

REPORT TO THE COMMUNITY

2014-2015



Peel Halton



Workforce
Development
Group

2014-2015 CO-CHAIRS REPORT

Stakeholder engagement has been a key factor in the accomplishments of the Peel Halton Workforce Development Group in 2014-15. Community partners in Halton and Peel stepped forward to provide their input, time and effort into the many initiatives that were identified as priorities at the Local Labour Market Planning Consultations held in 2013. These priorities, documented in the Local Labour Market Plan made a positive impact on workforce development in Halton and Peel. They include four core projects:

- 2014 Peel Halton Employer Survey
- Services on a Shoestring
- Youth Job Fairs in Peel & Halton
- Research on Youth Employment

In addition, PHWDG continued to provide the community with relevant labour market information through the Working in Peel Halton web portal (www.workinginpeelhalton.com). Investment was also made in the professional development of members of the NewComer Organizations Network (NCON).

The success of the past year is due to the contributions of many people. We recognize and thank Shalini Da Cunha, Executive Director for her leadership and collaborative work with our labour market partners. We would also like to thank the members of the PHWDG Board of Directors for their participation and contribution as without them, the work of PHWDG would not be possible. With the Board, we thank the staff for their commitment & contribution throughout the year. We appreciate the support of Ministry of Training, Colleges and Universities staff as PHWDG with community stakeholders addressed labour market issues.

In conclusion, we look forward to 2015-16 as the Peel Halton Workforce Development Group continues on its journey to strengthen the local labour market through collaboration with labour market partners.



Charlie Courneyea
Co-Chair



Sandra Welch
Co-Chair



EXECUTIVE DIRECTOR'S REPORT

I am pleased to provide to you this report which documents another outstanding year for the Peel Halton Workforce Development Group. This past year was a parade of initiatives, activities and partnerships designed to create local solutions to our local workforce challenges!

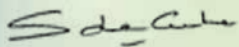
As demonstrated here, PHWDG has been a dynamic organization. We respond to the key priorities in workforce development as identified by our stakeholders in Peel and Halton, while ensuring that we adhere to working collaboratively with a multitude of partners to deliver the best solutions. This ensures the best impact for improved workforce development.

The support of Employment Ontario for our core funding is highly appreciated. Its support allows us to make a difference in workforce development each year.

The Ontario Trillium Foundation granted us funding for three years to build on the foundation of the Working in Peel Halton web portal (www.workinginpeelhalton.com). This funding allows us to provide local, relevant & current Labour Market Information to all our stakeholders, empowering them to better support their clients and their organizations.

It has been my privilege to work with our Board of Directors. I would be negligent in failing to acknowledge the outstanding support they have provided to me and that they are the backbone for a lot of our work. I am grateful also to all our partner organizations that have been instrumental to the success of our work. Their commitment and enthusiasm to participate in PHWDG initiatives is second to none.

I invite you to look through this annual report to see the many activities the PHWDG undertakes for our communities in Peel & Halton. As we look forward to 2015-2016, we will continue to build upon our successes, as well as invest in partnerships to achieve a stronger, more robust workforce!



Shalini da Cunha
Executive Director



LOCAL LABOUR MARKET PLANNING (LLMP) REPORT

The PHWDG issues an annual report summarizing its views on labour market trends in the local area. This report is based on analysis of labour market data, information from employers and consultations with key stakeholders.

The data analysis relied on Statistics Canada Business Patterns data for Dec. 2008 to June 2012 and tax filer data for 2006 to 2011. Information from employers included the results of an extensive employer survey enquiring into hiring practices and workforce concerns of employers. Stakeholder consultations gathered participants' views on labour market priorities and appropriate initiatives the PHWDG and its partners should pursue in the following year.

2014-2015 PARTNERSHIPS: A YEAR IN REVIEW

Peel Halton Employer Survey 2014

This was the 4th annual survey carried out by the PHWDG. As before, it was conducted electronically with employers invited to complete the survey online. Over 500 employers visited the survey site where 417 of them answered each of the 20 questions. This compares favourably to the 392 who completed the survey in 2013, 320 in 2012 and 144 in 2011. This sample represented a good cross-section of employers, by geography, industry and size. As a group, these employers represent an estimated 50,000 jobs in Peel and Halton, based on the average number of employees in each of the size categories of firms. The data gathered continues to inform local stakeholders on employer perspectives about trends, challenges and opportunities!

Services on a Shoestring (SOS) 2014

The Mississauga Conference Centre was host to employers in Peel and Halton as they learned about some of the low-cost tools and strategies available to help their businesses grow. The November 4th event was composed of two parts: a panel discussion by local business experts representing several business sectors (marketing, HR, social media, banking & employer incentives) that can assist SME's to grow their businesses followed by a "market place" in which organizations in those sectors displayed their services.

Youth Career Connections (YCC)

This combination job fair for youth and information session for employers interested in the Youth Employment Fund (YEF) was held simultaneously in separate locations in Peel and Halton on May 8, 2014. Those seeking employment spoke to employer representatives from a number of local companies while employers heard presentations on the YEF. Close to 400 youth participated at these job fairs resulting in employment & networking opportunities for many of them.

Youth Employment Analysis

The current state of youth unemployment was studied through interviews with job developers seeking to match available workers with available jobs. The interviews were conducted to acquire and analyze promising practices in other jurisdictions to determine which of them might work well in Peel and Halton. Interviews with job developers were conducted to discover useful practices for lowering youth unemployment in jurisdictions outside Peel and Halton. The acquired practices were analyzed to determine which of them might work well in Peel and Halton.



OTHER PHWDG PROJECTS

NCON Professional Development Series

NCON Professional Development Conference 2014

The Novotel Toronto Mississauga Centre Hotel was the venue and September 26th, 2014 the date of the sixth annual NCON Professional Development Conference. Hosted by the Peel Halton Workforce Development Group and funded by the Ontario Trillium Foundation, the event brought together 97 participants. Of that number, 88 were front line workers who serve newcomers in Peel and Halton regions. They heard and learned from an opening keynote on recent changes to Canada's immigration laws, a workshop on optimizing your resume for online job searching plus another on developing your confidence in yourself, and a closing keynote on maintaining enthusiasm in your work life.

Labour Market Information Conference

The third annual NCON Labour Market Information (LMI) conference was held on March 26, 2015 in the Mississauga Convention Centre. Like its two predecessors, it was an extension of the NCON professional development conferences. Fifty-one representatives of NCON member organizations heard presentations discussing the difficulties young post-secondary graduates face in becoming employed and the story of one young graduate who gave up his employment to find his passion, the problems he encountered and the satisfaction he gained in finding it.

Newcomer Organizations Network (NCON) Retains its Value

The Peel Halton Workforce Development Group continues to lead the planning and presentation of the quarterly NCON meetings. The high attendance among those who work in newcomer serving organizations attests to the value of these meetings. NCON meetings have proven quite popular as both networking platforms and means of sharing information about program changes, ideas and new initiatives. PHWDG and the NCON committee organized quarterly meetings for the NCON membership of about 150.

- The spring session took place in May of 2014 and featured four speakers discussing "Alternative Career Pathways."
- The summer session in July featured two speakers on "Assisted Voluntary Return and Reintegration (AVRR)."
- In October, the fall session dealt with "Precarious Employment: Engaging Employers in an Agenda for Change."
- The winter session in January, 2015 featured the presentation "Alternative Career Pathways: Your Future in Canada."



Working in Peel Halton

Our employment-oriented website has been active.



- Monthly unique visitors have approached 4000 while Newsletter subscriptions have approached 700 since January, 2015.
- Connections to Facebook, Twitter and LinkedIn have consistently risen.
- Three new tip sheets have been added, dealing with: credit history and job search, job search for students in Peel and Halton, and convincing employers to hire you. More tips sheets are in production.

The website also distributes information.

- Weekly reviews of the previous week's labour market information are distributed via email and social media.
- Daily LMI is researched and distributed through the website and social media.
- The bi-weekly Peel Halton Insights reports #29-39 have been released.

OTHER PHWDG ACTIVITIES

Precarious Employment

PHWDG supported Poverty and Employment Precarity in Southern Ontario (PEPSO) by organizing a community round table of residents to discuss precarious employment. Information gathered at the round table fed into the second phase of this research initiative.

Apprenticeship Graduation 2014

The PHWDG again partnered with the Apprenticeship Branch Mississauga of the Ontario Ministry of Training, Colleges and Universities (MTCU) to honour those apprentices who completed their certifications. Over 400 people saw honourees receive certificates recognizing their readiness to join the workforce. The event emphasized the value of the skilled trades and the need to recruit more apprentices.

2015-2016: AN EXCITING YEAR TO LOOK FORWARD TO...



The purpose of this survey is to obtain insights into local labour demand, primarily to inform a variety of stakeholders including employment service providers. It will gather a range of labour market stakeholders to design and administer a survey of local employers to get insights regarding their views on a number of employment-related issues.

Virtual Job Fair

Virtual Job Fairs (VJFs) are becoming an effective way for employers and potential employees to meet. Each can attend the fair from convenient locations at mutually convenient times. These fairs eliminate difficulties with face-to-face meetings such as time constraints and travel arrangements. They also allow job seekers to browse job listings at their convenience. PHWDG and its partners will deliver Peel Halton's first VJF in the fall of 2015.



Understanding CaMS

PHWDG will lead a project to analyze data from the CaMS database in collaboration with EOES partners. Its purpose is to provide accurate and relevant local information and analysis from CaMS data to enable and support effective local strategic planning and outcomes.

Employer Incentives (Hire for Less)

There are many financial incentives available to employers, especially those in SME's, to aid them in meeting their hiring needs. Most employers are unfamiliar with these incentives as the information is scattered. PHWDG and its partners will create a resource containing all of this information in an accessible form.

OUR KEY PARTNERS

ACCES Employment
Advantage Mississauga
Brampton Economic Development
Burlington Chamber of Commerce
Burlington Economic Development
Caledon Chamber of Commerce
Caledon Community Services
Centre for Education & Training
COSTI Employment Services
Dixie Bloor Neighbourhood Centre
Dufferin Peel Catholic District School Board
Durham Workforce Authority
Halton Catholic District School Board
Halton District School Board
Halton Hills Chamber of Commerce
Halton Hills Economic Development Office
Halton Region Employment
Human Resources Professional Association – Peel Chapter
Job Skills
John Howard Society of Peel Halton Dufferin
Mississauga Board of Trade
Mississauga Business Enterprise Centre
Mississauga Economic Development Office
Oakville Chamber of Commerce
Oakville Economic Development Office
Peel District School Board
Peel Newcomer Strategy Group
Polycultural Immigrant & Community Services
Region of Peel
Sheridan College
Simcoe Muskoka Workforce Development Board
Toronto Region Immigrant Employment Council (TRIEC)
Toronto Workforce Innovation Group
vpi Inc. Mississauga
Workforce Planning Board of York Region and Bradford, West Gwillumbury
YMCA Mississauga
YMCA of Hamilton/Burlington/Brantford

BOARD OF DIRECTORS

Co-Chairs

Charlie Courneyea Sandra Welch

Directors

Qaiser Maroof Nancy Parkhill
Wally Syme Jim Thornton
Lawrence Hamilton


Staff

Shalini Da Cunha, Executive Director
Susan Jacildo, Administrative Assistant



OUR MISSION

Creating local solutions to our local workforce development needs.



Collaborating & Partnering is what we believe in. We welcome you to come and talk to us about being part of the TOP process or partnering with us to resolve labour market challenges! Please contact us at:

1100 Central Parkway West, Unit 4, Suite 200 | Mississauga, ON Canada L5C 4E5

Phone: 905-306-9588 | Email: info@peelhaltonworkforce.com