

# Planning for Employment and Economic Prosperity for Niagara

## A Vision in Action

### A Niagara Snapshot

Released: August 29, 2008

NTAB is funded by:

**EMPLOYMENT  
ONTARIO**



NTAB is a member of:



The views expressed in this document do not necessarily reflect those of the Government of Ontario

## **About NTAB ...Niagara's Workforce Development Board**

Niagara Training & Adjustment Board is a community directed, non-profit corporation leading Niagara in its approach to workforce development and labour market planning. NTAB functions as a neutral broker of research, disseminator of information, and facilitator of collaborative partnership development. Operating as part of the Local Boards Network of Ontario, NTAB is one of 25 local planning board areas mandated through Ministry of Training, Colleges and Universities to conduct and disseminate local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

This year NTAB is supporting the integrated local labour market planning demonstration pilot in a secretariat capacity. Niagara is one of seven areas in Ontario chosen by the Ministry of Training, Colleges and Universities to test this framework. Formation of a top level labour market planning committee will drive this integrated labour market planning process and will articulate strategic responses, key themes and priorities. In its end state this plan will serve to formulate actions that will respond to issues and opportunities that will strengthen Niagara's labour market capacity. It will be a plan that is targeted, focused, evidence-based and strategic.

## **Trends, Opportunities & Strategic Priorities captured in Niagara's Plan**

Resulting from a broad, community consultation and research process, NTAB produces a summary report that captures a current picture of the issues, trends, and community validated priorities relating to Niagara's labour market planning and workforce development. The primary focus of this report is to achieve clarity and understanding of Niagara labour market composition and influences. This report serves as a reference document for community partners, business, labour, and government to support decision making and strategic planning around workforce development. NTAB continues to seek out information and enhance the process model to maximize the link between key strategic priorities that influence the region's workforce and economic development.

## **The Consultation Process**

The purpose/goal of the consultation process is to maximize on-the-ground input into the planning process. This is an opportunity to hear from job seekers, employees, employers, unions and other key stakeholder groups on what, in their opinion, is working in Niagara, what is not working, and what changes they see as important to create a strong local labour market planning framework.

Expected Outcomes of this planning process include:

- Greater awareness of how the current approach supports, or fails to support, labour market development
- Identification of issues, priorities and opportunities that influence and inform Niagara's labour market plan development
- A strong understanding of related and inter-connected activities and initiatives ongoing or planned in the Niagara region
- An evidence-based approach to planning

## **Pre-Consultation Information Package**

This Pre-consultation handout highlights two broad labour force trends significantly affecting the local labour market and also includes selected local labour market data. This information serves as an introduction to local labour market issues and is provided to stimulate discussion about the status of Niagara's labour market and influence the planning process moving forward.

## **Significant Labour Force Trends**

### **1. Employers are creating jobs for persons with post secondary qualifications:**

The upward demand for skilled labour continues unabated, affecting:

- the individual in terms of skill attainment and job prospects;
- the employer in terms of its ability to remain competitive;
- the community in terms of its ability to attract and retain skilled labour to support local employers

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)**

### **2. Insatiable demand for labour force renewal**

The creation and destruction of jobs underlies the insatiable demand for labour force renewal. Since jobs and worker skills are not immediately interchangeable, workforce development becomes paramount. The challenge is to prepare workers for new jobs and to ensure employers remain competitive in the process.

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

**Niagara Region is not immune to either of these broad labour force trends.**

**Change in the Number of Employers 1999 to 2007**

The number of employers, the size of employers, and changes in the number and size of employers over time affect employment levels and employment opportunities within a local labour market. To provide relevant context, an eight-year period of employer change within the Niagara Region is presented below.

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

**Between 1999 and 2007, the number of employers in the small-to-median employment size ranges increased substantially; suggesting Niagara is adapting and renewing its economic base. These gains are also offsetting employment losses of Niagara's large employers.**

**Change in the Number of Employers 2003 to 2007**

Over the most recent four-year period for which data is available, the growth/decline in employers of every size range is as follows.

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

**Niagara's 2003 to 2007 employer trends are less encouraging than the 1999 to 2007 trends as the number of employers declined significantly in both the 20 to 49 and 100 to 199 employee size ranges. Overall, the total number of employers declined over this time period, a trend that needs to be monitored.**

**Change in the Labour Force: 2001 to 2006**

While change in the number and size of employers obviously impacts the local labour force, the change in the number of persons in the Region's labour force also directly affects the health of the local economy. A significant increase or decrease, for example, of persons within a particular industry sector can indicate an industry in transition.

**Change in the Number of Persons in the Labour Force by Industry  
Niagara Region**

North American Industrial Classification System	2001	2006	Absolute Change	Percent Change
11 – Agriculture, Forestry, Fishing and Hunting	6,865	6,730	-135	-2.0
21 – Mining and Oil and Gas Extraction	495	365	-130	-26.3
22 – Utilities	1,580	1,485	-95	-6.0
23 – Construction	11,990	14,085	2,095	17.5
31-33 – Manufacturing	36,545	30,505	-6,040	-16.5
41 – Wholesale Trade	8,105	8,615	510	6.3
44-45 – Retail Trade	25,270	25,510	240	0.9
48-49 – Transportation and Warehousing	9,420	10,445	1,025	10.9
51 – Information and Cultural Industries	3,190	3,505	315	9.9
52 – Finance and Insurance	6,435	6,985	550	8.5
53 – Real Estate and Rental and Leasing	2,680	3,215	535	20.0
54 – Professional, Scientific and Technical Services	7,955	9,250	1,295	16.3
55 – Management of Companies and Enterprises	195	210	15	7.7
56 – Administrative and Support, Waste Management and Remediation Services	8,575	11,980	3,405	39.7
61 – Educational Services	12,790	13,730	940	7.3
62 – Health Care and Social Assistance	18,655	21,575	2,920	15.7
71 – Arts, Entertainment and Recreation	8,205	10,610	2,405	29.3
72 – Accommodation and Food Services	20,010	24,335	4,325	21.6
81 – Other Services (except public administration)	10,360	10,845	485	4.7
91 – Public Administration	8,240	8,780	540	6.6
Total Experience Labour Force	207,555	222,770	15,215	7.3

Source: 2001 and 2006 Census

**Even though the Manufacturing labour force declined by over 6,000 workers between 2001 and 2006 manufacturing remains Niagara's largest employment sector.**

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

While growing industries need additional workers, the demand for specific occupations is a function of the work that needs to be done. Both the changing marketplace and the advance of technology alter the demand for occupations, with some occupations growing strongly and others in decline.

**Niagara Region**

National Occupation Classification	2001	2006	Absolute Change	Percent Change
A - Management Occupations	20,135	20,045	-90	-0.4
B - Business, Finance and Administration Occupations	32,025	35,555	3,530	11.0
C - Natural and Applied Sciences and Related Occupations	8,670	9,420	750	8.7
D - Health Occupations	10,280	12,740	2,460	23.9
E - Occupations in Social Science, Education, Government Service and Religion	13,475	15,905	2,430	18.0
F - Occupations in Art, Culture, Recreation and Sport	4,300	5,385	1,085	25.2
G - Sales and Service Occupations	58,250	65,400	7,150	12.3
H - Trades, Transport and Equipment Operators and Related Occupations	34,215	35,710	1,495	4.4
Occupations Unique to Primary Industry	8,835	8,810	-25	-0.3
I - Occupations Unique to Processing, Manufacturing and Utilities	17,365	13,790	-3,575	-20.6
<b>Total Experienced Labour Force</b>	<b>207,555</b>	<b>222,770</b>	<b>15,215</b>	<b>7.3</b>

Source: 2001 and 2006 Census, 2001 and 2006 Community Profiles

**The 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.**

**Educational Attainment: Competitive Advantage or Disadvantage**

Employers continue to require higher educational attainments for a wider range of occupations. In addition, net employment growth is concentrated among those with post secondary training. As a result, educational attainment can be either a constraint or source of employment opportunity.

**Niagara Region  
2006**

	Niagara #	Niagara %	Ontario %
Total Population 15 years and over	349,800	100.0	100.0
No certificate, diploma or degree	83,675	23.9	22.2
High School Certificate or Equivalent	104,695	29.9	26.8
Apprenticeship or Trades Certificate or Diploma	34,460	9.9	8.0
College, CEGEP or other non-university Certificate or Diploma	71,145	20.3	18.4
University Certificate Diploma or Degree	55,820	16.0	24.6

Source: 2006 Census

**Niagara's population outperforms Ontario in two educational attainment categories.**

Specifically, 9.9 percent of the local population has earned their Apprenticeship or Trade Certificate or Diploma compared with only 8.0 percent of the provincial population.

For context, this means that 1.9 percent fewer of Niagara's population – or 6,476 people - would have to have this level of education to match Ontario's performance. In the College, CEGEP or other non-university Certificate or Diploma category, Niagara also holds a 6,782 person advantage over Ontario.

	<b>Niagara's Competitive Advantage over Ontario</b>
Apprenticeship or Trades Certificate or Diploma	6,476 more persons
College, CEGEP or other non-university Certificate or Diploma	6,782 more persons

Source: Derived from 2006 Census

**Niagara's population under-performs Ontario in three educational attainment categories.**

Specifically, 23.9 percent of the local population has not earned a certificate, diploma or degree compared with only 22.2 percent of the provincial population.

For context, this means that 1.7 percent of Niagara's population – or 6,020 people - would have to attain a high school certificate to match Ontario's performance. In the high school certificate category, in order to equal Ontario's proportion of persons with a high school certificate Niagara would need 10,949 persons to attain a level of education above high school.

Lastly, in the University category Niagara would need to increase its University, Certificate, Diploma and Degree holders by over 30,000 persons to equal Ontario.

	<b>Niagara's Competitive Disadvantage Improvement Required in Niagara to Match Ontario's Educational Attainment</b>
No certificate, diploma or degree	Reduce by 6,020 persons
High School Certificate or Equivalent	Reduce by 10,949 persons
University Certificate Diploma or Degree	Increase by 30,230 persons

Source: Derived from 2006 Census