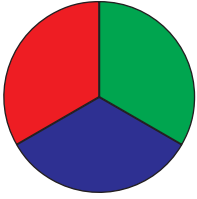


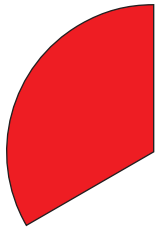
Building the Foundation

Niagara Integrated Local Labour Market Planning



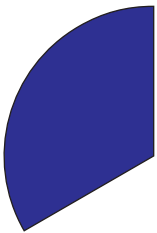
strategic themes, priorities and actions

Overarching Themes



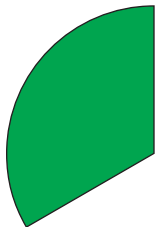
SUPPORT

It is essential that Niagara develop a strong support system that reaches job seekers, employers, service providers and government. Improving systems that impact sustainability and future growth, human resources strategies, creation of a learning culture, and one that targets users with an approach that is specific, relevant, and timely will create a stronger, competitive, flexible labour market.



INFORMATION

Local labour market information and related data, needs to be made more accessible, meaningful and useful to its primary audiences, particularly job seekers, students, employers, service providers, unions, government and decision makers. Planning needs to be evidence based and predictive, taking forward thinking actions that build a flexible labour force for all occupational demands while promoting the full potential of workers.



INTEGRATION

Increased communication and integration of approaches, processes and deliverables are essential in an efficient world of service delivery, strategic planning, and action implementation. Strong integrated local labour market planning will be best evidenced when it clearly intersects and supports economic strategies.

KEY STRATEGIC PRIORITIES

(not ranked in order of priority)

1. Create a highly skilled, educated workforce that can effectively transition across industry and occupations. (job-seeker)
2. Develop a communication strategy among all education institutions (including local school boards, Niagara College, Brock University, and College Boreal) and those that provide labour market information to promote sharing of information, strategies and programs.
3. Strengthen the relationship between available labour market information and labour market development needs to support the link between economic development and workforce development planning. (government, job seeker/student, employer, service providers)
4. Foster an ongoing inclusive and collaborative environment that maximizes Niagara's labour market opportunities, resources, and successes. (service providers)

CHALLENGE – Education & Skills

- Niagara needs to increase the skills and education of its workforce to support a transitioning economy.

Potential Tactics:

1. Foster stronger links between local employers and Niagara's educational institutions to improve educational attainment levels.
2. Develop a communication strategy between and among all education institutions in Niagara.
3. Support the development of applied degrees that meet the needs of the local economy.
4. Strengthen Niagara's competitive advantage by retaining the skilled labour force that holds trade, college and diploma certificates.

CHALLENGES – SME Support

- Entrepreneur's and SME's generally lack internal supports to develop and manage human and financial resources.
- Entrepreneurs and SME's are unable to access and/or are unaware of resources to support skilled workplace development e.g. apprenticeship.
- Access to business development supports for business start up, maintenance, growth and competitiveness is limited.

Potential Tactics:

5. Develop process to transition post secondary graduates with entrepreneurial ideas into start-up businesses.
6. Support the revamping of apprenticeship incentives and qualifications to make them more effective.
7. Foster employer commitment to staff training and lifelong learning and highlight Niagara-based "best practices".
8. Promote collaboration among the private and public sector to increase awareness and access to programs that support SME's.
9. Increase awareness of grants, financial resources and supports to support business development.

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CHALLENGE – Skills Mismatch

- There is a mismatch between the skills and knowledge available and the skills and knowledge demanded.

Potential Tactics:

10. Encourage Niagara employers to pro-actively participate in building a learning culture.
11. Strengthen collaboration between education, service providers, and employers to create highly qualified individuals that meet skills and knowledge demands for growth in all economic sectors, e.g. regional capacity in the field of interactive media through relevant program development, faculty, research capability, and greater national and international awareness for Brock University and Niagara College programs aimed at Interactive Media.
12. Examine the perceived gap between workforce preparation and skills demanded, primarily in the area of soft skills.
13. Recognize and build upon the strength of current educational infrastructure, promoting flexibility, short term intensive skills training programs and other innovative forms of education and skills training in Niagara.
14. Promote collaboration among education institutions and Niagara employers to increase co-op and work placements among Niagara employers.
15. Broaden the base of apprenticeship programs to support skilled trades and emerging occupations.
16. Offer training incentives to support all labour market groups.
17. Promote bilingual capacity of the region as an asset.
18. Identify and address the need for a francophone/bilingual skilled labour force.
19. Market positive aspects of Niagara (cost of living, sense of community).
20. Develop an effective local labour market information framework to inform a skills strategy and planning process for the local economy and labour force.
21. Influence service delivery and supports (service providers – English and French serving, government) to respond to local needs including transportation access, employment barriers, stream-lined client referral system, agency professional development, and volunteer opportunities as a means of gaining local experience.
22. Make labour market information available and accessible through internet, print, and in-person.
23. Create a central database for employment opportunities for Niagara.

CHALLENGES – Aging Workforce

- A higher percentage of older workers in the labour force has business implications influenced by mobility across jobs, occupations, industries and regions.
- Learning, performance, adaptability, and succession planning are all significantly correlated with age.

Potential Tactics:

24. Strengthen programs and services to better support the adaptability and transition of older workers in Niagara's economy.
25. Develop the tools that support succession planning.
26. Foster a learning culture among employers that enhances adaptability of the workforce.
27. Develop a profile of Niagara's older workers.

For more information:

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Niagara Workforce
Planning Board

Our Vision is Working

Niagara Region
Building Community. Building Lives.

**EMPLOYMENT
ONTARIO**

This Employment Ontario project is funded by the Ontario government.

The views expressed in this document do not necessarily reflect those of Employment Ontario.