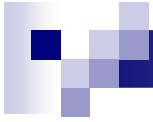




Niagara Training & Adjustment Board

Labour Market
Information



Overview

- Niagara Training & Adjustment Board
- What is Labour Market Information
- Niagara Profile



Local Boards – Champions of Local Labour Market Planning

- 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
- Key Purpose: Strengthen Niagara's labour market



Defining Labour Market Information

- **Demand for labour services in the economy:**
 - Industrial, occupational & geographic
- **Supply of labour services in the economy:**
 - age, gender, ethnicity and educational attainment, characteristics of the employed and unemployed workers.



Labour Market Concepts

- The Labour Market Matches Buyers and Sellers of Labour Services
 - Activities of employers to recruit and workers to search for jobs and to apply for them constitute the labour market
 - Demand Side = # of jobs available
 - Supply Side = people currently working or looking for employment.



Labour Market Concepts

- The Labour Market Sends Signals to Firms and Workers
 - How well the labour exchange process works provides important signals to employers and workers.
 - Employer/Job seeker difficulties
 - Labour Market Imbalance



Labour Market Concepts

- The Unique Features of the Labour Market
 - Labour services are part of the workers themselves: non-momentary aspects of employment are important considerations for workers
 - Legislative framework governs a number of the dimensions of the labour market: ESA, length of workweek, overtime hours.



Interrelated Labour Markets

- National Labour Market
 - Throughout Canada
- Provincial Labour Market
 - Within Ontario
- Local Labour Market
 - Niagara Region
- Internal Labour Market
 - Within organizations



Labour Force Concepts and Definitions

- Working Age Population
 - 15 years of age and over
- Labour Force
 - Employed or unemployed and actively seeking work
- Labour Force Participation Rate
 - Link between the labour force & the working population
- Unemployment Rate
 - # of persons unemployed and looking for work as a percentage of the number of persons in the labour force



Current Economic and Labour Market Conditions and Medium-Term Outlook

- Broad Trends in the Provincial/National Economy – major industries that depend on foreign markets:
 - Exchange rates
 - Tariffs
 - Economic conditions in other countries
 - Government fiscal policies and budget forecasts



Current Economic and Labour Market Conditions and Medium-Term Outlook

- Review Trends in the Local Labour Market road
 - Direction of local economy?
 - Situation in the major industries in the local economy?
 - Labour force in the local area?
 - Major developments?



Demand for Labour Services

■ Industrial Profiles

- Description of the major industries & firms within those industries

■ Occupational Profiles

- Main characteristics of a job or family of closely related jobs



Supply Side of the Labour Market

- The Population
- Labour Force Participation Rates
- The Labour Force
- Employed and Unemployed Workers
- The Profile of Designated Groups



Supply Side of the Labour Market

■ The Population

- Size of the working age population
- Often analyzed by gender and/or age groups
- Rates of growth: signal demographic trends that will influence the age composition of the labour force and its rate of growth



Supply Side of the Labour Market

■ Labour Force Participation Rates

□ Demographic, social & economic factors that influence labour force participation rates:

- Enrollments, marital status, educational attainment, economic growth, living standard, early retirement



Supply Side of the Labour Market

■ The Labour Force

- Demographic patterns together with trends in participation rates bring about changes in the rate of growth and the gender and age composition of the labour force.



Supply Side of the Labour Market

- Employed and Unemployed Workers
 - Part time or full time
 - Paid employee or self employed
 - Length of time unemployed
 - Discouraged workers
 - Under employed



Supply Side of the Labour Market

- The Profile of Designated Groups
 - Women, Persons with disabilities, Immigrants, Francophone, and others
 - Educational attainment
 - Social Assistance



Labour Market Imbalances

■ Demand

- New technologies introduced into the workplace
- Reorganization of work

■ Supply

- Demographics
- Participation rates
- Skills upgrading
- Geographic mobility



Labour Market Imbalances

- Occupational Shortages
- Structural Unemployment
- Cyclical Unemployment
- Chronic Unemployment
- Seasonal Unemployment
- Imbalances Arising from Technological Innovations



Labour Force Development Activities in the Community

- Labour force development activities can include:
 - needs assessment;
 - counseling and development of a personal action plan;
 - life skills and employment preparation;
 - basic and technical skills development;
 - training for specific occupations; and
 - job search skills



Labour Force Development Activities in the Community

- The inventory might include:
 - each supplier's areas of expertise;
 - the programs and services offered;
 - characteristics of the programs and services and eligibility criteria;
 - the number of clients served in each program;
 - the characteristics of the clients served; and
 - information on program outcomes which could be helpful in assessing the effectiveness of different programs and services.



Labour Market Information can be applied in a variety of ways:

- Developing community industrial development strategies
- Marketing the skills of the local labour force to prospective employers
- Human resource planning by employers
- Delivering career and employment counseling



Sources of Labour Market Information

- Stats Canada
- Municipal Governments
- Local Boards
- Inventory of Programs and Services (IPS)
- Chamber of Commerce
- Industry Associations
- Unions



A Niagara Snapshot...



Population in Niagara by Age

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



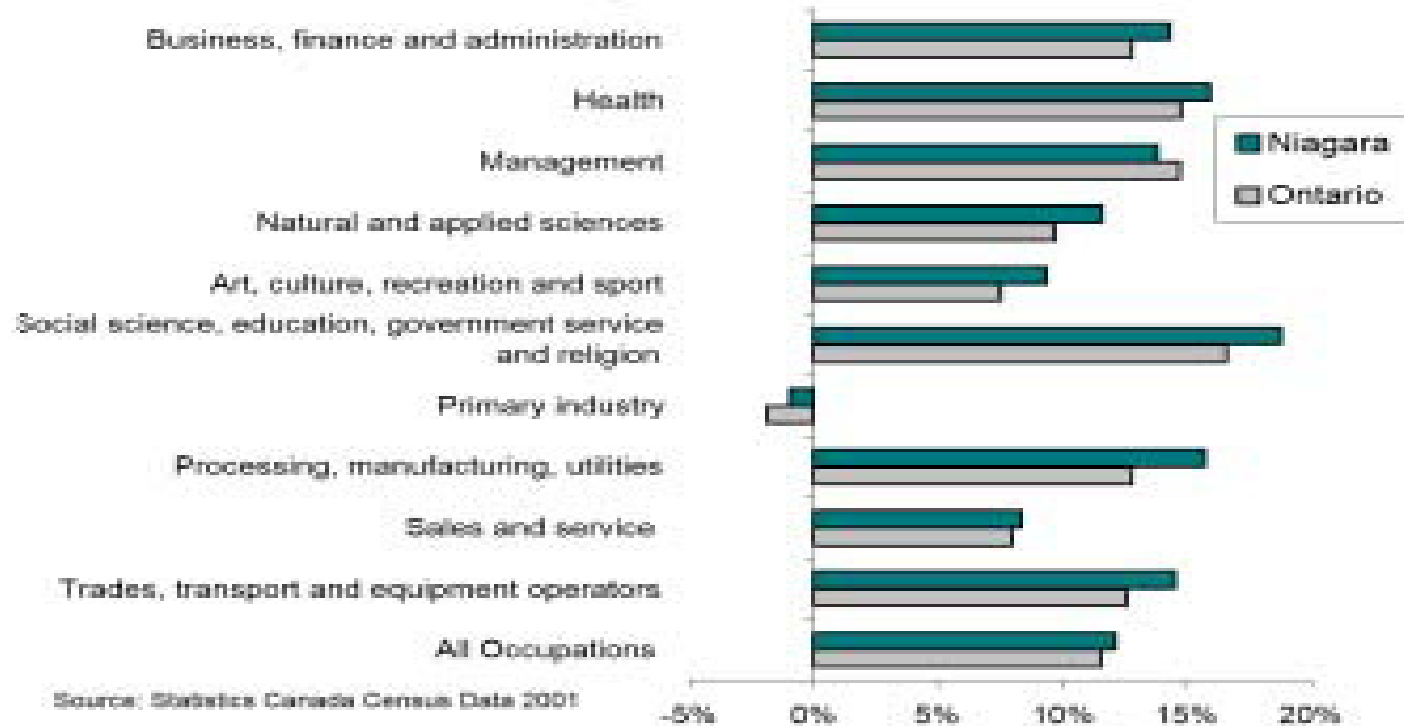
Population Growth

	<u>Niagara</u>	<u>Ontario</u>
■ Population growth between 2001 and 2006	4.4%	6.6%
■ Immigrants as a % of population	18%	28%
■ Recent immigrants (those landing from 2001-2006) as a % of population	1.0%	4.8%

Projected Retirement Rates (2001-2011)

Retirement Rates

Share of workforce projected to retire between 2001 and 2011
by major occupational group
Niagara and Ontario

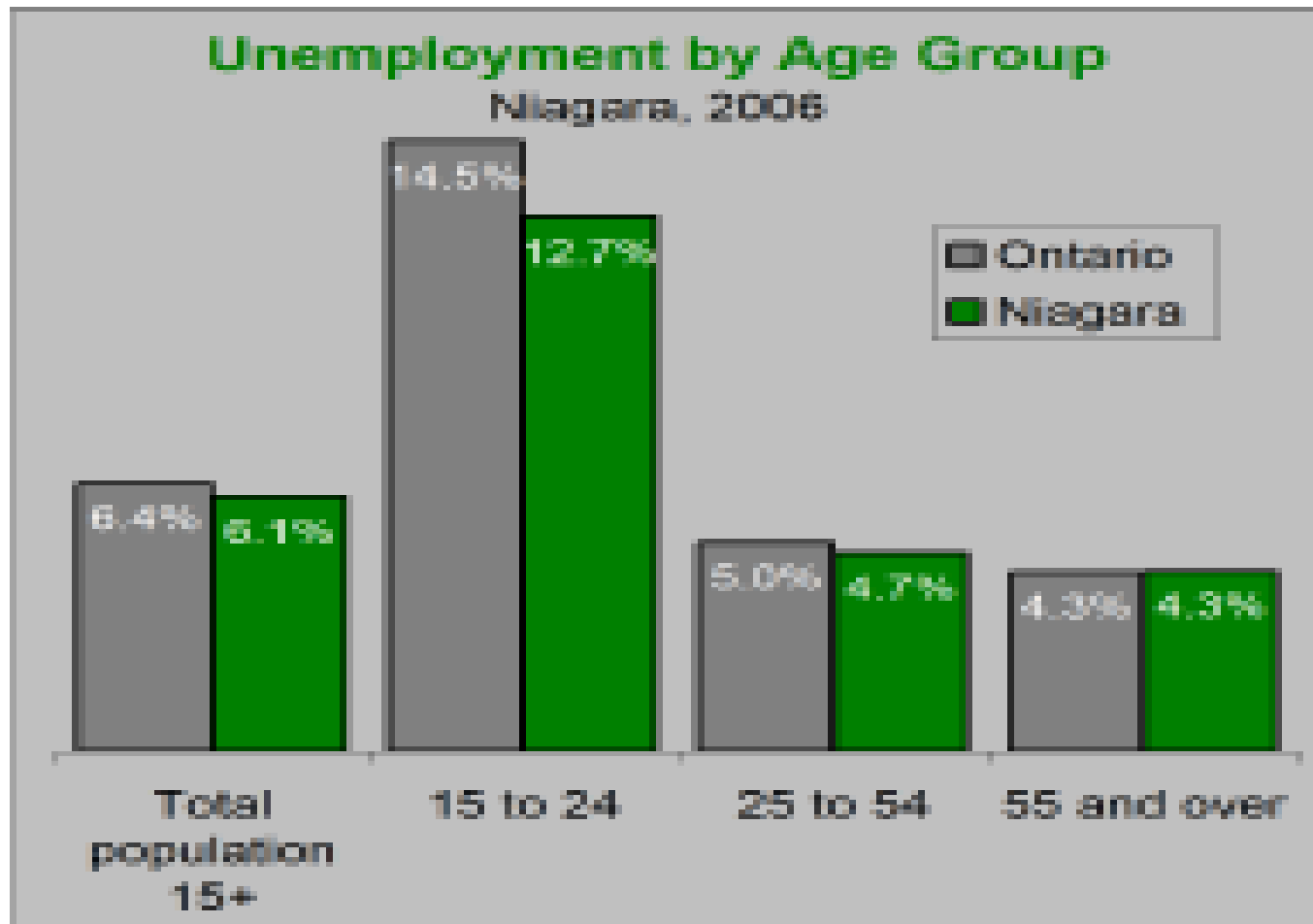




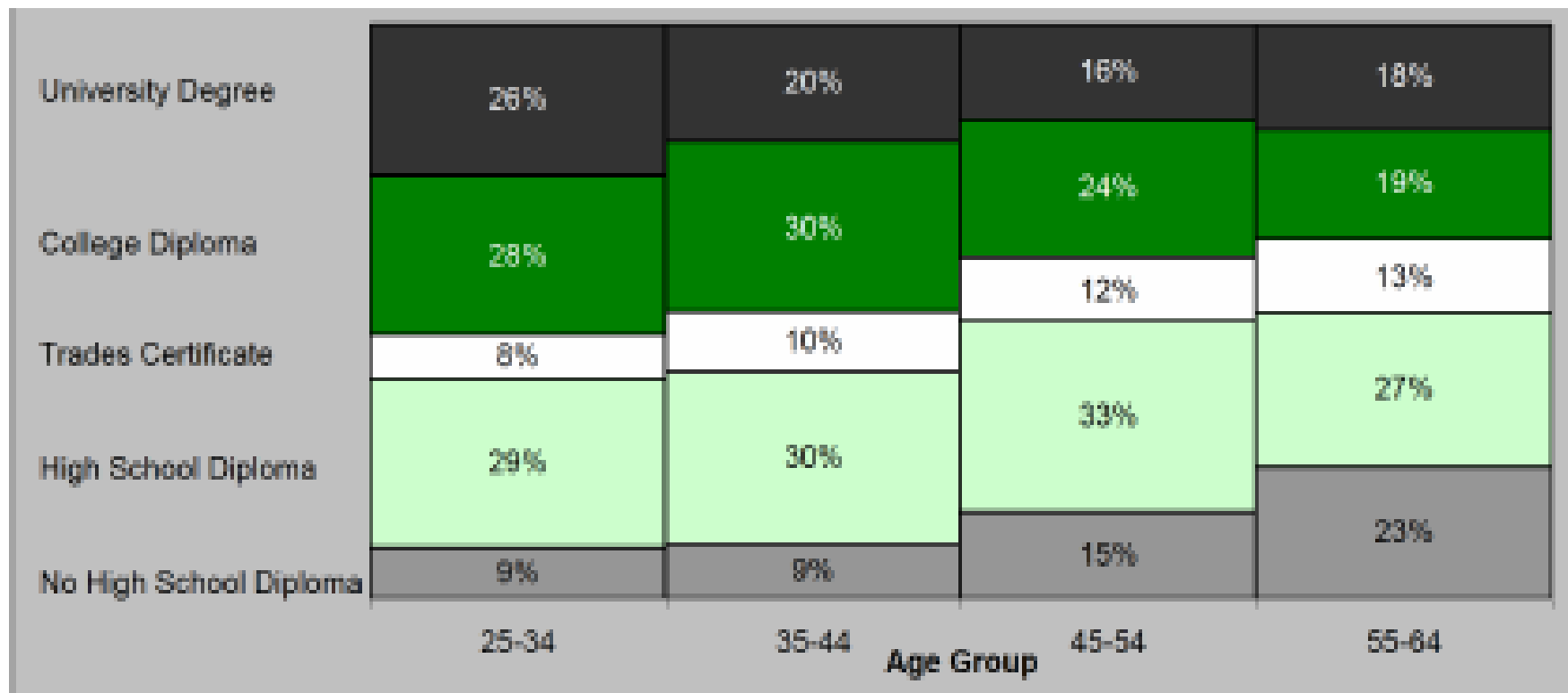
The Bigger Picture

- More than half of the workforce of 2015 is already in the labour market
- The next cohort of youth workers will be smaller than in the past
- By 2011, immigration will account for all net labour force growth in Canada

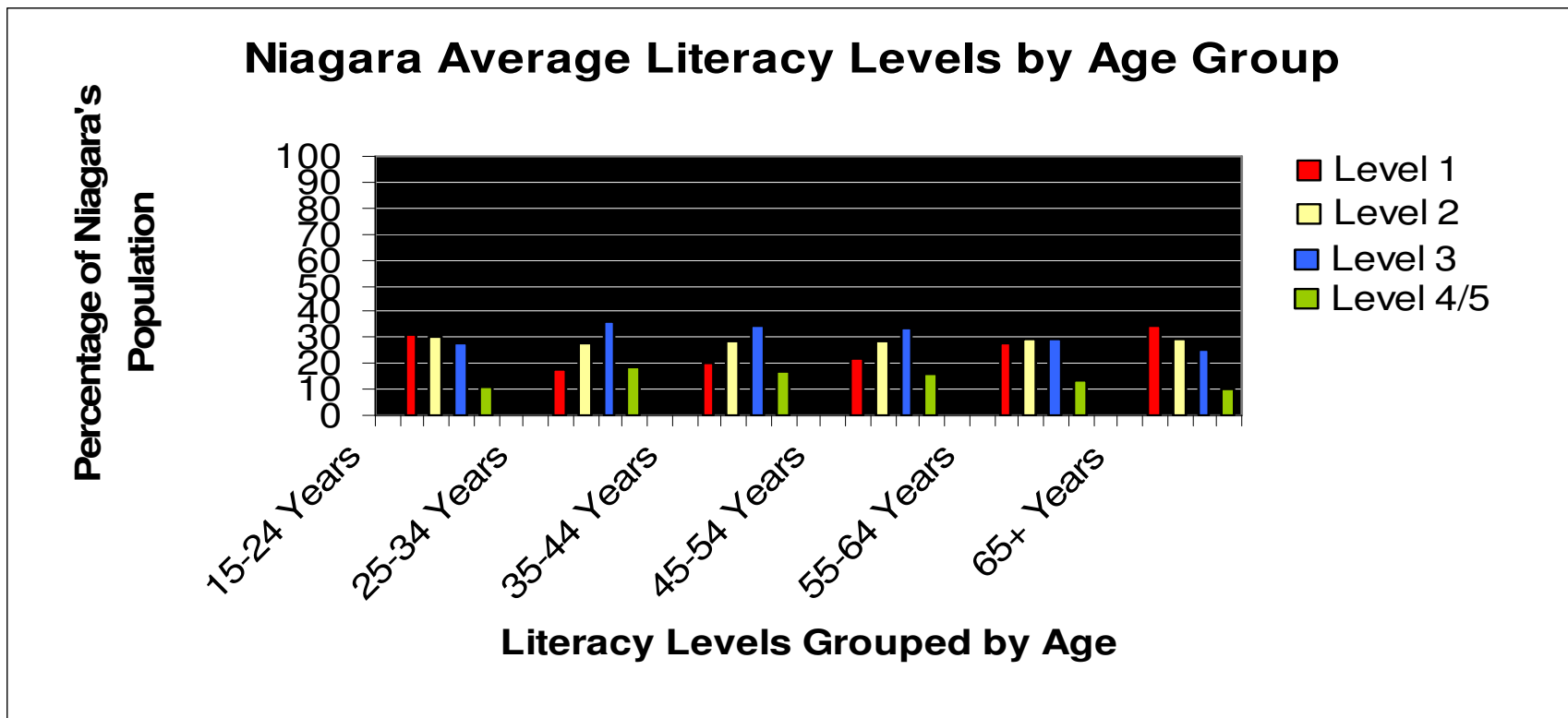
Unemployment by Age Group



Educational Attainment by Age



Literacy Levels by Age Group






Ontario Employees Who Do Not Meet Minimum Skill Levels

- Accommodation & Food Services – 67%
- Construction – 54%
- Manufacturing – 46%
- Trade Finance, Insurance, Real Estate & Leasing – 36%
- Health Care & Social Assistance 35%



Employers creating jobs requiring post secondary qualifications

- Net Jobs Created in Ontario between 1998 and 2007: **1,140,500**
- Net Jobs Created in Ontario for Persons with a Post Secondary Certificate, Diploma or Degree over this time period: **1,166,900**
- Net Jobs Created for Persons with less than Post Secondary Credentials over this time period: **(26,400)**



Employers 2003-2007

- **Between 2003 and 2007, Niagara gained:**

- 616 additional employers with 5 to 9 employees
- 29 additional employers with 10 to 19 employees
- 13 additional employers with 50 to 99 employees
- 1 additional employer with 200 to 499 employees
- And 145 additional owner operated enterprises

- **Between 2003 and 2007, there were:**

- 816 fewer employers with 1 to 4 employees
- 78 fewer employers with 20 to 49 employees
- 14 fewer employers with 100 to 199 employees
- 2 fewer employers with 500+ employees



Change in the Number of Persons in the Labour Force by Occupation

Sales and Service Occupations contributed to Niagara's labour force increase between 2001 and 2006 by more than 7,000 workers.

The next greatest increase was in Business, Finance and Administration Occupations increasing by 3,530 workers.



Niagara's Economic Growth Strategy 2005 – 2010

6.0 Develop Niagara's Talent Pool

- 6.1 Expand the focus and capacity of Niagara's post secondary institutions, with enhanced linkages to strategic economic sectors.
- 6.2 Maximize the skills of Niagara's existing labour force within a transitioning economy.
- 6.3 Encourage Niagara employers to proactively participate in building a learning culture.
- 6.4 Attract immigrants and actively integrate them into the Niagara community and economy.
- 6.5 Improve Niagara's overall educational attainment levels.



Niagara's Economic Growth Strategy 2005 – 2010

6.0 Develop Niagara's Talent Pool

- Skilled work force is essential
- Strategic sector focus of the region has to be in line with skills in the workforce
- Greatest opportunities for economic growth come from within the existing companies who need to ensure work force has moved from traditional manufacturing to more advanced and knowledge based skills requirements



TRENDS

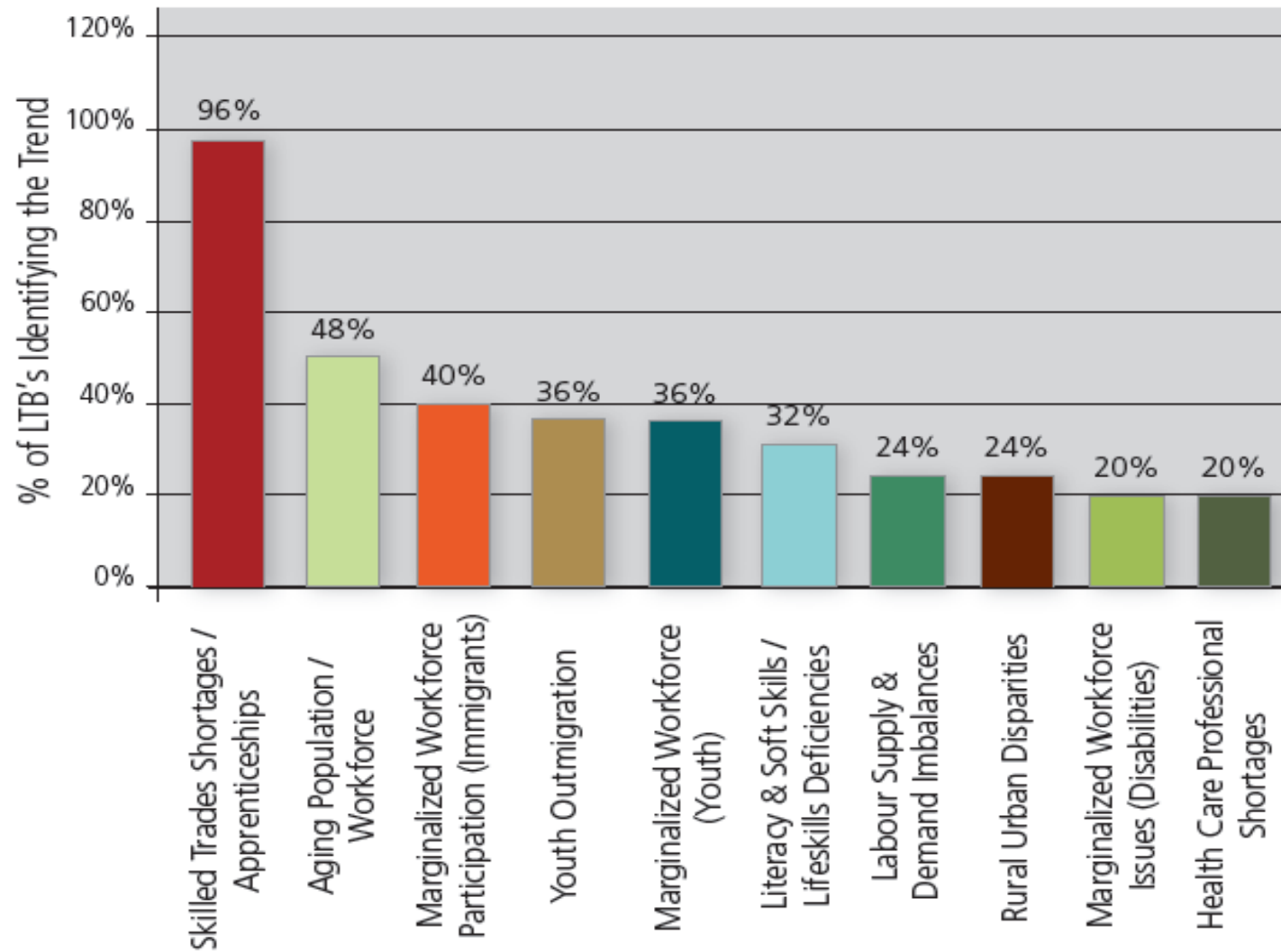
- Shift in Local Economy
- Rising skills levels/ credentials demanded by employers
- Aging population
- Marginalized workforce integration into labour market
- Workforce competition is fostering increased employer engagement

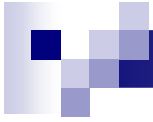


Resulting Issues

- 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

Top 10 Ontario Labour Market Trends





Sectoral View

Employment Change by Industry, Niagara 2001-2006





Aging Industries, Niagara 2006

Aging Industries Niagara, 2006	
Top industries by share of workforce over 55	
Real Estate and Rental and Leasing	31%
Management of Companies and Enterprises	31%
Agriculture, Forestry, Fishing and Hunting	27%
Professional, Scientific and Technical Services	24%
Transportation and Warehousing	22%
Other Services (except Public Administration)	20%
All Industries	17%

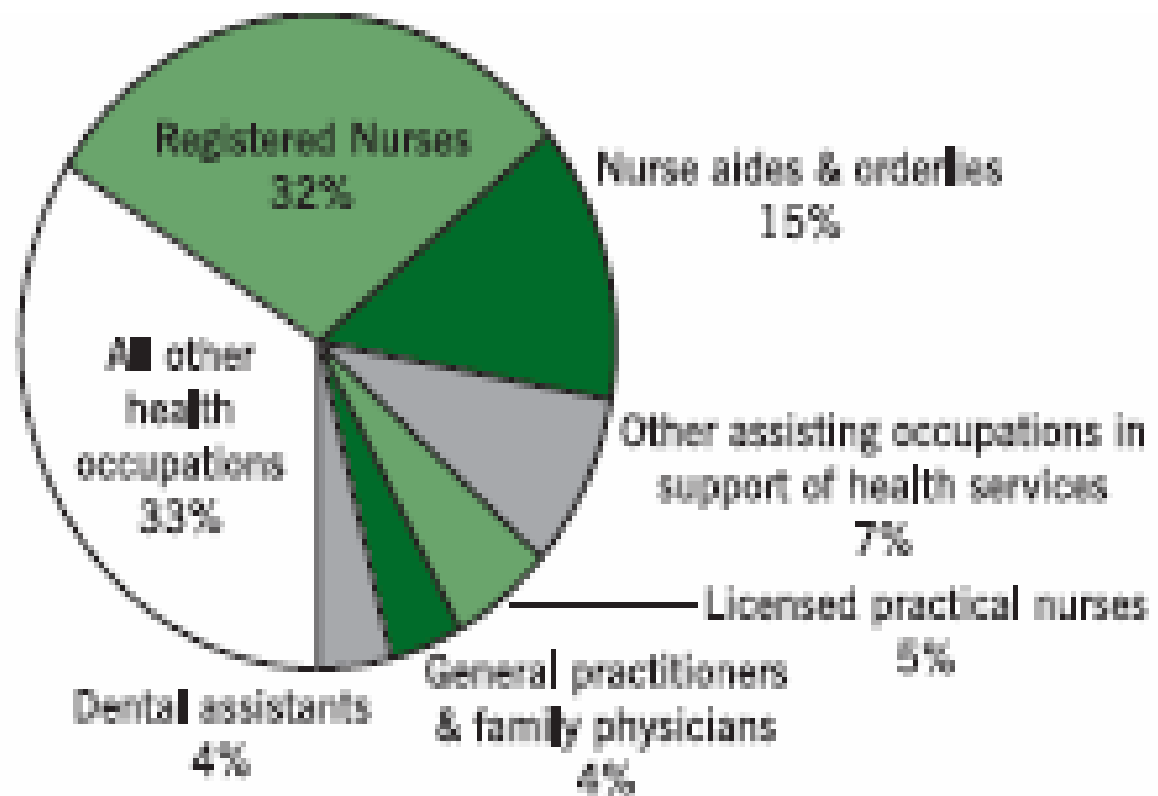


Service Sector Activity

- ❑ Commercial Services and public administration sectors projected to post highest rates of growth – 2.7%/2.5% respectively
- ❑ Finance, insurance, and real estate – hampered by declining housing market

Health Care Composition

Healthcare
Composition
Niagara 2001



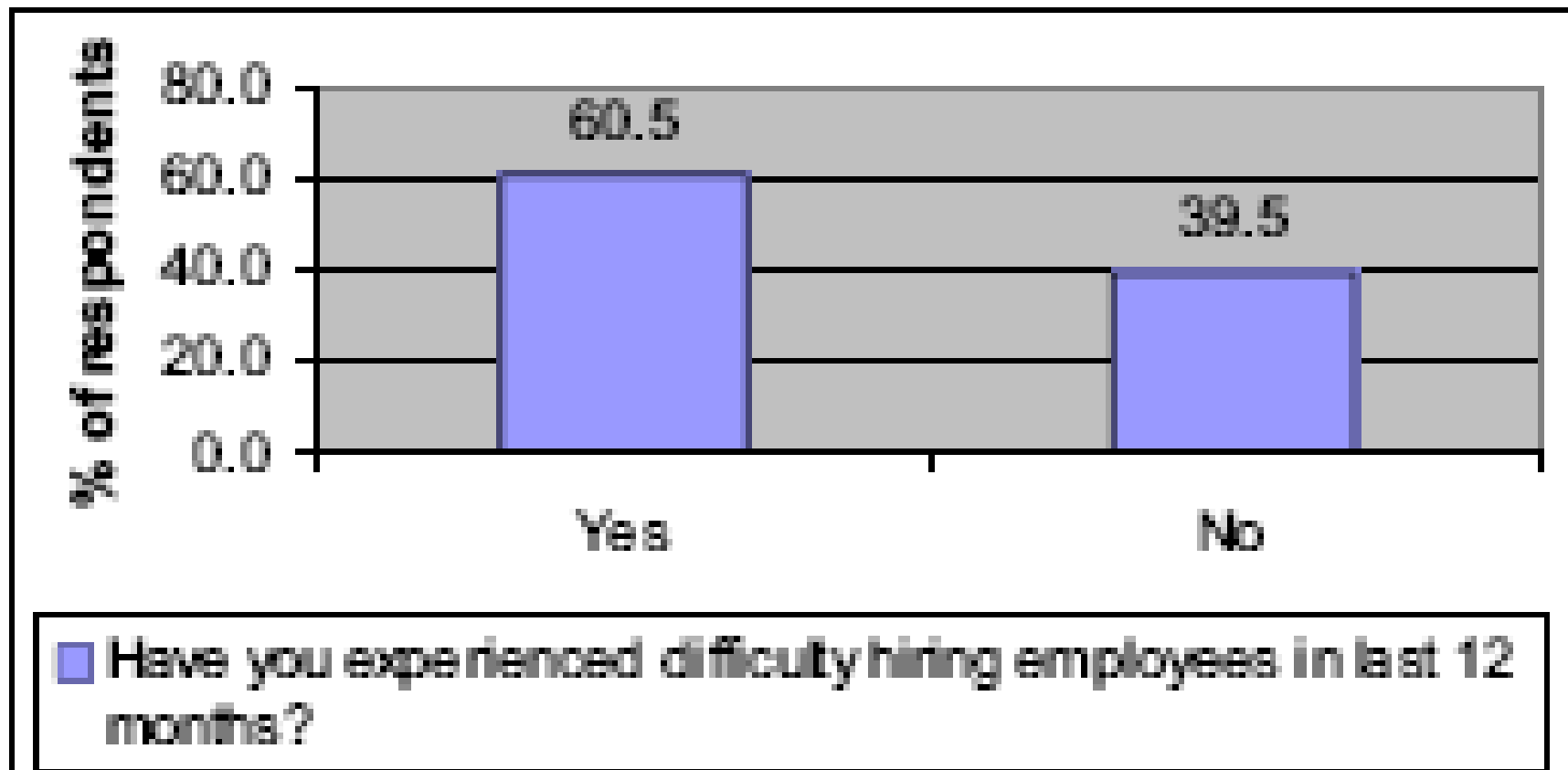


Manufacturing Activity

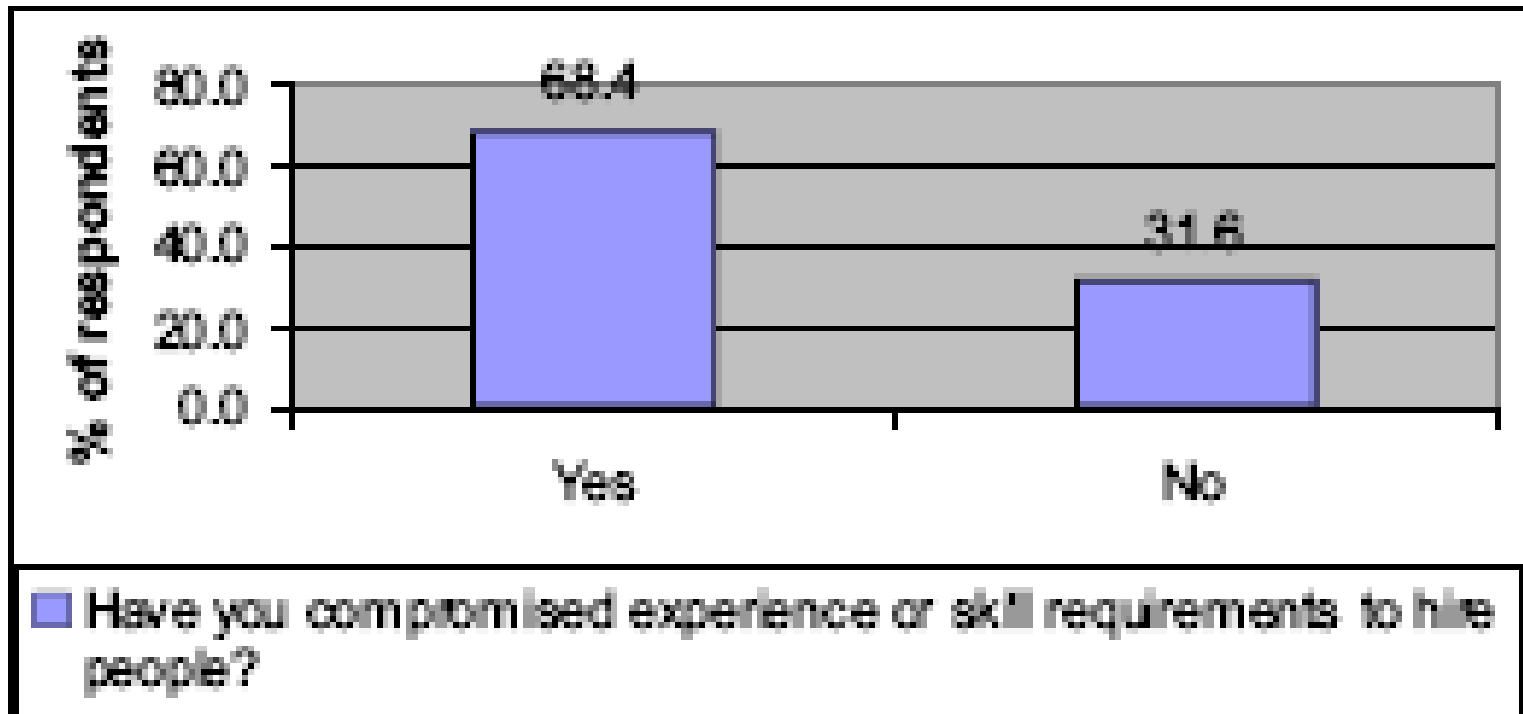
- Accounts for 14% of Niagara's economy as compared to 29% 20 years ago
- Manufacturing output projected to rebound by 2.5% for 2008;
 - 2009-2011 – average 2.25 project output increase
- Forecast Risk: Increasing Canadian \$ will negatively impact export-dependent manufacturing and tourism in the near term

➤ *Source: Conference Board of Canada Metropolitan outlook*

Hiring Difficulties



Compromise Skill Sets to fill vacancies

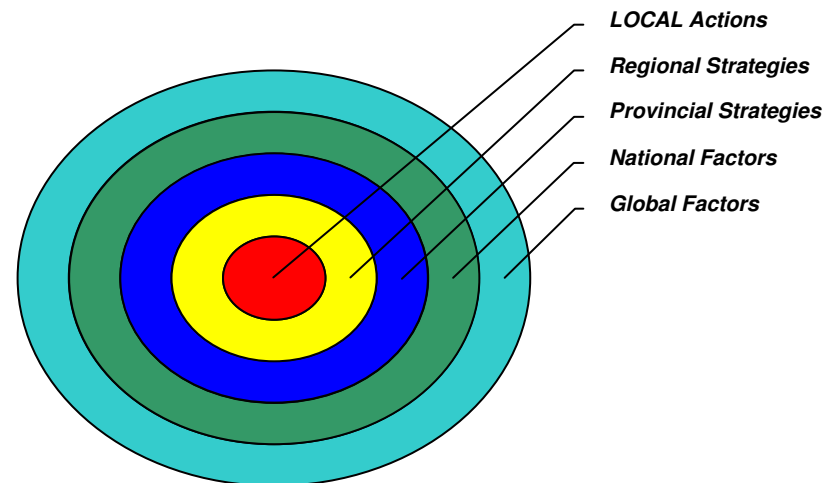




Top areas for training/skills development:

- 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%

Communities **cannot** control external factors which affect the labour market (e.g. price of electricity, the value of the \$, immigration levels, provincial economic development strategies, etc.);



Niagara Training & Adjustment Board

1 St. Paul Street, Suite 605
St. Catharines ON L2R 7L2
905-641-0801
www.ntab.org



**EMPLOYMENT
ONTARIO**