



**Peel - Halton - Dufferin
Training Board**

La Commission de formation
de la main-d'oeuvre de
Peel-Halton-Dufferin

TRENDS
OPPORTUNITIES
PRIORITIES

TOP REPORT

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a member of

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Network

Champions of Ontario's Local Labour Market Solutions



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1.0 Executive Summary

The Peel Halton Dufferin Training Board's (PHDTB) 2006 Trends, Opportunities and Priorities (TOP) Research Report provides a brief summary of key labour market trends, opportunities and priorities in the area covered by the Board. It has been designed as a tool to facilitate community consultation about appropriate actions which can be taken to address identified concerns. Community-based research for this report covers the time period from November 2005 to October 2006 and was presented to community stakeholders in November 2006. The issues and actions identified and confirmed at the November community consultations create the 2007-2008 TOP Community Action Plan.

The trends identified are:

- Marginalized Workforce (Newcomers)
- High Levels of Youth Continue To Drop Out of School
- Older Workers Face Challenges Finding Employment
- Lack of Literacy Skills on the Rise
- Skilled Trade Shortages Continue

These trends are detailed in the TOP's Research Report along with supporting documentation from Statistics Canada 1991, 1996 and 2001 census data and relevant local and regional reports and studies.

The consultation process also determined that our communities' abilities to respond to these trends with sound workforce development strategies will be contingent upon addressing these five major issues. None of these are 'new' issues for this community. Each issue was considered to be a high priority for workforce development in the Peel Halton Dufferin Region.

2.0 Introduction

The Peel Halton Dufferin Training Board (PHDTB) is one of twenty-one (21) non-government, non-profit Training Boards across the province of Ontario. PHDTB was established in 1996 and has been in operation for over 10 years. PHDTB receives funding from the Ministry of Training, Colleges & Universities and Service Canada.

The volunteer Board of Directors includes representatives from Business, Labour, Education and Training, Youth, Equity Groups, as well as non-voting members from the federal, provincial and municipal governments. Peel Halton Dufferin Training Board's mission is to create local solutions to local workforce development needs.

PHDTB is a large, diverse region directly southwest of Toronto and serves the communities of Brampton, Mississauga, Orangeville, Burlington, Oakville, Halton Hills, Milton and surrounding communities.

PHDTB contributes to the region by building a strong workforce at the community level through local planning, implementation of innovative strategies and fostering horizontal community partnerships. PHDTB is one of the few local mechanisms that bring together divergent labour market partners (labour, business, service providers, education/training and economic development, equity groups) in a neutral environment to develop local solutions to local issues.

3.0 PHD Community Profile/ Labour Market Information

Peel, Halton and Dufferin (PHD) each have unique characteristics. Based on the last census (2001) statistics PHD has a lower unemployment rate than Ontario & Canada. Manufacturing employs 18.5% and retail trade employs 11.2% of the labour force in PHD.

Table 1: Population Size: Peel, Halton, Dufferin and PHD, 2002

	PEEL	HALTON	DUFFERIN	PHD
Total Population	989,950	375,230	51,010	1,416,190
Male	489,055	183,330	25,500	697,885
Female	499,890	191,895	25,515	717,300
Population Change (%) Between 1996 to 2001	16.0	10.4	11.7	14.3

Highlights for the Peel-Halton-Dufferin Area

- Both PHD and Ontario experienced slight improvements in their employment rates and participation rates between 1996 and 2001.
- PHD has a lower unemployment rate than Ontario and Canada.
- Youth unemployment is almost twice that for the total labour force in PHD.
- Between 1996 and 2001, the immigrant population in PHD is growing faster than the PHD population (22.0% versus 14.3%).
- PHD has a lower percentage of unemployed immigrants compared to Ontario and Canada.
- Compared to Canada and Ontario, PHD has a higher proportion of university-educated people within its population, and lower proportion of people with less than grade nine education.
- In 2001, the main field of study of PHD residents with postsecondary qualifications was commerce, management and business administration (21.9%).
- In 2001, the labour force participation rates increased with educational attainment in PHD.

Table 2: Education By Labour Force Activity: PHD, 2001

Highest Level of Schooling	Participation Rate (%)	Unemployment Rate (%)
Less than Grade 9	33	6
Grades 9-10	51	7
Grades 11-13	64	6
Secondary school graduation certificate	74	4
Trades certificate or diploma	74	3
Other non-university education only	82	4
University	82	5

Table 3: Top 10 Occupational Categories: PHD, 2001

1	Middle and other Management Occupations (12%)
2	Clerical Occupations (11.8%)
3	Intermediate Sales and Service Occupations (9.1%)
4	Trades And Skilled Transport and Equipment Operators (7.4%)
5	Elemental Sales and Service Occupations (7.0%)
6	Skilled Administrative and Business Occupations (6.6%)
7	Intermediate Occupations in Transport, Equipment Operation, Installation and Maintenance. (5.8%)
8	Processing And Manufacturing Machine Operators and Assemblers (5.4%)
9	Skilled Sales and Service Occupations (4.8%)
10	Professional Occupations in Social Science, Education, Government Services and Religion (4.7%)

Table 4: Top Ten Employers: PHD, 2001

1	Manufacturing (18.5%)
2	Retail trade (11.2%)
3	Professional, scientific and technical services (7.9%)
4	Wholesale trade (7.8%)
5	Transportation and warehousing (7.3%)
6	Health care and social assistance (6.9%)
7	Finance and insurance (6.0%)
8	Educational services (5.2%)
9	Accommodation and food services (5.1%)
10	Construction (4.9%)

Origin of Immigrants

In 2001 the top five countries of origin for immigrants to PHD were India (68,450), the United Kingdom (60,690), Poland (31,795), Portugal (25,940) and the Philippines (25,375).

Visible Minority Status by Region

VISIBLE MINORITY	PEEL	HALTON	DUFFERIN	PHD
South Asian	155,055	10,115	290	165,460
Black	70,695	5,660	645	77,000
Chinese	41,605	5,175	195	46,975
Filipino	31,625	2,250	90	33,965
Latin American	14,665	1,550	110	16,325

Source: Census 2001

Aboriginal Population by Region

POPULATION	PEEL	HALTON	DUFFERIN	PHD
Aboriginal	3,915	1,800	445	6,160

Source: Census 2001

Average Earnings of PHD Workers

Average earnings (full year, full time) in Peel Region \$47,636, in Halton Region \$60,966 and in Dufferin County \$46,031 (Census 2001).

4.0 A Snapshot of Recent Developments

Ontario

Most of the 125,000 job losses reported by an Ontario Federation of Labour study (May 2006), were in manufacturing in the Greater Toronto Area and south-western Ontario. Statistics Canada stated Ontario lost 63,000 factory jobs in 2006.

Peel Halton Dufferin (PHD)

The industry divisions representing over 50% of the fundamental economic engines in PHD are: Manufacturing (19%); Retail Trade (11%); Professional, Scientific & Technical Services (8%); Wholesale Trade (8%); Transportation Warehousing (7%), (Census 2001). Any downturn in these sectors adversely affects the PHD workforce.

Peel Region

- The retail sector in Mississauga continues to expand and rental rates are at an all time high, with brisk leasing activity in both new and older retail properties.
- The 'Employers' Hiring Intentions' (2nd Q 2006) reported that 13% of Mississauga employers intend to decrease staff by 13%; Brampton by 7%; nationally by 5%
- DaimlerChrysler announced \$1.5 billion loss in the third quarter of 2006 and three plant shutdowns in the first quarter of 2007. The Brampton Assembly lost a third shift after a \$500 million quarterly loss in 2001.
- T & J Furniture in Mississauga closed in 2006 after 23 years in operation, affecting 100 employees.
- Hemosol Corp. issued layoff notices to two-thirds of its employees.
- Humpty Dumpty ceased operations in Brampton in fall 2006, affecting approximately 300 jobs, some of which were relocated to other facilities.
- Citigroup will open a new facility in Mississauga in late 2007 enabling them to amalgamate 2,000 employees from 4 CitiFinancial Canada sites in Toronto, Mississauga and Concord.
- BASF Canada moved their head office from Toronto to Mississauga, bringing 125 jobs to the community.

- Maple Leaf Foods expects to start operations in Brampton in 2007 where it has three existing locations (one under the Canada Bread Label).
- Rogers Communications purchased the Dixie Road Nortel Head Office in Brampton which will be home to 3,500 employees.
- Brampton Civic Hospital is scheduled to open in the fall of 2007, the second hospital in Brampton. Providing 608 beds and accommodating 90,000 emergency visits, 160,000 ambulatory care visits and 110,000 outpatient visits annually.

Halton Region

- Milton's economy continues to grow but, limited by the lack of industrial infrastructure, fails to sustain significant economic growth. Industrial growth may be limited; the population grew by 69.04% between 2001 and 2005.
- Halton Hills industrial growth capacity is also limited due to their lack of a water and sewage infrastructure, although with the large water pipeline along the 401, it has allowed limited expansion along this corridor. Both Georgetown and Acton have industrial areas but are limited to well water capacity.
- Burlington's economy continues to be strong. Burlington's Economic Development implemented a business retention program. The results from surveying 250 companies were:
 - 64% of companies plan to expand in the next 3 years
 - 52% are increasing investment in employment needs
 - 28% have an increased number of unfilled positions
 - 41% are increasing investment in employee training
 - 75% of recruitment problems are related to industry constraints.
- Ford has undergone a \$1 billion conversion into a flexible manufacturing operation in its new Oakville assembly plant. The plant is now back on two shifts after operating on one or at half speed for almost two years due to the decreased demand for the Freestar and Mercury Monterey minivans.
- The closure of Mueller Water Products Milton in July 2006 affected 158 people.

- Closures affected 300 employees at Ball Corporation Burlington and 40 people at Automation Tooling Systems. Maple Leaf Foods closed its massive pork plant affecting 1,200 workers. Maytag announced the closure of their head office by the end of 2007 and Dover Packaging closed down affecting approximately 135 employees.
- Hayward Gordon Ltd. moved its Halton Hills Company, affecting 70 employees and Curwood Packaging in closed in 2006 affecting 137 workers.
- Fernbrook Springs opened an 84,000 square foot plant in Halton Hills, creating a number of new positions.
- UPS completed an \$80 million facility in Burlington creating 450 new jobs and L3 Wescam, announced expansion of its workforce by over 200 employees by the end of 2007
- The \$1 billion conversion for the Ford Oakville assembly plant and the provincial government plans to invest \$709,326 in 2006-2007 for in-class training at Sheridan Institute for 505 apprentices in Oakville and area. This investment is directly connected to local industry needs as the number of apprenticeship spaces in each community is driven by the number of apprentices hired by local businesses.

Dufferin County

- Dufferin County had 1,039 farms producing \$80 million annually in food products(Census 2001). The Ministry of Agriculture Food and Rural Affairs showed a 9.6% increase in growth in Orangeville businesses between 2003 and 2005.
- At Greening MacDonald 75 employees remain after 160 employees were laid off
- Woolwich Dairy opened a plant in Orangeville and E. Hoffman Plastics created 20 new positions, with a projected workforce of 50 to 60 employees.
- Honda Motor Company will build a \$154-million engine plant near Alliston. The engine plant will begin operations by 2008 employing 340 people at full production. This could have a direct impact on the regional labour market.



5.0 TOP Consultation Process

The Peel Halton Dufferin Training Board conducted a web-based survey from July to September 2006 to confirm existing issues that had been identified in past TOP reports and to identify new labour market issues. As at October 1st, 618 participants responded to the online survey. As well, four community consultation meetings were held. The meetings were held in various parts of the region to ensure maximum participation. Participants represented a broad cross section of the PHD community and included leaders who were interested in developing local solutions to issues that affected their community.

The issues and actions proposed through the collaborative efforts of key stakeholders are summarized in the updated, issue-specific planning chart.

Summary of Local Trends

Marginalized Workforce (Newcomers)

The unemployment rate of immigrants in the 2001 census for PHD (11.4%) was higher than the unemployment rate for all groups (4.8%) as well as displaying the lowest participating rates at 68.6%. In Dufferin County the unemployment rate for immigrants was the highest (11.9%) in PHD.

The significant number of newcomers to both Peel (158,975), and to a slightly lesser degree, Halton (16,225), from 1991 to 2001, has created a number of challenges in absorbing the many newcomers into the labour market.

POPULATION TYPE	PEEL %	HALTON %	DUFFERIN %	ONTARIO %
Canadian-born population	56.2	77.1	87.6	72.3
Foreign-born population	43.1	22.4	12.2	26.8
Emigrated before 1991	62.6	80.5	86.1	66.3
Emigrated between 1991 & 2001	37.4	19.5	13.9	33.7
Non-permanent residents	00.7	00.6	00.2	

- The immigrant population in Peel Halton and Dufferin (PHD) has grown faster (22%) than the existing population (14.3%) between 1991 and 2001.
- PHD has a higher percentage of immigrants aged 15 and over in the labour force than Ontario and Canada.¹
- The top three occupations of immigrants were clerical occupations, middle and other management occupations, trade and skilled transport and equipment operators.
- The immigrant population entering PHD was more educated in 2001 than it was in 1996. Forty-seven point six percent (47.6%) of the immigrant population reported university education in the 2001 census as compared with 30.8 in 1996.
- There is common agreement among various agencies and non-profits that convincing employers to hire immigrants is a high priority and believe the solution rests 100% with increased awareness, cooperation and participation of employers.
- Morteza Jarapour, executive director of Settlement and Immigration Service in Hamilton, said new immigrants are increasingly interested in apprenticeships because they are a quick way to boost their income.²

1 A Profile of the Labour Market in the Peel Halton Dufferin Training and Adjustment Board Area, Regional Analytics, July 10, 2006

2 Hamilton Spectator, Saturday November 18, 2006

Participants in Community Consultations identified barriers preventing immigrants gaining employment include lack of language skills, lack of recognition of qualifications and employer reluctance to hire. The passing of recent legislation, Bill 124, may help in recognition of qualifications of immigrants. Young immigrants need to be made aware of the options available to them before entering high school.

In the PHD community there will be an increased need for culturally appropriate services for and increased demand to support the introduction of new immigrant workers to the environment and culture of the Canadian workplace through jobs, employment counseling and mentoring programs.

High Levels of Youth Continue to Drop Out of School

As labour market needs continue to change, attitudes of parents, who have significant influence on the educational pathway of their children, have stayed consistent. According to The Future Force Halton Initiative, 85% of parents promote university as a first option, with college and trade schools running a distant second and third. As educational standards increased across the province of Ontario, so has the drop out rate of those young people.

Over the next 5 years, Peel Halton Dufferin (PHD) will see a projected population increase for youth between the ages of fifteen (15) to twenty-four (24) of twelve point three percent (12.3%) in Peel; ten point seven percent (10.7%) in Halton and twelve percent (12%) in Dufferin County, significantly dwarfing the provincial projected increase of four point seven percent (4.7%). Nationally, the youth unemployment rate (for those between 15-24) of eleven point eight percent (11.8%) in November 2006 and is almost double the national rate for those over the age of 25, of six point three percent (6.3%) in November 2006.

As we move into an ever-advancing technical workplace environment, a substantial number of youth continue to drop out before completing high school. Without a high school education they are limited to low paying, part-time positions, and menial labour jobs that lack job security and opportunities for promotion.

- A recent cohort study in Ontario suggests that the last four years show substantially decreased secondary school graduation rates, such that up to one quarter of students may not graduate (King, 2004). Employers say that young people lack basic skills.³
- In 2001, eighteen point four percent (18.4%) of Canadian men and women between the ages of 20-24 years did not have a high school diploma or certificate. The rate of early school leavers in Ontario (15.9%) was the lowest in Canada.
- One third of early school leavers drop out with a Grade 9 education or less and almost two-thirds have Grade 10 or less. Four in ten early leavers have left school by the age of 16 (HRDC, 2000).
- Students who leave school early are more likely to be unemployed and earn less over their working life. The unemployment rate for youth aged 15-24 in the 2001 census was:
 - PHD (10.6%), Ontario (12.9%) and Canada (13.7%).
 - Dufferin County was 11.2 percent
 - Halton Region was 9.9 percent
- The primary reasons youth leave school⁴ early are varied and include:
 - low socio-economic status; minority/newcomer group status; male; household stress; family dynamics; limited support; home-school culture conflict; assumptions of adult roles (having to work, responsibility for child care/pregnancy).
 - Secondary reasons are associated are school-related and include: ineffective discipline system; lack of adequate counseling and referral; negative climate; lack of relevant curriculum; passive instructional strategies; disregard of student learning styles; retentions or suspensions; streaming and lack of assessment and support for students with disabilities.

3 Ontario Ministry of Education: Early School Leavers: Understanding the Lived Reality of Student Disengagement from Secondary School, 2005

4 ibid

Older Workers Face Challenges Finding Employment

Effective December 2006, employees in Ontario are no longer required to retire from work at the age of 65. The province estimates four percent (4%) of the labour force will choose to continue working. The median retirement age declined steadily from 64.9 years in 1976. After falling to a historic low of 60.9 years in 1999, the median retirement age has now been more recently reaching 62.2 years in 2005.

With the baby boom generation moving towards retirement, the leading edge of this large population group turned 65 in 2001. Peel Halton Dufferin (PHD) will not be immune to the effects of this trend as the projected increase of 60 to 64 year olds will increase 35.4% in Peel; 26.8% in Halton; and 29.2% in Dufferin. Dufferin is also expected to have the largest percentage of retirees over the next five years as the number of persons within the 65-69 age bracket in 2011 increases to 41.4%.

Self-employment levels have fallen in Ontario after a fairly steady upward trend over the past 15 years. Workers aged 45 and over are more than five times as likely to be self-employed as younger workers. The aging of the workforce, therefore, has been a major factor in self-employment growth.

- Older Workers (55+) have a participation rate of 38% in PHD (2001 Census) and an unemployment rate of four percent.
- Statistics Canada reports a spike of up to 22% in workers over 40 who completed apprenticeships between 1999 to 2004. A booming construction industry encouraged middle-aged workers from manufacturing to change careers to apprenticeships said Chris Bentley, Minister of Training Colleges and University.⁵

Lay-offs and plants closing more often directly affect older workers who have been employed long term. Older workers find it difficult to find work as employers are unaware of the benefits hiring older workers.

Skilled Trade Shortages Continue

In 2003, Ontario had 73,080 registered apprentices, up eight point one percent (8.1%) from 2002. It was the fourth consecutive year of fairly rapid growth in registrations. In 2003, Ontario had the largest share (35.9%) of apprentices registered in Canada with the most registered apprentices being automotive service technician (9,320), construction electricians (7,305), and hairstylists (6,815).

In Ontario, new apprenticeship registrations increased nine point nine percent (9.9%) in 2003, in comparison to only one point nine percent (1.9%) in the rest of Canada. The average age of apprentices in Ontario rose from 27.5 years in 1991 to 29.3 years in 2003. Len Crispino, president of the Ontario Chamber of Commerce says Ontario will have 100,000 skilled jobs to be filled in the next 15 years. If these jobs aren't filled, he says it will cost the Ontario economy \$40 billion.⁶

- In PHD the 2001 census showed 2.9 percent of the population with a Trades certificate or diploma, a decrease from the 1996 census which showed 4.3 percent.
- Barriers to apprenticeships were identified in the Report on Consultations 2005⁷ (Canadian Apprenticeship Forum). Some of these were:
 - the high cost of apprenticeship to the employer especially from 'poaching'
 - lack of commitment from employers
 - employers not understanding future workforce needs
 - the hidden cost of not training workers
 - concern about the lack of essential skills of apprentices
 - lack of information about the trades in high schools
- Only four percent of students in high school indicated skilled trades when they were asked what were their ambitions after graduation (Skilled Trades Canada, Summer 2001). Nineteen percent of 16-19 year old high school students could not associate any particular job with the terms 'Skilled Trades and Technologies'. Forty-three percent of respondents were "likely" to consider the trades as a career option. Women were least likely to consider skilled trades as a career option.

5 Hamilton Spectator November, 18, 2006

6 Hamilton Spectator, January 13, 2006

7 Canadian Apprenticeship Forum, Accessing and Completing Apprenticeship Training in Canada, March 2005

- The perception needs to change in high school to viewing skilled trades as jobs that provide long term secure employment with excellent benefits and vacation time. The fact that there will be a great demand for skilled trade's worker in this century with opportunities for promotion and advancement as well as high pay should encourage more youth to enter Skilled Trades.
- Parents are the primary influence on youth and their choice of career (76%) followed by their teacher/guidance counselor (64%).
- Downturns in sectors such as automotive which traditionally hire large numbers of apprentices seriously affect the economy in locations where they tend to be the largest employer.

Participants in Community Consultations felt that Guidance Counselors should be made more aware of the benefits to youth of skilled trades' occupations. Responses from our survey found that such a significant and experienced portion of the population set to retire over the next five years, many businesses and sectors will be at a loss to replace crucial workers. This will potentially affect the economic competitiveness/viability of some sectors.

Lack of Literacy Skills on the Rise

There is a clear relationship between literacy proficiency and employability. Based on data from the 2003 international Adult Literacy and Skills Survey (IALSS), those who were employed had higher proficiencies than those who were either unemployed or not in the labour force. In 2005 the relationship between unemployment rates and educational attainment was highlighted by Statistics Canada. The provincial average was thirteen point two percent (13.2%) for those with only some high school education as opposed to nine point eight percent (9.8%) for those graduating high school and four point nine percent (4.9%) for those with a post secondary certificate or diploma.

- Lack of literacy crosses age, gender and ethnic lines. Older workers are being displaced from long-term employment, especially within the manufacturing sector, and youth and newcomers are struggling to meet the literacy standards required by most employers.
- In the 2001 census 2.8 percent of the population had less than Grade 9 education, 5.5 percent with Grades 9-10, 5.5 percent Grades 11-13. Visible Minorities, Aboriginals, Francophone and Immigrants are over-represented in the "less than Grade 9" category for both 1996 and 2001 censuses.
- In Building the Ontario Education Advantage: Student Achievement⁸ it states that "The first step requires realizing that every student should be able to read, write, do math and comprehend at a high level by the age of 12". The mini-discussion paper also indicates that "The development of literacy skills also has an impact on an individual's well-being. Studies have found that almost 30 percent of adults with severe literacy challenges have undetected or untreated learning disabilities".

The following contains an update on local priority issues. It includes action items completed or started in 2006-2007 and action items for 2007-2008.

Trend: Marginalized Workforce (Newcomers)

A significant portion of the region faces a continual influx of newcomers who have recently moved to Canada, many of whom have a strong academic and or work experience but are not able to secure meaningful work, especially in their chosen field.

Labour Market Information

Immigrants residing in Ontario had higher levels of education than those residing in other provinces.

Nearly three-quarters (72%) of all working-age immigrants in Ontario had university education.

Action Taken, 2006-2007

The Peel Halton Dufferin Training Board (PHDTB) in collaboration with key local agencies that serve new immigrants in Peel Halton Dufferin compiled a resource entitled "A Newcomer's Guide to Services in Peel Halton Dufferin".

- ACCES Employment Services in partnership with PHDTB, Toronto Region Immigrant Employer Council (TRIEC), Mississauga Board of Trade (MBOT), Brampton Board of Trade (BBOT), Sheridan Institute and other stakeholders are working on a Peel employer awareness conference to be held in May 2007.
- PHDTB continues to organize quarterly meetings for all stakeholders that work with newcomer settlement and employment in PHD. The "Newcomer Organization Network" (NCON) is being recognized as a platform for all stakeholders to network and learn about new developments surrounding immigrants.
- The Region of Peel and the United Way of Peel are working in collaboration with community partners to develop a model for settlement and integration of newcomers in Peel through community engagement and capacity building. This initiative is in its early stages and will be completed in 2009.

New Actions for 2007-2008

Opportunity 1: Employers in Peel Halton Dufferin are often hesitant to consider newcomers as employees as they have many preconceived barriers about them.

Planned Action:	Create a database of agencies and business champions to speak to business on the value of hiring newcomers.
Lead Organization:	To be determined
Community Partners:	Inter-Cultural Neighbourhood Social Services The Centre for Skills Development and Training
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Have at least 30 agencies and business names in the database. • Aim at having at least 5-10 speaking engagements for the first year for employers.
Timeline:	Fiscal Year 2007-2008

Opportunity 2: Staffing agencies often disregard newcomer applicants for jobs, as they do not understand foreign accreditations and/or are unable to relate to work experience from abroad.

Planned Action:	Develop a package of basic information for staffing agencies on the benefits of hiring newcomers.
Lead Organization:	Ron Edwards Family YMCA (Burlington)
Community Partners:	Dixie Bloor Neighbourhood Centre Peel Halton Dufferin Training Board Inter-Cultural Neighbourhood Social Services
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Share package with organizations working on priority one for sharing with business. • Share the package with at least 10-20 staffing agencies by 2008.
Timeline:	Fiscal Year 2007-2008

Opportunity 3: Business associations need to be educated on the benefits of hiring newcomers by means of a professional presentation. Human Resource Professional Associations of Ontario and their local councils, as well as local Chambers of Commerce will be targeted.

Planned Action:	Develop a PowerPoint presentation to deliver a clear message on benefits of hiring newcomers catering to the needs of business organizations. Also develop a stump speech for presenters and train agency staff to do the presentations.
Lead Organization:	Inter-Cultural Neighbourhood Social Services
Community Partners:	Dixie Bloor Neighbourhood Centre Young Men's Christian Association
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • At least 5 presentations will be undertaken in the first year. • Monitor success by criteria to be determined.
Timeline:	Fiscal Year 2007-2008

Opportunity 4: Newcomers to Canada often lack the confidence to speak publicly due to cultural or language limitations. Create a manual for newcomer agencies on how to have a basic public speaking course ("Speech Craft") offered.

Planned Action:	Develop a manual with step by step instructions on developing a successful "Speech Craft" program. Share the manual with all newcomer serving agencies in Peel Halton Dufferin.
Lead Organization:	Peel Halton Dufferin Training Board
Community Partners:	Local Toastmaster Chapter Newcomer Agencies
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • All agencies will have the knowledge on how to coordinate and deliver the "Speech Craft" program. • At least two agencies will deliver the program by 2008.
Timeline:	January 2007

Trend: High Levels of Youth Continue to Drop Out of School

Despite moving into an ever advancing technical workplace and the need for higher education, a substantial number of youth do not complete high school. Without a high school education, they are limited to low paying, part-time positions, and menial labour jobs that lack job security and opportunities for promotion.

Labour Market Information

The youth unemployment rate in PHD is steadily increasing annually and is almost double the national rate for the rest of the population. In the 2001 census PHD's unemployment rate for youth aged 15-24 was 10.6%, while the 2001 unemployment rate for people aged 25 and over was 3.7%.

Action Taken, 2006-2007:

- With funding from Service Canada, the Peel Halton Dufferin Training Board (PHDTB) worked with key youth stakeholders and completed a needs analysis of Brampton youth. The study examined the issues around youth employability and made recommendations.
- PHDTB compiled a youth directory to assist youth find information about employment, education, health, transportation etc. The resource will help youth access services in their communities that can assist them with training and employment.

New Actions for 2007-2008

Opportunity 1: Newcomer youth often lack the proficiency in the English language and also the educational system is very different compared to what they have experienced in their home country. There is no orientation specific to their needs as youth and newcomers.

Planned Action:	Develop a package specific to newcomer youth needs to improve their transition into Canadian life.
Lead Organization:	Peel Adult Learning Centre
Community Partners:	Inter-cultural Neighbourhood Social Services Peel Halton Dufferin Training Board
Priority:	High
Expected Outcomes:	<ul style="list-style-type: none"> • Deliver 500 packages to target youth group through non profit organizations that work with multicultural clients. • Measure success of package by follow up interviews with youth and get feedback on improvements to packages.
Timeline:	Fiscal Year 2007-2008

Opportunity 2: Students are required to make better informed decisions about their careers before leaving high school. There is a need to get employers more involved in student learning. Create a committee/partnership among employers, industry associations, education/training providers and employment-service agencies to effectively summarize and share information, develop strategic plans, and implement action items within Peel Region.

Planned Action:	Development of a user-friendly inventory of education and employment-related services in Peel Region and distribution to over 200 employers/associations. Surveys and relationship building visits with over 50 employers/associations to determine interest in partnership activities and areas of focus.	
Lead Organization:	Centre for Education and Training	
Community Partners:	John Howard Society Peel Adult Learning Centre Job Skills MTCU/Service Canada And other interested parties	Peel District School Board Region of Peel Peel YMCA Peel-Halton Dufferin Training Board
Priority:	High-Medium	
Expected Outcomes:	<ul style="list-style-type: none"> • Implementation of 5 focus groups to include key stakeholders and discussion of potential activities for follow up • A report and sustainability plan to continue relationship building and to develop new activities based on the education/training and employer partnerships 	
Timeline:	Fiscal Year 2007 – 2008	

Opportunity 3: Employers and students need to recognize generational differences.

Planned Action:	Create a panel/networking event for students and employers to increase awareness of generational differences and highlight strengths of both groups
Lead Organization:	The Centre for Skills Development and Training
Community Partners:	Halton Industry Education Council Sheridan Institute
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Through attending a panel/networking event, 100 youth, employers, parents and other community members will have a greater awareness and understanding about the impact of generational differences within the workplace • Three employers and three youth panellists from various sector backgrounds will have the opportunity to discuss their experiences regarding generational differences within a workplace environment
Timeline:	Fiscal Year 2007

Trend: Older Workers Face Challenges Finding Employment

Older worker challenges in finding employment were identified as a trend in our research and community consultation process. It should be noted however that all stakeholders present at the four community consultations did not come up with any action items at this time for this trend.

Trend: Lack of Literacy Skills on the Rise

Labour Market Information

Statistics Canada (2005) highlighted unemployment rates by educational attainment. The provincial average unemployment rate was thirteen point two percent (13.2%) for those with only some high school education as opposed to nine point eight percent (9.8%) for those graduating high school and four point nine percent (4.9%) for those with a post secondary certificate or diploma.

New Actions for 2007-2008

Opportunity 1: Lack of literacy crosses age, gender and ethnic lines. Many workers are being displaced from long-term employment, especially within the manufacturing sector, and newcomers are struggling to meet the literacy standards required by most employers.

Planned Action:	Hold a working session for service providers called Further Connected: Developing Strategies for Local Planning to highlight the existing and potential connections between programs (e.g. academic upgrading + apprenticeship).
Lead Organization:	Peel Halton Dufferin Adult Learning Network Peel Halton Dufferin Training Board
Community Partners:	Literacy providers Job Connect Ministry of Training, Colleges and Universities
Priority:	High
Expected Outcomes:	<ul style="list-style-type: none"> • Highlight local best practices • Identify and define client transition pathways • Share implementation techniques for enhanced information & referral initiative • Discuss opportunities within 2007-08 program directions (e.g. Academic Upgrading • Partnership in LBS and increased service to non-EI eligible adults in Job Connect)
Timeline:	Fiscal Year 2007

Trend: Skilled Trade Shortages Continue

The skills shortage in Peel, Halton and Dufferin is a result of many factors. The skilled trades workforce is aging more rapidly than the overall workforce; and not enough youth are entering the trades as a profession and viewing it as a viable employment opportunity. The result will be increased organizations without the skilled labour pool they require to sustain or increase their business.

Labour Market Information

The percentage of persons aged 55 or over in the workforce (nationally) is (11.8%), compared to Contractors and Supervisors in the trades (15%); Pipefitting trades (18.1); Carpentry (15.8%); Bricklayers (17.5%); and Plumbers (14.3).

Action Taken, 2006-2007

- Peel Halton Dufferin Training Board in collaboration with Georgian College, Sheridan Institute and the Ministry of Training, Colleges and Universities (MTCU) Apprenticeship office organized two employer events to raise awareness about the incentives and tax credit available to employers in an effort to encourage employers to embrace apprentices.
- The training board was involved with the "Apprenticeship Graduation 2006" ceremony held by the MTCU Mississauga Apprenticeship branch, where over 200 apprentices were honoured

New Actions for 2007-2008

Opportunity 1: There is a need to increase positive awareness of apprenticeship trades for parents and young people as there continues to be a stigma attached to selecting the trades as a career choice.

Planned Action:	Organize an event called "Breaking the Myth" to inform parents and students about trades as an option. The event will promote the current and future financial benefits of skilled trades.
Lead Organization:	To be determined
Community Partners:	Georgian College Greater Dufferin Chamber of Commerce –Education Committee Halton Industrial Educational Council – Resource JBJ Employment Services Inc. Peel Halton Dufferin Training Board
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Fifty parents/students will be better informed about the trades as a viable option. • Other outcomes will be established as the project develops.
Timeline:	Fiscal Year 2007-2008

Opportunity 2: There is a need to assess the job opportunities in Dufferin County for skilled trades and for other sectors as well.

Planned Action:	Complete an evaluation of future economic/job opportunities in the Dufferin County and share results with the Greater Dufferin Chamber of Commerce Education Committee
Lead Organization:	To be determined
Community Partners:	Georgian College Greater Dufferin Chamber of Commerce –Education Committee JBJ Employment Services Inc. Peel Halton Dufferin Training Board
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Outcomes for this project are being determined
Timeline:	Fiscal Year 2007-2008

Opportunity 3: Guidance counsellors and co-op teachers need greater exposure to the many different trades that are available as options to young people to help them assist youth make informed career choices.

Planned Action:	Plan a tour of three to five apprenticeship training facilities; at each facility have a presentation made to the guidance counsellors about the many options that can emerge from training at that facility thus educating them about the wide scope of options for youth in the skilled trades.
Lead Organization:	Peel Halton Dufferin Training Board Dufferin Peel Catholic District School Board
Community Partners:	Trade Organizations
Priority:	Medium
Expected Outcomes:	<ul style="list-style-type: none"> • Over 40 guidance counsellors and co-op teachers will have exposure to varied trades that are available as options for apprenticeship. • Participants will also become familiar with requirements for entry into the trades that will be selected for the tour.
Timeline:	Fiscal Year 2007-2008



Appendix 1

Description of the Consultations

Four community consultation meetings were held in November 2006 to solicit community input. All four were regional oriented and brought together a diverse group of local stakeholders to discuss findings and issues with a business/employer focus.

Locations and Dates of Meetings

Orangeville	Tuesday, November 7, 2006
Mississauga	Thursday, November 9, 2006
Halton Hills	Tuesday, November 14, 2006
Oakville	Friday, November 17, 2006

Stakeholder Groups that Participated

One hundred and forty-five participants (145) from 58 community organizations, businesses, municipalities and government agencies participated in the four community consultations.

Structure of Meetings

The structure of the first two meetings was to discuss all issues collectively as one large group. The structure of the last two meetings was to break the participants up into issue-based groups and have them work on individual issues separately. At the end of the discussion, action items were presented to the larger group.



Appendix 2

TOP 2006 Survey Questionnaire

Survey Introduction

In an effort to capture the current labour market trends your input into this survey will give the Peel Halton Dufferin Training Board meaningful information to determine the key challenges for the upcoming year.

The following is a short (5 minute) survey that seeks your feedback for the 2007 "Trends, Opportunities and Priorities" (TOP) report.

The questions below will help us assess the degree to which changes have taken place from last year's TOP report and will also help identify any new issues or opportunities.

The objective of this survey is to ensure that this report reflects your business and/or organization's achievements, as well as any areas of concern for the future.

The results of this survey will provide a base for future community consultations and assist key stakeholders in identifying local priorities and opportunities.

We need your input in developing the 2007 TOP Report!

We are dedicated to making this process and report valuable, relevant, accurate and timely to assist you, and the various levels of governments, to make thoughtful recommendations that support the local needs of our communities.

As this survey is time sensitive, we would appreciate your response as soon as possible. The deadline for return is September 22, 2006. Thank you in advance for your participation.

Background Information

1. Name: _____

2. Position: _____

3. Email Address: _____

4. Business/Organization/Employers Name: _____

5. To what stakeholder group do you belong?

- Business/Employer
- Community Agency
- Education/Training Organization or Institution
- Government (including economic development, labour market analysis, Human Resources and skills development and/or training, government-run/financed social service, etc.)
- Labour Organization
- Other (Please specify): _____

6. If you checked business, could you identify what sector?

- Accommodations and Food
- Agriculture
- Communications/Utilities
- Construction
- Finance, Insurance, Real Estate
- Health
- IT/Technical
- Manufacturing
- Professional
- Other (please specify) _____

7. Could you share with us the number of employees in your business/organization?

- Small 0-10 Medium 11-30 Large Over 31

8. Please indicate which region your organization operates in or serves:

- Peel Halton Dufferin

9. Did you participate in last year's TOP survey

- Yes No Not sure

10. In this section, we would like to rate (from 1 to 5 – 1 being ‘not that important’ to 5 ‘being very important’) the relevancy for this year, the priority issues from last years report. They were:

Issues from Last Year **1 2 3 4 5**

- a) **Marginalized Workforce**
New immigrants and internationally trained professionals face challenges to acquire meaningful employment

- b) **High Level of Skill Shortages**
Industry is having difficulty attracting and retaining skilled workers because not enough people are being trained in skilled trades

- c) **Lack of Literacy Skills**
Number of youth leaving school is increasing due to Board of Education’s zero tolerance policy and a more rigorous curriculum. These youth lack the necessary skills to get employment.

- d) **Aging Population**

11. Are there any issues you would like to have included in the 2007 TOP report (i.e. examples from other communities)?

- I. **In-Migration of Youth**
Many of the youth are moving to the community with little education and training.
- II. **Difficulty for Women Finding and Maintaining Full-Time Employment**
Due to the staffing requirements or company policies, women predominately fill part-time or flexible positions.
- III. **Employment Opportunities Limited for the Disabled**
Due to the lack of flexibility or knowledge by some employers, talented disabled persons are being overlooked for employment opportunities.
- IV. **Lack of Educational Facilities/Programs to Service Skill Training Needs**
Technological changes increasingly place demands on the educational sector to provide high skill, fast-pace training to current or potential employees.

V. Other (please explain): _____

Achievements, Changes and/or Opportunities
This section is an opportunity for you to share any areas of achievement/successes, changes or gaps that you are aware of :

12. What are some of the accomplishments that you or your business/organization has achieved over the past year?

13. What significant funding/program changes have you seen over the past year? (i.e. some programs finished and other programs were announced)

14. Where do you see (or still see) future opportunities?

15. Please outline any other insights or comments you may wish to make:

16. Are there any additional local concerns that you would like to share?

Thank you for
completing this survey

Appendix 3 - Participants at Community Consultations

Orangeville Consultation Group Participation

November 7th, 2006

Name	Organization/Company
Abbot, Wendy	Georgian College
Brown, Jeff	John Howard Society – Peel/Halton/Dufferin
Cunha, da Shalini	Peel Halton Dufferin Training Board
Henderson, Waldo	The Greater Area Dufferin Chamber of Commerce
Honing, Lisa	Vocational Pathways Inc. (VPI)
Ingram, Phyllis	Winnington-Ingram & Associates
Jacildo, Susan	Peel Halton Dufferin Training Board
McLean, Terry	Peel Halton Dufferin Training Board
Nelson, Diane	Vita Centre
Oliver, Veronica	JB Employment Services
Pagani, Lisa	YMCA – Brampton
Payne, Sheri	Brite Manufacturing Inc.
Phillips, Ruth	Town of Orangeville
Stiver, E. James	Town of Orangeville
Takacs, Tammy	Community Living Dufferin
Tooke, Edward	Ministry of Training, Colleges & Universities
Tye, Brenda	Georgian College
Waslynychuk, Jill	JB Employment Services
Young, Raymond	Howmet Georgetown Casting

Dawkins, Kevin
De Freitas Sharon
Delong, Lori
Eriamiantoh, Kate
Evans, Pat
Ferguson, Alisa
Foluk, Seyi
Fonseca, Gerson
Franco, Joanne
Ghassemi, Effat
Gibson, Mick
Hobson, Lindsey
Holland, Sandra
Holowachuk, Darlene
Hufton, Heather
Hunt, Sherry
Inamdar, Jyotsna
Ingram, Phyllis
Ierullo, Teresa
Jacildo, Susan
Jones, Claire
Kearns, Gillian
Lamarra, Christine
Lakhani, Rekha
Lavelle, John
Leigh, Pat
MacKinnon, Moya
Maki, Juliann
Maraj, Michelle
McCullum, Darcy
Mercader, Louroz
McNeil, Karen
McWhinney, Judith
Srimanta Mohanty
Toyloy, Markate
Nguyen, Tony
Odorico, Adriana
Pariselli, Patty

Centre for Education & Training
Ontario Works in Peel Region
Dufferin-Peel Adult Learning Centre – St. Gabriel
African Community Services of Peel
Peel District School Board
Ontario Works in Peel Region
Inter-Cultural Neighbourhood Social Services
Centre for Education & Training
Job Skills
Peel Adult Learning Centre
Advanced Metal Stamping Corporation
Sheridan Institute
Ontario Works in Peel Region
YMCA – Mississauga
Peel Literacy Guild
Ministry of Training, Colleges & Universities
Centre for Education & Training
Winnington-Ingram & Associates
Consultant
Peel Halton Dufferin Training Board
Community Living Mississauga
YMCA – Brampton
Peel Adult Learning Centre
Region of Peel
Peel District School Board
Service Canada
Centre for Education & Training
Ontario Works in Peel Region
Ontario Works in Peel Region
Inter-Cultural Neighbourhood Social Services
Peel Halton Dufferin Training Board
Centre for Education & Training
Region of Peel
The Social Planning Council of Peel
Citizenship & Immigration Canada
Ontario Works in Peel Region
Accessible Community Counselling & Employment Services (ACCES)
Ontario Works in Peel Region

Mississauga Consultation Group Participation

November 9th, 2006

Name	Organization/Company
Abdool, Amad	Ontario Works in Peel Region
Allen, Heather	Region of Peel
Ahmed, Yussuf Services	Inter-Cultural Neighbourhood Social Services
Barnes, Kirsten	Inter-Cultural Neighbourhood Social Services
Baxter, Stefania	Region of Peel
Brophy, Paul	Service Canada
Bruno, Nicole	Ontario Works in Peel Region
Cancilla, Josie	Stitch It Canada's Tailor Inc.
Chaubal, Sangita	Toronto Areas Novotel
Cordeiro, Debbie	Region of Peel
Cunha, da Shalini	Peel Halton Dufferin Training Board
Davidson, Judy	Job Skills
Davis, Mary	Our Lady of Mount Carmel Secondary School

Patterson, Blossom	United Achievers Community Services	Reid, Elaine	Sheridan Institute
Pereira, Margo	Service Canada	Searle, Gail	Service Canada
Pinkus, Stefany	Ministry of Citizenship & Immigration Canada	Shulman, Matthew	Peel Halton Dufferin Adult Learning Network
Ranieri, Rose	Region of Peel	Stensson, Bill	Sheridan Nurseries
Roach, Chris	Peel Halton Dufferin Training Board	Walker, Sue	Halton Hills Chamber of Commerce
Sereda, Phyllis Kohut	Peel Adult Learning Centre		
Serraf, Arnaud	Connexion Emploi – Job Connect		
Shivonen, Irene	Accessible Community Counselling & Employment Services (ACCES)		
Shulman, Matthew	Peel Halton Dufferin Adult Learning Network		
Smits, Andy	Brian J. Fleming Catholic Adult Learning Centre		
Tolias, Anastasia	Peel Halton Dufferin Training Board		
Vesey, MaryLynn	City of Mississauga		
Walzak, Tina	Region of Peel		
Webber, Terri	Brampton Neighbourhood Resource Centre		
Welch, Sandra	Peel Halton Dufferin Training Board		
Wilson, Cathy	Service Canada		
Woods, Jessica	John Howard Society of Peel/Halton/Dufferin		
Young, Yordes	Vent Master		

Halton Hills Consultation Group Participation

November 14th, 2006

Name	Organization/Company	Name	Organization/Company
Anderson, Bill	Town of Halton Hills	Aube, Patricia	Centre De Ressource D'Emploi Francophone
Brophy, Paul	Service Canada	Barile, Tania	M.P.P. Kevin Flynn Office, Oakville
Cristiano, Giancarlo	Region of Peel	Bertrand, Kim	Sheridan Institute
Da Cunha, Shalini	Peel Halton Dufferin Training Board	Buehler, Kerri Zanatta	Sheridan Institute
Ingram, Phyllis	Winnington-Ingram & Associates	Cunha, da Shalini	Peel Halton Dufferin Training Board
Ierullo, Teresa	Consultant	D'Cruz, Iris	Exel Canada
Jacildo, Susan	Peel Halton Dufferin Training Board	Dhora, Nitin	Dixie Bloor Neighbourhood Centre
Krukowski, Barb	The Centre for Skills Development & Training	Douglas, Jan	Sheridan Institute
Lynch, Kathryn	John Howard Society of Peel/Halton/Dufferin	Grougrou, Kristin	Centre for Education & Training
Newton, Cathy	Acton Employment Resource Centre	Hart, Lorna	The Centre for Skills Development & Training
MacLeod, Jim	Sheridan Nurseries	Hinton, Donna	Sheridan Institute
McIntyre, Debbie	Service Canada	Hoey, Kelly	Halton Industry Education Council
Merrill-Breens, Bonnie	Sheridan Institute	Hoey, Keith	Burlington Chamber of Commerce
Pennington-Drabble, Norma	Peel Halton Dufferin Training Board	Ierullo, Teresa	Consultant
Thornton, Jim	Peel Halton Dufferin Training Board	Ingram, Phyllis	Winnington-Ingram & Associates
Tooke, Edward	Ministry of Training, Colleges & Universities	Jacildo, Susan	Peel Halton Dufferin Training Board
Tyhurst, Beverly	Vocational Pathways Inc. (VPI)	Jones, Linda	Peel Halton Dufferin Training Board
		Lawrence, Ian	Murray Manufacturing
		Li, Alice	Sheridan Institute
		Mackeson, Juliet	Centre for Education & Training
		Militar, Gilmar	The Ontario Trillium Foundation
		Musu, Michelle	The Centre for Skills Development & Training
		Murray, Michelle	Halton Industry Education Council
		Pennington-Drabble, Norma	Peel Halton Dufferin Training Board
		Ryan, Cindy	Centre for Education & Training
		Seed, Dianne	Halton Industry Education Council
		Shulman, Matthew	Peel Halton Dufferin Adult Learning Network
		Solenthaler, Sophie	Exel Canada
		Thacker, Rob	Service Canada
		Wilson, Cathy	Service Canada
		Vandegraaf, Christine	YMCA – Hamilton/Burlington
		Vohra-Bhalla, Vibha	The Regional Municipality of Halton

Oakville Consultation Group Participation

November 17th, 2006

Name	Organization/Company
Aube, Patricia	Centre De Ressource D'Emploi Francophone
Barile, Tania	M.P.P. Kevin Flynn Office, Oakville
Bertrand, Kim	Sheridan Institute
Buehler, Kerri Zanatta	Sheridan Institute
Cunha, da Shalini	Peel Halton Dufferin Training Board
D'Cruz, Iris	Exel Canada
Dhora, Nitin	Dixie Bloor Neighbourhood Centre
Douglas, Jan	Sheridan Institute
Grougrou, Kristin	Centre for Education & Training
Hart, Lorna	The Centre for Skills Development & Training
Hinton, Donna	Sheridan Institute
Hoey, Kelly	Halton Industry Education Council
Hoey, Keith	Burlington Chamber of Commerce
Ierullo, Teresa	Consultant
Ingram, Phyllis	Winnington-Ingram & Associates
Jacildo, Susan	Peel Halton Dufferin Training Board
Jones, Linda	Peel Halton Dufferin Training Board
Lawrence, Ian	Murray Manufacturing
Li, Alice	Sheridan Institute
Mackeson, Juliet	Centre for Education & Training
Militar, Gilmar	The Ontario Trillium Foundation
Musu, Michelle	The Centre for Skills Development & Training
Murray, Michelle	Halton Industry Education Council
Pennington-Drabble, Norma	Peel Halton Dufferin Training Board
Ryan, Cindy	Centre for Education & Training
Seed, Dianne	Halton Industry Education Council
Shulman, Matthew	Peel Halton Dufferin Adult Learning Network
Solenthaler, Sophie	Exel Canada
Thacker, Rob	Service Canada
Wilson, Cathy	Service Canada
Vandegraaf, Christine	YMCA – Hamilton/Burlington
Vohra-Bhalla, Vibha	The Regional Municipality of Halton

Appendix 4

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Jill Thatcher, Economic Development Office, Centre For Business and Economic Development

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Chris Schenk, Research Director, Ontario Federation of Labour

Wendy Gale, Human Resource Administrator, Headwaters Health Centre

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