPATION**

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
41221	Elementary school and kindergarten teachers	14%	20.3%
41229	Kindergarten, elementary, and secondary school teachers	7%	16.9%
41220	Secondary school teachers	29%	11.5%
43100	Elementary and secondary school teacher assistants	1%	7.8%
41210	College and other vocational instructors	31%	4.5%

Source: Lightcast Staffing Patterns data [Grand Erie]



## SPOTLIGHT ON ACCOMMODATION AND FOOD SERVICES

As a result of inflation, rising business costs, supply chain disruptions and persistent staffing gaps, the accommodation and food service sector has experienced increased difficulties with maintaining a competitive edge in the recent past. As described by [Tourism SkillsNet Ontario \(TSNO\): Workforce Issues, Opportunities and impact 2023 report](#), this labour shortage is costly, and exacerbated by the fact that the sector consists largely of small businesses that lack the HR capacity to address issues related to recruitment and retention.

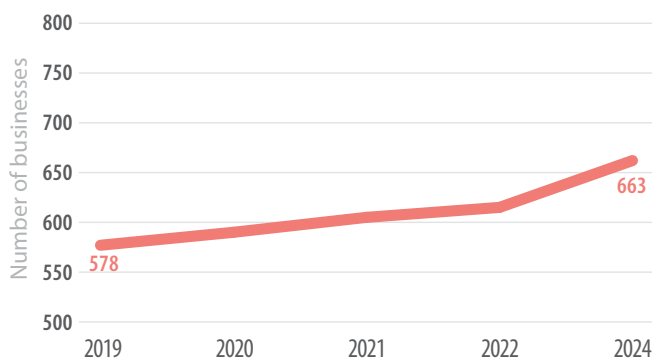
Despite challenges with labour and demand for services, the number of accommodation and food services businesses locally has been rising, and reached a new 5-year peak in 2023. Contrary to several other sectors highlighted within this report, the number of businesses without employees shrunk, and growth was concentrated amongst small businesses. The region also saw two small businesses – in recreational and vacation camps and full-service restaurants – rise to over 100 employees.

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

1. Limited-service eating places – 251 businesses
2. Full-service restaurants – 227 businesses
3. Mobile food services – 30 businesses
4. Caterers – 27 businesses
5. Motels – 20 businesses

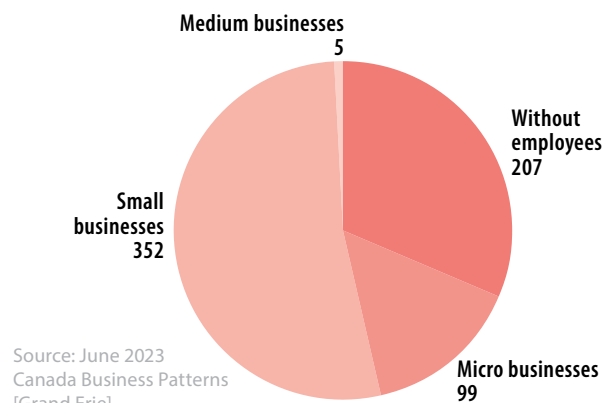
The region saw growth in both the number of jobs and the number of employees, indicating decent labour supply and easier points of entry. That said, according to Census 2021 data, accommodation and food services had – by a large margin – the youngest workforce, with 50% of all employees between 15-24 years. In comparison, retail trade has the second largest proportion of workers under 25 (28%). As the president of TSNO framed it, the tourism sector represents the first job for 30% of the workforce, and supporting this demographic requires a unified approach from government, industry and community to a complex set of problems, including high turnover and the constant knowledge drain that results from this.

### NUMBER OF BUSINESSES



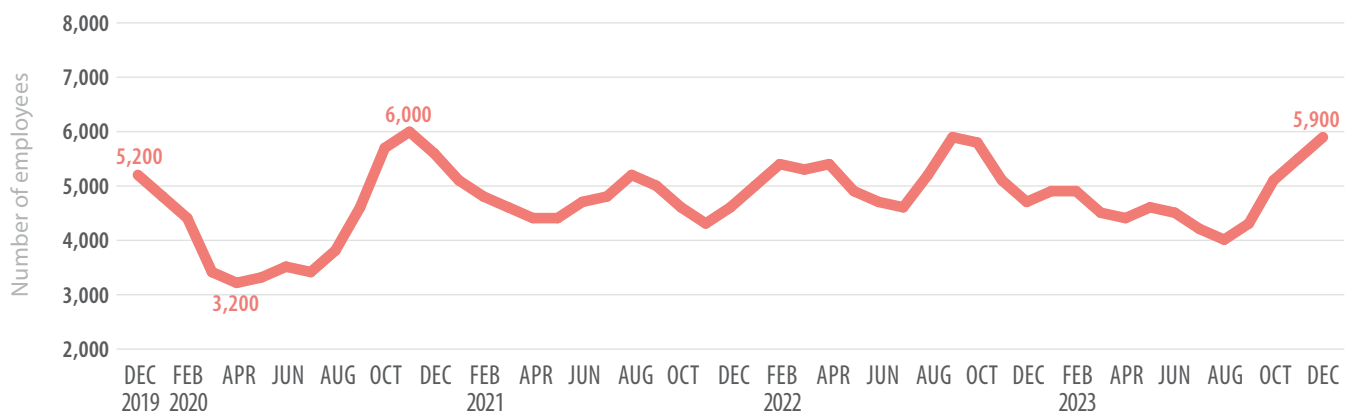
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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]



According to WPBGE's Quality of Work study, this was amongst the sectors of least interest, with only 11% of jobseekers indicating they would consider working in this sector.

According to Grand Erie Jobs, about 6% of all jobs posted were within this sector. Job demand is significant across several occupational categories – managers, supervisors, cooks and servers – and most job posts stay up for considerably longer than the average. Leadership roles were particularly hard to fill, likely due to unfavourable quality of work provisions – such as inconsistent and inflexible schedules, limited skill development opportunities and relatively low wages.

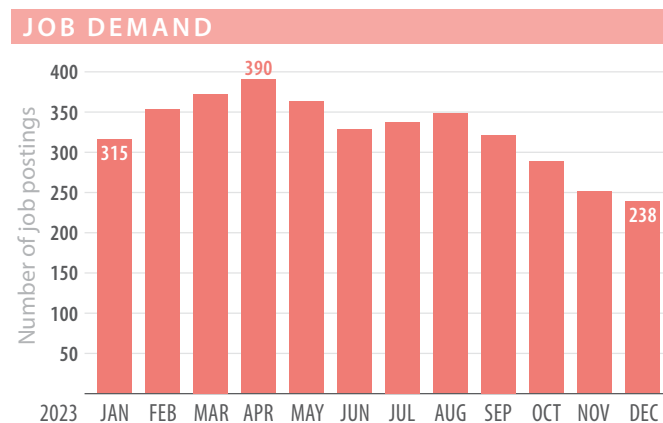
As a result, despite high demand, total employment within significant occupational categories – such as cooks and cashiers – have declined.

As illustrated by tourism hubs like Toronto, Ottawa and Niagara, big investments will be required in tourism infrastructure to create stable growth for the sector. Beyond these investments, this industry can be supported by increased promotion of tourism as a career, broadening recruitment to beyond the



local labour pool, and focusing on workplace-based training and consulting that allows for data-driven decision making designed to meet the unique needs of small businesses. Initiatives like [TIAO's Tourism Workforce Sustainability program](#) are being established in response to these needs.

#### Top 5 most In-demand Jobs in Accommodation and Food Services (based on active job postings in 2023):

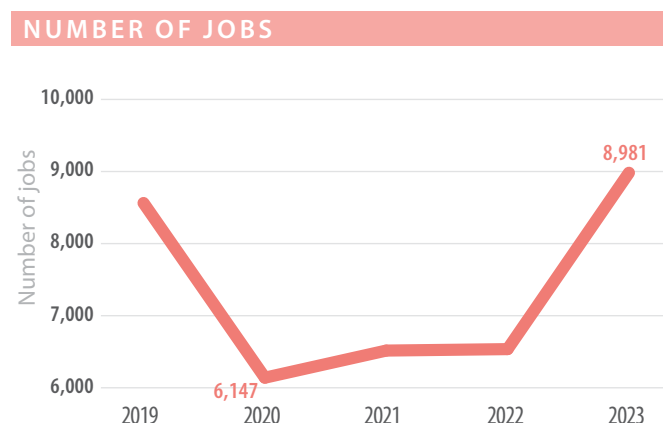


Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

**JOB POSTINGS BY SKILL LEVEL**

Occupation	TEER	Average Posting Length	Total Job Posts
Food counter attendants, kitchen helpers and related support occupations	5	26.7	342
Cooks	3	26.9	309
Food service supervisors	2	53.7	177
Food and beverage servers	5	23.2	128
Restaurant and food service managers	0	37.6	110

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]



Source: Lightcast [Grand Erie]

**JOBS CHANGES BY OCCUPATION**

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
65201	Food counter attendants, kitchen helpers and related support occupations	0%	26.2%
65200	Food and beverage servers	11%	12.0%
63200	Cooks	-10%	11.2%
60030	Restaurant and food service managers	13%	8.3%
65100	Cashiers	-17%	7.4%

Source: Lightcast Staffing Patterns data [Grand Erie]

## SPOTLIGHT ON AGRICULTURE

Key themes to emerge from the 2021 Census of Agriculture were declines in the number of operations, but growth in farm sizes, industry consolidation and modernization. To address the impact that this shifting landscape will have on the sustainability of food systems across the province and nation, governments have been investing more into [adopting new technologies for increased efficiency and biosecurity](#) and [connecting young workers with potential employers](#). With this, labour demands are shifting. Agricultural businesses are looking for individuals with specialized technical skills and knowledge to operate advanced technological equipment on their farms.

Locally, based on business counts data, the agriculture sector grew considerably between 2022 and 2023. However, the growth was exclusively amongst farms with no employees – other than the farm owner/operator, including those producing soybeans, grains, corn and beef.

### Top Agriculture Sub-sectors by Business Count:

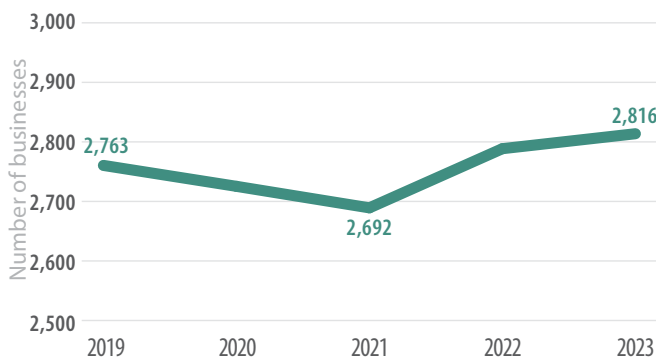
1. All other miscellaneous crop farming – 386 businesses
2. Soybean farming – 348 businesses
3. Other grain farming – 285 businesses
4. Corn farming – 264 businesses
5. Beef cattle ranching and farming, including feedlots – 143 businesses

In stark contrast to the accommodation and food services sector, the agricultural sector has the oldest workforce, with 17% of all workers aged 65 and older. An additional 38% are between 45 and 64. As such, workforce development and succession strategies are particularly important to these businesses.

Due to retirements and the subsequent consolidations of farms, the number of jobs in this industry saw a sharp decline.

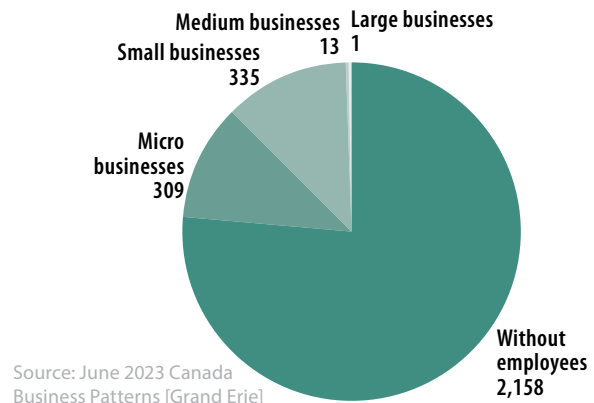
Agricultural jobs made up 2.5% of all job postings in Grand Erie – just 760 posts in 2023, and hired about 1% of all residents in the labour force. However, Lightcast estimates that the region brings in over 5,000 workers annually through

### NUMBER OF BUSINESSES



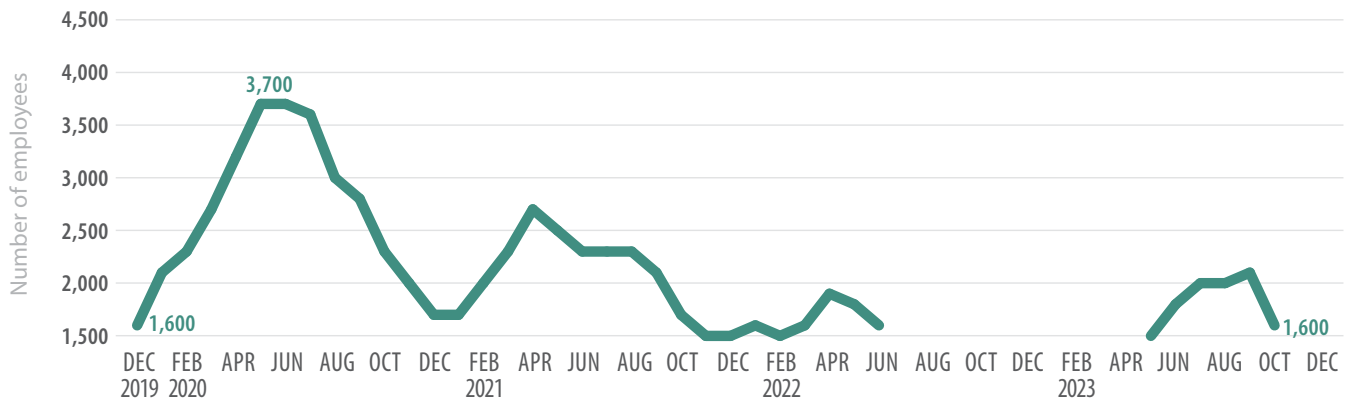
Source: June 2019-2023 Canada Business Patterns [Grand Erie]

### NUMBER OF BUSINESSES BY SIZE



Source: June 2023 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.



temporary foreign worker programs, although this is down 600 from 2022. This is understandable given that even the limited demand locally was hard to fill, with many top jobs taking over a month to fill; harvesting labourers took almost double the average amount of time to find a suitable candidate for.

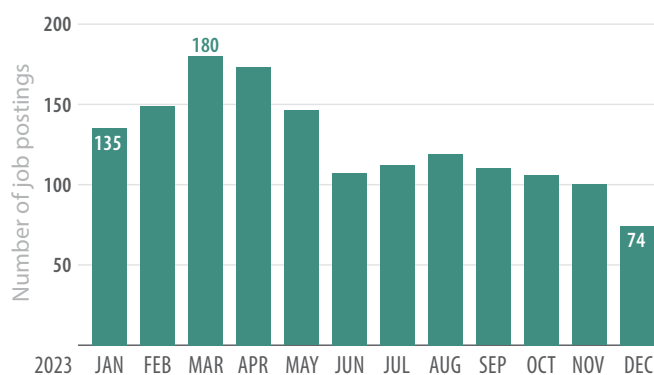
Due to difficulties hiring, many agricultural occupations have seen a decline in critical labouring and management roles.

Given Grand Erie's robust and evolving agricultural and educational sectors, there may be opportunities for the region to expand as an agricultural research hub, focused on innovatively addressing issues identified by organizations like the [Canadian Agri-Food Policy Institute](#) – such as local food security and conserving and leveraging water. The [University of Guelph's Ontario Crops Research Centre](#), located in Simcoe (Norfolk County) is well positioned to play a major role in strengthening the sector through investments in research and value chain development. Additionally, there may be benefits to considering incentives that support women, youth, and immigrants in entering this sector.

### Top 5 most In-demand Jobs in Agriculture

(based on active job postings in 2023):

#### JOB DEMAND



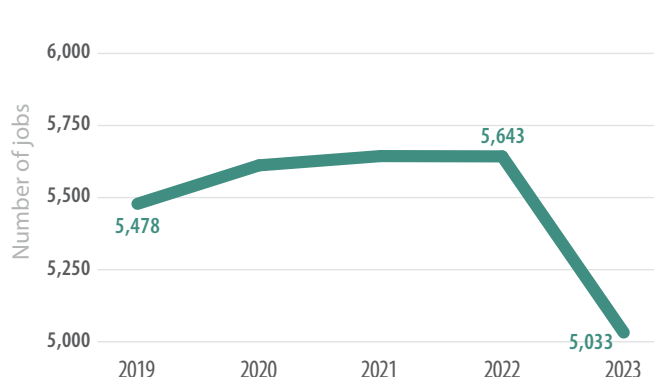
Source: Grand Erie Jobs – Job Demand Report – Active Jobs in 2023 [Grand Erie]

#### JOB POSTINGS BY SKILL LEVEL

Occupation	TEER	Average Posting Length	Total Job Posts
General farm workers	4	33.2	87
Harvesting labourers	5	40.4	22
Nursery and greenhouse workers	5	31.3	18
Transport truck drivers	3	35.1	12
Landscape and horticulture technicians and specialists	2	21.1	10

Source: Grand Erie Job Demand Report – Active Jobs in 2023 [Grand Erie]

#### NUMBER OF JOBS



Source: Lightcast [Grand Erie]

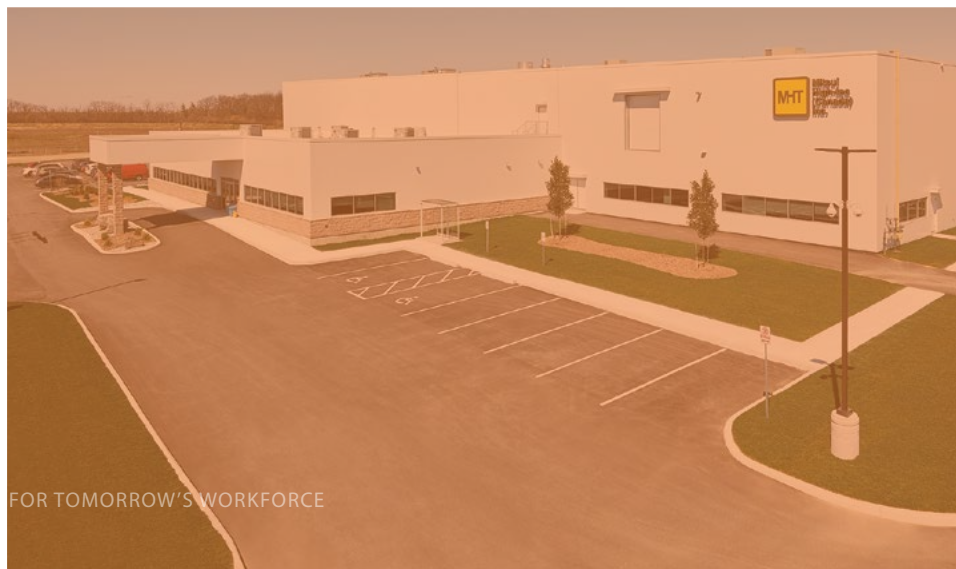
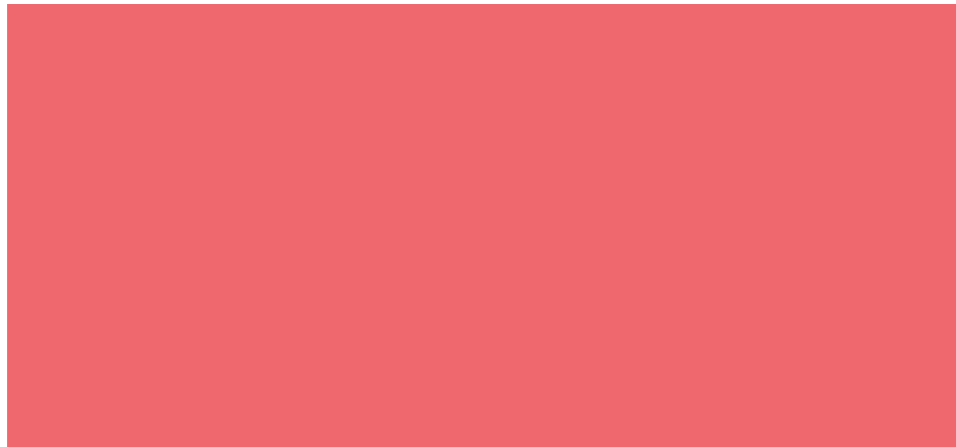
#### JOBS CHANGES BY OCCUPATION

NOC	Description	% Change 2019-2023	% of Total Jobs in Industry 2022
80020	Managers in agriculture	0%	36.5%
85103	Nursery and greenhouse labourers	-2%	12.6%
85101	Harvesting labourers	-3%	7.7%
85100	Livestock labourers	15%	7.0%
80021	Managers in horticulture	-8%	6.1%

Source: Lightcast Staffing Patterns data [Grand Erie]



# Occupational Spotlights



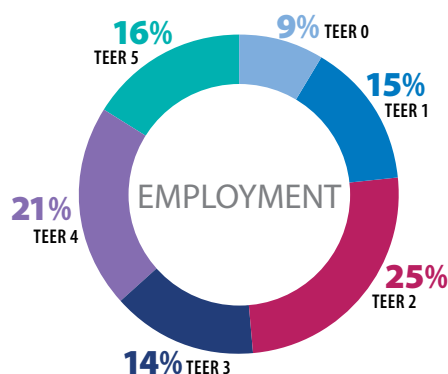


## 5-YEAR SHIFTS IN EMPLOYMENT BY OCCUPATION

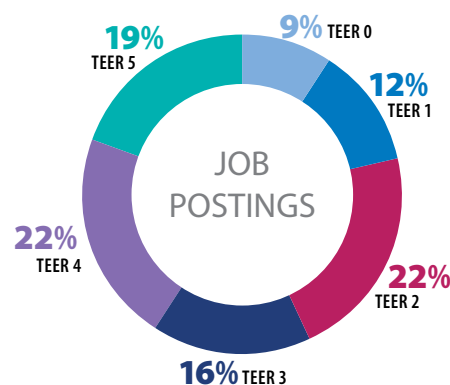
Occupation	2018	2023	Change	% Change
<b>Total employees, all occupations</b>	<b>70,500</b>	<b>78,200</b>	<b>7,700</b>	<b>11%</b>
Management occupations	4,500	6,600	2,100	47%
Business, finance and administration occupations, except management	8,800	10,100	1,300	15%
Natural and applied sciences and related occupations, except management	2,700	4,200	1,500	56%
Health occupations, except management	5,600	5,300	-300	-5%
Occupations in education, law and social, community and government services, except management	6,800	7,700	900	13%
Sales and service occupations, except management	15,500	17,700	2,200	14%
Trades, transport and equipment operators and related occupations, except management	14,900	15,400	500	3%
Natural resources, agriculture and related production occupations, except management	1,500	1,700	200	13%
Occupations in manufacturing and utilities, except management	9,300	7,700	-1,600	-17%

Source: Statistics Canada. [Table 14-10-0419-0](#) Employment by occupation, census metropolitan areas, annual [Brantford CMA]

## 2023 COUNT BY SKILL LEVEL...



Source: Statistics Canada. [Table 14-10-0419-01](#) Employment by occupation, census metropolitan areas, annual [Brantford CMA]



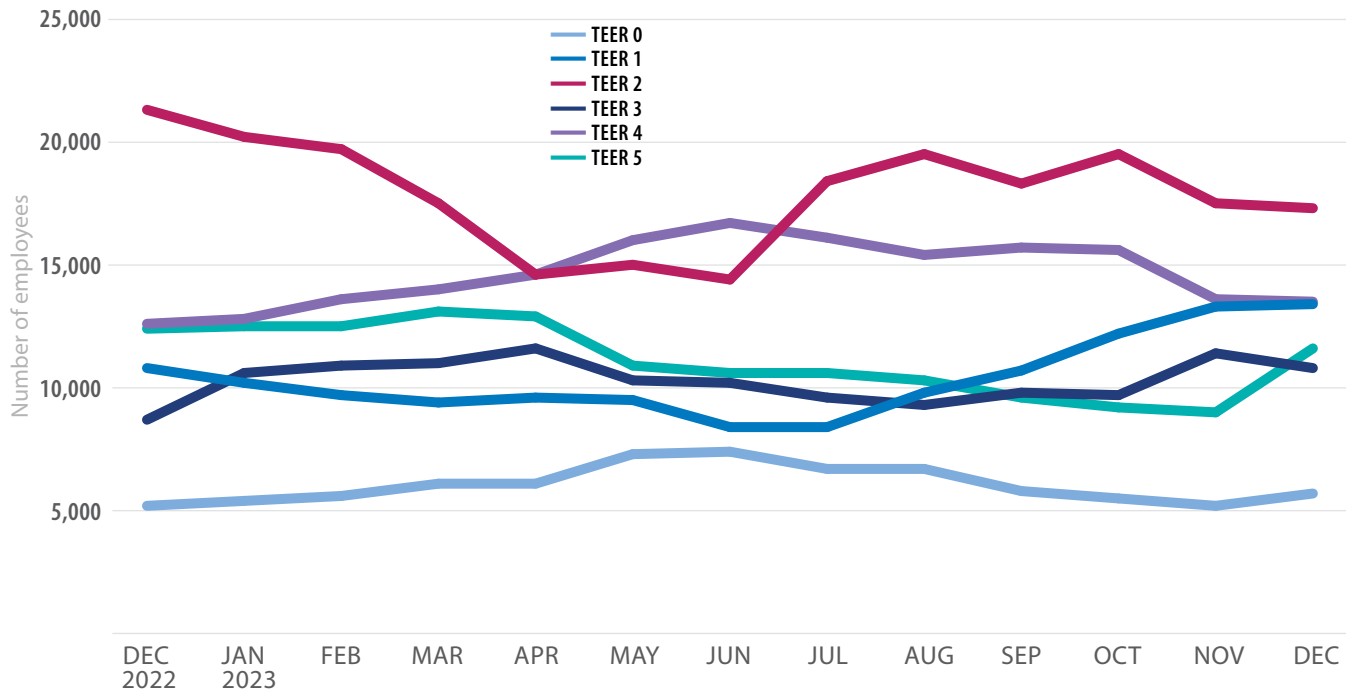
Source: Lightcast [Grand Erie]

Job posting counts by skill level appear relatively proportionate to employment counts. The most significant discrepancy is in TEER 5 jobs – jobs that require short-term work demonstration and no formal education. These jobs appear to be in much higher demand, likely because they often experience the highest degree of turnover. TEERS 0, 1 and 2 on the other hand, appear to experience turnover less often in comparison.

Annually, management jobs climbed slightly in the summer but experienced no change year over year. TEER 1 – jobs that require university degrees – dipped into the summer, but currently stand 2,500 higher than Dec. 2022. TEER 2 – jobs that require college/2+ years of apprenticeship training/ or supervision responsibilities – dropped by 3,800 jobs.

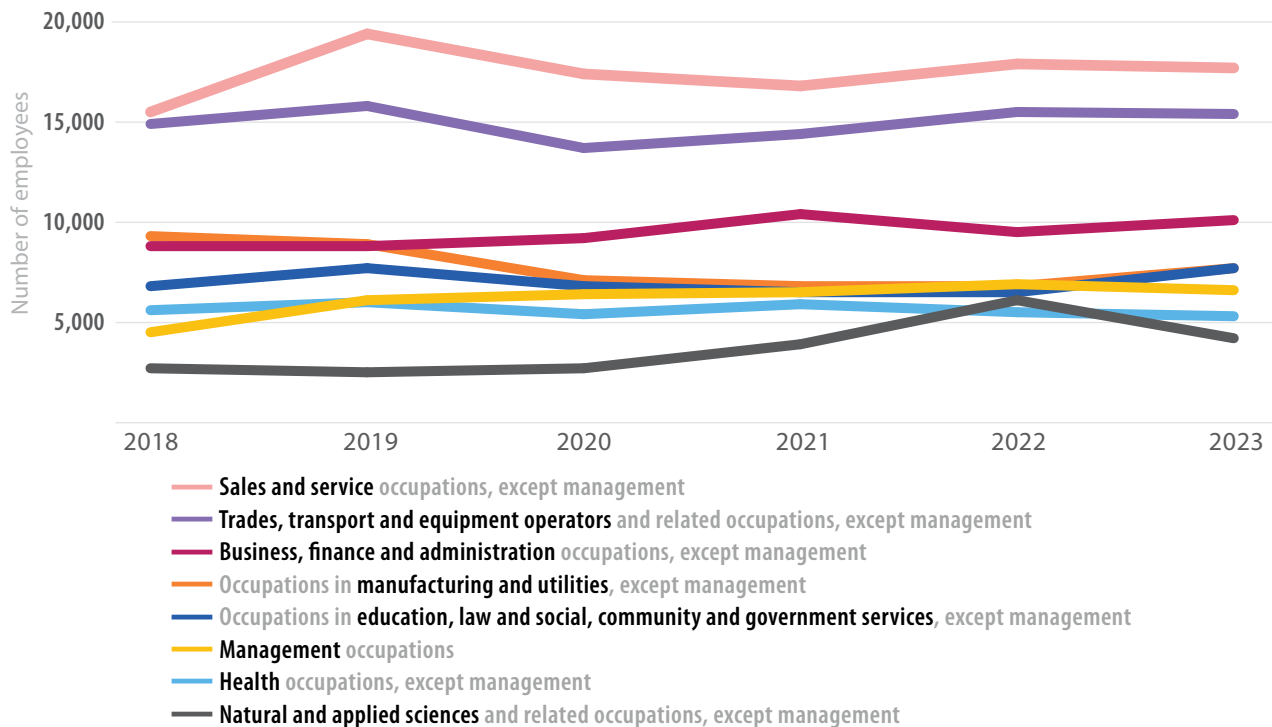
TEER 3 jobs – requiring the completion of a post-secondary education program of less than 2 years – remained relatively stagnant over the year. TEER 4 jobs – typically requiring a secondary school diploma – peaked into the summer with 16,800 jobs, and TEER 5 jobs – started off strong at around 12,500 jobs, but decreased consistently throughout the year, although December saw a jump in this occupational category – likely due to seasonal hiring.

## EMPLOYMENT TRENDS BY SKILL LEVEL



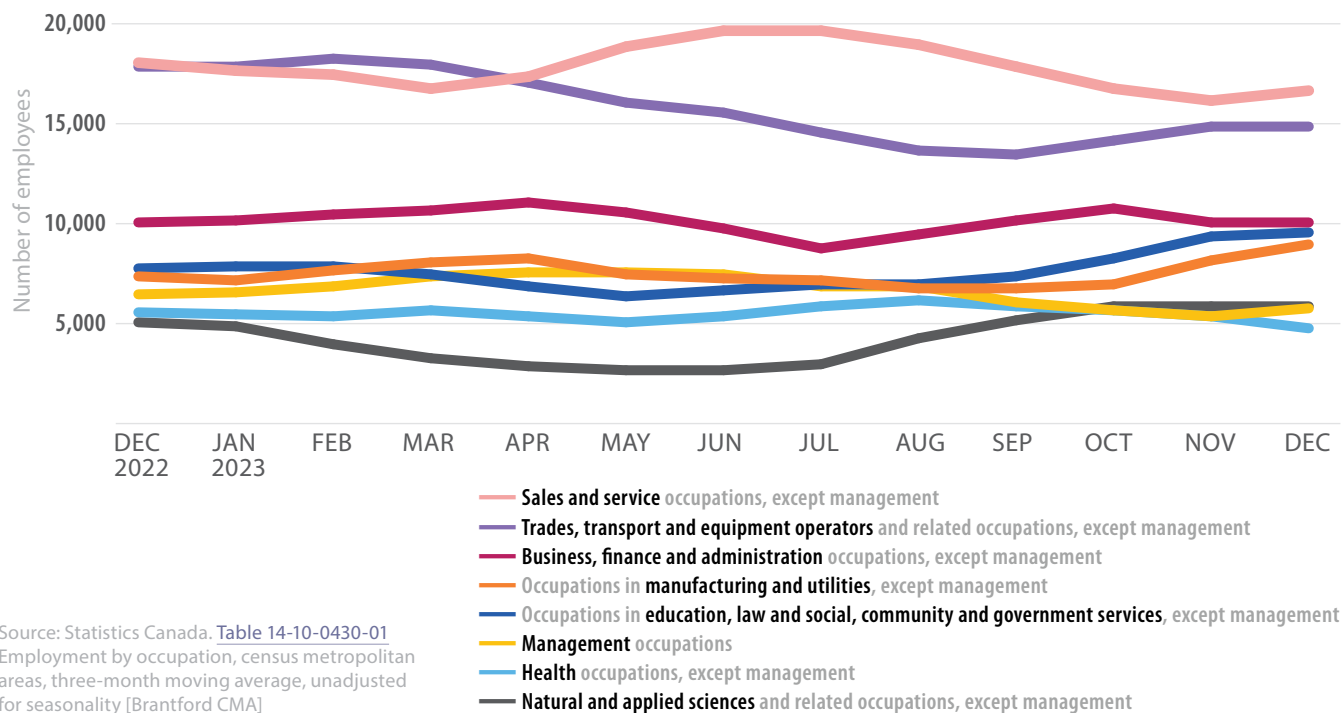
Source: Statistics Canada. [Table 14-10-0419-01](#) Employment by occupation, census metropolitan areas, annual [Brantford CMA]

## 2018-2023 EMPLOYMENT BY OCCUPATION IN BRANTFORD CMA



Source: Statistics Canada. [Table 14-10-0419-01](#) Employment by occupation, census metropolitan areas, annual [Brantford CMA]

## 2023 OCCUPATION TRENDS



Source: Statistics Canada. [Table 14-10-0430-01](#)  
Employment by occupation, census metropolitan areas, three-month moving average, unadjusted for seasonality [Brantford CMA]

### SALES AND SERVICE OCCUPATIONS, EXCEPT MANAGEMENT

Sales and service occupations, except management, make up 23% of all jobs in Brantford. Across the Hamilton-Niagara Peninsula, job vacancies in this occupational group dropped from 14,000 to 7,700 between Q3 of 2022 and Q3 of 2023. This job group welcomes a significant portion of new workforce entrants. According to the Job Vacancy and Wage Survey, these

occupations have experienced one of the smallest increases in wage offerings – an increase of \$2.75/hour over 5 years. As of Q3 2023, the average wage offered was \$18.90/hour. To put this in perspective, the Ontario minimum wage increased by \$2.55/hour (from \$14 to \$16.55) in the same timeframe.

### TRADES, TRANSPORT AND EQUIPMENT OPERATORS AND RELATED OCCUPATIONS\*

While this occupational category did hold the second largest share of employees in 2023 (20%), it saw consistent decreases into the fall, and only recently is appearing to stabilize. This occupation accounts for 4,500 job vacancies – 10% more than Q3 of 2018 across the Hamilton-Niagara Peninsula, although,

similar to most other occupational categories, this has decreased since mid-2022. This occupational group boasts amongst the highest wage increases – \$5.20/hour more than Q3 of 2018.

\*...except management

### BUSINESS, FINANCE AND ADMINISTRATION OCCUPATIONS, EXCEPT MANAGEMENT

These occupations account for around 13% of all employees, and remained relatively consistent throughout the year. Job vacancies in this occupational group grew by 36% over 5 years across the Hamilton-Niagara Peninsula. Wage offerings

in this occupational category increased by a modest \$4.45/hour since Q3 of 2018, but this group does hold overall higher starting wages.

### OCCUPATIONS IN MANUFACTURING AND UTILITIES, EXCEPT MANAGEMENT

Manufacturing occupations accounted for 10% of all employees in Brantford CMA in 2023, but this number has seen a significant decline from the 13% it held in 2018. Over the past 5 years, in the Hamilton-Niagara Peninsula, vacancies in these jobs increased by 8%, lower than many other

major groups, suggesting that manufacturers are turning to automation and job consolidations. Manufacturing jobs typically offer relatively low wages, and have seen moderate growth in terms of wage offerings over the past 5 years.

## OCCUPATIONS IN EDUCATION, LAW AND SOCIAL, COMMUNITY AND GOVERNMENT SERVICES\*

This occupational group saw substantial growth year over year, and accounted for about 10% of all employees in 2023. Job vacancies in this group have climbed since 2018 across the Hamilton-Niagara Peninsula, but decreased by around 400 compared to Q3 of 2022. This group did not experience

significant growth in wage offerings, but has seen consistent increases since the pandemic. The lack of growth in wages is partially attributable to the 1% cap placed by the Ontario government on publicly funded positions. Some unions have challenged this limit in recent years. \*...except management

## MANAGEMENT OCCUPATIONS

Management occupations accounted for 8% of all jobs in Brantford CMA in 2023, although the number of employees has been on the decline since May 2023. Vacancies in these jobs have grown considerably – by 19% – over the last 5 years in the Hamilton-Niagara Peninsula. Unlike most other

occupations, vacancies for these roles grew over the course of 2023 despite the fact that they hold the highest wage offering – \$38.25/hour on average, up from \$32.70/hour in Q3 of 2018.

## HEALTH OCCUPATIONS, EXCEPT MANAGEMENT

These occupations made up 7% of all jobs in 2023, and appear relatively unchanged year over year. That said, health care jobs have seen considerable and consistent increases in vacancies – up 66% or 3,000 compared to Q3 of 2018, and were one of the few occupational groups to see job vacancies grow between 2022 and 2023, pointing to significant and

pressing shortages in this industry. Wage offerings increased by a \$5.20/hour between 2018 and 2023. Offerings remain higher than other jobs, but due to the specific skillset demands of this occupational group, health care jobs can be particularly difficult to fill.

## NATURAL AND APPLIED SCIENCES AND RELATED OCCUPATIONS, EXCEPT MANAGEMENT

These occupations made up about 5% of all jobs in 2023, double from the number of jobs they held in 2018. That said, across the Hamilton-Niagara Peninsula, job vacancies grew by

about 8% for this occupational group. Wage offerings grew substantially too – by \$4.95/hour over 5 years, but appear to have decreased slightly over the last quarter.

## OCCUPATIONS IN GROWTH AND DECLINE

Below are the top 5 occupations in growth and decline based on number of jobs between 2022 and 2023.

### Top occupations in growth:

1. Food and Beverage servers: +125 employees (up 12%)
2. Food counter attendants, kitchen helpers and related support occupations: +97 employees (up 3%)
3. Cooks: +63 employees (up 5%)
4. Nurse aides, orderlies and patient service associates: +54 employees (up 3%)
5. Motor vehicle assemblers, inspectors and testers: +54 employees (up 5%)

### Top occupations in decline:

1. Store shelf stockers, clerks and order fillers: -23 (down 1%)
2. Process control and machine operators, food and beverage processing: -23 (down 2%)
3. Procurement and purchasing agents and officers: -13 (down 4%)
4. Administrative assistants: -13 (down 1%)
5. Receptionists: -12 (down 1%)

For the past few years, Grand Erie's job trends have revealed that occupations in growth are the result of increased demand from employers. On the other hand, occupations that have declined in employment have mostly decreased due to labour shortages – most remain in high demand. These decreases have been even more pronounced amongst individuals in retail and administrative roles, and filling these growing gaps will require strategic partnerships.

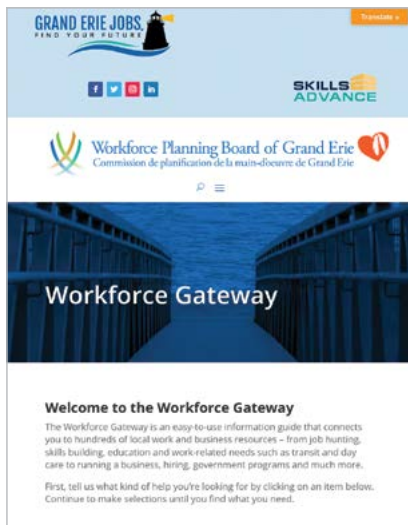


The background is a deep blue with a white grid. A large, semi-transparent clock face is centered, with its hands and numbers rendered in a lighter blue. Overlaid on the clock and grid are various patterns of white binary code (0s and 1s).

# **Employment and Community Resources**



## WORKFORCE GATEWAY



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 daycare to running a business, hiring, government programs and much more.

## 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.

## GRAND ERIE JOBS



[Grand Erie Jobs](#) includes tools for jobseekers 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.

Grand Erie Jobs has expanded to include new resources for jobseekers and service providers. In addition to pre-existing tools that allowed users to explore career paths, find jobs and map out their journey to work, daycare and other community services, its new job seeker portal includes skills identification tools, a resume builder and a cover letter generator.

## WORKFORCE PLANNING BOARD OF GRAND ERIE PROJECT REVIEW 2023-2024

### Assessing the Education, Skills and Training Recognition System in Grand Erie

A feasibility study to inform the development of a centralized system where local trainers, educators and employers collaborate to support learners with education, experience and skills recognition.

### Grand Erie Workforce Strategy Phase II

Implementation of a strategic plan designed to support community partners in developing policies and practices today that will shape a new world of work for tomorrow.

### Demographic Profiles of Grand Erie

Public database featuring 2021 Census demographic data for Brantford-Brant CD and Haldimand-Norfolk CD, to support local projects and partnerships.



## WORKFORCE PLANNING BOARD OF GRAND ERIE 2024-2025 ACTION PLAN

Ontario continues to be transformed by changes in the education and employment ecosystems. The year 2023 saw employers calling employees back into the office en masse, and more workers seeking – and often finding elsewhere – [flexibility](#). Many employees are also looking for opportunities to grow their skills and career prospects, and are moving to achieve this. Some companies are focused on diversifying their hiring practices, making their workplaces more accessible and inclusive to broaden their labour pool. Others are investing in new technology, automation and AI to address labour shortages. Alongside, recent investments in electric

vehicles have spurred conversation about a business cluster in development.

Amongst key trends for workforce development professionals is the promise of continuous learning for workers and the ever-growing demand for partnerships that transform systems. Skills such as adaptability, communication, leadership and digital awareness will be required from all members of the labour force. Grand Erie is responding to these needs by creating projects and partnerships that leverage the unique advantages of our communities.





Workforce  
Planning Board  
of Grand Erie

The Workforce Planning Board of Grand Erie

1100 Clarence Street South, Box 12, Brantford ON N3S 7N8

Phone: 519-756-1116 | Fax: 519-756-4663

[workforceplanningboard.org](http://workforceplanningboard.org)