



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

Local Labour Market Plan Update 2019-2020



NAVIGATING THE WORKFORCE IN GRAND ERIE

Ontario 

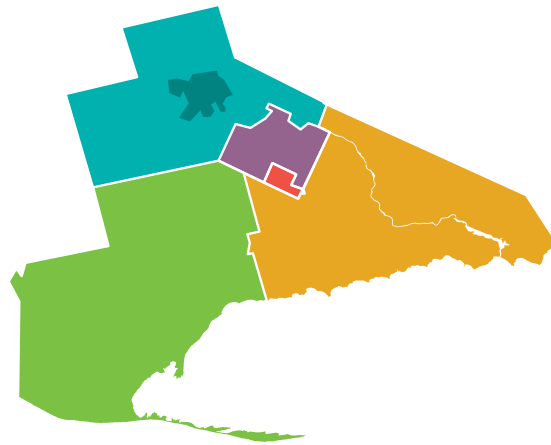




Workforce
Planning Board
of Grand Erie

OUR VISION

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



Ontario 

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Executive Summary

On behalf of the Workforce Planning Board of Grand Erie (WPBGE), and the energetic and diligent team of staff, it is a pleasure to present the 2019-2020 Local Labour Market Plan for the Grand Erie region. We are very proud to serve the communities of Six Nations, New Credit, Brant County, Haldimand County, Norfolk County and the City of Brantford, in the Province of Ontario, Canada.

Six Nations and New Credit communities within the Grand Erie region 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 this region.

The WPBGE strives to understand the many workforce needs of the communities that we serve. Not unlike the Port Maitland, Ontario lighthouse that is featured on the front cover, we recognize that navigating the workforce requires that we remain vigilant and resilient under all conditions. This can only be accomplished through the strong and steadfast partnerships with our community organizations, local businesses and citizens (adults and youth). It is this shared responsibility and commitment to workforce planning and development that drives the work that we do.

The local unemployment rate consistently dropped throughout 2019 in the Grand Erie region with the average yearly rate being 4.3%, and a record low in the Brantford/Brant/Six Nations Census Area in November 2019 of 3.1 per cent. This

gave the Brantford area one of the lowest jobless rates in the country while the national jobless rate was 5.6 per cent in November 2019. This low rate was due in part to strong job growth in manufacturing, health care, social assistance, while others, such as construction and retail, have held fairly steady. Many businesses in the communities we serve still have job openings for a variety of positions and there's competition to hire in some occupations, especially in the skilled trades, which has become a focus for awareness and education in the Grand Erie region. The labour market is tight for the Skilled Trades, with a lot of concern around experienced skilled trades people retiring, and not a large enough pool of young people entering the skilled trades to replace the existing workforce. A major focus on succession planning is needed in this tight labour market.

Engaging the workforce through strategic marketing campaigns, and developing the required skills and competencies for success will be a focus for the WPBGE moving forward. Undertaking a marketing strategy will be a key deliverable for 2019-2020. This strategy will allow the WPBGE to effectively increase awareness of workforce related matters, projects and community engagements that aim to educate businesses, agencies and the citizens of our communities.

Addressing the labour shortage also requires that we look strategically at foundational needs in the Grand Erie region to ensure citizens have the means to navigate the workforce. Through the local labour market planning consultation process, the Employee Survey, EmployerOne 2019 survey and the In-Demand Skilled Trades Project, it became clear that transportation has been a significant hindrance in people's success in the workforce, and that transportation is critical to the region's ability to attract and retain workforce. The development of transportation options throughout the region and connecting each of our communities will help retain the workforce we have, and attract newcomers to our region.

In closing, as the new Executive Director of the WPBGE, I wish to thank the Board of Directors for their time and unwavering support, and the team of staff who help to make the numerous projects we do a success. And on behalf of all of us, we would like to extend our gratitude to my predecessor Jill Halyk for her many years of service with the WPBGE, and wish her well in her retirement.

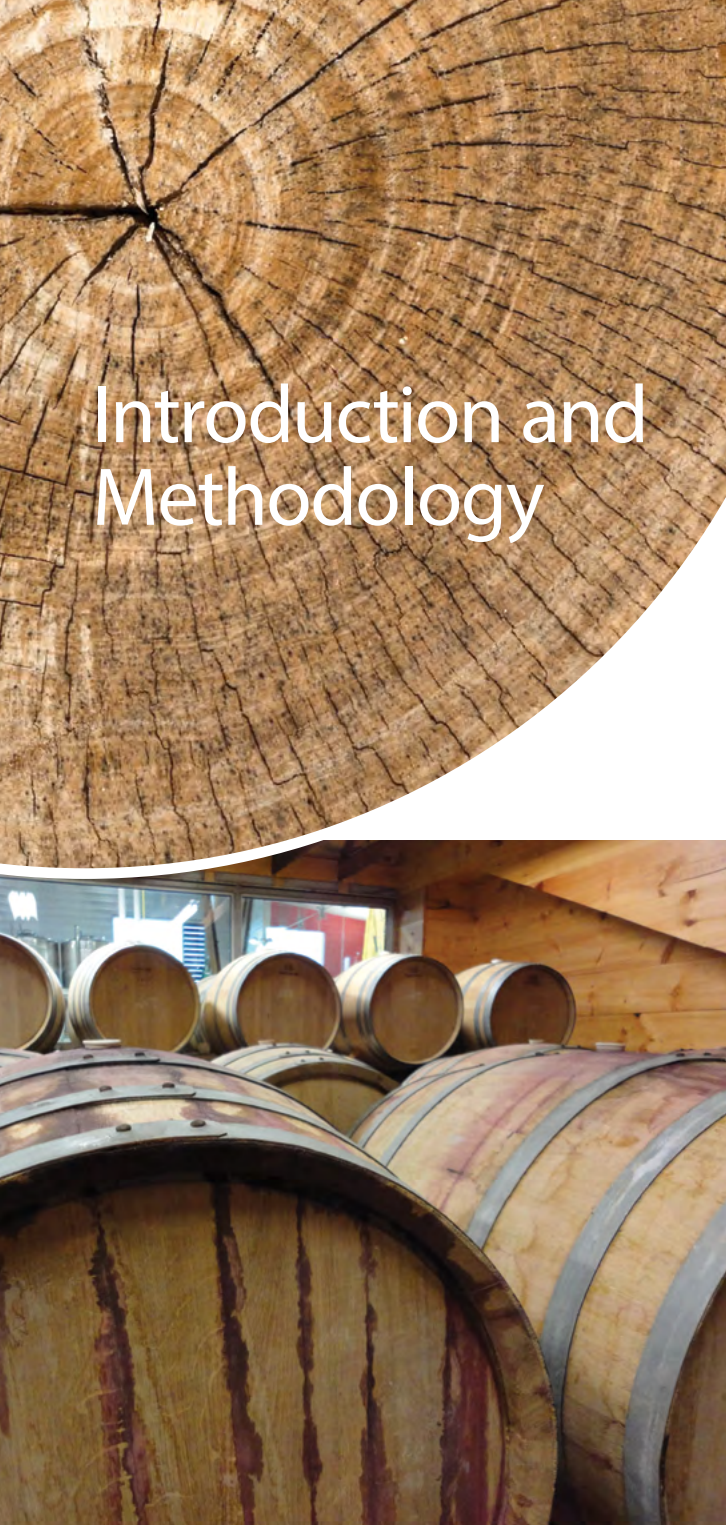
It is an honour to work with such a hard-working and dedicated community that is the Grand Erie region. May we navigate our way forward in 2020 to continued progress and innovation.

Danette Dalton

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Introduction and Methodology

BACKGROUND

Over the past year, more than 600 businesses and community organizations provided insight into the labour demands and supply issues affecting Grand Erie through the Region's EmployerOne Survey, community engagements, one-on-one interviews and online consultation. This local intelligence, combined with labour force statistics informed the content, priorities and workforce strategies reported in the 2019-2020 Local Labour Market Plan.

LABOUR MARKET STATISTICS

A variety of recognized data sources informs key labour force indicators including industry trends, occupational demand, population, migration, commuting and labour force supply conditions. These sources include, but are not limited to:

Canadian Business Counts

Labour Force Survey Data

Census 2016

Specialized Census tables for Grand Erie

Canada Revenue Data

Employment Ontario Annual Data

Talent Neuron

Vicinity

Regional Economic Development Strategies (all municipalities)

Ontario College of Trades Apprenticeship Data

Citizenship and Immigration Data

CONSULTATIONS

During the 2019-2020 labour market year, multiple methods of consultation have provided local businesses and stakeholders in the Grand Erie community with the opportunity to share their experiences, issues and ideas. These include:

EmployerONE 2019 campaign

Manufacturing Month Activities

Employee Survey

Job Seeker & Employee Survey

In-Demand Skilled Trade project engagement

Work in Grand Erie Job Portal project engagement

Local Labour Market Planning Consultative Meetings



EMPLOYMENT PLANNING ADVISORY

An Advisory team representing the needs of each municipality and Council, business, trades, sectors, Economic Development, educational institution, community organizations, and Employment Ontario worked together in November and December of 2019 to prioritize key issues and develop solutions. The team included the following:

Grand River Employment and Training (GREAT)

NPAAMB

Six Nations Polytechnic

County of Brant

Haldimand County

Norfolk County

City of Brantford

SCOR

Conestoga College

Brant Haldimand Norfolk Catholic District School Board

Grand Erie District School Board

Literacy Link South Central

St. Leonard's Community Services

Community Living Brant

Brant Skills Centre

Workforce Planning Board of Grand Erie Board Members

OMAFRA

Tulsar

Stone Straw

Fed Ex

Hematite

Adidas

Patriot Forge

United Steelworkers

Fanshawe College Employment Services

Haldimand Norfolk Ontario Works

Skills Ontario

The Competitive Workforce Coalition of Canada

Brantford Brant Chamber of Commerce

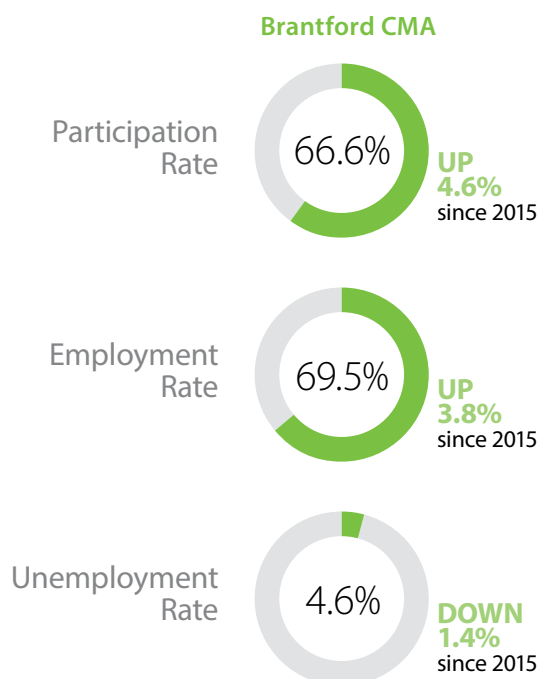
The Grand Erie Labour Force Year in Review 2019-2020

ABOUT THE LABOUR FORCE

Brantford census metropolitan area (CMA)*

Labour force characteristics	2015	2016	2017	2018	2019	
Persons (x 1,000)						
Population	111.8	113.1	114.6	116.4	118.2	up 6,400 from 2015
Labour force	73.5	74.7	76.0	74.6	82.2	up 8,700 from 2015
Employment	69.3	70.2	72.3	70.0	78.7	up 9,400 from 2015
Full time employment	55.6	56.7	58.7	57.6	63.9	up 8,300 from 2015
Part time employment	13.7	13.5	13.6	12.4	14.8	up 1,100 from 2015
Unemployment	4.2	4.5	3.7	4.6	3.5	down 700 from 2015
Not in labour force	38.4	38.4	38.6	41.8	36.0	down 2,400 from 2015
Percentage						
Unemployment rate	5.7	6.0	4.9	6.2	4.3	
Participation rate	65.7	66.0	66.3	64.1	69.5	
Employment rate	62.0	62.1	63.1	60.1	66.6	

* Excludes data for Haldimand-Norfolk census area



Changes between 2015 and 2019

- 6% growth in population
- 11% growth in labour force participation
- 14% growth in number of individuals employed since 2015
 - 15% growth in full time employment (8,300 more full time employees)
 - 8% growth in part time employment (1,100 more full time employees)
- Unemployment rate dropped by 1.4% between 2015 and 2019

Year over year changes between 2018 and 2019

- 9% growth in labour force participation and 11% growth in employment
 - 10% growth in full time employment (6,300)
 - 16% growth in part time employment (2,400)
- Unemployment rate dropped by 1.9% between 2018 and 2019



Detailed trends/observations (2015 to 2019)

- Population
 - High growth in 15-24 year olds (particularly females)
 - Decline in 55-64 year olds
- Labour Force
 - Participation of youth (15 to 24 years) increased significantly relative to total labour force
 - Participation of older female workers (55 to 64 years) increased significantly compared to the increase in participation of older male workers
 - 700 fewer seniors (65 and over) are participating in the labour market compared to 2015
- Employment
 - High growth in full time employment for youth (15 to 24 years)
 - High growth in part time employment for older adults (55 to 64 years)
- Unemployment Rate
 - Drop in both male and female youth unemployment rates (more significant drop for males)
- Participation Rate
 - Most significant growth in participation rate of older adults (9% increase over 5 years)
 - Decline in youth male participation rate (7% decrease over 5 years)
 - Increase in youth female participation rate (16% increase over 5 years)
- Employment Rate
 - Significant growth in employment rate among older adults (11% increase over 5 years)
 - Decline in youth male employment rate (8% decrease over 5 years)
 - Increase in youth female employment rate (14% increase over 5 years)

Impact

The aging workforce, and the delayed entrance of youth aged 15-24 is contributing to a growing shortage of labour, skilled workers and experienced mentors.

Recommendations

1. Marketing strategy to include the development of a workforce hub or catalogues of resources for the Grand Erie community.
2. Community engagement events to bring job seekers, educators and businesses together.
3. Create a work environment that is accessible to all life stages.



INDUSTRY

Top sectors based on Grand Erie Business Counts data

- 1 Agriculture, forestry, fishing and hunting (16.2% of all businesses)
- 2 Real estate, rental and leasing (11.8% of all businesses)
- 3 Construction (10.7% of all businesses)

This data shows the emphasis on the number of smaller businesses in the Grand Erie region. It is important to ensure that the region has a diverse range of economic sectors.

Top industries by exports in Brantford CMA

(Statistics Canada, 2018)

- Manufacturing
 - Value of exports in 2018: \$2.02 billion (42% growth between 2014 and 2018)
- Wholesale trade
 - Value of exports in 2018: \$96 million (4% growth between 2014 and 2018)
- Agriculture, forestry, fishing and hunting
 - Value of exports in 2018: \$30 million (6% decline between 2014 and 2018)

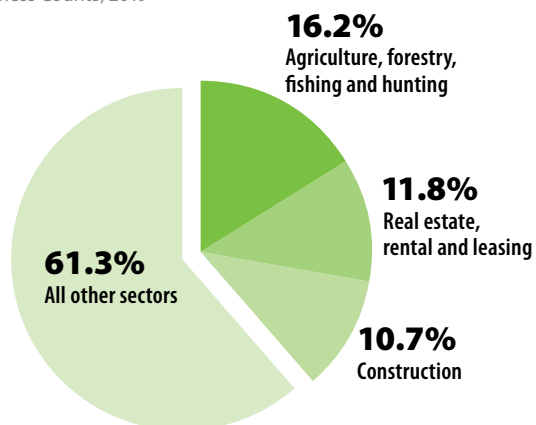
Top industries by imports

(Statistics Canada, 2018)

- Manufacturing
 - Value of imports in 2018: \$1 billion (34% growth in value between 2014 and 2018)
- Wholesale trade
 - Value of imports in 2018: \$936 million (113% growth between 2014 and 2018)
- Real estate, rental and leasing
 - Value of imports in 2018: \$217 million (34% growth between 2014 and 2018)

TOP 3 SECTORS BASED ON NUMBER OF BUSINESSES

Canada Business Counts, 2019





Agriculture

The farming industry is under considerable pressure to meet legislative demands and obtain local workforce to sustain operations. Loss of local farming knowledge, and the inability to seek new innovative practices and products will be a detriment to Grand Erie farming culture.

Real estate and rental and leasing

The increase in the amount of real estate businesses shows the interest in investment in this Grand Erie region. Increased investment often means growth and with growth comes a demand on resources and the importance of improving them, finding efficiencies, and the importance of maintaining natural heritage and agriculture.

Construction

The fact that construction is one of the top industries in Grand Erie highlights the importance of the skilled trades and the industrious nature of the Grand Erie region. Also, evidence shows that skilled trade careers provide significant levels of job satisfaction and quality of life.



Observations

- Value of agricultural, forestry, fishing and hunting exports have experienced decline from 2014-2018
- Value of transportation and warehousing goods exported increased 15% while Canada experienced a decline of the same
- Value of health care and social assistance grew most significantly between 2014 and 2019, but only makes up 1% of value of exports in Brantford CMA in 2019

Impact

The strength of the labour market calls into question gloomy predictions about the future of work – that increasingly sophisticated computers will replace them. Yet evidence shows that technological change complements jobs rather than replaces jobs. Where skills are not available or human safety is questioned, technology is purchased to complement the operation.

Recommendations

1. WPBGE to work with other Provincial partners to assist in engaging and educating the local community about the importance of agriculture, the jobs that are associated with agriculture, and supporting local businesses.
2. Investment in community infrastructure to attract and increase labour force to the area.

EMPLOYMENT

EMPLOYMENT BY INDUSTRY, ANNUAL

Table: 14-10-0098-01 (formerly CANSIM 282-0131)

Geography: Census metropolitan area, Census metropolitan area part

Brantford census metropolitan area (CMA)*					
NAICS** Sectors	2015	2016	2017	2018	2019
Persons (x 1,000)					
Total employed, all industries	69.3	70.2	72.3	70.0	78.7
Goods-producing sector	20.1	21.7	21.7	22.5	22.4
Agriculture	x	x	x	1.6	x
Forestry, fishing, mining, quarrying, oil and gas	x	x	x	x	x
Utilities	x	x	x	x	x
Construction	5.0	6.3	6.1	5.3	6.2
Manufacturing	13.6	13.4	14.4	15.2	14.7
Services-producing sector	49.2	48.5	50.6	47.5	56.3
Wholesale and retail trade	10.8	10.3	12.3	10.9	13.1
Transportation and warehousing	3.1	2.8	3.3	4.0	5.0
Finance, insurance, real estate, rental & leasing	2.8	2.1	2.1	2.2	3.6
Professional, scientific and technical services	2.3	3.0	3.7	2.6	1.8
Business, building and other support services	4.8	3.8	3.1	2.9	3.8
Educational services	5.3	4.1	4.1	4.4	5.4
Health care and social assistance	8.7	11.0	10.4	9.3	9.8
Information, culture and recreation	2.2	2.8	3.1	1.8	3.4
Accommodation and food services	3.8	4.4	4.3	4.2	4.5
Other services (except public administration)	3.5	2.5	2.1	3.5	3.3
Public administration	2.0	1.7	2.2	1.7	2.6

* Excludes data for Haldimand-Norfolk census area

** North American Industry Classification System

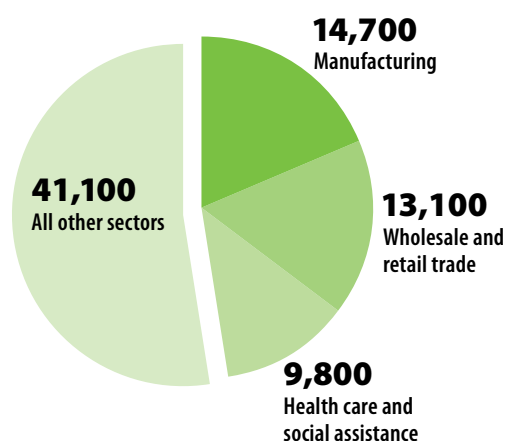
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Top industries by number of employees

- Manufacturing (14,700 employees)
- Wholesale and Retail Trade (13,100 employees)
- Health care and social assistance (9,800 employees)

TOP 3 SECTORS



Industries in growth

- Transportation and warehousing (61% growth since 2015)
- Information, culture and recreation (55% growth since 2015)
- Finance, insurance, real estate, rental and leasing (29% growth since 2015)
- Construction (24% growth since 2015)

Industries in decline

- Business, building and other support services (20% decline since 2015)
- Other services (except public administration) (6% decline since 2015)

Observations

The skills and training needs of different industry groups, and trends in required skill sets (more technology, automation, soft skills) will be more challenging. The economic policies to support these industry groups will also need to be more adaptable/flexible to regional variations.

Compared to provincial trends, Grand Erie has a unique position as both beneficiary of strong Greater Toronto Hamilton Area (GTHA) growth and constraints from the same competition.

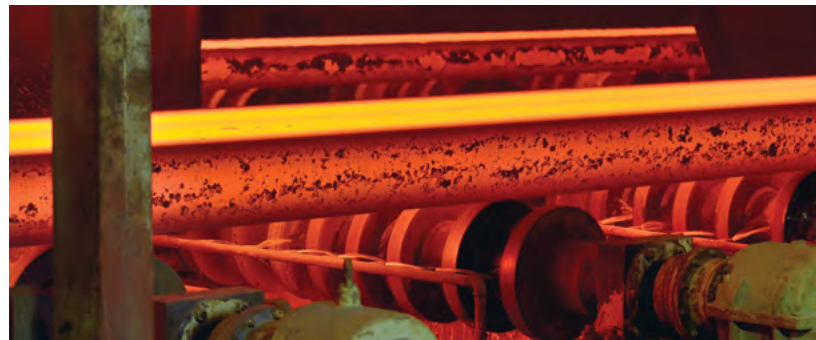
Impact

The continued resiliency of the goods producing sector in Grand Erie is strong. This strength in a number of the industry groups must be recognized by all levels of government as a competitive edge, and should not be lumped in with other regions where sectors are experiencing considerable change.

Growth in the Grand Erie regional service sector also reflects broader provincial wide trends. These growth trends are also not identical across all industry groups within the service sector nor in the regional goods producing sector. The diversity of the regional economy and employment provides its strong base, subject to provincial and national impacts.

Recommendations

1. Making the best use of the existing programs/policies/agencies to assist employment, training and skills development. Need to increase awareness of importance of regional/local skills base for longer term talent attraction for businesses/public agencies and best use of current resources to strengthen talent/employment base and skills over time.
2. Need to improve capacity of current employment hiring/training/re-entry into regional workforce so as to limit gaps in workforce by slow hiring processes, lack of awareness of employment opportunities, and awareness of skills base needed to compete successfully in hiring/changing employment.
3. Need to look at what other constraints exist- provincial, federal (ie. local immigration patterns and access to new talent pools from outside Canada to Grand Erie/Brantford) and regional constraints, awareness, reducing friction and costs of existing employment networks in Grand Erie, and mobility across the region to best meet employer and employee needs in a tight labour market.



OCCUPATIONS

Top occupations by number of employees

- 1 Sales and service occupations (19,300)
- 2 Trades, transport and equipment operators and related occupations (14,800)
- 3 Occupations in manufacturing and utilities (8,500)

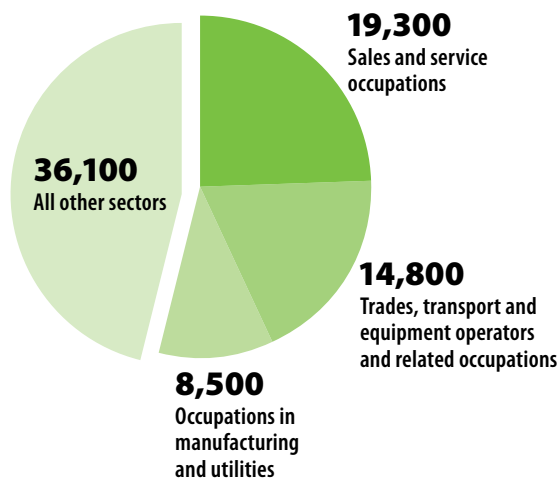
Occupations in growth

- Management occupations (44% growth since 2015, significant hike since 2018)
- Health occupations (37% growth since 2015)
- Occupations in manufacturing and utilities (21% growth since 2015, slight dip in 2019)

Occupations in decline

- Business, finance and administration occupations (5% decline since 2015)
- Occupations in education, law and social, community and government services (4% decline since 2015, significant hike since 2018)

TOP OCCUPATIONS BY NUMBER OF EMPLOYEES



EMPLOYMENT BY CENSUS METROPOLITAN AREAS AND OCCUPATION, ANNUAL

Table: 14-10-0314-01 (formerly CANSIM 282-0159)

Geography: Census metropolitan area, Census metropolitan area part

Brantford census metropolitan area (CMA)*					
National Occupational Classification (NOC)	2015	2016	2017	2018	2019
Persons (x 1,000)					
Total employed, all occupations	69.3	70.2	72.3	70.0	78.7
Management occupations	4.3	4.5	5.0	4.5	6.2
Business, finance and administration occupations	9.7	9.8	10.1	9.6	9.2
Natural and applied sciences and related occupations	3.7	3.8	3.5	2.9	2.8
Health occupations	4.5	5.6	6.2	5.4	6.2
Occupations in education, law and social, community and government services	8.3	7.1	7.2	6.9	8.0
Occupations in art, culture, recreation and sport	1.5	1.6	1.8	x	2.4
Sales and service occupations	16.5	16.4	17.5	15.8	19.3
Trades, transport and equipment operators and related occupations	12.5	12.7	12.2	13.7	14.8
Natural resources, agriculture and related production occupations	x	x	x	1.5	x
Occupations in manufacturing and utilities	7.0	7.4	7.8	8.7	8.5

* Excludes data for Haldimand-Norfolk census area
x Data not available



Observations

Many believe that the trades, transport and equipment operator sectors do not create jobs or drive economic growth. Evidence shows that failure to attract workers into these sectors reduces opportunities for entry-level workers to gain needed skills and experience. This experience contributes to increased opportunities in the Skilled Trades and other technical careers that are in high demand all across our region. Service, trades and manufacturing occupations provide economic growth and employment for the Grand Erie region.

Impacts

The top three occupations in Grand Erie play an important role in the community and contribute to the overall quality of life, providing opportunities to learn new skills and gain experience. In order to maintain a competitive edge in Grand Erie we must ensure that we continue to share our knowledge with others and diversify the job opportunities we have in Grand Erie to attract and retain the workforce.

Recommendations

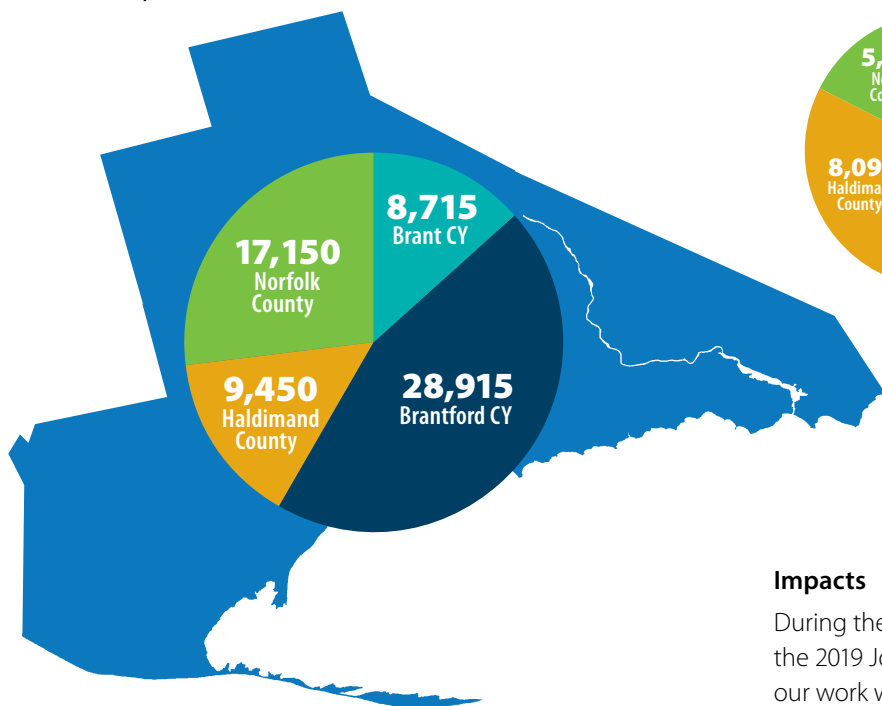
1. Provide training for the entry-level employee and continual training for mentors.
2. Work with other government partners to streamline and improve access to skill development programs.



COMMUTING

RESIDENTS THAT COMMUTE WITHIN GRAND ERIE

TOTAL: 64,230 Source: Census 2016

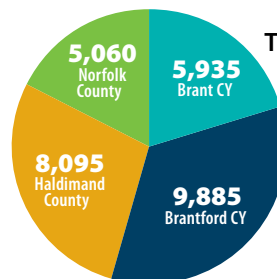


Observations

- Around 64,230 of Grand Erie's residents – 63% of all commuters – work within Grand Erie, while another 38,425 local residents – 37% of all commuters – travel to work outside Grand Erie. Many of these individuals work in Hamilton, Cambridge, Woodstock and other surrounding cities.
- On average, 92% of all commuters in Grand Erie travel to work by car, 6% walk and less than 2% take public transit (Census 2016).
- On average, it takes Grand Erie residents 17 minutes to commute to work by car, 34 minutes by bus, 120 minutes by light rail and between 8-13 minutes by active transportation (Census 2016).
- There are considerable flows within and outside the Grand Erie region. The challenge is to improve mobility for segments of the workforce that struggle to access transportation. Workforce retention, especially of the 18-24 age category will rely heavily on the improvement of transportation options.

RESIDENTS THAT COMMUTE OUTSIDE GRAND ERIE

TOTAL: 28,975



Impacts

During the 2019 Local Labour Market Planning sessions, the 2019 Job Seeker and Employee Survey and through our work with the Skills Advance Ontario program, it has become evident that some resources are not accessible to the workforce, or cause the workforce to seek opportunities or employment outside of the Grand Erie region. In order to continue to build and maintain a strong workforce, we must look at the foundation of our community and ensure that it is solid so that everyone has access to reliable and affordable resources.

The Grand Erie region is abundant with natural heritage, agriculture and sprawling landscapes. This means that travelling substantial distances will likely be required from day to day. A number of jobs cannot be filled as job seekers do not have access to transportation and due to a lack of transportation options.

Recommendation

1. Transportation options in Grand Erie must be assessed in order that our workforce can gain optimum access to a variety of work and skills and improve their overall quality of life and provide purpose in the work they do. Investors are attracted to develop in communities that offer access to transportation and investment in infrastructure upgrades. Transportation infrastructure typically means access to an abundant and reliable workforce for investors and quality of life for the job seeker.

MIGRATION

MIGRATION: NUMBER OF MIGRANTS

Age	Haldimand-Norfolk	Brant	Grand Erie	% of Region's Migrants
In-Migrants				
0-17	5,218	6,567	11,785	22%
18-24	2,432	3,401	5,833	11%
25-44	7,289	10,759	18,048	34%
45-65	5,812	5,773	11,585	22%
65+	2,673	2,552	5,225	10%
Total	23,424	29,052	52,476	
Out-Migrants				
0-17	4,313	4,711	9,024	20%
18-24	3,652	3,528	7,180	16%
25-44	7,042	8,677	15,719	35%
45-65	4,121	4,557	8,678	19%
65+	2,278	2,021	4,299	10%
Total	21,406	23,494	44,900	
Net- Migrants				
0-17	905	1,856	2,761	36%
18-24	-1,220	-127	-1,347	-18%
25-44	247	2,082	2,329	31%
45-65	1,691	1,216	2,907	38%
65+	395	531	926	12%
Total	2,018	5,558	7,576	

(Migration Patterns Data, 2013-2017)

Over 29,600 working age (25 to 64 year old) individuals migrated to Grand Erie between 2013 and 2017

Net migration rate for youth (18 – 24 years old) between 2013 and 2019: -18%

Observations

- Youth are migrating out of our communities, particularly Haldimand-Norfolk
- Meanwhile, the population of seniors (65+) is growing rapidly as is the population of children (0-17). This creates an increased demand for health care and support services such as day-care and accessible transportation

Impact

The migration of youth out of the community has a detrimental impact on the ability to transfer local job knowledge and experience particularly in the skilled trades and agriculture.

The decline of the youth population creates an employment gap particularly in the service sector such as health care and health care supports, as the population of seniors continues to increase.

Recommendations

1. Create communication and marketing strategies that help engage and educate youth about the local labour market and local opportunities.
2. Undertake studies to understand what the local transportation needs are.

NEWCOMERS

Observations

The flow of people arriving in the two sub regions of Grand Erie are very positive with some differences in education levels. These flows reflect the longer term competitive differences with other regions of Ontario competing for the same workforce. It also reflects the longer term competitive position of other regions in Ontario competing for the same workforce.

However, in contrast to major urban areas in Ontario, the flow into Grand Erie and the two sub-regions is very small, and adds only a small portion to the growth in the labour force. This will have a modest impact on labour supply, but the demographics on aging workforce in the Region will be more important to how fast/slow the regional employment workforce grows.



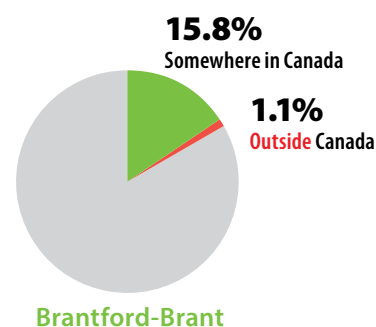
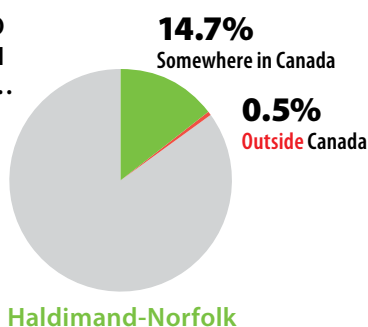
EDUCATION LEVELS OF NEWCOMERS (BETWEEN 2011 AND 2016)

Haldimand-Norfolk	Arrived from somewhere in Canada	Arrived from outside Canada
Highest certificate, diploma or degree		
No certificate, diploma or degree	2,625	170
High school certificate or equivalent	3,625	75
Apprenticeship or trades certificate or diploma	1,205	40
College, CEGEP or other non-university certificate or diploma	3,515	60
University certificate, diploma or degree	1,770	95
Total	12,750	450

Brantford-Brant	Arrived from somewhere in Canada	Arrived from outside Canada
Highest certificate, diploma or degree		
No certificate, diploma or degree	2,635	165
High school certificate or equivalent	4,520	280
Apprenticeship or trades certificate or diploma	1,080	30
College, CEGEP or other non-university certificate or diploma	4,375	140
University certificate, diploma or degree	3,280	525
Total	15,885	1,145

Migration Patterns Data, 2013-2017

NEWCOMERS TO THE REGION ARRIVED FROM...





Impacts

The education levels of newcomers provides a clearer sense of the dynamics of the Grand Erie workforce over time, and the underlying stability in the workforce. Still, it identifies a slowly growing workforce, and with a vibrant regional economy, this means the unemployment rates will continue to be low, and the labour force will be in a tight situation for the near term, barring major economic shifts at the provincial or national levels.

Recommendations

1. There is a need for more analysis of the regional flows and immigration into the region, and how better to attract newcomers to the region. This work depends upon the collaboration of all partners in order to be successful.
2. There is a need to ensure the local and regional workforce market is more aware of opportunities, skill needs, incentives for training and re-training etc.
3. There is a need to reduce any constraints to moving employees across the Grand Erie region. This will assist employers and employees, but will also allow local employers to compete more effectively with employers outside the region which have improved salary/wages to offer, and easier commuting on major roads to key employers/public transit as needed (eg. GO system for Hamilton – Toronto).



Grand Erie Project Partnership Review 2019-2020

JOB SEEKER AND EMPLOYEE SURVEY 2019 RESULTS

Source: Employment Ontario, Survey 2019

An employee satisfaction survey was conducted to understand the reasons affecting job attainment and retention from the workers' perspective. This survey provides insight into the personal and workplace conditions that contribute to employee satisfaction or dissatisfaction. It addresses the shortage of supply-side research that includes a broad and diverse mix of employees and job seekers. It provides a coordinated approach to understanding "supply side" issues and informs service planning and/or gaps, and the supply-demand analysis identifies differences and challenges and supports businesses with human resource planning.

- Most job seekers are in the core working age group (25 to 44-year olds)
- Most job seekers have completed secondary school, with a smaller portion having less than Grade 12 education
- Approximately half of Employment Service clients have been unemployed for less than 3 months



**The results are in...
employee and job seeker perspective in Grand Erie:**

Source: Job Seeker & Employee Survey, 2019

- Top reasons people stay in a job
 - Regular increases in pay
 - Benefits
 - Feeling that their role is valued
 - Having the tools and resources to do the job well
- Top reasons people quit
 - Unpredictable work schedules
 - Health concerns not being accommodated
 - No process for addressing concerns in the workplace
 - High workload
- Top life factors that inhibit people from finding work
 - No transportation to get to and from work
 - Anxiety about the job search process
 - Family Responsibilities
 - Health concerns (both physical and mental)
- Top other factors that inhibit people from finding work
 - Not enough job postings with good pay
 - Not enough job postings in their field
 - Need to improve skills for entry level jobs (i.e.: literacy, computer skills)
 - Need to improve education to be eligible for job
- Top factors when looking for a job
 - Pay or salary
 - Hours of work
 - Location
 - Non-salary benefits
- Top ways we can help unemployed individuals find their next job
 - Skills training for a new opportunity
 - Skills training to improve or refresh their skills
 - Resume and interview workshops
 - Job shadow experience



MANUFACTURING MONTH

MANUFACTURING MONTH

More than 250 students from Grand Erie high schools had a firsthand look at modern manufacturing during Manufacturing Day tours on Thursday, Oct. 3, 2019

Nineteen companies in Brantford and Brant, Norfolk and Haldimand counties opened their doors so students can see what their business makes and learn about careers in manufacturing. October is Manufacturing Month in Grand Erie, recognizing an industry that employs about 16,000 people locally.

List of participating companies, their specialty and their location:

Apogee Ceramics	ceramics	Paris
Bowman Precision Tooling	metal stamping dies	Brantford
DM Precision	machined parts	Caledonia
CGC Inc.	drywall	Hagersville
CoorsTek	engineered ceramics	Paris
Gizeh Packaging	plastic packaging	Brantford
Hematite	auto parts	Brantford
iSPAN Systems	metal floor joists	Princeton
Norfolk Fruit Growers	fruit processing	Simcoe
Patriot Forge	metal forging	Brantford
Tigercat Industries	forestry equipment	Paris
Toyotetsu Canada	auto parts	Simcoe
Walters Inc.	structural steel	Princeton
Cadman Power Equipment	irrigation equipment	Courtland
Armstrong Milling	bird seed	Hagersville
R&W Metal Fabricating	metal	Paris
Mott Manufacturing	custom laboratory furniture	Brantford
Townsend Lumber	lumber yard & flooring	Tillsonburg
Stelco Inc.	steel	Nanticoke

Four new videos from a continuing series have been released that celebrate local manufacturers, their products and the occupations behind them.

The **We Make It Here** videos, one for each Grand Erie municipality, showcase local manufacturers who make a diverse range of goods, ranging from biodegradable drinking straws to military parts, chiropractic tables to bird food, irrigation equipment to communications antennas, and more.



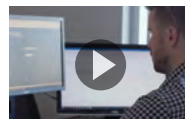
The 12 companies featured in the videos are:

City of Brantford



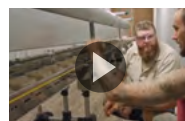
Apotex Pharmachem
Patriot Forge
Stone Straw

County of Brant



iSPAN Systems
Wade Antenna
Apogee Ceramics

Haldimand County



Elite Manufacturing
Armstrong Milling
Cargo Ease

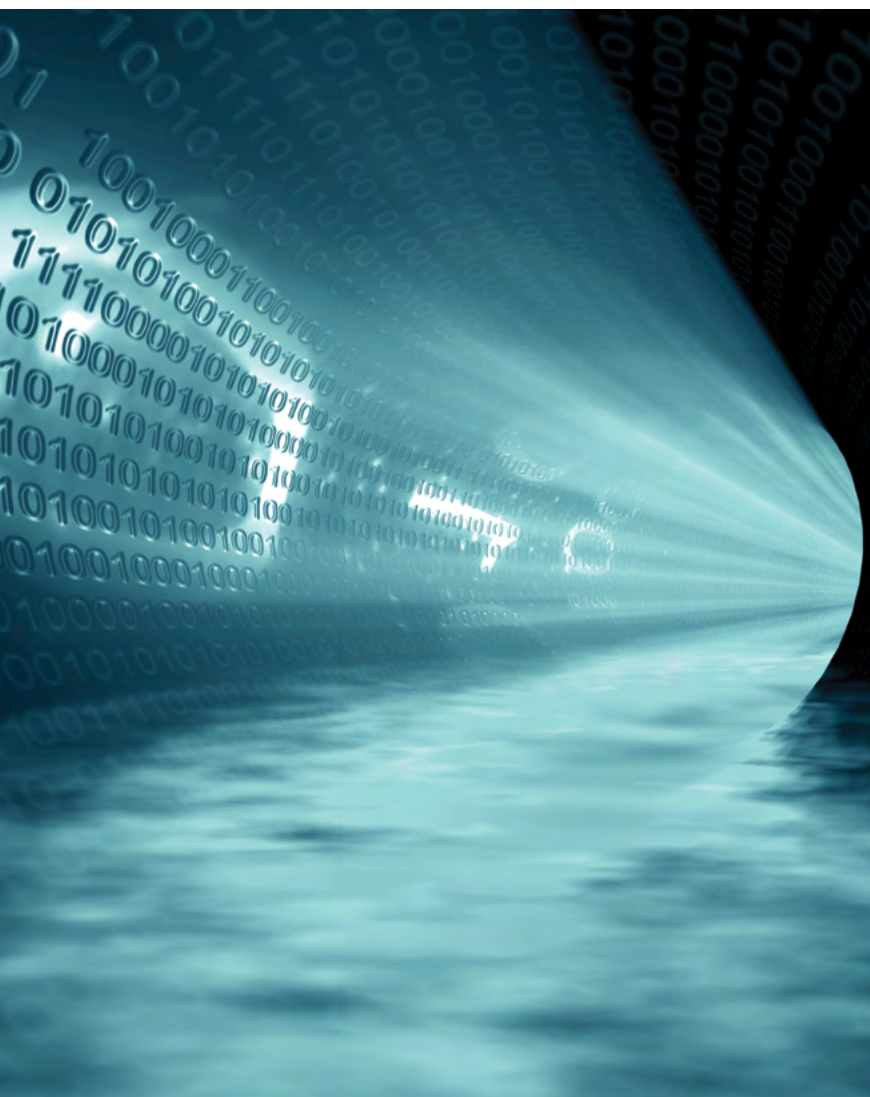
Norfolk County



Lonestar Welding
Cadman Power
On Time Precision Components

The **We Make It Here** videos were produced by the Workforce Planning Board of Grand Erie in partnership with the companies, economic development departments, and the two local school boards, Brant Haldimand Norfolk Catholic District School Board and the Grand Erie District School Board. The project was funded in part by the Government of Canada and the Government of Ontario.

Local school boards and employment services will use the videos to give students and job seekers a behind-the-scenes look at local companies and modern manufacturing. Viewers learn about what products are made locally, see manufacturing processes, and hear from employees on their career path and required job skills.



WORK IN GRAND ERIE

Grand Erie is experiencing stagnant population growth and a shrinking labour force as older workers retire and youth delay their entrance into the workforce. In addition, the population in the core-working age of 25-44 is declining. Employers are reporting a lack of applicants for job postings at all levels. Addressing this issue requires that we attract and retain all potential workers and strengthen their connection to local job opportunities.

A local job portal has been investigated as a communication tool that will connect the local labour force with local jobs and resources. This tool will have the ability to collect job posting data to provide a clear snap-shot of all available jobs within the Grand Erie region. Also, this tool will provide key local level data similar to the data we collect through the EmployerOne survey. The job search portal is also a data tool for employers, students, and community organizations to access census data. Reports will be able to be generated from the Job search data that will be collected from users who search for jobs. It will allow the host to analyze how job search differs by age and gender and indicates top employers and top occupations searched.

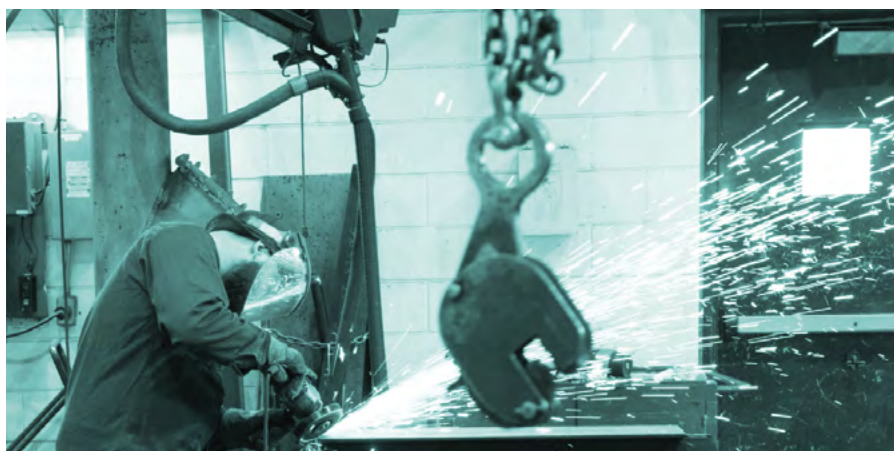
The research into this project in the 2019-2020 labour market year included a business plan and an implementation plan based on the viability identified in the business plan. This project will play a key role in data collection and marketing for the Grand Erie workforce and help connect Grand Erie residents with local jobs.



IN-DEMAND SKILLED TRADES

The In-Demand Skilled Trade project aims to provide insights on the local labour market conditions for the skilled trades through engagement with local employers at a level of granularity unavailable in most data sets and reports. The evidence collected from the project will help inform how government, industry and local communities can work together to increase the talent pipeline to help business growth and support industry competitiveness in the province, particularly in key sectors such as automotive manufacturing and construction. The evidence will also help to inform steps to modernize and transform Ontario's skilled trades and apprenticeship system.

- 1 in 5 businesses provide apprenticeship training
- Top reasons why some employers did not take on apprentices:
 - Inadequate staffing ratios
 - Financial hardships
 - Fear of apprentices leaving the organization after training



IN-DEMAND SKILLED TRADES

Grand Erie						% change (from 2015 to 2019)	2019: % of provincial numbers
Number of...	2015	2016	2017	2018	2019		
New Registrants	424	348	411	348	374	-11.79	1.34%
Active Apprentices	1,640	978	1,257	978	1,005	-38.71	3.61%
Certificates of Apprenticeship Issued	174	136	177	136	141	-18.96	0.51%
Modular Training Registrations	52	121	120	121	114	119.23	0.41%

Source: Employment Ontario Apprenticeship Data, 2014-2019

In-Demand Skilled Trades Project, 2019

- Top reasons employers struggle to find apprentices
 - Not enough qualified applicants
 - Lack of motivation, attitude and interpersonal skills
- Top reasons apprentices drop out of training
 - Lack of motivation, attitude or interpersonal skills
 - Interest in a different career path
 - Struggled to learn the trade
- Top barriers to apprenticeship according to employers
 - Low interest in apprenticeship
 - Lack of essential skills
 - Qualified trainers do not have the time/capacity

1 IN 5 BUSINESSES PROVIDE
APPRENTICESHIP TRAINING



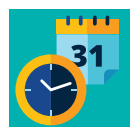
EMPLOYER ONE DATA, 2019

The EmployerOne survey was undertaken in January 2019 and the survey was designed to be a shorter, targeted version for use between census periods, reducing the time commitment and survey fatigue for employers. The results provide a detailed analysis of industry that is compared with census data.



Your Workforce. Our Future.

TYPE OF JOB



- 2/3** of all jobs are full time
- 12%** is under 25 years of age
- 24%** is over 50 years of age

RECRUITING



- 3/4** employers recruit locally
- #1** online job boards
- #2** word of mouth

HARD-TO-FILL JOBS



- 54%** of employers have hard to fill positions.
- Main reason: not enough applicants

ACTUAL VS. ANTICIPATED HIRING



- 84%** of businesses hired in 2018
- 70%** of businesses planned to hire in 2019
- Main reason: filling vacancies

SEPARATIONS



- 63%** of all employers experienced separations.
- Main reason for separations: quits

TRAINING



- 69%** of employers supporting ongoing training.
- Main challenges: cost

Automation has very little impact on the size of the workforce, and is typically used to increase productivity

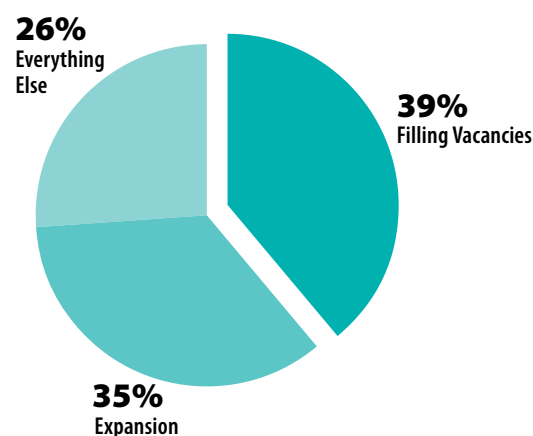
Vicinity Data, 2019

- In 2019, Grand Erie experienced a decline in number of new and available jobs based on online job posting data
- Skills
 - Top certifications in demand:
 - Driver's License
 - Forklift certification
 - Accounting
 - First Aid certification
 - Top skills in demand
 - Quality control
 - Microsoft office
 - Oral and written communication
 - Detail oriented
- Employers are struggling with recruitment, because of:

***The Skills Gap:** Job seekers lack the soft skills – such as communication, work ethic, self-motivation and dependability – or the work experience required by employers*

***The Skills Mismatch:** Many job seekers are seeking more high-skilled/higher wage positions than those offered*

WHAT IS DRIVING TURNOVER RATES?



Grand Erie 2020-2021 Action Plan

It is true that workforce development strategies are becoming more complex and difficult as communities struggle to support job seekers with growing needs such as skill development, transportation and communication. These barriers require a higher level of understanding and coordination among all partners such as case managers and businesses. Workforce development barriers can be challenged with strategic plans that emphasize an improved quality of life including new investment, future skills development, job mobility and accessibility. Based on the priorities laid out in the Local Labour Market Planning Consultations, the following actions were identified:

SKILLED TRADES AWARENESS

There is heightened public discussion about the growing demand for skilled tradespeople in Ontario, as well as gaps between the workers employers are looking for and the availability of tradespeople to fill them. There is a high percentage of Skilled Tradespeople that are retiring and/or currently overworked because of the Skilled Trade shortage. This creates an enormous gap in trying to find mentors for new apprentices.

Also, several reports have identified challenges that employers in Ontario and Canada are facing in filling positions in the skilled trades. For example, a 2018 survey conducted for the Manpower Group found that 41% of Canadian employers cannot find the skills they need, with skilled trades workers identified as the hardest positions to fill. A 2013 survey of over 1,500 Ontario employers for the Conference Board found that nearly 10% of employers anticipated that engineering occupations would be the most difficult to fill, followed by electrical trades and professions, information and network technology professions, and skilled labour and trades in general.

The evidence collected from the 2019 In-Demand Skilled Trades Project also indicates that a lot of people are unfamiliar with the different types of careers in the trades. Specific names of trades do not always directly translate into the work that is done, and not everyone will have exposure to the work to be able to understand the talent or skill that is needed to complete the job. Another hurdle is getting experience with the trade or finding a mentor. The marketing around some skilled trades jobs is not as plentiful (i.e. Boilermaker, Steamfitter, etc.). However, some careers in the skilled trades are very identifiable in the community (i.e. Hair Stylist, Mechanic, etc.).



Expected outcomes

- This project aims to bring more awareness to all the skilled trade careers by introducing the labour force and youth to the trades through engagement events and educating parents through the use of marketing material that explains pathways.
- This project will also help to continue to inform how government, industry and local communities can work together to increase the talent pipeline to help business growth and support industry competitiveness in the province, particularly in key sectors such as automotive manufacturing and construction. The evidence will also help to inform steps to continue to modernize and transform Ontario's skilled trades and apprenticeship system.
- Also, Employment Ontario, Ontario Works, teachers, career counsellors and parents will increase their knowledge of the skilled trades, enabling them to better guide job seekers towards employment and identifying talents that each job seeker may have that may be suitable for a career in the skilled trades.



MARKETING STRATEGY

Through the 2019 Local Labour Market Planning meetings a common theme regarding a communication disconnect was identified. There is no comprehensive list in the community of all the resources and programs that are being offered among all agencies for local businesses, agencies or the labour force to access. A lot of frustration was shared around locating resources, or where to look for resources by all parties. The Workforce Planning Board of Grand Erie is required to take a leadership role in workforce development and that begins with a basic plan to communicate what the region has to offer regarding workforce matters/resources.

Engaging a community the size of Grand Erie is not an easy task. The awareness of the Workforce Planning Board of Grand Erie must be improved in order for people to identify with the different forms of engagement we deliver. In order for future projects to be successful, a marketing strategy is needed to continually aid and inspire the community about workforce related matters, and to ensure that the WPBGE team and our partner's resources and funding are not exhausted.

Expected outcomes

- A marketing strategy that responds to local long term priorities and recommendations identified during the LLMP process.
- Set future WPBGE projects up for success (including SkillsAdvance Ontario (SAO)), and provide more visibility and understanding of the Workforce Planning Board in the Grand Erie community.
- The strategy will strengthen the Workforce Planning Board's Leadership role in the community.
- The addition of tools to our website such as a job search portal will provide access to additional community level metrics that we do not already have, or some of which is regularly obtained through the EmployerOne survey.
- The strategy will provide guidance for cross marketing with our partners and provide a strategic template for other agencies to adopt. This will improve communication efforts within the community, streamline all communications and assist with issues around communication and marketing when they arise.
- Further, a marketing strategy for non-profit organizations can promote services. The more people who know about the Workforce Planning Board of Grand Erie, the more people we can reach and help, and the greater chance of maintaining and acquiring new partnerships.



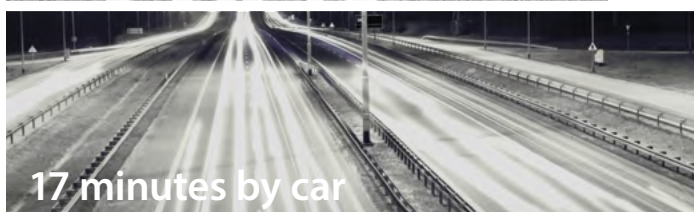
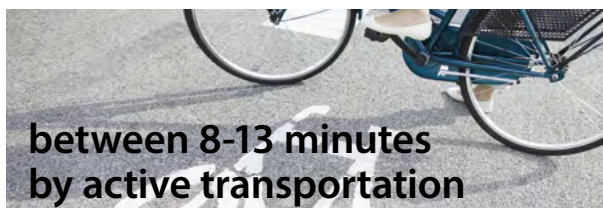
NAVIGATING GRAND ERIE

During the 2019 Local Labour Market Planning sessions, and through our work with the Job Seeker and Employee Survey, EmployerOne 2019 survey and the SkillsAdvance Ontario program, it has become evident that access to transportation can hinder the success of Grand Erie's workforce. In order to continue to build and maintain a strong workforce, we must look at the foundation of our community and ensure it has access to reliable and affordable transportation.

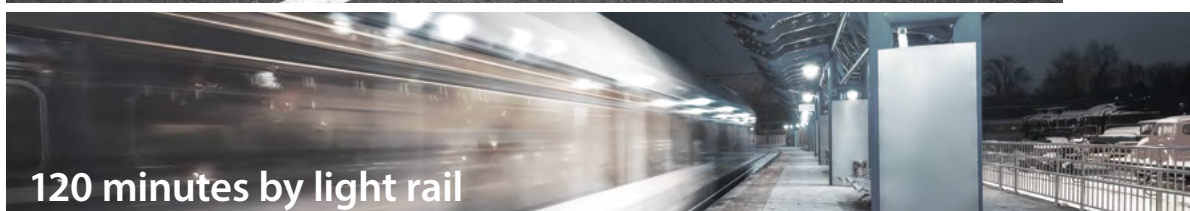
Transportation options within each community needs to be assessed as well as transportation options between all Grand Erie communities. It is imperative that our workforce has access to a variety of work, to gain valuable skills and provide purpose in the work they do. Also, Investors are attracted to develop in communities that offer access to transportation and investment in infrastructure upgrades. Transportation infrastructure typically means access to an abundant and reliable workforce for investors and quality of life for the job seeker.



**To commute to work, on average,
it takes Grand Erie residents**



**92% of all
commuters in
Grand Erie travel
to work by car**



Census 2016



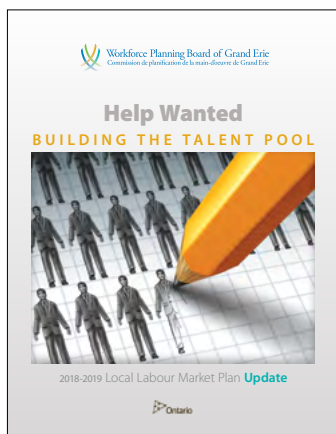
Expected outcomes

- A transportation survey will be conducted to understand the ways in which the workforce gets to and from work, the resources that are available to get the workforce to and from work, how long and far the workforce travels to get to work etc. This will help us to understand the patterns:
 - if partnerships or projects could be formulated,
 - if existing systems can be improved to meet business and employee needs,
 - to determine if there are ways in which to improve employee retention through improving transportation options, and
 - to determine if young people are influenced to leave the community in search of work where transportation are more readily available.
- In addition to using the internet, the survey engagement may be conducted at bus depots, train stations, airport, car pool lots, in conjunction with participating businesses, EO partner agencies, and using various forms of digital marketing.
- A broad, community-focused communication strategy using social media and on-line tools will reach a broad cross-section of people across Brant, Brantford, Haldimand, Norfolk, Six Nations and New Credit. We will analyze the results by age, gender, education, and other identified characteristics to identify inter-generational or gender differences. We will complete "employee profiles" to help government, businesses and community agencies respond.



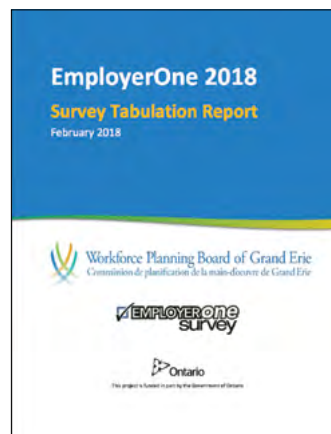
Appendix

Please refer to the links below for more detailed information on labour force topics.



Help Wanted: Growing the Talent Pool - English
<https://workforceplanningboard.org/wp-content/uploads/2019/09/2019-labour-market-plan.pdf>

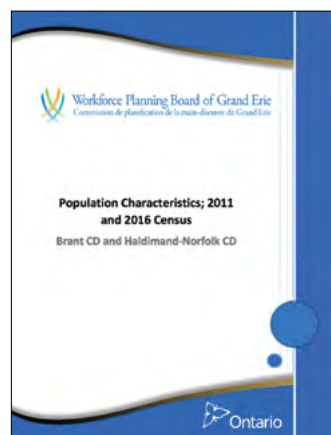
Offre d'emploi : Bassin de talents en plein essor – Français
<https://workforceplanningboard.org/wp-content/uploads/2019/12/2019-Labour-Market-Plan-French.pdf>



EmployerOne 2018: Survey Tabulation Report
<https://workforceplanningboard.org/wp-content/uploads/2019/09/employerone-2018-final-report.pdf>



Journey to Apprenticeship
<https://workforceplanningboard.org/wp-content/uploads/2019/08/the-future-of-skill-trades-september-2018-new-layout.pdf>



2016 Census – Population Characteristics
<https://workforceplanningboard.org/wp-content/uploads/2020/02/2016-Census-Grand-Erie-Merged.pdf>



Workforce Planning Board video: <https://www.youtube.com/watch?v=RYqZ8aMxDgQ&feature=youtu.be>



Connect2SKILLS video: <https://www.youtube.com/watch?v=5ZVtRGmdl7Q&t=1s>



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