



TOP 2006 - Report Card on Actions

A Community Based Approach

Stakeholders in Niagara have been successful in generating action on seventeen of the twenty-five proposed actions identified in the Trends, Opportunities and Priorities for the Niagara Region 2005 Report.

TRANSPORTATION - Recruitment and Retention Barrier

The "Job Bus" - A Niagara Home Grown Recruitment and Retention Strategy

Proposed Action 1 of 1

Charge the Transportation Committee with the task of identifying a strategy for the continuation and potential expansion of the Niagara Job Bus Pilot Project that was utilized to link job seekers and employers in sectors experiencing a shortage of workers.

STATUS: Ongoing - NTAB/Opportunities Niagara

ISSUE 1: Increase participation of underutilized labour force groups.

Proposed Action 1 of 8

Establish a small, influential task force to develop an integrated, regional workforce development plan, and a presence for and branding of a centralized regional workforce development service.

STATUS: Ongoing - NTAB

Proposed Action 2 of 8

Educate Ontario Works clients and employment service providers about recent legislation changes - earnings exemptions and extended employment health benefit.

STATUS: Complete - Community Services - EASO

Proposed Action 3 of 8

Promote local services available to promote and support entrepreneurship across all population groups.

STATUS: No action identified

NTAB is funded by:

Part of:



Proposed Action 4 of 8

Conduct a three phase study of employment access/opportunities for people who are homeless. A community research advisory committee will be formed to provide input into the process and to share knowledge.

STATUS: COMPLETE: Start Me Up Niagara

Proposed Action 5 of 8

Develop a series of workforce development guides to support and engage employers in areas of human resource management, workforce diversity, recruitment and retention practices, and maximizing local workforce participation.

STATUS: Ongoing - Opportunities Niagara/NTAB

Proposed Action 6 of 8

Engage senior training and employment support agency representatives in the validation of information on available employment programs and services in Niagara Region to gain an accurate inventory and identify gaps and areas of duplication.

STATUS: Ongoing - NTAB

Proposed Action 7 of 8

Gain a better understanding of how part-time employment/lack of benefits impacts labour force participation, employee wellness and work-life balance.

STATUS: No action taken

Proposed Action 8 of 8

Carry out research based on the 1998 Literacy Risk Index and the current data from Statistics Canada's International 2005 Adult Literacy Survey (IALS) to determine increase/decrease in literacy levels across Niagara by community.

STATUS: Funding Status Pending - NTAB

ISSUE 2: Over the past decade, Health Care and Social Services (including Nursing and Residential Care Facilities) has emerged as one of the top three services sectors (9% of all employment in Niagara). However, professional occupations in health experienced a 9.4% increased share of workers in the 45 years and older cohort, threatening a continued shortage of skilled professionals in all aspects of health care.

Proposed Action 1 of 4

Explore the shortage of health care workers in specific high need occupational categories through creation of a working group which discusses ways to promote careers to youth and utilize the skills of equity groups and foreign trained professionals.

STATUS: Ongoing - Niagara Health System

Proposed Action 2 of 4

Identify best practices being utilized across the province to address the health care shortages and conduct a compare and contrast analysis of Niagara activities to identify potential new approaches and strategies.

STATUS: No action identified

Proposed Action 3 of 4

Create a network with local employers and training/post-secondary institutions offering health-related training programs to establish opportunities for rotations, training access, co-op placements, etc.

STATUS: No action identified

Proposed Action 4 of 4

Identify job specific areas where shortages are being experienced/projected with a review of vacancies based on new positions, attrition, full-time, part-time or casual.

STATUS: Complete - Niagara Employment Outlook Survey, 2005

ISSUE 3: Dynamic industries tend to locate in areas that have an available labour force that meets their educational and skill level requirements. As a result of the increase in technological change across occupational clusters, there is an increasing demand for higher skills by employers.

Proposed Action 1 of 3

Document the return on investment for local employers across sectors to promote training and skills development; and the creation of pathways to occupations offering sustainable employment opportunities.

STATUS: Funding Status Pending - NTAB

Proposed Action 2 of 3

Identify the major sectors of employment growth and local employers within these sectors. Identify current risks such as lack of current/competitive skills, literacy, educational requirements or application of essential skills in recruiting for future needs.

STATUS: No action identified

Proposed Action 3 of 3

Develop a plan to attract, retain and support employment of highly skilled newcomers to Niagara, including a strategy to educate and inform employers.

STATUS: Funding Status Pending - NTAB/Niagara Newcomer Employment Council

ISSUE 4: Employer recognition of their role in the transfer of experiential skills and knowledge between experienced workers and new entrants to the occupation will result in an increase in efficiency and effectiveness of the workplace and create a best practices model for recruitment.

Proposed Action 1 of 3

Capture success stories of secondary co-op student placements and their influence on career pathways of participants; promote these successes to employers.

STATUS: Ongoing - BEC/NCDSB/DSBN/NTAB

Proposed Action 2 of 3

Support programs and/or services targeting adult literacy and Prior Learning Assessment and Recognition.

STATUS: Ongoing - Literacy Link Network

Proposed Action 3 of 3

Recognize employers engaged in workplace development and employee training and skills development.

STATUS: Ongoing: Training Excellence Recognition Awards & MTCU Apprenticeship Recognition Awards

ISSUE 5: There is a need to address the specific training and labour market needs of women, including promoting education and training in non-traditional employment which could work to address differences in income between males and females as well as address skills shortages in specific areas in the labour market.

Proposed Action 1 of 2

Implementation of a mentorship model to support increased participation of women in the labour force, including areas of entrepreneurship and non-traditional opportunities.

STATUS: Ongoing - NTAB/YWCA/Women in Niagara

Proposed Action 2 of 2

Identify what support is needed - speak/survey women, talk with employers to gain their perspective of what supports should be put into place to support female participation in the labour force.

STATUS: No action identified

ISSUE 6: Niagara's transitioning economy has resulted in an increase in workers experiencing a shift from one employer/sector to another. There is a need to develop a targeted support system to assist this population and maximize their labour force participation across sectors where the job opportunities exist.

Proposed Action 1 of 1:

Support the skills development needs of displaced workers to facilitate their return to Niagara's labour force.

STATUS: Funding Status Pending - NTAB

ISSUE 7: There is a need to increase awareness of employment opportunities available across specific services sector clusters (Accommodations and Food Services) as employers are experiencing difficulty recruiting employees to meet the rising demand for entry level positions.

Proposed Action 1 of 2:

Continue to focus on career awareness strategies/events/resource tools to promote careers in Hospitality & Tourism sectors.

STATUS: Ongoing: BEC/NCDSB/DSBN/NTAB

Proposed Action 2 of 2:

Work with an employer group to examine employment structure of jobs in the tourism and hospitality sector including seasonality and accessibility to benefits for employees.

STATUS: No action required

For more information, please contact:

Trudy Parsons, Executive Director
Niagara Training & Adjustment Board
One St. Paul Street, Suite 605 St. Catharines, ON L2R 7L2
Phone: 905-641-0801 Fax: 905-641-0308 E-Mail: tparsons@ntab.org