

# Planning for Employment and Economic Prosperity for Niagara A Vision in Action

**Thank you for participating!**

**The questionnaire received upon arrival will be collected at the start of the first table discussion.**

# Planning for Employment and Economic Prosperity for Niagara

# A Vision in Action

## Welcome

## Labour Market Planning Committee Representative

**EMPLOYMENT  
ONTARIO**

**Niagara**  **Region**  
*Building Community. Building Lives.*

  
**ntab**  
Niagara Training & Adjustment Board  
Le Conseil de formation et d'adaptation  
de la main d'oeuvre de Niagara

# Planning for Employment and Economic Prosperity for Niagara

# A Vision in Action

## Niagara Labour Market Planning Committee

Bunny Alexander  
Michael Bronzi  
Patrick Gedge  
John McCann  
John Stainsby

Mark Basciano  
Steve Butz  
Brian Hutchings  
Dan Patterson  
Mike Trojan

Jean-Luc Bernard  
Diane Dubois  
Jack N. Lightstone  
Walter Sendzik  
Craig Warden

# Planning for Employment and Economic Prosperity for Niagara

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**Facilitator:**

**Mary Lynn McPherson**



**EMPLOYMENT  
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### Agenda

#### Current Situation

Is this your view/experience - as an Employer? as a job seeker?  
Are the skills changing that you seek in new hires? Need as a job seeker?

#### Trends/Issues

Looking at what we know today – from employers and employee/job seeker perspectives.  
What are our predictions for type of jobs, content and structure of work in the future?

#### Niagara's Plan

What needs to happen to better position Niagara for success?

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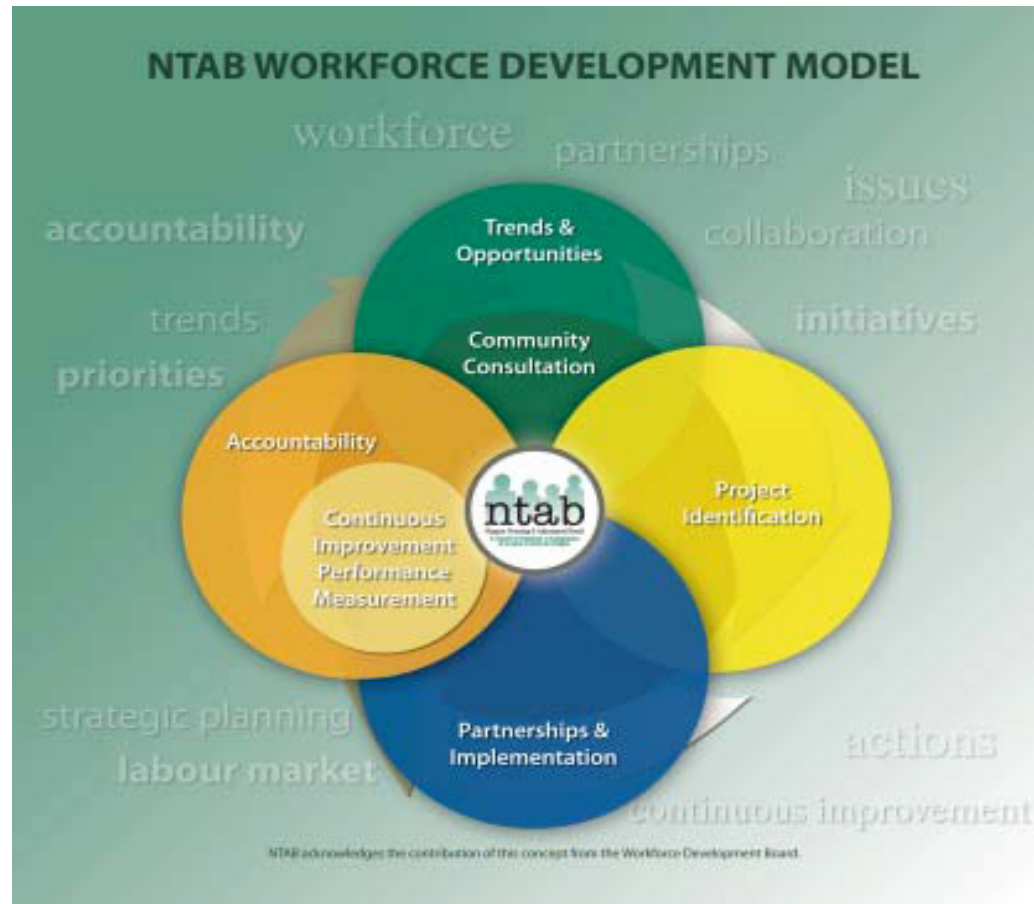
## Setting the Context

**Trudy Parsons**

**Executive Director, NTAB**

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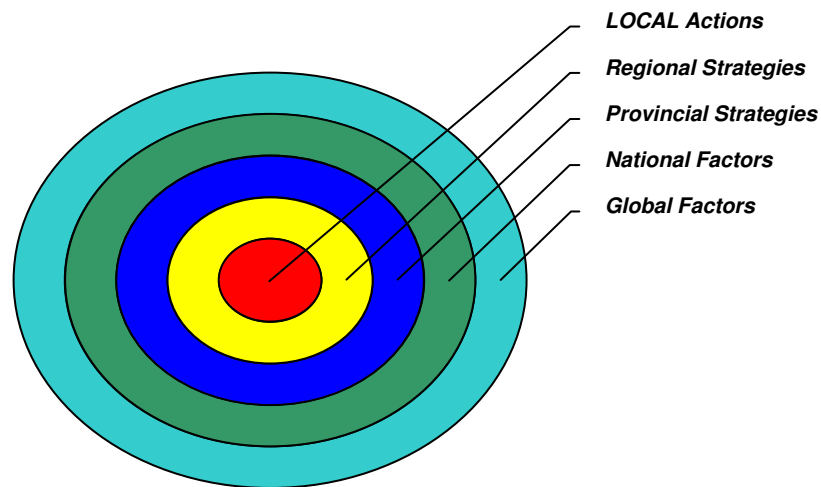
## A Vision in Action



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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.);



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### 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

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### The Landscape

Niagara region has the **highest proportion of seniors** in the province. Its **retirement rate** in the current decade is **higher** than that of Ontario in every occupational group except management.

Niagara has an **older workforce** than Ontario in all occupational groups except sales, service and primary industry. Niagara's **oldest workforce is in healthcare**.

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### The Landscape

	<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%

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### 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)**

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### Insatiable demand for labour force renewal

Between 1999 and 2004,  
**for every 100 jobs created in Ontario,  
74 jobs disappeared.**

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### **Between 1999 and 2007, Niagara gained:**

- 768 additional employers with 5 to 9 employees
- 200 additional employers with 10 to 19 employees
- 13 additional employers with 20 to 49 employees
- 102 additional employers with 50 to 99 employees
- 8 additional employers with 100 to 199 employees
- 30 additional employers with 200 to 499 employees
- And, 5,131 additional owner-operated enterprises

### **Between 1999 and 2007, there were:**

- 876 fewer employers with 1 to 4 employees
- 5 fewer employers with 500+ employees

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**Between 1999 and 2007, there were:**

- 876 fewer employers with 1 to 4 employees
- 5 fewer employers with 500+ employees

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### **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

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### 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.**

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**Please introduce yourselves to others at your table sharing your name, the group you are representing, and why you came.**



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**What is your experience - as an Employer? as a job seeker?**

**Are the skills changing that you seek in new hires? need as a job seeker?**

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**Please move to  
another table**

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## Presentation

**Trudy Parsons, Executive  
Director, NTAB**

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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.

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### 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

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## 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**

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### 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

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### 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

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### 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

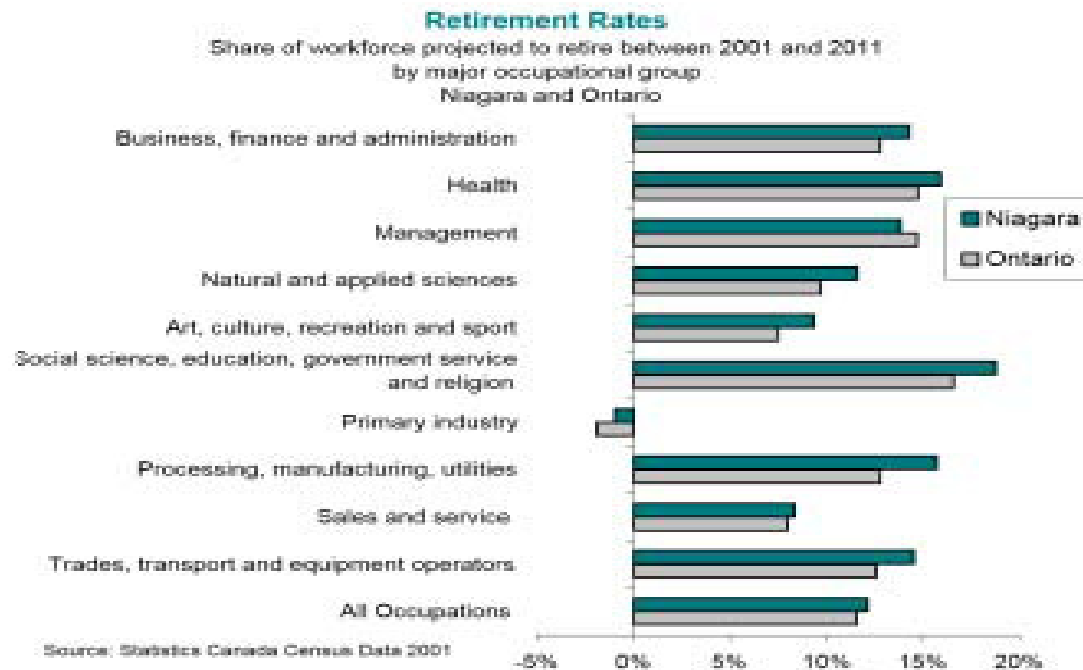
27% plan to pursue a future outside of Niagara

40% felt neutral about this statement

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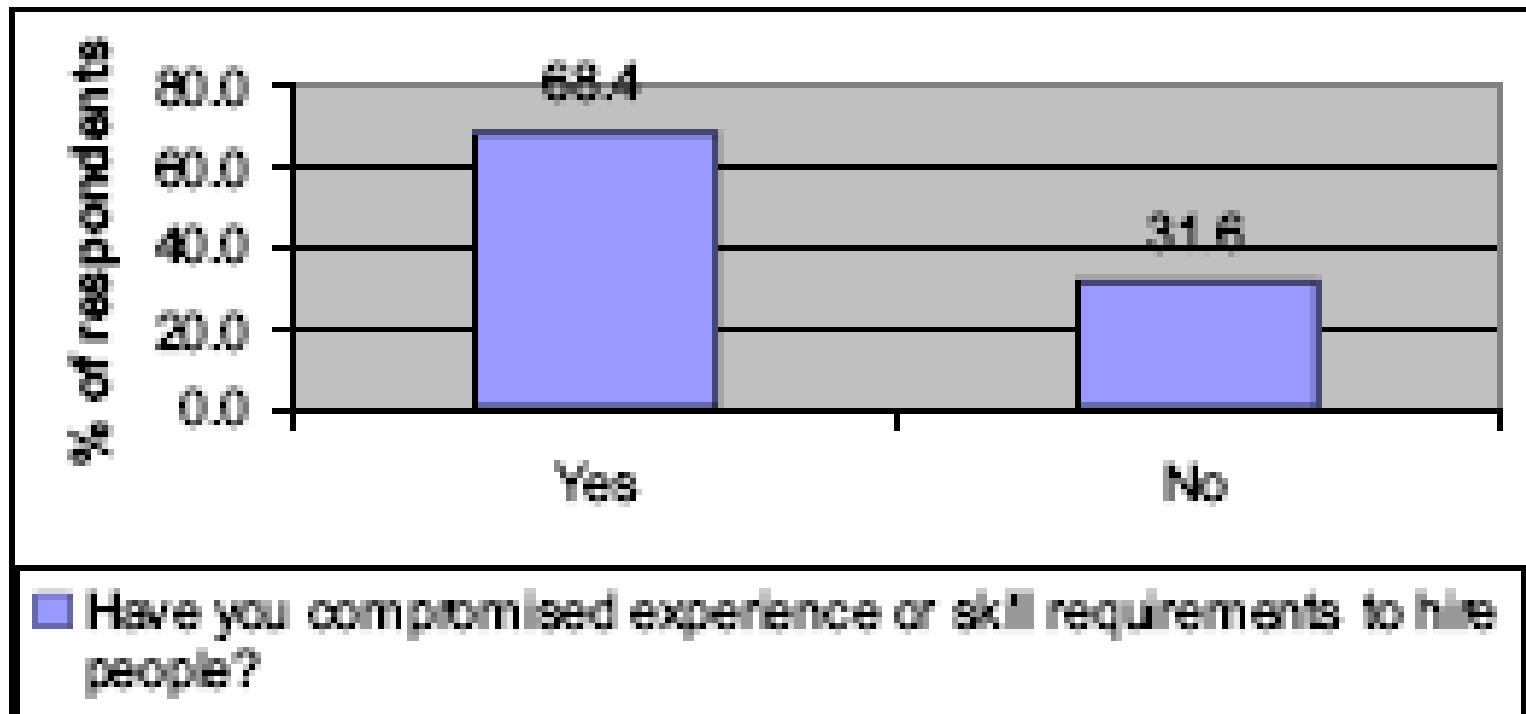
### Projected Retirement Rates (2001-2011)



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### Compromise Skill Sets to fill vacancies



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### 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%

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How are the trends impacting you/your business?

What issues are you seeing/experiencing?



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Individually rate how familiar you are with the support programs available.

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### Niagara Service Delivery – MTCU/MCSSS

Job Search/  
JFC

Career Decision  
Making

Job  
Development

Literacy and  
Basic Skills

Job Connect

Self  
Employment

Apprenticeship

Rapid Re-  
employment

Income  
Support

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How do we best respond to the needs of Employers? Of job seekers?

What needs to change?

What are the top 1-3 actions you would recommend to improve labour market planning in Niagara?

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### Next steps

Consultation Report posted on NTAB website

Information will be analysed, additional primary and secondary research will be collected; all information will influence and inform the development of a labour market plan for Niagara;

Final community consultation will be held to present draft plan for final validation and input – Winter, 2009

Plan will be presented to Ministry of Training, Colleges and Universities in May, 2009

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## Evaluation

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