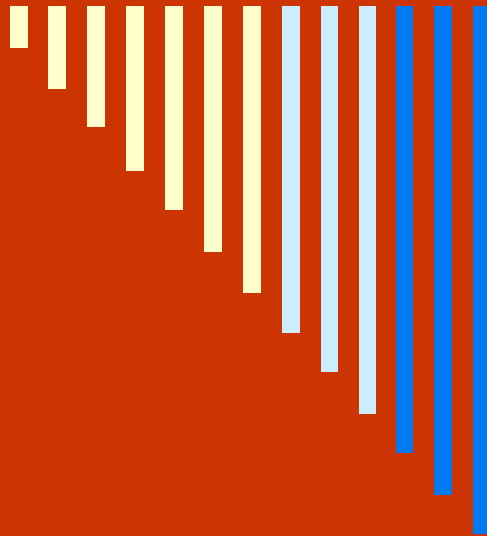
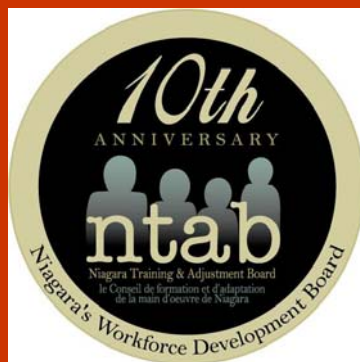


Dispelling the Myths.... Hiring Persons with Disabilities



Niagara Training & Adjustment Board

... Niagara's Workforce Development Board

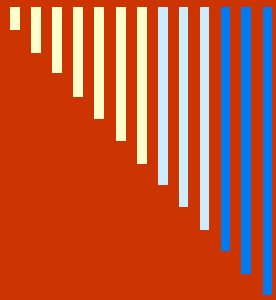


Funded by

**EMPLOYMENT
ONTARIO**

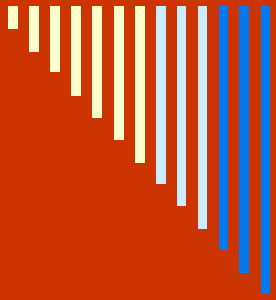
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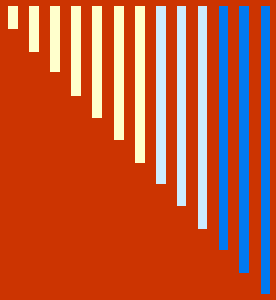
Agenda

- 8:30 Registration and Breakfast
- 9:00 Welcome
- 9:05 Principles of R3A3 • Recruit, Retain and Retrain, Accessibility, Accommodation and Awareness
~ Jo Walks, Business Takes Action, CME
- 9:30 Snapshot of Niagara's Labour Force supply and demand
~ Trudy Parsons, Niagara Training & Adjustment Board
- 9:50 Accommodating Persons with Disabilities
~ Brenda Coleman, Canadian Mental Health Association of Niagara
- 10:05 Making a Business Case and Sharing Successes
~ Tricia Pokorny, Fallsview Casino Resorts
- 10:20 Q&A; Evaluations and closing remarks



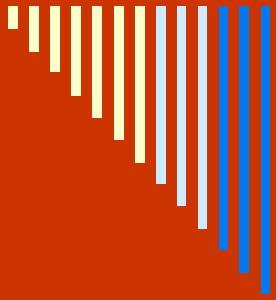
About Local Boards

- **Non-Profit Corporations**
- **Volunteer Board of Directors**
 - **Business**
 - **Labour**
 - **Community Representatives**
 - **Government Liaisons (non-voting)**
- **Neutral, objective position within the community**
- **25 local board areas in Ontario**
- **Niagara Training & Adjustment Board – Oct 27, 1997**



Local Boards – Key Purpose

- **Disseminate research and labour market information**
- **Develop strategies to address local labour market needs**
- **Engage partners to drive solutions forward**
- **Support and enhance demand-driven local workforce development**
- **Lead the local labour market planning process**



Principles of R3A3 • Recruit, Retain and
Retrain, Accessibility, Accommodation
and Awareness

~ Jo Walks, Project Manager
Business Takes Action, CME



BUSINESS TAKES ACTION: EMPLOYMENT OF PERSONS WITH DISABILITIES BREAKING THE MOULD:

D3 A 3



**Canadian
Manufacturers &
Exporters**

Ontario Division





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BREAKING THE MOULD: R³A³ AGENDA

- AODA 2005
- Breaking the Mould: R³A³
- Wrap Up



Canadian Manufacturers & Exporters has issued a challenge to all of you that 10 per cent of new hires be persons with disabilities.

- CME will be here to support you in this new initiative.
- CME will assist you with putting policies in place to achieve this goal.
- CME will link you to stakeholders in the community that markets skilled workers who happen to have a disability.
- CME will link you with stakeholders that have the knowledge, expertise and support to educate your human resource personnel, supervisors and staff.
- CME will link you with stakeholders to provide your workers, managers and supervisors on accommodating new personnel.
- CME will have access to qualified skilled persons with disabilities to place in your firm
- Enhancing productivity and attracting and retaining skilled workers requires new action. Putting key policies in place that lets you access a large untapped market of eager, trained, technologically innovative individuals will add value and enhance your bottom line.
- P.S. The small, medium and large corporations with the most hires will be recognized at an end of the year awards ceremony!
- **Do you want to be recognized as a leader? Take the 10/20 challenge!**
- **BUILDING OUR VISION**  **RE**




THE EVOLUTION OF CME IN ADDRESSING THE CURRENT SKILLS NEEDED IN THE WORKPLACE

- Based upon CME members need to fill skill-shortage, CME has devised literature tools to assist with these necessities in advocacy of:
- Business Results Through Diversity
- Business Results Through Health and Safety
- Business Results Through Literacy
- Business Results Through Hiring, Retaining and Training Internationally Trained Professionals
- Business Results Through Environmental Quality
- Business Results Through Workforce Capabilities
- Business Takes Action: Employment of Persons with Disabilities



10/20 CHALLENGE: 10 PERCENT OF NEW HIRES ARE PERSONS WITH DISABILITIES BY THE YEAR 2020

- We heard what you said during the 20/20 consultation
- We must take the initiative to change our image of our industry and attract a wide pool of candidates for the careers available to young people.
- We need to develop workforce strategies that are proactive and innovative and resolve the issues of skill shortages
- We need to strengthen collaborative relations between a wide variety of groups.
- We need to implement  initiatives in the workplace and continually upgrade skills and competencies.



BUSINESS TAKES ACTION: EMPLOYMENT OF PERSONS WITH DISABILITIES

To achieve our goal we will:

- Raise awareness of the value of hiring persons with disabilities through information sessions
- Recognize employer achievement through an awards/recognition ceremony
- How: Act as a linkage to our members and cross-sectorally to meet the human resources skills shortage needs



LINK WITH US

One Stop Communication linkage
support

www.ten20action.ca

Tell us what you need!





Canadian
Manufacturers &
Exporters

Manufacturiers et
Exportateurs du
Canada



Home - 10% of new hires are persons with disabilities by the year 2020 - ten20action



ten20
action



Home About Contact Site Map Links
Ask Resources What's New Events Job Portal Registration

10% of new hires are persons with disabilities by the year 2020

What's New

Canadian Supply Chain Sector Council Education and Career Information

"The Canadian Supply Chain Sector Council brings together partners in the sector to develop solutions to the human resource challenges faced by stakeholders."

Dec. 3 International Day of Disabled Persons

Peel Region Council has proclaimed Dec. 3 to be International Day of Disabled Persons (IDDP) in Peel.

[more news >>](#)

Ask

[What is the AODA?](#)

[How is disability defined?](#)

[What is Access On?](#)

[more questions >>](#)

Partners



Events

Business Takes Action Launch Slide Show

2007-10-25 to 2007-12-31

The Honourable David C. Onley and guests assembled at the IAPA to launch the Business Takes Action: Employment of Persons with Disabilities Initiative and Ten20Action website

Decent Work for Persons with Disabilities

2007-11-27 to 2007-11-27

On November 27, 2007 from 1pm-3pm, Members of the public are invited to attend a special meeting of the AAC featuring keynote speaker Tracy MacCharles, Acting Chair of the Accessibility Advisory Council of Ontario.

[more events >>](#)

Newest Job

Business Analyst Information Technology

Location: Mississauga, Ontario

Posted: 2007-11-12

Portfolio Services Administrator (Globe Financial Services)

Location: Mississauga, Ontario

Posted: 2007-11-12

[more jobs >>](#)

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<http://www.ten20action.ca/> [11/21/2007 10:51:11 AM]

ten20
action



Canadian
Manufacturers &
Exporters

Manufacturiers et
Exportateurs du
Canada

CANADIAN
MANUFACTURERS
AND EXPORTERS
20/20
BUILDING
OUR VISION FOR
THE FUTURE
DU CANADA
MANUFACTURIERS
ET EXPORTATEURS
20/20
FAÇONNER
NOTRE
AVENIR

MADE IN
FABRIQUE AU
CANADA



**Canadian
Manufacturers &
Exporters**

Ontario Division



ten20
action



R³A³ IN ACTION

- Identification of workplace accommodation

Examples:

- Changing a desk layout from the right to the left side for a data-entry operator who has a shoulder injury (\$0).
- Supplying a telephone amplifier for a computer programmer who is hard of hearing (\$70).
- Providing an articulating keyboard tray to alleviate the strain of repetitive motion and carpal tunnel syndrome (\$150).
- Providing a specialized chair for a district sales agent to alleviate pain caused by a back injury (\$400).
- Providing a drafting table, page turner and pressure-sensitive tape recorder for a sales Agent with paralysis (\$1,100).

“The Job Accommodation Network, Workable Solutions,” British Columbia



Benefits of Becoming a Challenge Club Member

Free access to the following –

- **Full Access** to our **One-Stop Web Portal**
- Access to the **Job Portal** and **Community Partnerships**
- Outreach and Access to **Untapped Labour** Pool of Committed and **Pre-Screened** talent
- **Public Recognition** of your company's commitment to leadership, innovation and creating an equitable workplace
- **Full Service/ One-on-one Support** in planning and implementing your recruitment plan and accommodation strategies
- **Up to date news** on policies affecting your business
- Information on **Best Practices**
- Access to **Sensitivity training** in your workplace
- **Mentorship** linkages for guiding your staff
- **Internship** and access to available **Subsidies/ Incentives**
- **Accommodative profiles** of program in action
- **Raise awareness** of the value of hiring persons with disabilities and create a more inclusive community





DISABILITY DEFINED

Definition as stated in the Accessibility Act:

- Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device,
- (b) a condition of mental impairment or a developmental disability,
- (c) a learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,
- (d) a mental disorder, or
- (e) an injury or disability for which benefits were claimed or received under the insurance plan established under the *Workplace Safety and Insurance Act, 1997*; ("handicap")



ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT 2005, (AODA) BECAME LAW ON JUNE 13, 2005

- Goal to ensure all Ontarians with disabilities have full access to goods, services, facilities, accommodation, employment, building structures, and premises by January 1, 2025
- Applies to both public and private sectors covering every aspect of life except private homes
- Accessibility standards will be set in the areas of **customer service**, the **built environment**, **information** and **communications**, **employment** and **transportation**.
- Municipal Accessibility Advisory Committees (AACs) advise on municipal compliance with new standards.



AODA Accessibility Issues

- Ontario's Accessible Customer Service Standard is law and came into force January 1, 2008. Businesses and organizations which provide goods and services to people in Ontario are required to make their Customer Service Operations Accessible to people with disabilities through removing barriers to service and through staff training.
- Five key areas have been identified for the first accessibility standards: **customer service, transportation, information and communications, the built environment, and employment.**
- Business must improve accessibility through identifying, removing and preventing barriers to persons with disabilities in their place of business which will impact recruitment and hiring practices, physical accessibility to workplace; floor plans, equipment purchases, technology, product placement, marketing and e-commerce, to name a few.



Questions to consider:

- What has your business done to begin this process of change?
- Does your HR Department have practices in place to encourage Job applicants with accessibility issues to apply for positions within your business?
- Do you have the knowledge to properly accommodate each individual as required?
- Does your marketing/ communications department understand how to reach persons with accessibility issues through enhancements in e-commerce, marketing literature etc.?
- Can customers with accessibility issues reach your customer service department presently, or do you need to invest in technology to improve communications with this group and make accessibility accommodations?



UNDERSTANDING THE TERMS

- **Accessibility:** refers to how easily a product, service, environment or facility can be used by all people, within the widest range of abilities.
- **Job Accommodation:** refers to an adjustment to a job or work environment that makes it possible for an individual to perform job duties.



ACCESSON: BREAKING BARRIERS TOGETHER – BUSINESS SECTOR

www.accesson.ca

Customer Service	Transportation	Information and Communications	Built Environment	Employment
------------------	----------------	--------------------------------	-------------------	------------





ACCESSIBILITY STANDARDS FOR CUSTOMER SERVICE SUMMARY OF REQUIREMENTS

What you need to know

- The Accessibility Standards for Customer Service (Ontario Regulation 429/07) came into force on January 1, 2008. If you are a provider of goods or services, and have one or more employees in Ontario, you will be required to comply with the regulation.
- If you are a **public** sector organization designated in the standard, you must comply by **January 1, 2010**.
- If you are a **private business, non-profit organization**, or any other service provider with at least one employee in Ontario, you must comply by **January 1, 2012**.



The regulation outlines some things you must do in order to ensure you are providing accessible customer service to people with various kinds of disabilities. The following is a summary of requirements:

1. Establish policies, practices and procedures on providing goods or services to people with disabilities.
2. Set a policy on allowing people to use their own personal assistive devices to access your goods and use your services and about any other measures your organization offers (assistive devices, services, or methods) to enable them to access your goods and use your services.
3. Use reasonable efforts to ensure that your policies, practices and procedures are consistent with the core principles of independence, dignity, integration and equality of opportunity.
4. Communicate with a person with a disability in a manner that takes into account his or her disability.
5. Train staff, volunteers, contractors and any other people who interact with the public or other third parties on your behalf on a number of topics as outlined in the customer service standard.
6. Train staff, volunteers, contractors and any other people who are involved in developing your policies, practices and procedures on the provision of goods or services on a number of topics as outlined in the customer service standard.



7. Allow people with disabilities to be accompanied by their guide dog or service animal in those areas of the premises you own or operate that are open to the public, unless the animal is excluded by another law. If a service animal is excluded by law, use other measures to provide services to the person with a disability.
8. Permit people with disabilities who use a support person to bring that person with them while accessing goods or services in premises open to the public or third parties.
9. Where admission fees are charged, provide notice ahead of time on what admission, if any, would be charged for a support person of a person with a disability.
10. Provide notice when facilities or services that people with disabilities rely on to access or use your goods or services are temporarily disrupted.
11. Establish a process for people to provide feedback on how you provide goods or services to people with disabilities and how you will respond to any feedback and take action on any complaints. Make the information about your feedback process readily available to the public.



If you are a designated public sector organization or other provider with 20 or more employees, you must:

1. Document in writing all your policies, practices and procedures for providing accessible customer service and meet other document requirements set out in the standard.
2. Notify customers that documents required under the customer service standard are available upon request.
3. When giving documents required under the customer service standard to a person with a disability, provide the information in a format that takes into account the person's disability.
4. Some small steps you can take immediately to improve accessibility include:
 - treating all customers with dignity and respect
 - asking 'How may I help you?'



DUTY TO ACCOMMODATE. ARE YOU AWARE OF YOUR OBLIGATIONS UNDER LEGISLATION?

- Human Rights Code
- AODA 2005
- Building Code
- Ontario Fire Code
- Occupational Health and Safety Act
- Workplace Safety and Insurance Act





ADDITIONAL INFORMATION FOR YOU

- At www.AccessOn.ca/compliance you'll find information and resources to help you understand how to comply with the regulation.
- Please note: This document is for information purposes only. This is not legal advice and should be read together with the official language of the standard. To view the official wording of the regulation, go to www.e-laws.on.ca or contact ServiceOntario or Publications Ontario for a print copy.
- For further assistance, you may wish to contact:
- **Accessibility for Ontarians with Disabilities Act (AODA)
Contact Centre (*ServiceOntario*)**
- Phone: 1-866-515-2025
- TTY: 416-325-3408 / TTY Toll-free: 1-800-268-7095
- Fax: 416-325-3407
- Website: www.AccessON.ca



R³A³ PRINCIPLES

- Filling Skills Shortage
- Being recognized as a leader of human capital innovation
- Adding value and enhancing bottom line



- Increasing the purchasing power of



BREAKING THE MOULD

- Step 1: Focus on what the employee **can** do and not what they **can not do**.
- When an employee discloses their disability, the next step is to focus on what accommodations need to be made.
- An accessible and accommodative business environment makes a loyal and productive employee.
- *"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities" (2007). Link-up Employment Services.*



WIN-WIN STRATEGY

- The pool of potential employees becomes larger
- Staff retention rates increase
- Absenteeism decreases
- *“The Business Case for Accessibility: How Accessibility-Awareness Strengthens Your Company’s Bottom Line” (2001). Bill Wilkerson, Co-Founder and President of Global Business & Economic Roundtable on Addiction & Mental Health.*



SURVEY SAYS...

- More than 30 years of internal surveys conducted by DuPont consistently show that people with disabilities who were part of the corporation's labour force:
- Did their jobs well
- Had excellent attendance records
- Were diligent in observing safety standards
- Helped maintain the firm's competitive position
- *"The Business Case for Accessibility: How Accessibility-Awareness Strengthens Your Company's Bottom Line" (2001). Bill Wilkerson, Co-Founder and President of Global Business & Economic Roundtable on Addiction & Mental Health.*





COMPLETE OUR SURVEY!

- Visit www.ten20action.ca

Follow the link to Surveys & Quizzes and complete our survey to allow us to assist you with hiring of persons with disabilities





DISPELLING THE MYTHS, ADVANCING THE FACTS

- People with disabilities are much more likely to be unemployed or out of the workforce than the general population.
- Employers face similar challenges in recruiting persons with disabilities.
- Linking and supporting both ends of the equation will result in multiple dividends for the company.

"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities. Link-up Employment Services.





MYTH 1

Providing access accommodation is difficult and expensive.

"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities" (2007). Link-up Employment Services.





FACT: BREAKDOWN OF COSTS TO ACCOMMODATE

- 56% cost \$500.00
- 28% cost \$501.00 to \$1000.00
- 16% cost more than \$1000.00
- 0.2% cost more than \$5000.00

"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities" (2007). Link-up Employment Services.



MYTH 2

People with disabilities do not work well and take more sick days.

"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities" (2007). Link-up Employment Services.



FACT

- Studies show that 90% of persons with disabilities rated average or better on job performance than their fellow colleagues.
- 86% rated having higher attendance records.

Studies from DuPont, RBC





INCREASED WORK PERFORMANCE

- Staff retention is 72% higher among persons with disabilities, saving millions of dollars each year in recruitment and training costs.

"Guide: From Disabilities to Possibilities. A guide to hiring, training retaining persons with disabilities" (2007). Link-up Employment Services.



MYTH 3

I can't hire or fire a person with a disability

Premier's Council on the Status of Disabled Persons.





FACT

- While there are laws in place that serve to protect persons with disabilities, there are no special practices or procedures for firing or disciplining persons with disabilities.

Premier's Council on the Status of Disabled Persons.





MYTH 4

You have be careful when you're talking to a person with a disability, because they are easily offended if you use the wrong word.



"Changing attitudes: Communitizing the Issue: People with Disabilities and the Reality (2007)." Ministry of Community and Social Services.



FACT

- You just need to be as polite and respectful as you would when speaking to anyone.
- If you're not sure what to say or do, it's okay to ask.

"Changing attitudes: Common Myths About People with Disabilities and the Reality (2007)." Ministry of Community and Social Services.



MYTH 5

People with disabilities are brave and courageous.

"Changing attitudes: Common Myths About People with Disabilities and the Reality (2007)." Ministry of Community and Social Services.





FACT

- Adjusting to a disability requires adapting to a lifestyle, not bravery and courage.

"Changing attitudes: Common Myths About People with Disabilities and the Reality (2007)." Ministry of Community and Social Services.



MYTH 6

An employer's worker's compensation rates rise when they hire individuals with disabilities.

Premier's Council on the Status of Disabled Persons.





FACT

- Insurance rates are based solely on the relative hazards of the operation and the organization's accident experience, not on whether workers have disabilities.

Premier's Council on the Status of Disabled Persons.





MYTH 7

A person with a disability will be a health & safety hazard on the job.

Premier's Council on the Status of Disabled Persons.





FACT

- Two studies, one conducted by the Bureau of Labor Statistics during the 1940's and a current study recently completed by the DuPont Company support the findings that workers with disabilities performed significantly higher than their counterparts without disabilities in the area of safety. These studies included people in professional, technical, managerial, operational, labor, clerical, and service areas. It evaluated individuals with orthopedic, vision, heart, health, and hearing disabilities. Conclusion: Workers with disabilities are often more aware, not less, of safety issues in the workplace.

Refer to the Seven 'Principles' for Successful Return to Work. Institute for Work & Health. (included in your package)



MYTH 8

Employment Equity means lowering job standards.

"Employment Equity – Myths and Realities (2004)." Human Resources and Social Development Canada.





FACT

- Employment Equity examines job standards to ensure that job criteria are realistic and job related.
- A sound employment equity program guarantees that people are not denied jobs for reasons unrelated to their skills or abilities.

"Employment Equity – Myths and Realities (2004)." Human Resources and Social Development Canada.



MYTH 9

Workplace equality should be left up to market forces; there is no need to intervene.

"Employment Equity – Myths and Realities (2004)." Human Resources and Social Development Canada.





FACT

- Employment Equity is required to complement market forces.

"Employment Equity – Myths and Realities (2004)." Human Resources and Social Development Canada.



MYTH 10

Someone will always have to help them.



FACT

- This is not the case with proper training. Individuals with disabilities have adjusted to their disability in most cases. It does not affect their ability to work unaided.



Accessing Top Talent

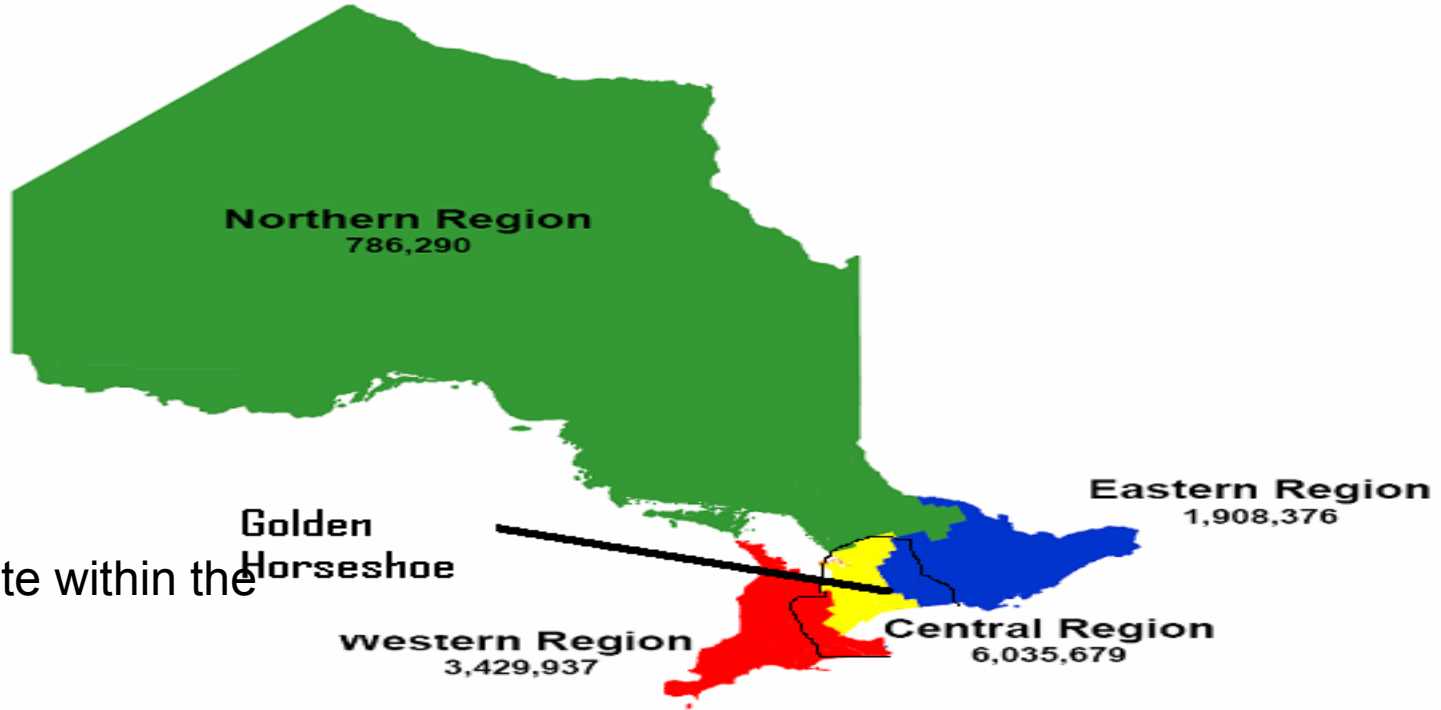
Where do you access your
top talent?

Recruitment Methods



WHERE?

TARGETED REGIONS – GREATER GOLDEN HORSESHOE AND CENTRAL REGION



80% Growth Rate within the region



PALS 2006 COMPARED to PALS 2001

- **Participation and Activity Limitation Survey 2006**
- “An estimated 4.4 million Canadians—one out of every seven in the population—reported having a disability in 2006, an increase of over three-quarters of a million people in five years, according to a new report.
- The report was based on data from the Participation and Activity Limitation Survey (PALS). Data showed that the number of people who reported a disability increased **21.2% from 3.6 million in 2001, the last time the survey was conducted.**
- **In 2001, 12.4% of the population reported a disability. By 2006, this rate had increased to 14.3%.**
- **Ontario reported a disability rate of 15.5%, slightly higher than the national rate. This reports a 2% increase from 2001.**
- Between 2001 and 2006, disability rates increased in all provinces.
- Nova Scotia and New Brunswick both report a 3% increase of persons with disabilities.
- 40% of persons with disabilities may be attributed to the aging population
- Between 2001 and 2006, the disability rate for adults (people aged 15 and older) rose from 14.6% to 16.5%. Rates increased for all types of disabilities, except developmental.
- The increase was especially marked for learning disabilities. **The number of Canadians aged 15 and over with learning disabilities rose by almost 40% to an estimated 631,000 in 2006.**



DISABILITY PREVALENCE IN CANADA 2001 & 2006: A COMPARISON

	Total Population	Population without disabilities	Population with disabilities	Total Disability Rate
CANADA: 2001	28,991,770	25,390,510	3,601,270	12.4%
CANADA: 2006	30,893,640	26,475,770	4,417,870	14.3%



DISABILITY PREVALENCE IN ONTARIO 2001 & 2006: A COMPARISON

	Total Population	Population without disabilities	Population with disabilities	Total Disability Rate
ONTARIO: 2001	11,192,730	9,678,350	1,514,380	13.5%
ONTARIO: 2006	11,970,000	10,116,420	1,853,570	15.5%



- **Mental health costs Canadian Business \$16 billion per year. That is equal to 14% of the net annual operating profits of all businesses in Canada combined. (Michael Wilson, March 2001)**



- **48% of firms report that labour shortages are a constraint on growth.**
- **32% say that specific skill shortages are constraining growth**
- **20% say that general labour shortages are constraining their growth potential.**

- CME Management Issues Survey 2007-2008



SKILLS SHORTAGES

	Difficulty Finding	Difficulty Keeping
Entry Level Employees	20%	21%
Equipment Operators	19%	15%
Engineers	15%	15%
Sales & marketing	14%	11%
Welders	14%	10%
Machinists	13%	9%
Maintenance	11%	8%
Designers	9%	9%
Customer Service Personnel	8%	7%
Tool & Die Makers	8%	5%
Electricians	7%	6%
Plant Managers	6%	9%

The % of companies reported skills shortages for filling the above positions in 2007.

CME Management Issues Survey 2007-2008.



- Retirement is expected to account for almost 75% of all job openings by 2014



www.hrsdc.gc.ca



REPRESENTATION OF PERSONS WITH DISABILITIES WORKING FULL TIME IN MANUFACTURING


- Statistics of Persons with Disabilities working full-time with manufacturers covered by (Legislative Employment Equity Program) LEEP:
- 1.7% with annual rates running from 1.1% to 2.1% over 2001 to 2005 period.



- **Persons with Disabilities have \$25 billion purchasing power**



BARRIER REMOVAL

- Physical
- Attitudinal
- Architectural
- Communication
- Information
- Technological
- Policy, Procedure and Practice
- Human Resources 
- IAPA



UNIVERSAL DESIGN

- When you implement Universal Design in your workplace, you will see your business grow.



Canadian
Manufacturers &
Exporters

Manufacturiers et
Exportateurs du
Canada



COMMIT TODAY TO THE 10/20 CHALLENGE

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Project Officer

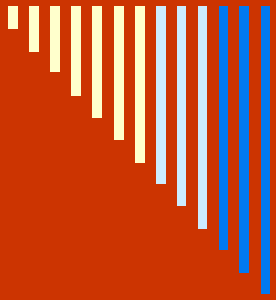
(905) 672-3466 ext 3227

nicole.c



e-mec.ca

(905) 672-1764



Trends, Opportunities, Priorities:

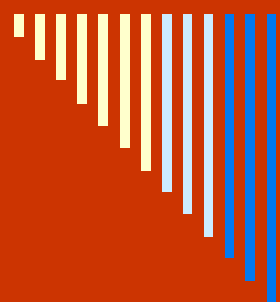


- ◆ *Verifies* trends & issues;
- ◆ *Communicates* community action plan activities;
- ◆ *Prioritizes* identified issues;
- ◆ *Develops* solutions;
- ◆ *Identifies* measurable outcomes to assess impact



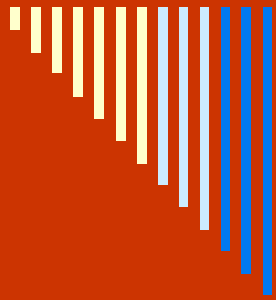
5 Key Trends Impacting Local Labour Force Development

- ❑ Shift in Local Economy
 - ❑ Aging Population
 - ❑ Rising Skill Levels/Credentials demanded by employers
 - ❑ Marginalized Workforce
 - ❑ Workforce competition fostering greater employment engagement
-



Resulting Issues

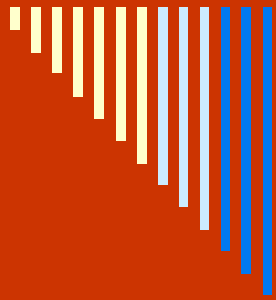
- Skilled Trades Shortages
- Skills Shortages
- Marginalized Workforce
- Youth Out-Migration
- Aging Workforce
- Lack of Essential Skills
- Low Literacy Levels
- Increasing demand for higher levels of education (credentials)
- Skills mismatch – supply and demand imbalance



Niagara Population Analysis 2006

- ❑ The Niagara region had a population of 427,421 in 2006. This is an increase of 16,855 people, or 4.1% growth, since 2001.
- ❑ The largest population growth within Niagara was in Niagara Falls, with an increase of 3,370 people since 2001. The smallest was in Port Colborne with 150.
- ❑ The greatest percentage growth was in Grimsby, with a 12% population growth since 2001.
- ❑ The smallest was in Port Colborne and Thorold, each with 1%
- ❑ The oldest community is Niagara on the Lake, where the median age is 49.1 and 86.2% of the population is over age 15.

Source: Statistics Canada, Census Data 1996-2006.
Prepared by Dane Rice for the Niagara Training and Adjustment Board, August 2007.



Niagara Population Analysis 2006

- ❑ The youngest community is West Lincoln, where the median age is 36.5 and 77.9% of the population is over age 15.
- ❑ Females matched or outgrew males in all but one community; Fort Erie.
- ❑ Communities with a growth in children age 0-4 were Grimsby, Niagara on the Lake, Pelham , and Welland.
- ❑ The greatest percentage growth of any single age group in a community was by those age 55-64 in West Lincoln; a growth of 39% since 2001.
- ❑ The greatest percentage loss of any single age group in a community was by those age 0-4 in Wainfleet; a loss of 15% since 2001.

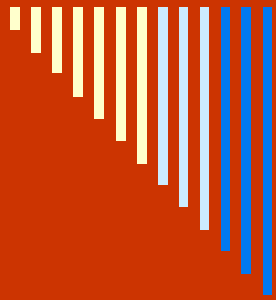
Source: Statistics Canada, Census Data 1996-2006.

Prepared by Dane Rice for the Niagara Training and Adjustment Board, August 2007.



Population in Niagara

1996	2001	2006
398,510	404,590	427,421
≥ 65 yrs 59,870	64,980	64,715
45-64 90,780	101,940	117,955
25-44 117,765	112,435	107,565



Population Projections

2006	2011	2016	2021	2026	2031
4.1%	3.5%	2.4%	2.7%	2.8%	2.4%

Source: 2006 Census, Stats Canada & Ontario Ministry of Finance Population Projection, Spring 2007





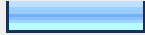
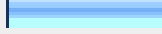








Niagara's Labour Market Challenges Survey Results

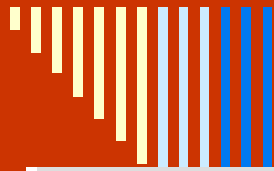
Employer/Union survey

- September, 2007
 - Business/Labour Stakeholders
 - 177 Completed Surveys
-

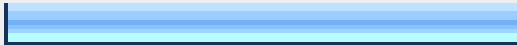
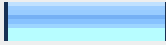





Capturing Niagara's Labour Market Challenges

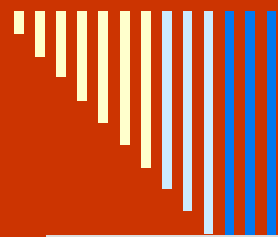
1. Please identify your business sector

	Response Percent	Response Count
Manufacturing 	11.0%	16
Agriculture/Horticulture 	4.8%	7
Hospitality/Tourism 	18.6%	27
Wholesale/Retail Trades 	20.0%	29
Health/Social Services 	4.8%	7
Education 	4.8%	7
Construction 	9.7%	14
Transportation/Warehousing 	5.5%	8
Professional/Scientific/Technical 	15.2%	22
Not-for-Profit 	3.5%	5
Government 	1.4%	2
Union 	0.7%	1
Other (please specify)		43
	answered question	145
	skipped question	32



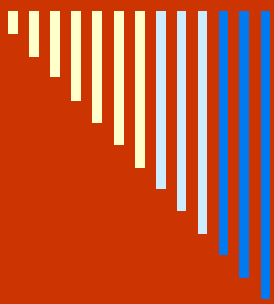
3. Please select the number of employees in your workforce?

	Response Percent	Response Count
1 - 10 	58.5%	100
11 - 20 	18.1%	31
21 - 50 	8.8%	15
51 - 100 	5.3%	9
101 - 200 	2.9%	5
201 - 500 	3.5%	6
More than 500 	2.9%	5
	<i>answered question</i>	171
	<i>skipped question</i>	6

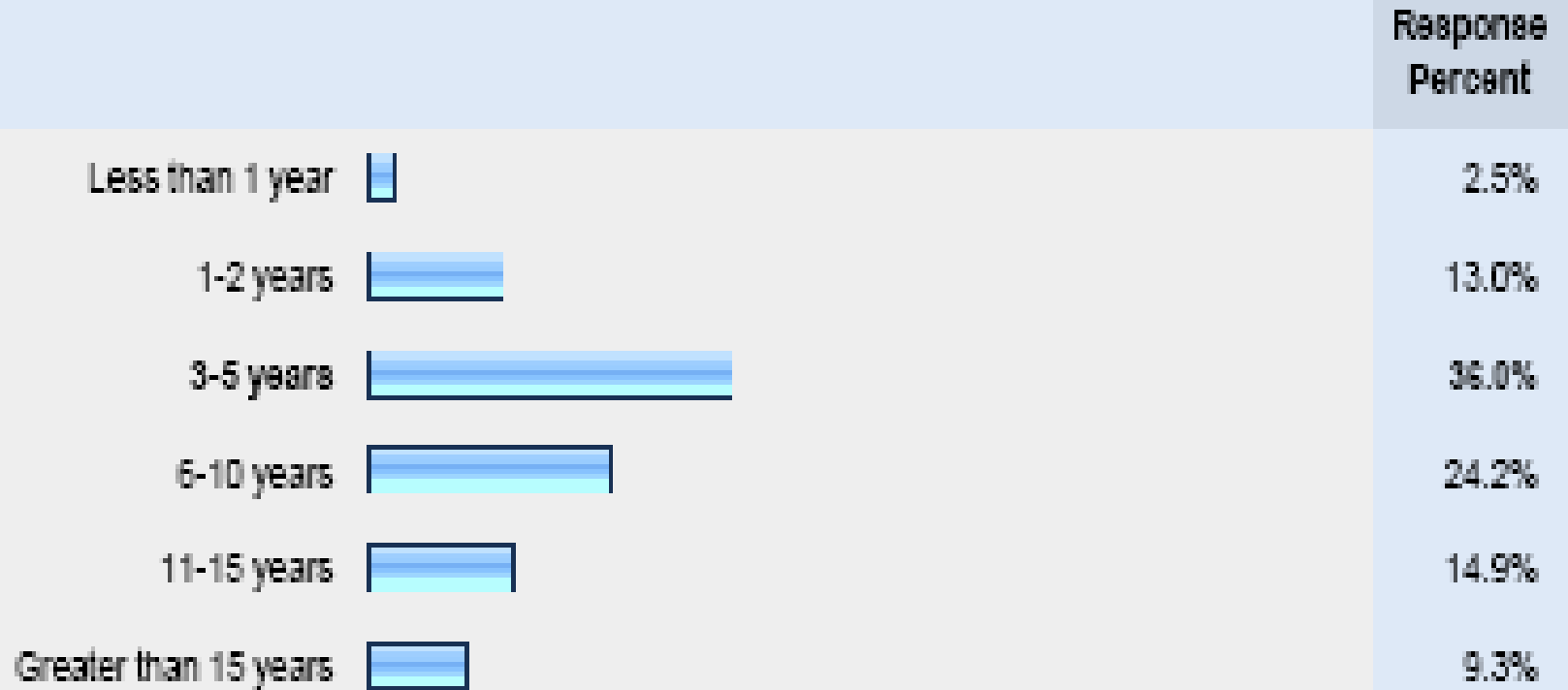


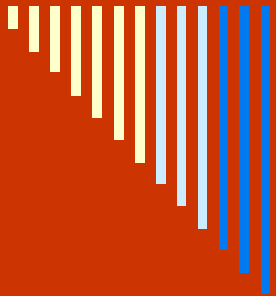
4. What percentage of your workforce is

	Response Average
Full time (30 or more hours per week)	73.42
Part time (less than 30 hours per week)	25.68
Contract	15.93
Seasonal	34.97
Other	3.17



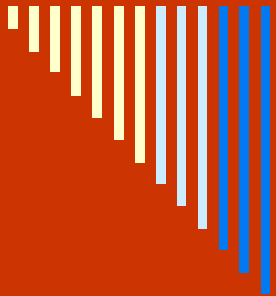
7. What is the average length of employment of your workforce?





11. What factors do you attribute to this increase or decrease in staff?

	Response Percent
Technological changes	20.8%
Economy	63.4%
Global Competition	13.9%
More or less use of staffing services, contract and temporary workers	18.8%

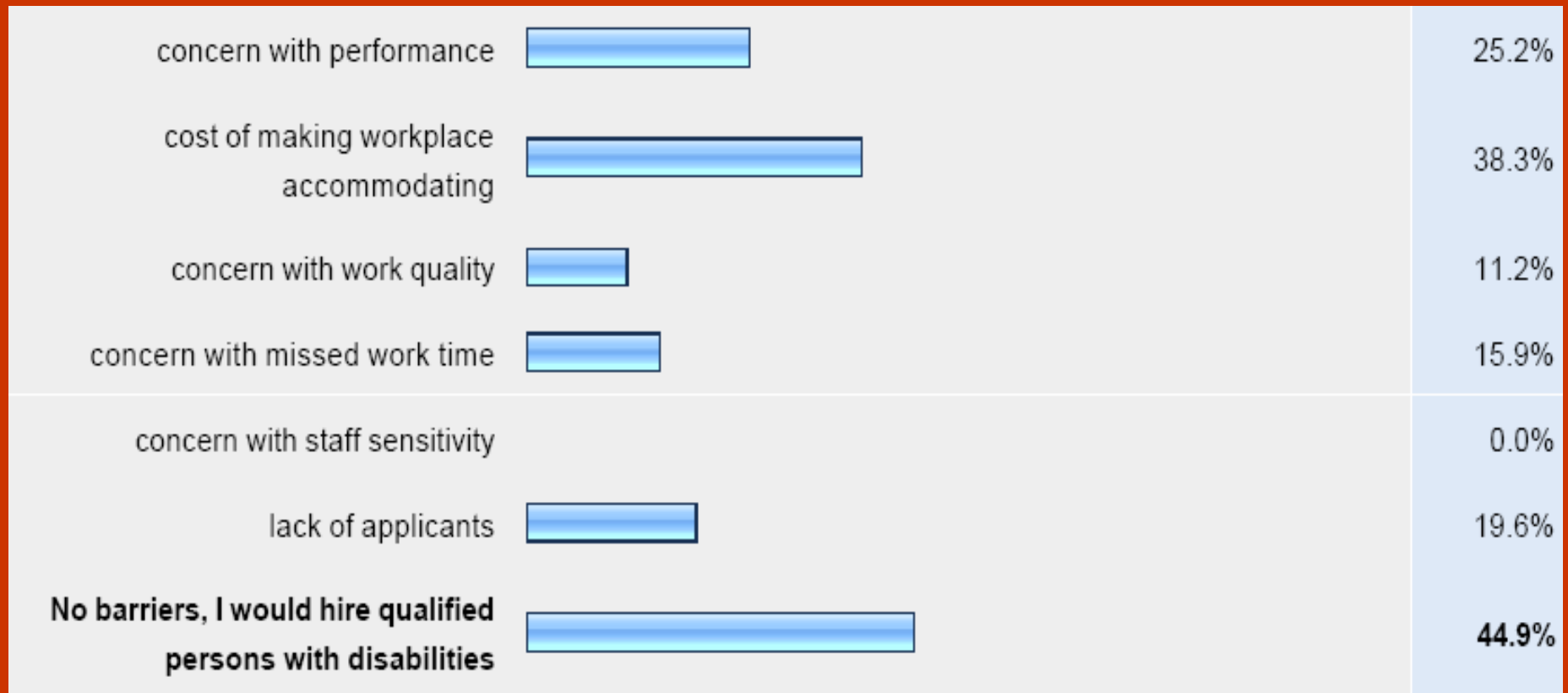


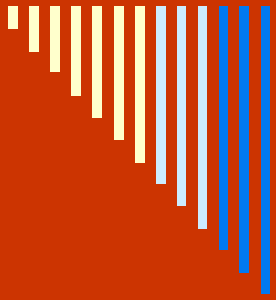
22. Does your current workforce include employees from the following groups?

	Response Percent
Persons with disabilities	20.2%
Foreign trained professionals/skilled immigrants	21.1%
Older Workers (defined as over 50 years of age)	63.2%
Youth (29 years of age and under)	57.9%
Not in my workforce	14.0%

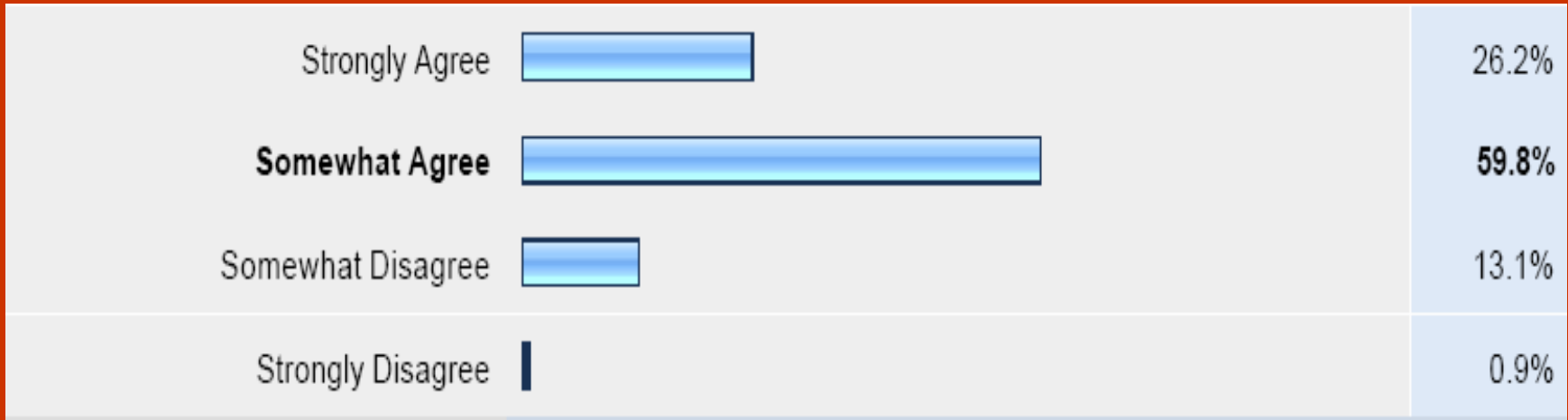


Barriers to hiring PWD



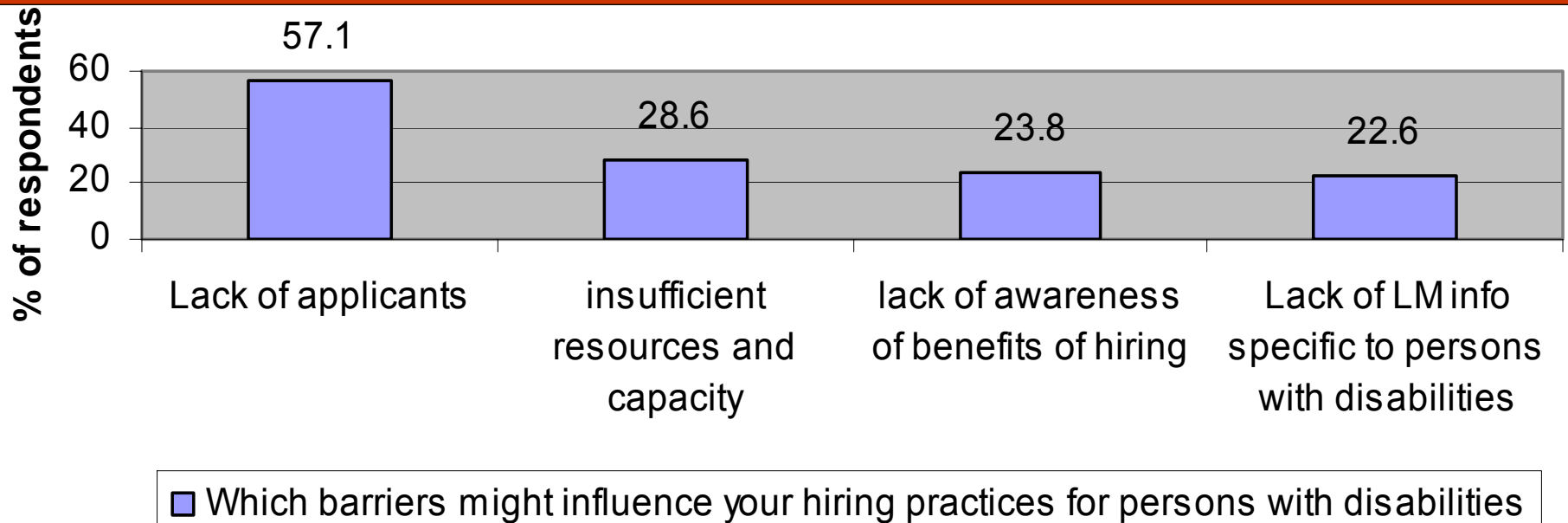


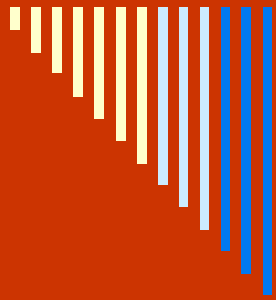
PWD are an untapped labour pool





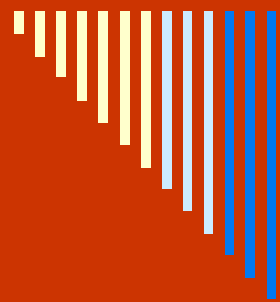
Barriers influencing hiring





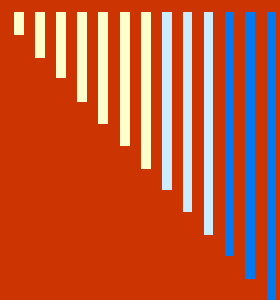
March Labour Market Information

- Labour (including labour market activity, industry and occupation)
- Place of work and commuting to work
- Education
- Language (including language of work)



Youth speak up.....

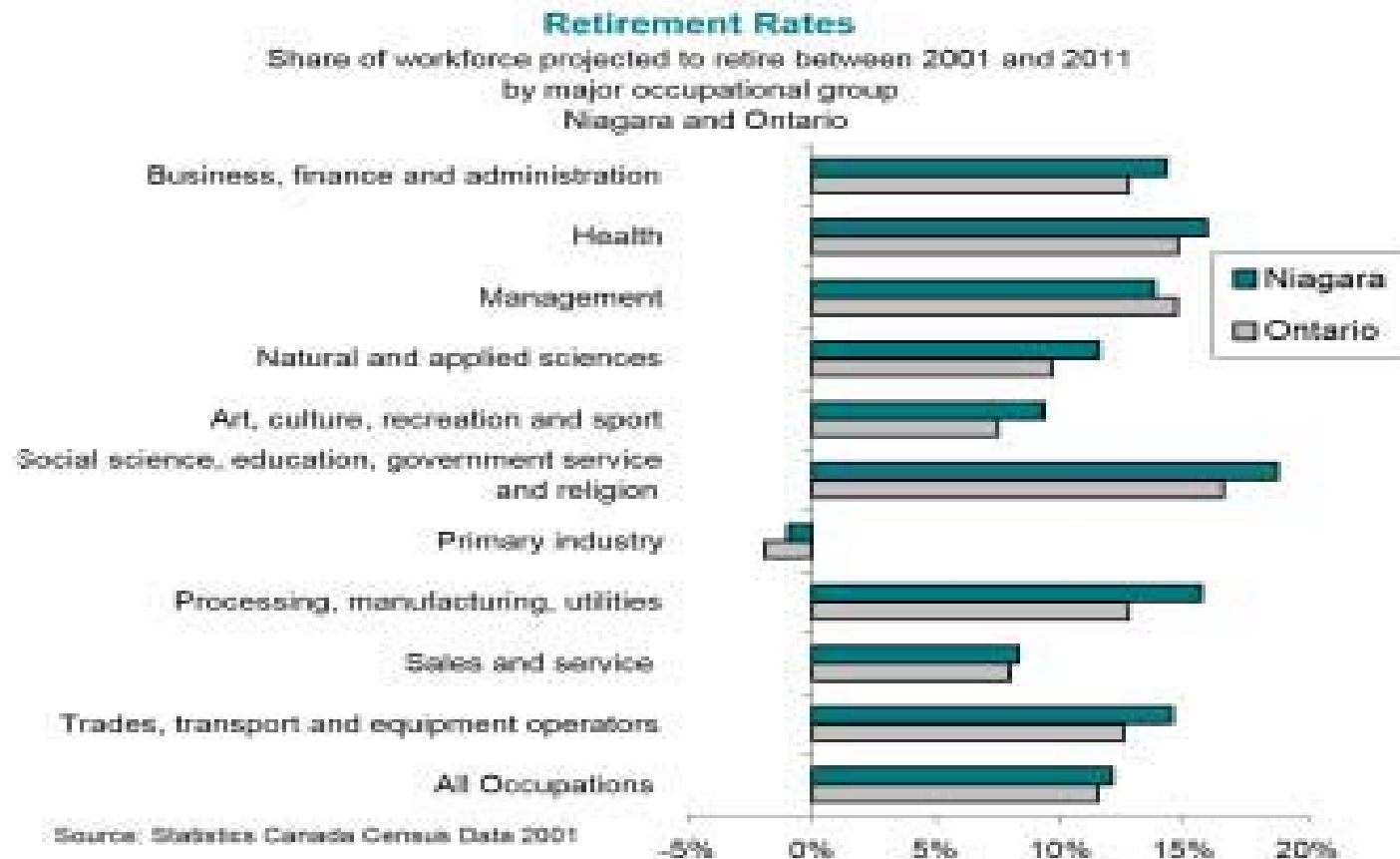
- 3 out of 4 youth think that the Niagara Region offers a healthy environment
- 89% felt Niagara region offered opportunities to lead a healthy lifestyle with 20% feeling very strongly about this statement
- 67% think Niagara would be a great place to raise a family



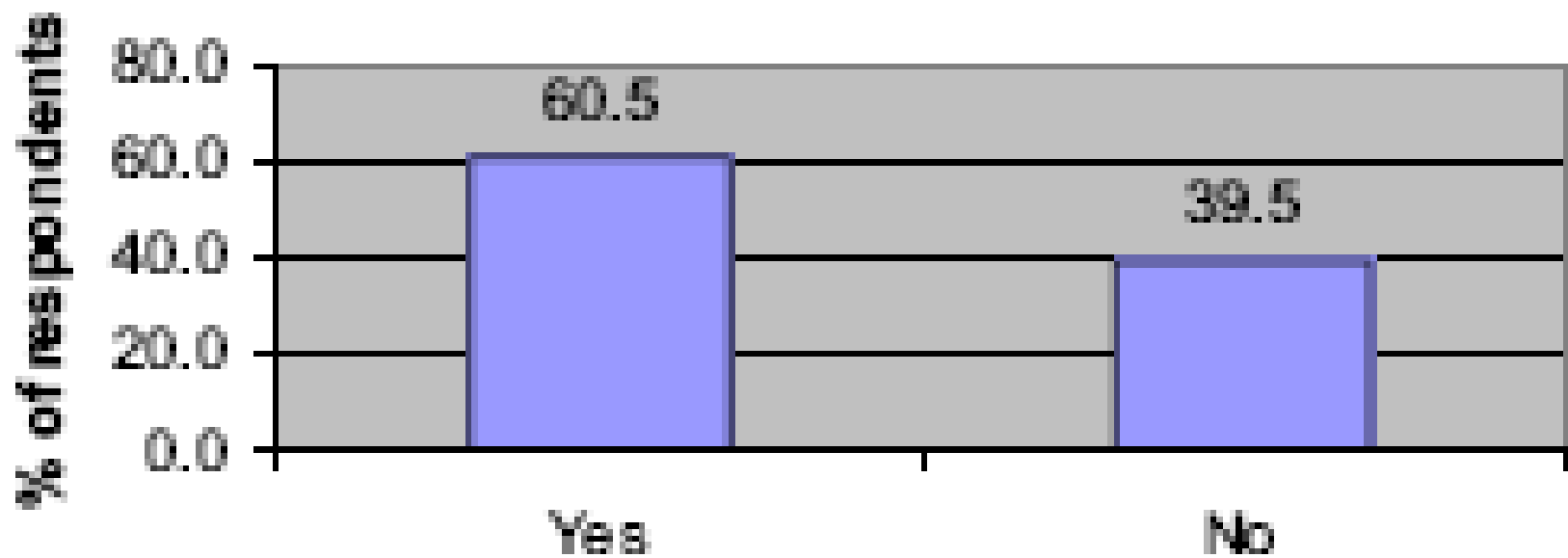
Youth speak up.....

- 30% feel Niagara's transit system is sufficient for their needs
- 53% are proud to live in Niagara
- 33% plan to pursue a future in Niagara
- 27% plan to pursue a future outside of Niagara
- 40% felt neutral about this statement

Projected Retirement Rates (2001-2011)



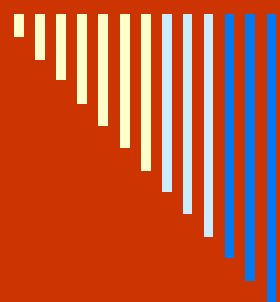
Hiring Difficulties



■ Have you experienced difficulty hiring employees in last 12 months?

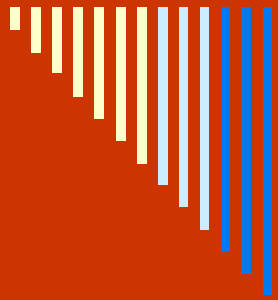
Compromise Skill Sets to fill vacancies





Top areas for training/skills development:

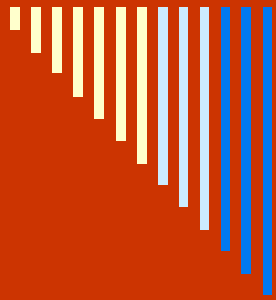
- Computer 40%
- Sales and marketing 40%
- Customer Service 37.6%
- Health & Safety 31.2%
- Written Communications 30.1%
- Working with Others 29%
- Oral Communications 26.9%
- Supervisory Skills 26.9%
- Quality Assurance 20.4%



NTAB - Future Activities

- Employment Expo 2008 – March 27, 2008
Quality Hotel

- 4 Generations: 1 Workplace... Impact on
Productivity – March 7, 2008
Holiday Inn, St. Catharines



CONTACT INFORMATION

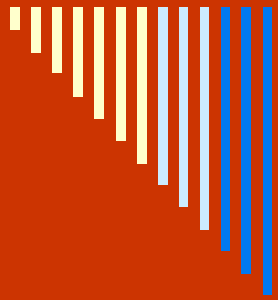
Trudy Parsons, Executive Director

**Niagara Training & Adjustment Board
1 St. Paul Street, Suite 605
St. Catharines, ON L2R 7L2**

Phone: 905.641.0801

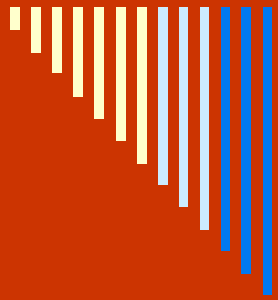
Email: tparsons@ntab.org

Web: www.ntab.org



Accommodating Persons with Disabilities

~ Brenda Coleman,
Canadian Mental Health Association of
Niagara



Making a Business Case & Sharing Success

~ Tricia Pokorny,
Fallsview Casino Resorts
