Local Labour Market Plan

2013-2014

Peel Halton Workforce Development Group

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Background

The Peel Halton Workforce Development Group (PHWDG) is a community based, not-for-profit Corporation that serves the Peel and Halton Regions.

The PHWDG functions as a neutral broker of research, disseminator of information and facilitator of collaborative partnership development. The PHWDG works with the community to identify trends and opportunities in the labour market environment which impact our workforce. We then nurture the ideas which emerge from our consultations and seek to develop partnerships to address these issues, to further help our community to thrive in our local economy.

Operating as part of the Local Boards Network of Ontario, PHWDG is one of 25 local planning board areas funded by the Ontario Ministry of Training, Colleges and Universities to conduct and distribute local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

This report was prepared by Tom Zizys, a labour market analyst, and Shalini da Cunha, the Executive Director of the Peel Halton Workforce Development Group.

Executive Summary

Population growth in Peel and Halton Regions has continued at a high rate, based on the 2011 Census figures. Mississauga and Brampton are now the 3rd and 4th largest municipalities in Ontario, while Milton had the largest population growth of any larger municipality in Canada between 2006 and 2011.

Four years after the start of the recession and it is striking how its impact lingers. Employment is showing some signs of recovery, with the unemployment rate for youth still needing further improvement.

In terms of number of employers in Peel and Halton Regions, the data is finally offering some good news, as firms across all employee size categories increased over the 2011 figures (except for firms with zero employees). These increases were experienced across most industries.

In Peel there were large gains in:

- Real Estate
- Transportation & Warehousing
- Professional, Scientific & Technical Services

In Halton, large gains were seen in:

- Real Estate
- Transportation & Warehousing
- Health Care & Social Assistance

The Peel Halton Workforce Development Group's Annual Employer Survey was an extremely useful initiative, thanks to help from so many different partners. In the end, over 400 responses were collected, from firms representing over 40,000 jobs in Peel and Halton Regions.

The most prominent findings from the survey:

- Some employers express fairly high expectations of job candidates even for entry-level jobs, when measured by levels of educational attainment and prior work experience; this is particularly the case among employers in the Knowledge Sector;
- Employers express much greater concern about recruiting and retaining senior-level staff as opposed to entry-level staff (although the latter is a greater concern for very small firms);
- Smaller firms are more likely to feel that addressing their workforce issues would reap greater positive impacts;
- Assessment of soft skills remain the most important factor when it comes to employers making hiring decisions;
- Training issues and having the workforce system work together are the biggest workforce development priorities for employers;
- Newcomers have already become an important source of new hires for a third of the employers surveyed, particularly so among manufacturing firms and larger firms;
- Employers express some concerns regarding the job readiness of newcomers, primarily in terms of their English language skills; however, employers who already rely on newcomers as a significant source of new hires express lower levels of concerns compared to other employers who have not hired newcomers in significant numbers; there is a small proportion of employers who expect to be relying less on newcomers, likely because they had a bad experience;
- Employers were largely in agreement that youth could benefit from getting more work experience, and they also felt that youth exhibited an exaggerated sense of entitlement; employers were also less likely to affirm that youth had the right attitude toward work or that they had the right soft skills;
- Starting wages for entry-level positions vary considerably across employers, with more Service Sector employers tending to pay at the low end of the scale, and more Knowledge Sector employers paying at the higher end; the proportion of employers paying at the low end drops considerably as the size of establishment increases, only to rise again for firms with more than 100 employees.

Introduction

Each year, the Peel Halton Workforce Development Group issues a report that summarizes its views on labour market trends in the local area and identifies its action plan for the following year. This report is based on several key inputs:

- Analysis of labour market data;
- Information from employers;
- Consultations with key stakeholders (individuals engaged in activities related to the labour market, workforce development and/or employment services).

This year the data analysis has relied on Statistics Canada Canadian Business Patterns data for December 2008 through to June 2012, as well as tax filer data for 2006 to 2011.

Again this year an extensive employer survey was undertaken, to gain better insight into the hiring practices and workforce concerns of local employers. The responses should be of particular interest and value to local organizations involved in providing employment services, education and training, and settlement services to newcomers.

The report also benefitted from a broader consultation event with local workforce development stakeholders, where participants contributed their views on current labour market priorities and deliberated on appropriate initiatives that the PHWDG and its partners should pursue in the upcoming year.

The PHWDG wishes to thank its many partners and stakeholders for their engagement in the work of the PHWDG. Without your input and your follow-through, our efforts and our impacts would be much diminished.

The Status Of The Labour Market In Peel And Halton Regions

Population

As reported last year, the latest Statistics Canada Census results for 2011 show that Peel and Halton Regions continued to grow at a rapid rate.

Table 1: CENSUS POPULATION AND PERCENTAGE CHANGE HALTON, PEEL AND ONTARIO

	2011	2006	% change 2006-2011	% change 2001-2006
HALTON	501,669	439,206	14.2%	17.1%
PEEL	1,296,814	1,159,455	11.8%	17.2%
ONTARIO	12,160,282	12,851,821	5.7%	6.6%

Source: Statistics Canada, 2006 and 2011 Census Profiles

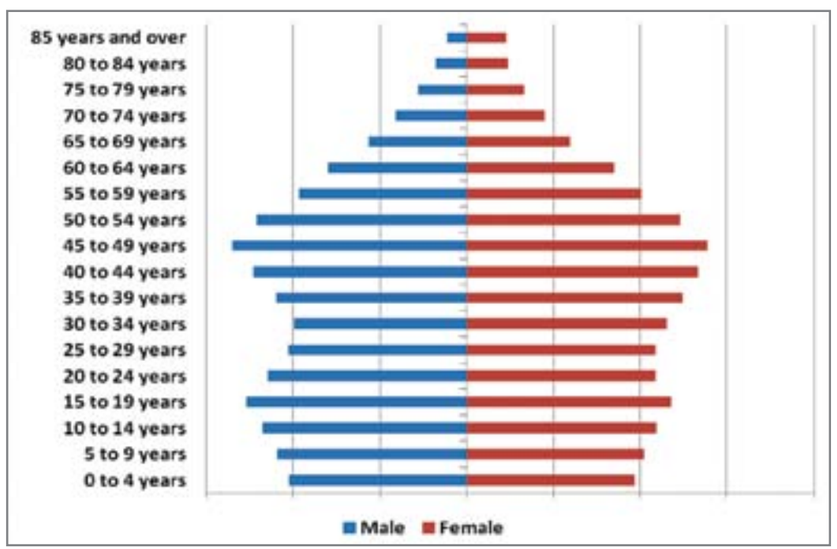
All municipalities in Peel and Halton grew at a rate faster than the Ontario average, except for Caledon, while Brampton, at 20.8%, and Milton, at 56.5%, grew at a torrid pace. Mississauga and Brampton are the 3rd and 4th largest municipalities in Ontario, after Toronto and Ottawa.

Distribution of population by age

The distribution of a population by age groups can reveal different demographic dynamics. A growing proportion of seniors reflect an aging population. A large share of young children indicates that families are continuing to settle in an area. The number of people making up the working age population (25 to 64 year olds) signals the availability of adults for local employers.

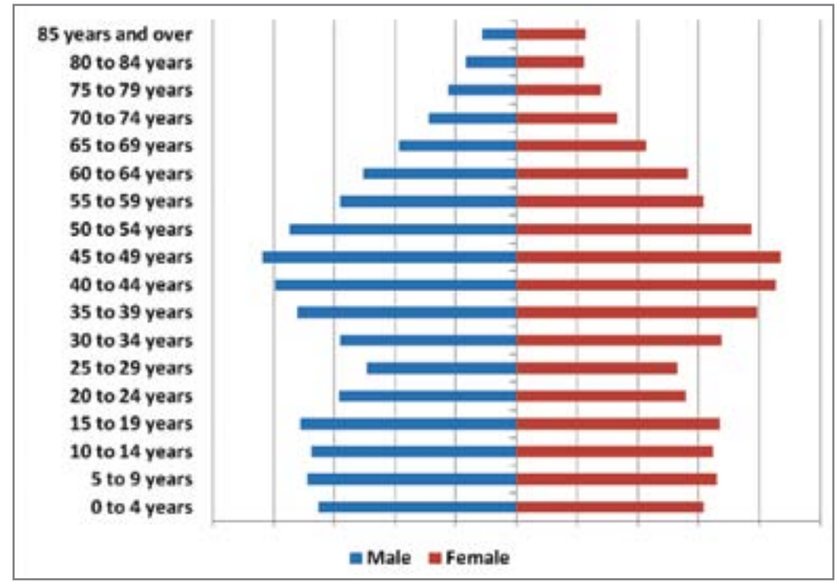
This age distribution is typically illustrated by an age pyramid, showing the number of individuals in each age category by gender. Such a chart usually takes on the appearance of a pyramid because with each successive age category the number usually diminishes, due to natural attrition. However, the shape of that pyramid can vary significantly, thanks to in- and out-migration patterns, as well as baby booms and baby busts. Charts 1 and 2 illustrate the population pyramid for Peel and Halton Regions, and Chart 3 provides the comparison for Ontario.

Chart 1: Age Distribution, Peel Region, 2011



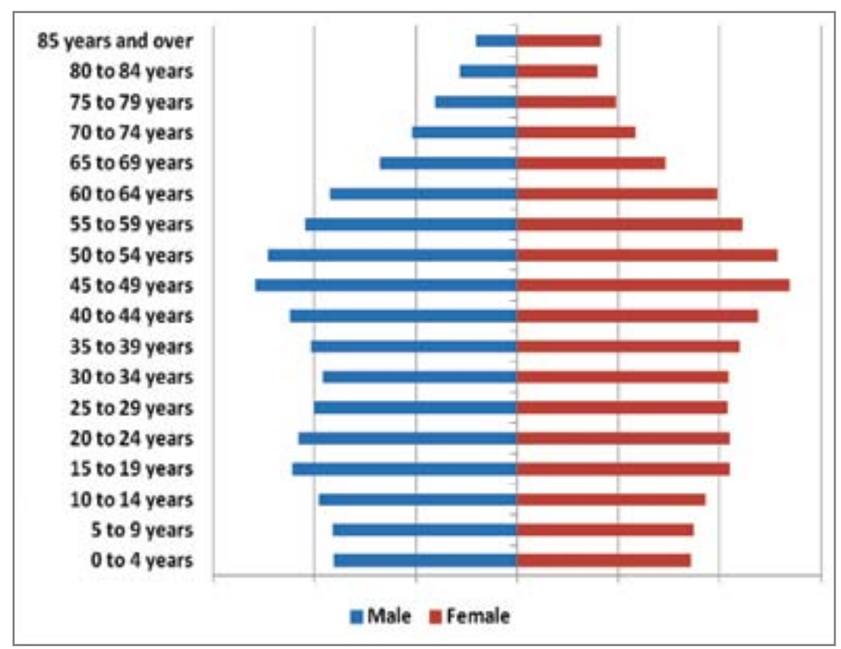
Statistics Canada, 2011 Census; each interval represents 20,000 individuals

Chart 2: Age Distribution, Halton Region, 2011



Source: Statistics Canada, 2011 Census; each interval represents 5,000 individuals

Chart 3: Age Distribution, Ontario, 2011



Source: Statistics Canada, 2011 Census; each interval represents 200,000 individuals

There are only slight variations between these three population groups: Peel and Halton have a slightly higher proportion of children (0-14 year olds) than Ontario. Peel has slightly more younger youth (15-19 year olds). Halton has a slightly smaller proportion of residents in their twenties (20-29 years old). Both Peel and Halton have somewhat more 35-44 year olds and less 55-64 year olds compared to Ontario. And Peel has a slightly smaller proportion of residents aged 65 years and older, while Halton's proportion is closer to the provincial average.

Population Change and Migration Dynamics

With the 2011 Census data, it is possible to examine population changes by age categories. As well, information from individuals filing taxes provides data for in-migration and out-migration for each census area. With this data, one can paint a picture of population dynamics.

Quite apart from the net population numbers, what is striking about the migration data is the tremendous amount of movement in and out of Peel and Halton regions. For example, during the five-year span between 2006 and 2011, over a third of a million people (367,087) moved into Peel Region, while at the same time over a quarter of a million people (270,965) moved out. This represents a tremendous amount of flux, not only people changing homes, but changing communities as well, with all the neighbourhood settlement and orientation issues involved in these life transitions.

Table 2: PEEL REGION
MIGRATION DATA AND POPULATION CHANGE, 2006-2011

MIGRATION FIGURES, 2006 to 2011				NET TOTAL POPULATION CHANGE, 2006 to 2011	
	In-migrants	Out-migrants	Net-migrants		Net change
0-17 year olds	87,376	61,646	25,730	0-14 year olds	9,900
18-24 year olds	41,007	28,056	12,951	15-24 year olds	23,890
25-44 year olds	165,275	120,755	44,520	25-44 year olds	6,690
45-64 year olds	54,964	45,986	8,978	45-64 year olds	65,580
65 years & older	18,465	14,522	3,943	65 years & older	31,330
TOTAL	367,087	270,965	96,122	TOTAL	137,390

Source: Statistics Canada, Annual Migration Estimates by Census Division (from tax filer administrative data); 2006 and 2011 Census

To understand the interplay between migration and net population changes in Peel Region (Table 2), one needs to go back to the population pyramid chart (Chart 1). The population bulges, most noticeable at ages 40-54 and 10-24 years of age, represent the baby boom and the baby boom echo. The net increase in population, from the 15-24 and 45-64 year old categories, is largely a result of this demographic phenomenon. The same applies to the increase in population among those aged 65 years and older.

As those age cohorts have grown older, the age range they have just moved from shrinks. However, in the case of Peel Region, the significant amount of net-migration among 25-44 year olds (together with the children of these adults, that is, among 0-17 year olds), means that the net population for these age ranges has still increased.

Much the same applies to Halton Region as well (Table 3), except that Halton experiences almost no net migration growth among 18-24 year olds. This likely represents a larger out-migration of youth to pursue post-secondary or work opportunities than is the case in Peel.

Table 3: HALTON REGION
MIGRATION DATA AND POPULATION CHANGE, 2006-2011

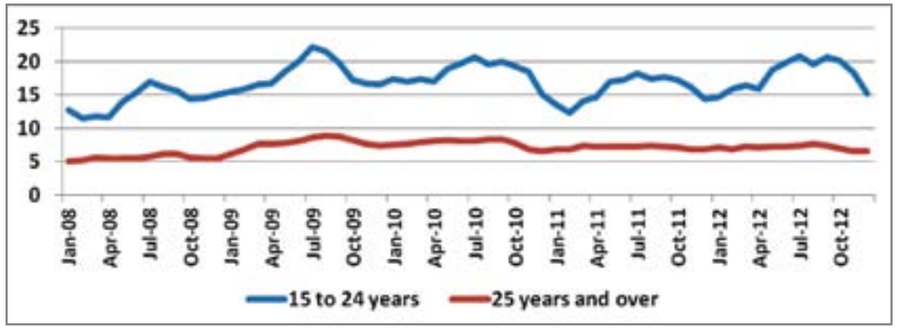
MIGRATION FIGURES, 2006 to 2011				NET TOTAL POPULATION CHANGE, 2006 to 2011	
	In-migrants	Out-migrants	Net-migrants		Net change
0-17 year olds	34,077	19,798	14,279	0-14 year olds	10,555
18-24 year olds	12,888	12,289	599	15-24 year olds	8,720
25-44 year olds	68,055	44,476	23,579	25-44 year olds	7,850
45-64 year olds	23,155	20,084	3,071	45-64 year olds	23,470
65 years & older	10,079	7,045	3,034	65 years & older	11,825
TOTAL	148,254	103,692	44,562	TOTAL	62,420

Source: Statistics Canada, Annual Migration Estimates by Census Division (from tax filer administrative data); 2006 and 2011 Census

Labour force data

Current data regarding the labour force is only available via StatCan's Labour Force Survey, the monthly announcement regarding employment and unemployment figures. Being a survey, it is a sample, and thus is only reliable for larger population groupings. As a result, for our local area the only data available is for the Toronto Census Metropolitan Area, an area that encompasses not only Toronto but also Peel Region and Halton Region (except for Burlington), as well as York Region and a part of Durham Region. The broad trends identified most likely apply to the area covered by the Peel and Halton Workforce Development Group, which contributes almost 30% of the Toronto CMA's population.

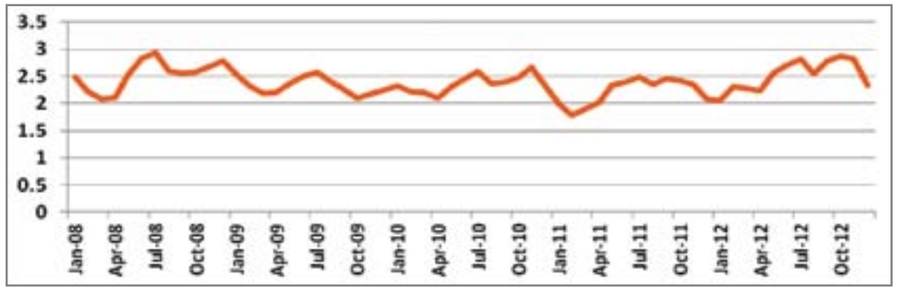
Chart 4: Unemployment rates, residents aged 15-24 year olds and 25 years and older, Toronto CMA, January 2008 to December 2012 (percentage)



Source: Statistics Canada, Labour Force Survey

Chart 4 tracks the unemployment rate for the Toronto CMA from January 2008 to October 2012. Youth unemployment already started rising before the start of the recession in the third quarter of 2008. As adult unemployment nudged into the 8% range several times over this period, youth unemployment was at times hitting 20%. Indeed, through much of this period, the youth unemployment rate has been between 2.0 and 2.5 times higher than of the adult unemployment rate (see Chart 5), a ratio that has been increasing to 2.8 and 2.9 in the summer and fall of 2012, before dropping again in December.

Chart 5: Ratio of youth (15-24 year olds) to adult (25 years and older) unemployment, Toronto CMA, January 2008 to December 2012



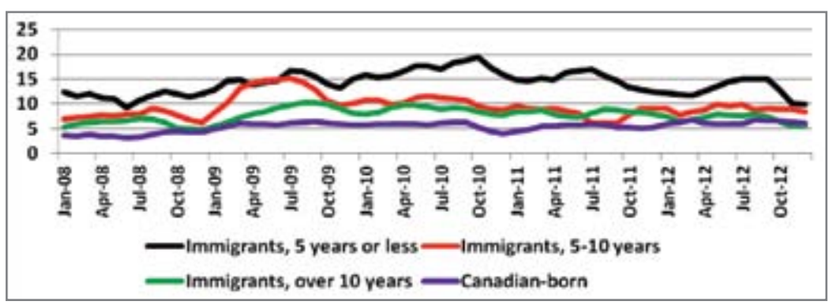
Source: Statistics Canada, Labour Force Survey

In 2006, immigrants made up almost half of the population in Peel Region (48.6%) and almost a quarter of the population in Halton Region (24.8%). Those proportions will likely be greater once the 2011 Census figures for immigration status are published. In Mississauga they already make up 51.6% of the population and Brampton is not far behind at 47.8%.

The recession had a different impact depending on one's immigration status. Chart 6 illustrates the unemployment rates for different segments of the Toronto CMA labour force: those born in Canada; those who immigrated to Canada five or less years earlier; those who immigrated to Canada more than five to ten years earlier; those who immigrated to Canada more than ten years earlier.

As one can see from the chart, the unemployment rates during and after the recession rose far more for immigrants than it did for those born in Canada, and rose far more for those who had been in Canada the least amount of time. Indeed, the peak unemployment rate for Canadian-born in the Toronto CMA during the period January 2008 and October 2012 was 6.7% (March and August 2012). For those who immigrated more than ten years earlier the peak rate was 10.3% (September 2009); for immigrants who arrived five to ten years earlier, it was 15.2% (July 2009); for newcomers who arrived five or less years earlier, the peak was 19.5% (October 2010). The age group of 25-54 year olds is compared, limiting the focus to prime-working age adults.

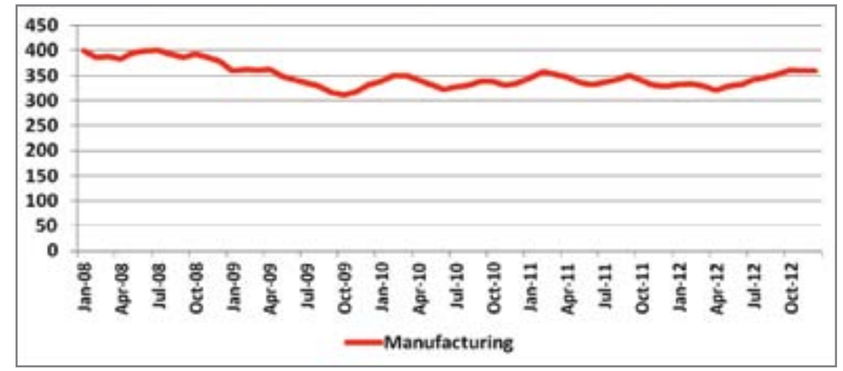
Chart 6: Unemployment rates by immigrant status, Toronto CMA, January 2008 to December 2012 (percentage)



Source: Statistics Canada, Labour Force Survey

Manufacturing has been the most significant industry across the Peel and Halton areas, making up 17% to 25% of the jobs present in each municipality in 2006. The number of these jobs has been declining and this sector was particularly hard hit by the recession.

Chart 7: Employment numbers for manufacturing, Toronto CMA, January 2008 to December 2012 (thousands)



Source: Statistics Canada, Labour Force Survey

Chart 7 tracks the number of Toronto CMA residents employed in manufacturing over the last four years. During the recession, that figure dropped over 20%, a loss of 90,000 jobs. Slowly, manufacturing has been regaining some of these losses, recovering roughly 55% of that drop (close to 50,000 jobs).

Number of employers

Tables 4 and 5 provide the number of employers present in Peel and Halton York Regions in June 2012, and breaks down the figures by industry and by employee size ranges (each area is represented by a separate table). The highlighted cells identity the three largest numbers of firms for each employee size category column.

Table 4: PEEL
NUMBER OF EMPLOYERS BY INDUSTRY AND EMPLOYEE SIZE RANGE – JUNE 2012

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	274	98	30	17	9	3	1	432	1	17
21 Mining	14	5	1	5	2	0	1	28	0	19
22 Utilities	27	4	6	1	5	4	3	50	0	18
23 Construction	6194	2062	549	352	191	64	45	9457	11	3
31-33 Manufacturing	1357	833	544	456	439	203	208	4040	5	9
41 Wholesale trade	2173	1448	737	587	506	174	145	5770	7	7
44-45 Retail trade	2789	1744	1141	648	354	145	115	6936	8	5
48-49 Transportation/Warehousing	8059	5213	312	206	184	74	86	14134	16	1
51 Information and Cultural	578	227	54	46	42	13	14	974	1	14
52 Finance and Insurance	2740	631	155	123	212	24	39	3924	4	10
53 Real Estate	6741	1010	182	121	75	22	14	8165	9	4
54 Professional Scientific Tech	8383	3960	470	253	171	66	48	13351	15	2
55 Management of Companies	2458	220	53	54	73	40	61	2959	3	12
56 Administrative Support	2306	939	336	232	160	98	107	4178	5	8
61 Educational Services	454	172	84	61	42	9	10	832	1	16
62 Health Care & Social Assist	810	1415	614	293	154	62	59	3407	4	11
71 Arts, Entertainment & Rec	546	117	58	49	38	12	15	835	1	15
72 Accommodation & Food	793	696	455	435	305	152	37	2873	3	13
81 Other Services	2648	2689	601	267	126	17	16	6364	7	6
91 Public Administration	7	2	0	1	3	0	5	18	0	20
TOTAL	49351	23485	6382	4207	3091	1182	1029	88727		
Percentage of all employers	56%	26%	7%	5%	3%	1%	1%			
Cumulative percentage	56%	82%	89%	94%	97%	98%	99%			
ONTARIO percentage of all employers	56%	24%	9%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Table 4 highlights a number of features regarding employers in Peel.

Number of small firms: Businesses are by far made up of small establishments. 56% of the firms in Peel have no employees[1], and another 26% have 1-4 employees. Cumulatively (the second to last row on the table), 89% of all firms in Peel have nine or fewer employees, and 98% have 49 or fewer employees. This distribution is not unusual: the last row provides the Ontario percentage distribution of employers by size of firm, and the Peel figures pretty well match those numbers.

Highest numbers of firms by industry: The second to last column provides the percentage distribution of all firms by industry. Transportation and Warehousing makes up the largest sector, accounting for 16% of all employers in Peel (15.9% before rounding off), almost three times the provincial figure of 5.4%. This very large proportion reflects a large number of truck drivers. The second largest category of employers is in Professional, Scientific and Technical Services, accounting for 15% of all employers (same as the provincial average). This category is made up of many professionals and consultants.

Highest number of firms by size and industry: The three largest industries by each employee size category have also been highlighted. The table demonstrates how the large number of firms in the smaller size categories drives the total numbers (for example, in Transportation & Warehousing and in Professional, Scientific & Technical Services). However, in the mid-size and large ranges, Manufacturing, Wholesale Trade and Retail Trade come to the fore.

In terms of the ranking of these 20 industries, there has been no change from last year.

[1]This actually undercounts the number of self-employed individuals. The Statistics Canada's Canadian Business Patterns database does not include unincorporated businesses that are owner-operated (have no payroll employees) and that earn less than $30,000 in a given year.

Table 5: HALTON
NUMBER OF EMPLOYERS BY INDUSTRY AND EMPLOYEE SIZE RANGE – JUNE 2012

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	272	71	20	19	8	7	3	400	1	17
21 Mining	18	6	7	0	1	1	0	33	0	18
22 Utilities	15	3	3	4	2	3	3	33	0	18
23 Construction	2471	849	284	152	87	13	18	3874	10	2
31-33 Manufacturing	505	295	189	138	143	82	73	1425	4	12
41 Wholesale trade	934	620	247	193	142	61	33	2230	6	7
44-45 Retail trade	1149	723	595	379	174	93	62	3175	8	4
48-49 Transportation/Warehousing	1038	445	71	56	41	15	16	1682	4	11
51 Information and Cultural	332	120	37	28	24	11	6	558	1	15
52 Finance and Insurance	1715	428	110	81	119	14	15	2482	6	6
53 Real Estate	3253	411	87	50	18	13	2	3834	10	3
54 Professional Scientific Tech	5042	2212	270	146	82	30	8	7790	20	1
55 Management of Companies	1551	134	21	27	31	14	21	1799	5	10
56 Administrative Support	971	498	184	118	57	20	24	1872	5	9
61 Educational Services	272	92	44	42	29	8	5	492	1	16
62 Health Care & Social Assist	623	836	336	160	79	29	23	2086	5	8
71 Arts, Entertainment & Rec	374	125	43	34	35	9	11	631	2	14
72 Accommodation & Food	284	230	179	177	208	92	11	1181	3	13
81 Other Services	1101	1301	330	158	41	13	8	2952	8	5
91 Public Administration	1	3	1	0	0	0	9	14	0	20
TOTAL	21921	9402	3058	1962	1321	528	351	38543		
Percentage of all employers	57%	24%	8%	5%	3%	1%	1%	100%		
Cumulative percentage	57%	81%	89%	94%	97%	98%	99%			
ONTARIO percentage of all employers	56%	24%	9%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Table 5 highlights a number of features regarding employers in Halton.

Number of small firms: Businesses are by far made up of small establishments. 57% of the firms in Halton have no employees[2], and another 24% have 1-4 employees. Cumulatively (the second to last row on the table), 89% of all firms in Halton have nine or fewer employees, and 97% have 49 or fewer employees. This distribution is not unusual: the last row provides the Ontario percentage distribution of employers by size of firm, and the Halton figures almost exactly match those numbers.

Highest numbers of firms by industry: The second to last column provides the percentage distribution of all firms by industry. Professional, Scientific and Technical Services is by far the largest sector, accounting for 20% of all employers in Halton, considerably higher than the provincial figure of 15.0%. This category is made up of many professionals and consultants. The second largest category of employers is in Construction, followed very closely by Retail Trade (in both instances the proportions are close to the provincial average).

Highest number of firms by size and industry: The three largest industries by each employee size category have also been highlighted. The table demonstrates how the large number of firms in the smaller size categories drives the total numbers (for example, in Professional, Scientific & Technical Services, Construction and Real Estate). However, in the mid-size and large ranges, the incidence of the top three industries becomes quite scattered: Retail Trade, Manufacturing, and Accommodation & Food Services place in the top three frequently. Industries showing larger numbers among smaller firms include Real Estate (and Rental & Leasing), Other Services and Health Care & Social Assistance, while among bigger firms one finds Wholesale Trade.

In terms of the ranking of these 20 industries, there has been no change from last year.

Change in the number of employers by size of firm

One indicator of local economic activity and employment trends is the number of employers, including the size of their firms, present in the local community. Tables 5 and 6 provide the numbers of employers aggregated by several size categories for Peel and Halton Regions:

- "0" Zero employees (in most instances, self-employed employers, or no employees
- 1-19 Small firms
- 20-99 Medium-sized firms
- 100+ Large firms

Table 6: PEEL
NUMBER OF FIRMS BY EMPLOYEE SIZE DECEMBER 2008 TO JUNE 2012

	0	1-19	20-99	100+
December 2008	52322	30162	4418	1089
June 2010	49938	32516	4311	1040
December 2010	51029	32927	4341	1046
June 2011	50413	32906	4099	957
June 2012	49351	34074	4273	1029

Statistics Canada, Canadian Business Patterns, December 2008, June 2010, December 2010 and June 2011

[2] This actually undercounts the number of self-employed individuals. The Statistics Canada's Canadian Business Patterns database does not include unincorporated businesses that are owner-operated (have no payroll employees) and that earn less than $30,000 in a given year.

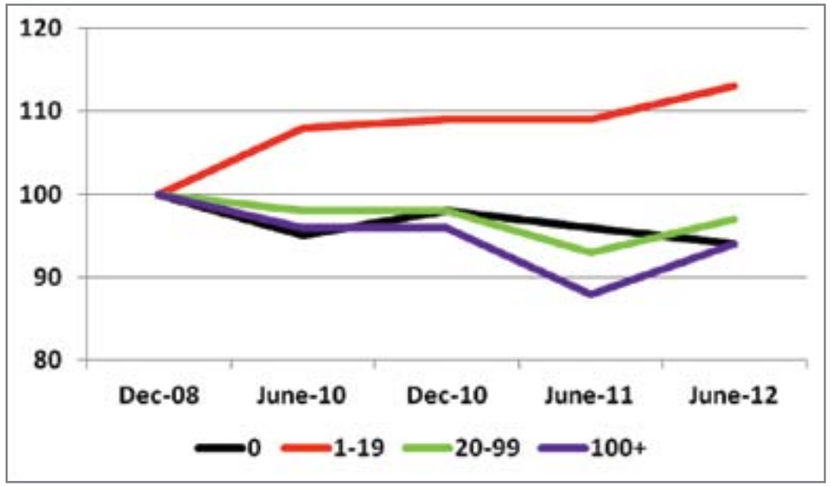
Table 7: HALTON
NUMBER OF FIRMS BY EMPLOYEE SIZE DECEMBER 2008 TO JUNE 2012

	0	1-19	20-99	100+
December 2008	22016	13607	1757	376
June 2010	21452	14220	1762	352
December 2010	22335	14446	1765	355
June 2011	22209	14311	1711	321
June 2012	21921	14422	1849	351

Statistics Canada, Canadian Business Patterns, December 2008, June 2010, December 2010 and June 2011

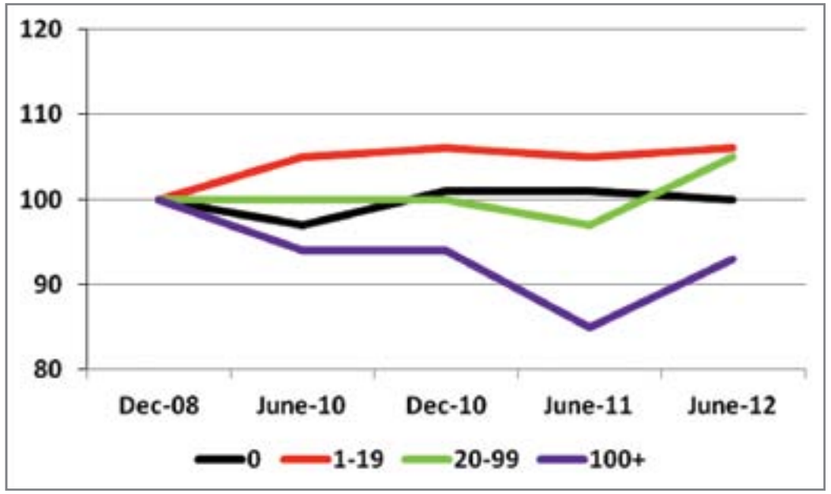
Charts 8 and 9 make evident the trends in the changing number of employers by employee size. The charts use the figures for December 2008 as the baseline, assigning a value of 100. Each subsequent number is expressed in relation to the December 2008. This makes it easier to visualize changes across numbers with different orders of magnitude for these categories.

Chart 8: Number of firms by employee size, December 2008 to June 2012, Peel Region



Statistics Canada, Canadian Business Patterns, December 2008, June 2010, December 2010, June 2011 and June 2012

Chart 9: Number of firms by employee size, December 2008 to June 2012, Peel Region



Statistics Canada, Canadian Business Patterns, December 2008, June 2010, December 2010, June 2011 and June 2012

The June 2012 number employers data suggests positive news, as for both Peel and Halton, the numbers increased, except for firms with zero employees. This is a reversal of the trend for most categories over the last few years, when the numbers have tended to drop (except for the 1-19 employee size category). However, for the larger sized firms (20-99 and 100+ employees), the numbers have not yet returned back to the levels registered in December 2008 (except for firms with 20-99 employees in Halton).

Change in the number of firms by industry, June 2011 to June 2012

Changes in the number of employers are experienced differently across the various industries. Tables 8 and 9 highlight the change in the number of firms by industry and by employee size between June 2011 and June 2012 for Peel and Halton Regions. The tables also list the total number of firms in each industry in June 2012, to provide a context.

Table 8: PEEL
CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2011 TO JUNE 2012

INDUSTRY	Firm size (number of employees)					Total number of firms June-12
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-9	12	2	0	5	432
Mining and oil and gas extraction	-4	-1	0	0	-5	28
Utilities	4	0	0	-1	3	50
Construction	-276	154	10	2	-110	9457
Manufacturing	-112	-33	19	9	-117	4040
Wholesale trade	-135	108	97	21	91	5770
Retail trade	-109	71	14	10	-14	6936
Transportation and warehousing	-322	468	8	0	154	14134
Information and cultural industries	22	21	9	-2	50	974
Finance and insurance	-86	10	-4	4	-76	3924
Real estate and rental and leasing	279	70	-3	-1	345	8165
Professional, scientific and technical services	-150	241	14	2	107	13351
Management of companies and enterprises	-125	-1	11	6	-109	2959
Administrative and support	-51	14	-10	6	-41	4178
Educational services	1	13	-2	3	15	832
Health care and social assistance	36	58	9	6	109	3407
Arts, entertainment and recreation	19	11	-13	1	18	835
Accommodation and food services	-57	109	-3	2	51	2873
Other services	13	-156	16	4	-123	6364
Public administration	0	-1	0	0	-1	18
TOTAL	-1062	1168	174	72	352	88727

Statistics Canada, Canadian Business Patterns, June 2011 and June 2012

The overall trend by industries matches the broad trend by size of establishment, with most industries registering losses among firms with no employees (highlighted in pink) and increases in the other size categories (highlighted in green). In some industries, however, the losses extend into the larger firm categories.

Thus, large increases are noted in Real Estate; Transportation & Warehousing and Professional, Scientific & Technical Services (both industries experienced large losses in the zero employee category which were more than made up for by larger gains in the 1-19 employee category); and Health Care & Social Assistance (which was the only industry that experienced increases in every size category. The increase in Wholesale Trade is particularly noteworthy because of the significant addition of larger-sized firms.

On the other hand, several industries registered large losses in the zero employee category and one other category, and it is not clear whether those losses are sufficiently off-set by gains in other size categories. These included: Administrative & Support; Finance & Insurance; Manufacturing and Management of Companies & Enterprises. In the case of Other services, it is likely that the large drop in the 1-19 employee category is not made up for by increases elsewhere.

Table 9: HALTON
CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2011 TO JUNE 2012

INDUSTRY	Firm size (number of employees)					Total number of firms June-12
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-6	13	1	2	10	400
Mining and oil and gas extraction	4	-2	0	0	2	33
Utilities	1	1	-2	0	0	33
Construction	-3	1	6	3	7	3874
Manufacturing	-22	-9	13	1	-17	1425
Wholesale trade	-47	34	53	7	47	2230
Retail trade	17	-7	13	12	35	3175
Transportation and warehousing	-43	33	5	0	-5	1682
Information and cultural industries	5	30	10	0	45	558
Finance and insurance	-53	9	12	2	-30	2482
Real estate and rental and leasing	97	45	4	-2	144	3834
Professional, scientific and technical services	-158	53	2	0	-103	7790
Management of companies and enterprises	-27	7	5	5	-10	1799
Administrative and support	-31	17	9	-3	-8	1872
Educational services	-9	4	-1	0	-6	492
Health care and social assistance	31	40	0	0	71	2086
Arts, entertainment and recreation	-32	-1	4	1	-28	631
Accommodation and food services	-20	-2	3	-1	-20	1181
Other services	10	-155	1	4	-140	2952
Public administration	-2	0	0	-1	-3	14
TOTAL	-288	111	138	30	-9	38543

Statistics Canada, Canadian Business Patterns, June 2011 and June 2012

The pattern in Halton is roughly similar to that witnessed in Peel: on balance, increases in Real Estate; Transportation & Warehousing; Health Care & Social Assistance; however, other industries that improved included Manufacturing; Retail Trade and Information & Cultural Industries.

On the other hand, likely overall losses in Other Services and small losses in Public Administration. Industries where it is hard to assess whether there were net increases or decreases in employment include Professional, Scientific & Technical Services and Administrative & Support.

Estimated change in employment among small and medium size firms

The following tables provide the estimated change in employment among SMEs in Peel and Halton by industry, between June 2011 and June 2012. [3]

[3]The Canadian Business Pattern data can be used to make estimates about employment trends. For each industry and for each size of firm, there is a provincial employment average. The reliability of the average goes down as the size of firm increases, as there are fewer firms in the large employer category. As a consequence, the employment estimate is more likely accurate for small and medium sized firms (less than 100 employees).

Table 10: PEEL
CHANGE IN SME EMPLOYMENT BY INDUSTRY SECTOR JUNE 2011 TO JUNE 2012

INDUSTRY SECTOR 2-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
11 Agriculture	1,308	1,378	71	5.4%
21 Mining	177	160	-18	-9.9%
22 Utilities	520	516	-4	-0.7%
23 Construction	27,904	28,802	898	3.2%
31-33 Manufacturing	39,769	40,549	780	2.0%
41 Wholesale Trade	39,728	44,577	4,849	12.2%
44-45 Retail Trade	41,674	42,784	1,110	2.7%
48-49 Transportation/Warehousing	31,458	32,365	907	2.9%
51 Information and Cultural	3,621	4,140	518	14.3%
52 Finance and Insurance	14,432	14,286	-147	-1.0%
53 Real Estate	14,965	15,189	224	1.5%
54 Professional Scientific Technical	30,408	31,433	1,025	3.4%
55 Management of Companies	8,615	8,762	147	1.7%
56 Administrative Support	21,206	20,889	-317	-1.5%
61 Educational Services	4,231	4,066	-165	-3.9%
62 Health Care & Social Assistance	19,552	20,665	1,113	5.7%
71 Arts, Entertainment & Recreation	4,103	3,810	-293	-7.1%
72 Accommodation & Food	29,872	30,740	869	2.9%
81 Other Services	18,981	19,677	697	3.7%
91 Public Administration	115	113	-1	-1.2%
TOTAL	**352,638**	**364,902**	**12,264**	**3.5%**

Source: Statistics Canada, Canadian Business Patterns

These changes in employment numbers among small and medium-sized firms likely indicate the health of that industry as a whole (although it is possible that in some cases employment might drop among smaller firms yet increase among larger firms, or vice versa). However, this approach is less helpful for those industry subsectors where larger firms made up a significant proportion of employment, for example, among Educational Services (where schools, colleges and universities are major employers), Hospitals, and Public Administration (where federal, provincial and municipal workplaces are larger operations and there are few small establishments).

Nevertheless, even with these caveats, highlighting employment trends among SMEs offer another insight into the dynamics of the local labour market.

By this calculation, Peel experienced healthy employment growth among SMEs between 2011 and 2012, up 3.5% overall. Most industries registered SME employment growth, with large numbers posted by Wholesale Trade, Health Care & Social Assistance, Retail Trade and Professional, Scientific & Technical Services (These are the industries that had increases of over 1,000 jobs; another five industries had increases of roughly 700 jobs or more.) In the job loss category, several industries had miniscule losses. The largest losses were 317 jobs (minus 1.5%) in Administrative & Support and 293 jobs (minus 7.1%) in Arts, Entertainment & Recreation. (As an aside, the caution expressed regarding the limitations of this method for industries where large employers predominate is made apparent in Table 10 where the estimated SME employment in Public Administration in 2012 was 113 jobs. With almost all employment in this industry among establishments with over 100 employees, it is impossible to extrapolate employment trends in this industry from what can be measured among the smaller employers.)

Table 11: HALTON
CHANGE IN SME EMPLOYMENT BY INDUSTRY SECTOR JUNE 2011 TO JUNE 2012

INDUSTRY SECTOR 2-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
11 Agriculture	1,443	1,519	76	5.3%
21 Mining	169	173	4	2.3%
22 Utilities	452	367	-85	-18.8%
23 Construction	11,661	11,618	-42	-0.4%
31-33 Manufacturing	13,278	14,393	1,114	8.4%
41 Wholesale Trade	12,289	14,741	2,452	20.0%
44-45 Retail Trade	22,319	22,961	642	2.9%
48-49 Transportation/Warehousing	5,043	5,281	238	4.7%
51 Information and Cultural	1,966	2,633	667	33.9%
52 Finance and Insurance	8,212	8,673	461	5.6%
53 Real Estate	6,255	6,674	419	6.7%
54 Professional Scientific Technical	16,998	17,170	171	1.0%
55 Management of Companies	3,820	4,147	327	8.6%
56 Administrative Support	7,328	7,797	469	6.4%
61 Educational Services	2,705	2,740	35	1.3%
62 Health Care & Social Assistance	10,863	11,108	245	2.3%
71 Arts, Entertainment & Recreation	3,025	3,066	41	1.4%
72 Accommodation & Food	16,787	16,817	30	0.2%
81 Other Services	9,493	9,569	76	0.8%
91 Public Administration	16	14	-2	-12.9%
TOTAL	**154,122**	**161,459**	**7,338**	**4.8%**

Source: Statistics Canada, Canadian Business Patterns

Using this same calculation, Halton experienced even stronger employment growth among SMEs between 2011 and 2012, up 4.8% overall. Almost every industry registered job increases, led by Wholesale Trade (plus 2,452 jobs, an increase of 20.0%), Manufacturing (plus 1,114 jobs, an increase of 8.4% and Information & Cultural Industries (plus 667 jobs, an increase of 33.9%). Losses were minor, with Utilities registering a loss of 85 jobs.

Drilling down further, the next tables look at sub-categories of industries, what are known as three-digit industry sub-sectors (so-called because of their numerical designation in the North American Industry Classification System). Two sets of tables are presented, the top 10 subsectors with the largest estimated employment increases among SMEs as well as the top 10 subsectors with the largest estimated employment decreases among SMEs for each of Peel and Halton Regions.

Table 12: PEEL
TOP 10 INDUSTRY SUB-SECTORS WITH INCREASE IN SME EMPLOYMENT JUNE 2011 TO JUNE 2012

INDUSTRY SUB-SECTOR 3-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
417 - Machinery, Equipment and Supplies Wholesaler-Distributors	11,938	13,875	1,936	16.2%
541 - Professional, Scientific and Technical Services	30,408	31,433	1,025	3.4%
414 - Personal and Household Goods Wholesaler-Distributors	5,318	6,242	924	17.4%
238 - Specialty Trade Contractors	19,397	20,225	828	4.3%
624 - Social Assistance	3,917	4,737	820	20.9%
416 - Building Material and Supplies Wholesaler-Distributors	7,227	7,972	745	10.3%
448 - Clothing and Clothing Accessories Stores	7,142	7,742	600	8.4%
484 - Truck Transportation	15,720	16,268	548	3.5%
721 - Accommodation Services	2,055	2,537	483	23.5%
332 - Fabricated Metal Product Manufacturing	7,941	8,422	481	6.1%

Source: Statistics Canada, Canadian Business Patterns

Table 13: PEEL
TOP 10 INDUSTRY SUB-SECTORS WITH DECREASE IN SME EMPLOYMENT JUNE 2011 TO JUNE 2012

INDUSTRY SUB-SECTOR 3-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
713 - Amusement, Gambling and Recreation Industries	3,024	2,635	-389	-12.9%
814 - Private Households	1,477	1,105	-372	-25.2%
561 - Administrative and Support Services	*20,466*	*20,168*	*-297*	*-1.5%*
326 - Plastics and Rubber Products Manufacturing	3,650	3,370	-280	-7.7%
443 - Electronics and Appliance Stores	*2,343*	*2,077*	*-266*	*-11.3%*
453 - Miscellaneous Store Retailers	3,357	3,107	-249	-7.4%
323 - Printing and Related Support Activities	2,784	2,543	-241	-8.7%
532 - Rental and Leasing Services	2,702	2,512	-190	-7.0%
523 - Securities, Commodity Contracts, and Related Activities	*4,848*	*4,677*	*-171*	*-3.5%*
611 - Educational Services	*4,231*	*4,066*	*-165*	*-3.9%*

Source: Statistics Canada, Canadian Business Patterns

Wholesale Trade was the industry with the largest job increase among SMEs, so it is not surprising that three subsectors from this industry made the top ten list for largest increases: Machinery, Equipment and Supplies Wholesaler-Distributors (1st place); Personal and Household Goods Wholesaler-Distributors (3rd place); and Building Material and Supplies Wholesaler-Distributors (6th place). Other than that industry, the other seven subsectors were distributed across seven different industries, suggesting job improvement on a wide front.

The estimated SME employment does not always signal a trend for the entire subsector being examined, and this is especially apparent in the case of those subsectors that registered estimated losses in their SME employment. In four of the top ten largest losses, it is likely that increases in the number of firms with over 100 employees actually counter-balanced the losses among smaller firms. These subsectors are italicized in Table 13 and their corresponding trends with respect to larger establishments are listed in Table 14.

Table 14: PEEL
NUMBER OF EMPLOYERS BY EMPLOYEE SIZE, SELECT INDUSTRY SUBSECTORS, JUNE 2011 AND JUNE 2012

	NUMBER OF EMPLOYEES			
	50-99	100-199	200-499	500+
561 - Administrative and Support Services				
June 2011	91	55	30	13
June 2012	94	59	33	12
443 - Electronics and Appliance Stores				
June 2011	4	1	0	0
June 2012	3	10	0	0
523 - Securities, Commodity Contracts, and Other Financial Investment and Related Activities				
June 2011	11	9	2	3
June 2012	10	7	4	6
611 - Educational Services				
June 2011	11	3	3	1
June 2012	9	5	3	2

Source: Statistics Canada, Canadian Business Patterns

Apart from these subsectors, significant job losses were recorded among several sub-industries: Amusement, Gambling and Recreation Industries (minus 389 jobs, a drop of 12.9%); and Private Households (minus 372 jobs, a drop of 25.2%). As well, two Manufacturing subsectors made the top ten list for job losses: Plastics and Rubber Products Manufacturing, and Printing and Related Support Activities.

Table 15: HALTON
TOP 10 INDUSTRY SUB-SECTORS WITH INCREASE IN SME EMPLOYMENT JUNE 2011 TO JUNE 2012

INDUSTRY SUB-SECTOR 3-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
417 - Machinery, Equipment and Supplies Wholesaler-Distributors	3,583	4,534	951	26.5%
416 - Building Material and Supplies Wholesaler-Distributors	2,562	3,071	509	19.9%
561 - Administrative and Support Services	6,920	7,408	488	7.1%
448 - Clothing and Clothing Accessories Stores	3,690	4,084	394	10.7%
414 - Personal and Household Goods Wholesaler-Distributors	1,589	1,956	366	23.1%
531 - Real Estate	5,061	5,406	345	6.8%
517 – Telecommunications	172	513	341	198.8%
551 - Management of Companies and Enterprises	3,820	4,147	327	8.6%
523 - Securities, Commodity Contracts, and Related Activities	2,947	3,253	306	10.4%
813 - Religious, Grant-Making, Civic, and Similar Organizations	2,481	2,775	294	11.8%

Source: Statistics Canada, Canadian Business Patterns

Table 16: HALTON
TOP 10 INDUSTRY SUB-SECTORS WITH DECREASE IN SME EMPLOYMENT JUNE 2011 TO JUNE 2012

INDUSTRY SUB-SECTOR 3-DIGIT NAICS	TOTAL EMPLOYMENT 2011	TOTAL EMPLOYMENT 2012	ABSOLUTE CHANGE	PERCENT CHANGE
443 - Electronics and Appliance Stores	1,393	1,207	-185	-13.3%
814 - Private Households	926	767	-158	-17.1%
623 - Nursing and Residential Care Facilities	1,945	1,842	-103	-5.3%
221 – Utilities	452	367	-85	-18.8%
322 - Paper Manufacturing	330	246	-84	-25.4%
237 - Heavy and Civil Engineering Construction	1,025	942	-83	-8.1%
453 - Miscellaneous Store Retailers	2,139	2,059	-80	-3.8%
321 - Wood Product Manufacturing	520	451	-69	-13.3%
486 - Pipeline Transportation	71	5	-66	-92.9%
441 - Motor Vehicle and Parts Dealers	2,842	2,777	-65	-2.3%

Source: Statistics Canada, Canadian Business Patterns

Wholesale Trade was also the industry with the largest SME job increase in Halton, and so it is fitting that three of the top five subsectors with the largest job increases come from this industry: Machinery, Equipment and Supplies Wholesaler-Distributors (plus 951 jobs, an increase of 26.5%); Building Material and Supplies Wholesaler-Distributors (plus 509 jobs, an increase of 19.9%); and Personal and Household Goods Wholesaler-Distributors (plus 366 jobs, an increase of 23.1%). Otherwise, the remaining seven subsectors and spread across seven industries. One subsector, Telecommunications, registered an increase of 341 jobs which represented a jump of 198.8%, essentially tripling the SME workforce in this category.

Among subsectors with SME job decreases, only two need to be qualified: Electronics and Appliance Stores also saw an increase from zero to six of establishments with 100-199 employees, and Heavy and Civil Engineering Construction saw an additional establishment in the 500 or more employee category, in both instances reversing the job loss estimate among smaller establishments in those subsectors. Otherwise, two Manufacturing subsectors registered job losses, Paper Manufacturing and Wood Product Manufacturing. Surprisingly, Nursing and Residential Care Facilities showed a loss of jobs—this is a sub-industry that has typically been growing. Overall, however, the job loss figures are relatively low.

Summary of labour market overview

Population growth in Peel and Halton Regions has continued at a high rate, based on the 2011 Census figures. Mississauga and Brampton are now the 3rd and 4th largest municipalities in Ontario, while Milton had the largest population growth of any larger municipality in Canada between 2006 and 2011.

The demographic distribution of the population by age groups in Peel and Halton is generally similar to that found in Ontario as a whole, except for: both Peel and Halton have a higher proportion of 0-14 and 35-44 year olds and somewhat less 55-64 year olds; Peel has somewhat more 15-19 year olds; Halton has somewhat less 20-29 year olds and Peel has somewhat less seniors aged 65 years and older.

Both Peel and Halton experience a significant amount of in- and out-migration of their population, with a large net influx of residents aged 25-44 years old.

Unemployment during the recession and since has particularly hit youth hard, whose unemployment rate has been between 2.0 and 2.5 times higher than of the adult unemployment rate, a ratio that increased to 2.8 and 2.9 in the summer and fall of 2012. Similarly, the unemployment rates during and after the recession rose far more for immigrants than it did for those born in Canada, and rose far more for those who had been in Canada the least amount of time.

In Peel, the three largest industries in terms of number of employers were Transportation & Warehousing, Professional, Scientific &Technical Services, and Construction. Transportation & Warehousing made up 16% of all employers, almost three times the provincial share. This is as a result of an extremely large number of very small operators in the Truck Transportation subsector.

In Halton, Professional, Scientific and Technical Services accounts for 20% of all employers, considerably higher than the provincial figure of 15.0%. The second largest category of employers is in Construction, followed very closely by Retail Trade.

The trend in the number of employers in Peel and Halton Regions provides positive news for 2012, as firms across all size categories increased over 2011, except for those with zero employees. This is a reversal of the trend for most categories over the last few years, when the numbers have tended to drop. The overall trend by industries matches the broad trend by size of establishment, with most industries registering losses among firms with no employees and increases in the other size categories. In Peel there were large gains in Real Estate; Transportation & Warehousing and Professional, Scientific & Technical Services. In Halton, large gains were seen in Real Estate; Transportation & Warehousing; and Health Care & Social Assistance.

Given the trends in the change in the number of employers, with decreases among firms with zero employees and increases in the other categories, it is no surprise that for most industries there has been a net increase in estimated employment among small and medium-sized establishments between 2011 and 2012. In Peel, estimated employment among SMEs increased significantly in Wholesale Trade, Health Care & Social Assistance, Retail Trade and Professional, Scientific & Technical Services. In Halton, larger increases were estimated in Wholesale Trade, Manufacturing and Information & Cultural Industries.

The largest estimated employment increase in an industry subsector between 2011 and 2012 was found in the same subsector in Peel and Halton: Machinery, Equipment and Supplies Wholesaler-Distributors.

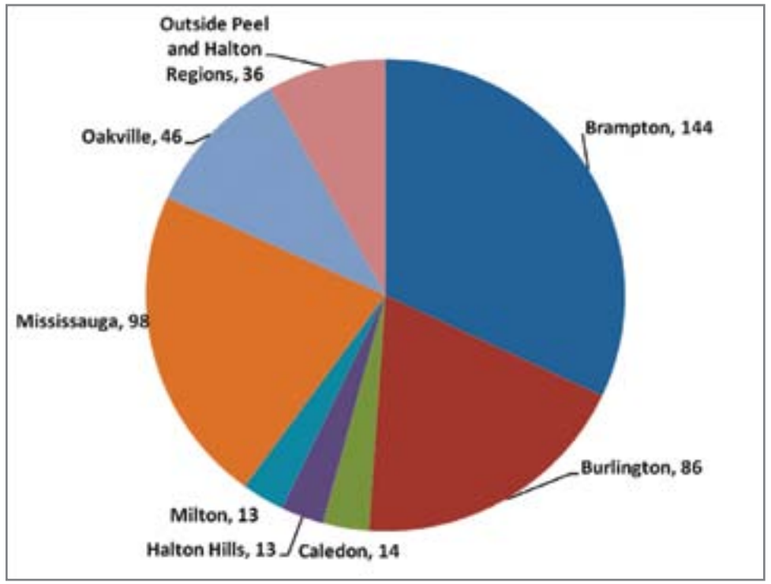
Findings from Peel Halton Workforce Development Group Employer Survey 2012

Introduction

Between October 2 and November 6, 2012, PHWDG conducted an on-line survey of employers. The dissemination of the survey was greatly assisted by a large number of PHWDG partners[4], resulting in over 600 employers visiting the survey site. In the end, 423 workable responses were collected and 320 employers completed the entire survey, with many of them offering comments and personal insights. The employers participating in this survey represented over 40,000 jobs in Peel and Halton Regions.

The respondents represented a good cross-section of employers, by geography, industry and size.

Chart 1: Distribution of survey respondents by geography



[4] These partners included: ACCES Employment Services Mississauga; Brampton Economic Development; Burlington Chamber of Commerce; Burlington Economic Development; Caledon Chamber of Commerce; Caledon Economic Development; Canadian Supply Chain Sector Council; Centre for Skills Development and Training; Dixie Bloor Neighbourhood Centre; Employment Halton; Halton Hills Economic Development; Human Resources Professional Association of Peel; Jobs Caledon; Milton Chamber of Commerce; Mississauga Economic Development; Oakville Economic Development; Sheridan Community Employment Services.

Table 1 lists the distribution of survey respondents by industry, showing both the number and the percentage share of all respondents for each of the 20 standard industry classifications. They are grouped into five clusters. Four of these clusters will often form the basis of comparisons in the survey analysis between industries (Manufacturing, Knowledge Sector, Service Sector and Supply Chain). A fifth grouping is the remainder category (Other) and is not sufficiently homogeneous to offer any useful comparison to the other clusters.

Table 1: Distribution of survey respondents by industry

MANUFACTURING	**87**	**20.6%**
KNOWLEDGE SECTOR	**108**	**25.7%**
Educational Services	20	4.7%
Finance and Insurance	15	3.6%
Information and Cultural Industries	7	1.7%
Professional, Scientific & Technical Services	59	14.0%
Public Administration	7	1.7%
SERVICE SECTOR	**106**	**19.4%**
Accommodation and Food Services	27	6.4%
Arts, Entertainment and Recreation	12	2.8%
Other Services (except Public Administration)	37	8.8%
Retail Trade	30	1.4%
SUPPLY CHAIN	**40**	**9.5%**
Transportation and Warehousing	19	4.5%
Wholesale Trade	21	5.0%
OTHER	**81**	**19.2%**
Administrative & Support, Waste Management	13	3.1%
Agriculture. Forestry, Fishing and Hunting	3	0.7%
Construction	24	5.7%
Health Care and Social Assistance	29	6.9%
Management of Companies and Enterprises	3	0.7%
Mining and Oil & Gas Extraction	2	0.5%
Real Estate and Rental and Leasing	6	1.4%
Utilities	1	0.2%

Table 2 provides the distribution of respondents by number of employees. The survey sample size is skewed, percentage-wise, toward larger establishments, primarily because solo operators and even very small firms would be less motivated or interested to provide their views on employment issues.

Table 2: Distribution of survey respondents by employee size

	#	%
No full-time employees	18	4%
1-4 full-time employees	83	20%
5-9 full-time employees	62	15%
10-19 full-time employees	66	16%
20-49 full-time employees	56	13%
50-99 full-time employees	50	12%
100-199 full-time employees	42	10%
200-499 full-time employees	22	5%
500 or more full-time employees	22	5%
TOTAL	421	100%

Part-time employees

Part-time employment is largely concentrated among firms with 100 or more employees. Table 3 shows the percentage distribution for part-time employment according to the number of full-time employees.

Table 3: Proportion of respondents by number of part-time employees, by size of firm

	Number of full-time employees					
	1-4	**5-9**	**10-19**	**20-49**	**50-99**	**100+**
No part-time employees	35.0%	18.3%	23.8%	7.1%	34.7%	26.2%
1-4 part-time employees	50.0%	60.0%	46.0%	48.2%	34.7%	11.9%
5-9 part-time employees	3.8%	5.0%	9.5%	23.2%	14.3%	6.0%
10-19 part-time employees	3.8%	8.3%	7.9%	7.1%	2.0%	8.3%
20-49 part-time employees	5.0%	6.7%	7.9%	8.9%	2.0%	10.7%
50-99 part-time employees	1.3%	1.7%	4.8%	3.6%	4.1%	7.1%
100-199 part-time employees	0.0%	0.0%	0.0%	1.8%	6.1%	10.7%
200-499 part-time employees	1.3%	0.0%	0.0%	0.0%	2.0%	6.0%
500 or more part-time employees	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%

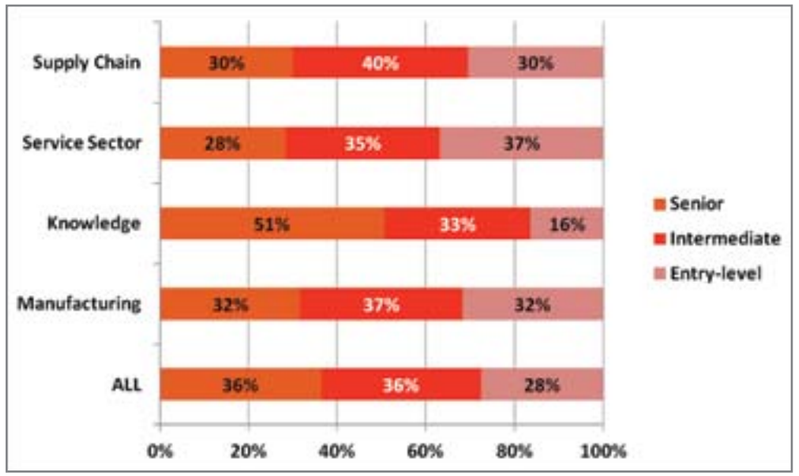
Among small and medium-sized firms, the majority of establishments have either none or just a handful of part-time employees. Even among firms with 50-99 full-time employees, roughly a third had no part-time employees, roughly a third had 1-4 part-time employees, and the other third had more than 5 part-time employees. It was only among firms with more than 100 employees did one start seeing larger proportions with significant numbers of part-time employees.

Occupations by skill level

Employers were asked to estimate the proportion of their jobs which could be assigned to three broad skill categories, as follows:

Senior level	Experienced management, professionals, highly specialized skilled worker
Intermediate level	Semi-skilled or skilled, typically filled by employees with 2 years or more job experience, or someone with specific training
Entry level	Jobs that usually require no more than a high school education, could be performed by low skilled and/or inexperienced staff

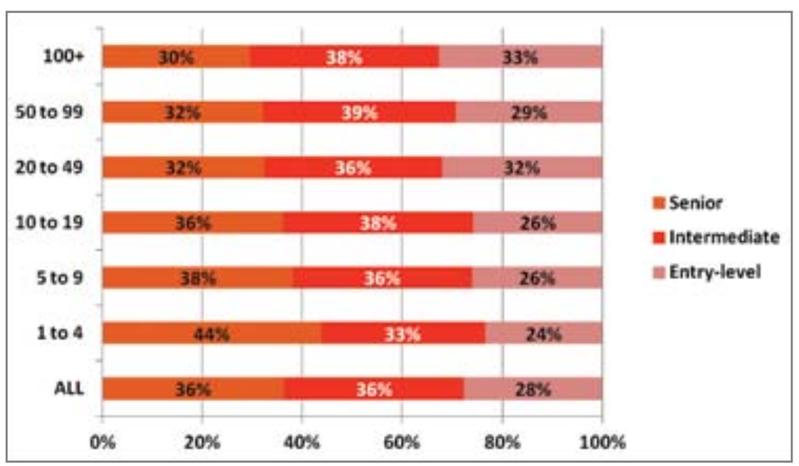
Chart 2: Distribution of occupations by skill level, by industry clusters



Not surprisingly, the Knowledge Sector has a very high proportion of Senior level staff, a feature of the large number of jobs which require a high level of skill and a high level of educational attainment. The Service Sector, meanwhile, has the highest proportion of Entry-level jobs, while Manufacturing and the Supply Chain sector each have higher proportions of Intermediate level jobs.

When looked at in terms of the size of the establishment (Chart 3), as the firm size increases, the proportion of Senior level jobs drops (consider that even a three-person firm would have one individual who is the manager—that person will be performing a range of other functions that no doubt include Entry-level tasks, but that individual will be classified as a manager). Intermediate, but particularly Entry-level jobs, make up a higher proportion of all occupations as the firm size increases.

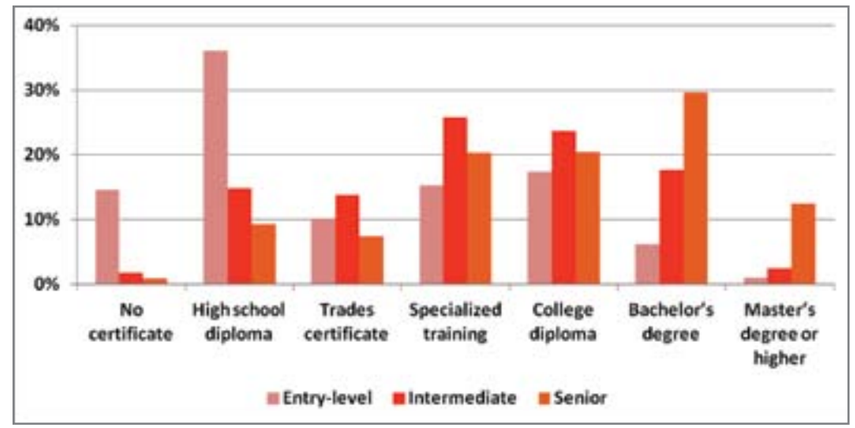
Chart 3: Distribution of occupations by skill level, by size of firm



Educational attainment expectations by skill level

Employers were asked what were the usual educational credentials expected of job candidates for different categories of work. They could choose more than one response, but for the sake of comparison, the replies have been standardized to a percentage in (Chart 4). There are, not surprisingly, higher credential qualifications the higher up the skill level one goes. What is surprising is that even among Entry-level levels, a significant proportion of employers expected either specialized training (15%) or a college diploma (17%).

Chart 4: Employer educational credential expectations by skill level



These expectations of higher credentials are largely driven by the Knowledge Sector—29% of employers expected an Entry-level job candidate to possess a college diploma , and 11% of them expected an Entry-level candidate to hold a Bachelor's degree. Some portion of the Manufacturing sector does seek candidates with College diplomas (14%), just as some portion of the Service Sector (15%) and of the Supply Chain Sector (16%) expect specialized training. On the other hand, almost a quarter (24%) of the Service Sector employers expect no certificate for an Entry-level position, as does a fifth of the Supply Chain employers (Table 4).

Table 4: Employer educational credential expectations by skill level, by industry cluster
Experience expectations by skill level

	Expected level of educational attainment						
	No certificate	High school diploma	Trades certificate	Specialized training	College diploma	Bachelor's degree	Master's degree or higher
Manufacturing	16%	41%	14%	11%	14%	5%	0%
Knowledge Sector	4%	26%	8%	20%	29%	11%	3%
Service Sector	24%	42%	7%	15%	8%	3%	1%
Supply Chain	20%	44%	10%	16%	8%	2%	0%

Experience expectations by skill level

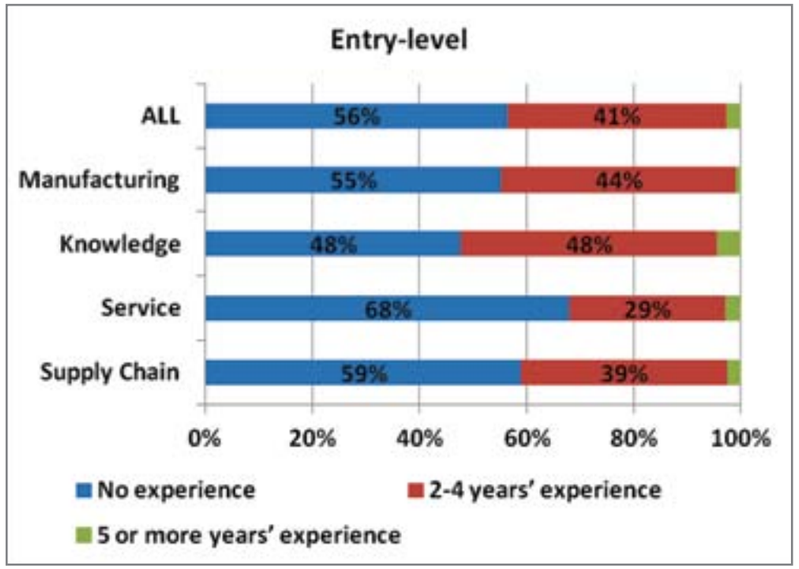
As one moves up the skill ladder, employers have higher expectations regarding previous work experience. What is striking is the high proportion of employers who expect 2-4 years of prior work experience for candidates seeking Entry-level jobs.

Table 5: Employer experience expectations by skill level

	No experience	2-4 years' experience	5 or more years' experience
Entry-level	**56%**	**41%**	3%
Intermediate	5%	**72%**	23%
Senior	2%	20%	**78%**

There are a few variations when these responses are dissected by industry clusters.

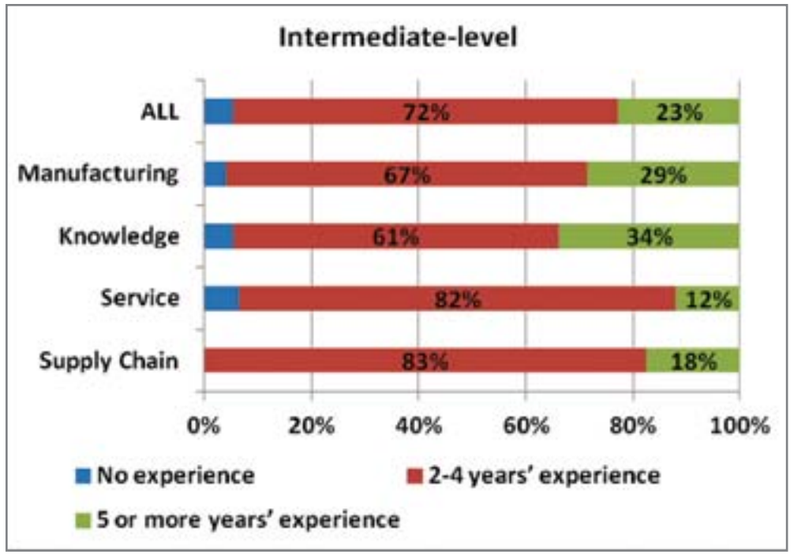
Chart 5: Employer experience expectations for Entry-level jobs, by industry cluster



The main variance in responses regarding experience expectations for Entry-level workers is between the Knowledge Sector and the Service Sector in (Chart 5). Knowledge Sector employers are equally split between accepting no experience or two to four years' experience, while two-thirds of Service Sector employers are willing to hire someone with no experience.

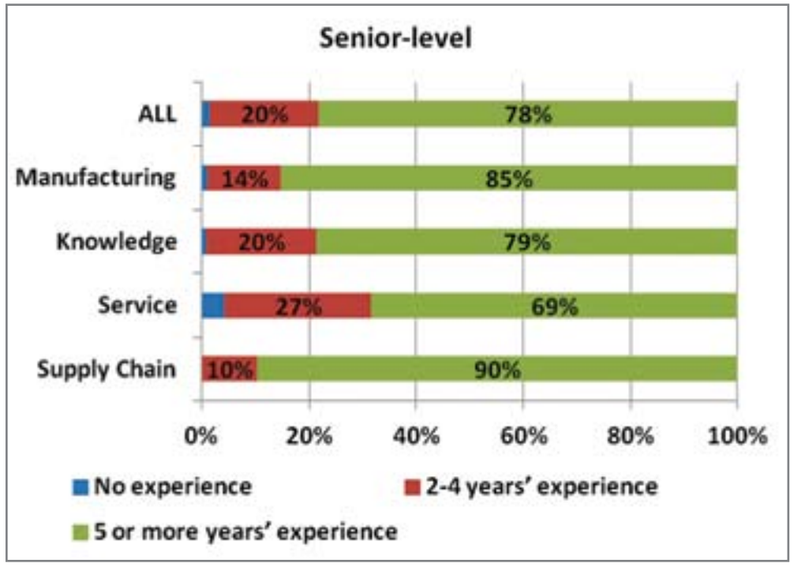
For Intermediate-level jobs (Chart 6), the focus shifts from no experience, but the variance is now between two to four years' experience and five or more years of experience. The Service Sector and the Supply Chain Sector are far more likely to settle for two to four years of experience, but both Manufacturing and the Knowledge Sector have a significant minority of employers (around a third) who seek five or more years' worth.

Chart 6: Employer experience expectations for Intermediate-level jobs, by industry cluster



For Senior-level jobs (Chart 7), it is noteworthy that the highest expectations come from the Manufacturing and Supply Chain Sector.

Chart 7: Employer experience expectations for Senior-level jobs, by industry cluster



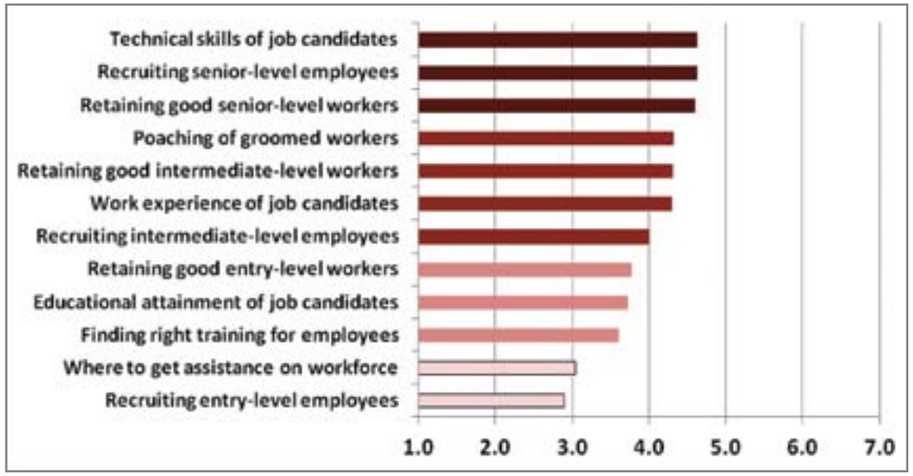
Workforce challenges or concerns

Employers were asked to rate a series of possible workforce challenges or concerns, on a scale from 1 to 7, where "1" represented "Not at all a challenge or concern" and "7" represented "Poses a great challenge or concern." The responses have been averaged to a single, composite score and are presented in Chart 8.

The options presented in the chart are abbreviated versions of what was offered in the survey, as follows:

Technical skills of job candidates	The technical, work-related skills of job candidates
Recruiting senior-level employees	Recruiting senior-level employees
Retaining good senior-level workers	Retaining good senior-level workers
Poaching of groomed workers	Grooming good workers and having them recruited away
Retaining good intermediate-level workers	Retaining good intermediate-level workers
Work experience of job candidates	The level of work experience of job candidates
Recruiting intermediate-level employees	Recruiting intermediate-level employees
Retaining good entry-level workers	Retaining good entry-level workers
Educational attainment of job candidates	The educational attainment levels of job candidates
Finding right training for employees	Finding the right training for my current workforce
Where to get assistance on workforce	Not clear where to get assistance on workforce issues
Recruiting entry-level employees	Recruiting entry-level employees

Chart 8: Degree to which each workforce issue poses a challenge or concern



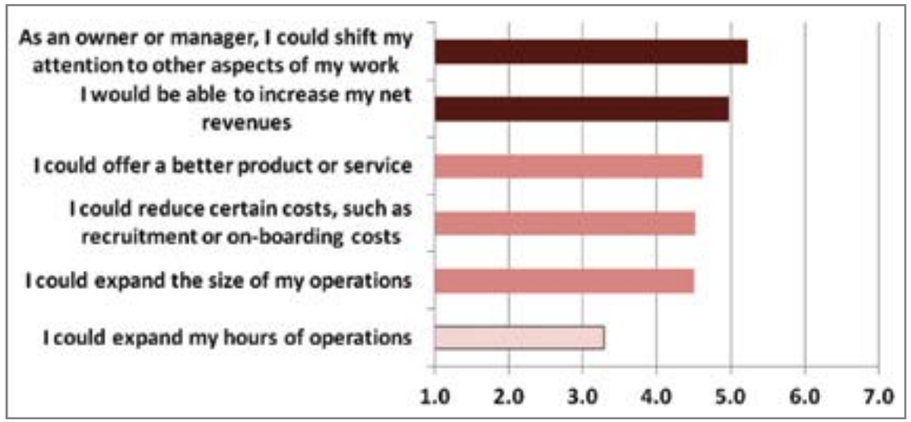
The top concerns of employers were the technical, work-related skills of job candidates, followed closely by both recruiting and retaining senior-level employees. Workforce issues from this list that were of least concern were recruiting entry-level employees and being uncertain about where to get assistance on workforce issues.

There were some variations by different categories of employers. Overall, firms with over 100 employees expressed lower levels of concern for many of these issues. Employers from the Service Sector were less concerned about technical skills, work experience and educational attainment levels of job candidates, and were less concerned about recruiting senior-level employees. On the other hand, Manufacturing employers had higher levels of concern regarding the technical skills of job candidates and also expressed greater concern regarding where to go to have their workforce issues resolved. Employers from the Supply Chain Sector had a higher level of concern regarding recruiting intermediate-level staff, and together with very small firms (1-4 and 5-9 employees) expressed higher levels of concern about recruiting entry-level employees.

Impact of resolving workforce issues

Employers were asked what would be the impact of having their workforce issues resolved. The two most common consequences were that it would free up time for the owner or manager or it would improve the net revenues of the firm.

Chart 9: Impact of resolving workforce issues



The variations by employer categories were most pronounced by size of establishment: employers with 100 or more employees were more likely to provide a lower rating for the impact of having their workforce issues resolved, while conversely smaller firms with 1-4 and 5-9 employees were more likely to provide a higher rating of the impact.

Table 6: Rating the impact of resolving workforce issues, by size of establishment

	ALL	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100+
As an owner or manager, I could shift my attention to other aspects of my work	5.21	5.88	5.72	5.58	5.02	5.09	4.00
I would be able to increase my net revenues	4.96	5.30	5.39	5.09	5.06	4.63	4.35
I could offer a better product or service	4.61	4.91	5.19	4.48	4.84	4.35	3.92
I could reduce certain costs, such as recruitment or on-boarding costs	4.51	4.43	4.72	4.52	4.69	4.83	4.20
I could expand the size of my operations	4.49	4.99	5.12	4.69	4.39	4.17	3.58
I could expand my hours of operations	3.29	3.91	3.64	3.4	2.78	2.89	2.74

The green-shaded cells highlight values substantially greater than the average rating and the pink-shaded cells highlight cells substantially lower.

Important factors when hiring for entry-level positions

Employers were asked to rank the importance of various factors when it came to making hiring decisions for entry-level positions. As in other cases, the wording of the various factors was abbreviated from the survey to the chart display.

Demonstrable work ethic	Demonstrable work ethic, motivated, take the initiative
Strong interpersonal skills	Strong interpersonal skills (teamwork or customer service skills)
Communications skills	Communications skills (oral and/or written)
Personality	Personality
Fit with your organization	Fit with your organization's culture or style
Problem-solving skills	Problem-solving skills
Flexibility regarding schedule	Flexibility regarding time and day of work
Computer skills	Computer skills
Potential for advancement	Potential for advancement within your company
Strong references	Strong references
Previous work experience	Previous work experience
Leadership/management potential	Leadership/management potential
Specific job related training	Specific job related training evidenced by a certificate
Educational credentials	Educational credentials

Chart 10: Important factors when hiring for entry-level positions

The soft skills top the list as important factors which determine hiring decisions for entry-level positions: demonstrable work ethic, strong interpersonal skills, communications skills, personality and so on. The three factors receiving the lowest ratings were educational credentials, specific job related training and leadership or management potential.

The Manufacturing Sector employers tended to rank several of these factors lower than other employers, namely computer skills, leadership or management potential, and specific job-related training. Service Sector employers ranked educational credentials lower. Conversely, Knowledge Sector employers tended to rank educational credentials and computer skills higher, and Service Sector employers ranked flexibility regarding scheduling higher.

Important factors when hiring for intermediate or senior-level positions

The same question was asked regarding hiring for intermediate or senior-level positions. Chart 10 lists the results: the blue bar represents the responses for the entry-level positions, and the red bar indicates how much more important that factor was when applied to an intermediate or senior-level job.

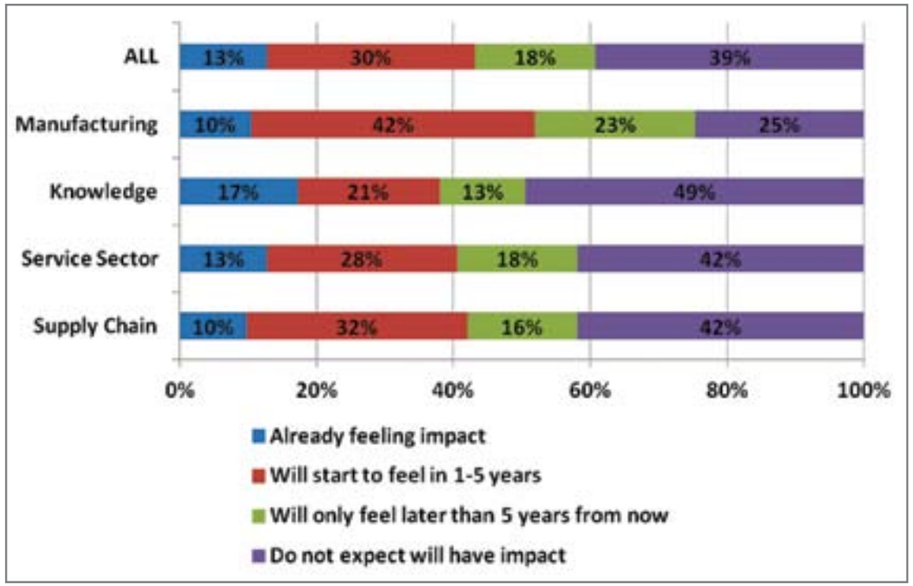
Chart 11: Important factors when hiring for intermediate or senior-level positions

As one can see, the soft skills still remain predominant considerations, but several factors increased more in importance than others. Previous work experience and leader or management potential increased significantly, moving ahead of several other factors. Problem-solving skills also moved up in the total ranking. Educational credentials received the biggest boost when considering the difference between an entry-level or more senior position, however even with that added importance it still remained the lowest ranking factor. (It should be noted that the significance of educational credentials may be in the early screening of job candidates: the first review of resumes may well involve a cut that considers educational attainment, so that actual hiring may involve other factors after this preliminary sorting has taken place.)

Impact of retirement of baby boom generation

Employers were offered four assessments of how the retirement of baby boom generation workers might affect their organization. More than half do not expect to feel the impact of these retirements for at least another five years, if at all. Manufacturing Sector employers were more likely to feel that the impact would affect them in the next one to five years (four out of ten expressed this view). Employers in the Knowledge Sector had significantly varying responses: 17% admitted that they were already feeling the impact, while almost half (49%) indicated that they did not expect to feel any impact (by far the highest proportions for each of these options of any sector).

Chart 12: Impact of retirement of baby boom generation



Prioritizing workforce development initiatives

Employers were asked to prioritize a series of potential workforce development initiatives, providing a score on a scale of "1" to "7," where "1" equals "not at all a priority" and "7" equals "the highest priority." The options in the survey have been abbreviated for the sake of the chart as follows:

Cross training your workforce	Cross-training to increase the flexibility of your workforce
Ensuring workforce system is working	Ensuring that the various parts of the workforce system (education, trainers, employment services, government, employers) are working together, developing programs together and sharing information in a timely fashion
Seeking funding for workplace training	Seeking funding to supplement the investment by employers into workplace training
Skills training for current employees	Providing skills training for specific work-related functions to current employees
Recruiting intermediate/senior staff	Recruiting of intermediate or senior level staff
Improving HR skills of managers	Improving supervisory and management skills in HR
Support for career advancement	Designing career pathway maps and providing support for career advancement for employees through career laddering programs
Facilitating employers to share training	Facilitating the ability of groups of employers to share the costs of employee-training, to create economies of scale and of convenience
Basic pre-employment programs	Basic pre-employment programs familiarizing job candidates with the expectations of a workplace (attendance, punctuality, taking direction)
Recruiting and screening of entry-level	Recruiting and screening of entry-level and/or high turnover and/or seasonal staff
Training supervisors to integrate	Training supervisors and managers in effective strategies to integrate new immigrants into the workplace
Literacy and essential skills for current staff	Providing basic literacy, numeracy, computer and related essential skills to current employees

Chart 13: Prioritizing workforce development initiatives

A few comments: it should not come as a surprise that cross-training tops the list: this refers to increasing the flexibility of one's workforce, allowing them to shift from one task or function to another, depending on demand. What was more surprising was the second highest response, the aspiration that the workforce system work in a more coordinated and timely manner. While this option was far less concrete in terms of an obvious outcome, it is noteworthy that employers ranked it so highly, suggesting that something about the workforce system as a whole is not meeting their needs.

It is also striking that the four priorities that ranked lowest (basic pre-employment programs, recruiting and screening entry-level workers, assistance to integrate newcomers into their workforce, and literacy and essential skills training for staff), are among the major services being offered through the current employment services regime.

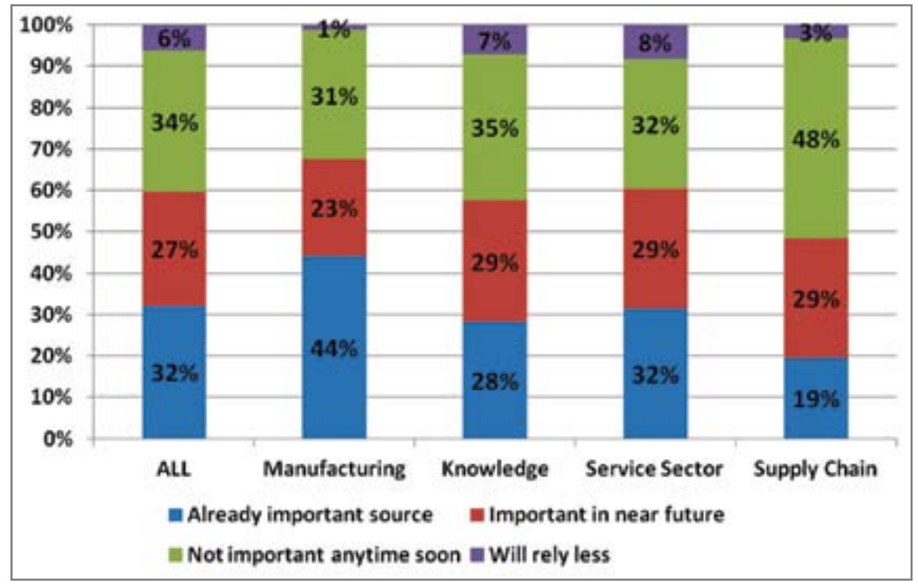
As far as variations by sub-groupings: employers with more than 100 employees were less likely than the average to rank seeking funding for training highly, and Knowledge Sector employers were less likely to rank highly literacy and essential skills training for current staff (hardly a surprise). On the other hand, Manufacturing employers were particularly keen on cross-training, and Supply Chain employers were keener on pre-employment programs and literacy and essential skills training (the latter also supported more by Service Sector employers).

Significance of newcomers in hiring

Employers were asked to choose the statement that best reflected the role that newcomers (arrived in last five years) play in their hiring decisions:

- Newcomers have already become an increasingly important source of new hires for our company;
- We foresee that in the near future newcomers will become an increasingly important source of new hires for our company;
- Newcomers are not a particularly significant source of new hires for our company and we do not foresee this changing any time soon;
- We expect that we will be relying less on newcomers as a source of new hires for our company.

Chart 14: Significance of newcomers in hiring, by industry cluster



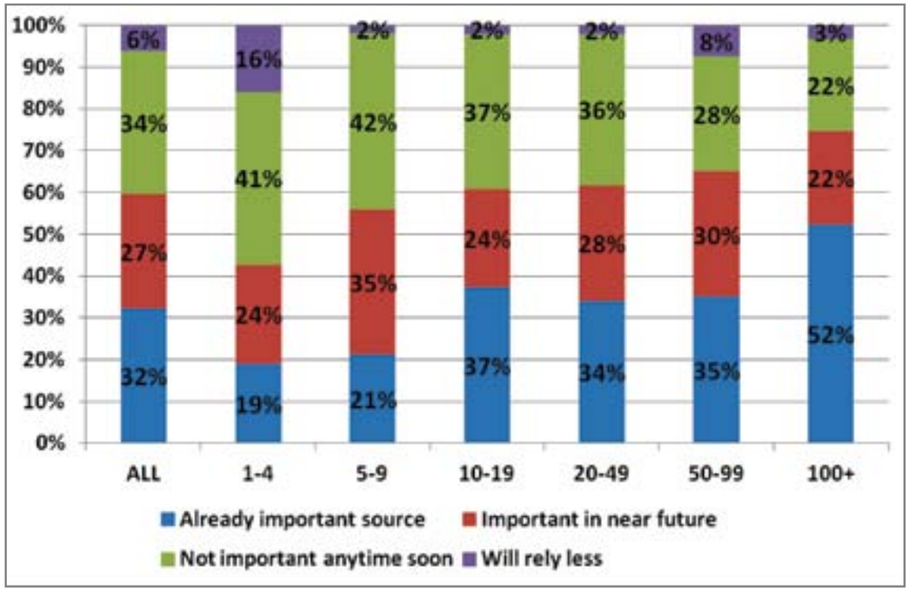
There is a considerable difference between the penetration of newcomers into the workforce by industry clusters, with manufacturing already relying on newcomers at over twice the rate than the supply chain sector (44% to 19%). The supply chain sector was also the most likely not to expect to be drawing on the newcomer labour pool anytime soon.

The incidence of employers they were less likely to rely on newcomers also varied considerably. For the manufacturing sector, not relying on newcomers is hardly an option (1% saying they would rely less on them), while both the Knowledge Sector and the Service Sector had slightly higher numbers for this answer (7% and 8% respectively).

Broken down by size, three patterns emerge (Chart 15):

- The larger the firm, the more likely they already employ newcomers;
- The smaller the firm, the more likely that they do no expect to rely on newcomers in the future;
- The smallest firms are particularly most likely to express the view that they expect to rely less on newcomers in the future.

Chart 15: Significance of newcomers in hiring, by employee size



Employer concerns when hiring newcomers

Employers were asked to rate their concerns when hiring newcomers, compared to other candidates for the same position.

Once again, the options which were presented in the survey were abbreviated for the purpose of the chart, as follows:

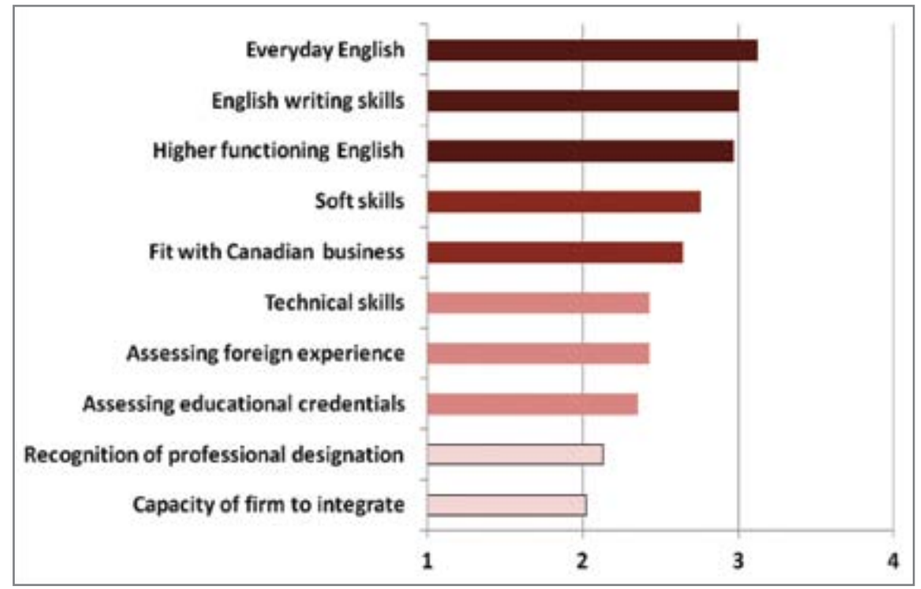
Everyday English	Everyday English conversational ability
English writing skills	English writing skills
Higher functioning English	Higher functioning English conversational skills (technical vocabulary, familiarity with slang and nuance)
Soft skills	Soft skills (interpersonal communication, team approach, taking the initiative)
Fit with Canadian business	Their "fit" or familiarity with Canadian business culture, practices and norms
Technical skills	Technical skills related to the job
Assessing foreign experience	Assessing their foreign work experience
Assessing educational credentials	Assessing their educational credentials
Recognition of professional designation	Getting recognition of their professional designation
Capacity of firm to integrate	The capacity of your firm to integrate a newcomer (HR support, cross-cultural awareness, potential mentors)

As can be seen in Chart 16, English language skills are by far the primary concern of employers when it comes to evaluating newcomer job recruits. The next priority of concern revolves around soft skills, both interpersonal skills and teamwork, as well as familiarity with Canadian business norms and practices. Issues relating to technical skills, prior experience and educational credentials/professional designation are ranked lower on the list of concerns.

The chart below tabulates the average score for each item, where each response was scored in the following way:

1 = Almost never a concern
2 = Sometimes a concern
3 = Often a concern
4 = Almost always a concern

Chart 16: Employer concerns when evaluating newcomers



In terms of different subcategories of employers, Knowledge Sector employers and firms with less than 50 employees expressed greater concern about the fit or familiarity of newcomers with Canadian business culture and norms. Firms with 1-4 employees expressed greater concern regarding their ability to integrate newcomers into their business. On the other hand, employers in the Service Sector were less concerned than other employers about assessing the foreign experience or educational credentials of newcomers, and expressed less concern regarding recognition of their foreign credentials.

These results regarding concerns have been further cross-tabulated with the question regarding the extent to which newcomers already form part of the firms' workforce (Table 7). Not surprisingly, employers who indicated that they would be relying on newcomers less usually had higher concerns regarding newcomers, suggesting that these employers had already had a bad experience with newcomers. In a number of instances, their scores were considerably higher than that of employers in the other categories (pink-shaded cells).

It is interesting that employers already relying to a considerable degree on newcomers expressed the least concern for each characteristic, whereas those who were not yet relying on newcomers expressed greater concerns. On the question of assessing educational credentials, employers who already employed a considerable number of newcomers voiced notably less concern (green-shaded cell).

Table 7: Concerns regarding newcomers by degree to which newcomers form part of workforce

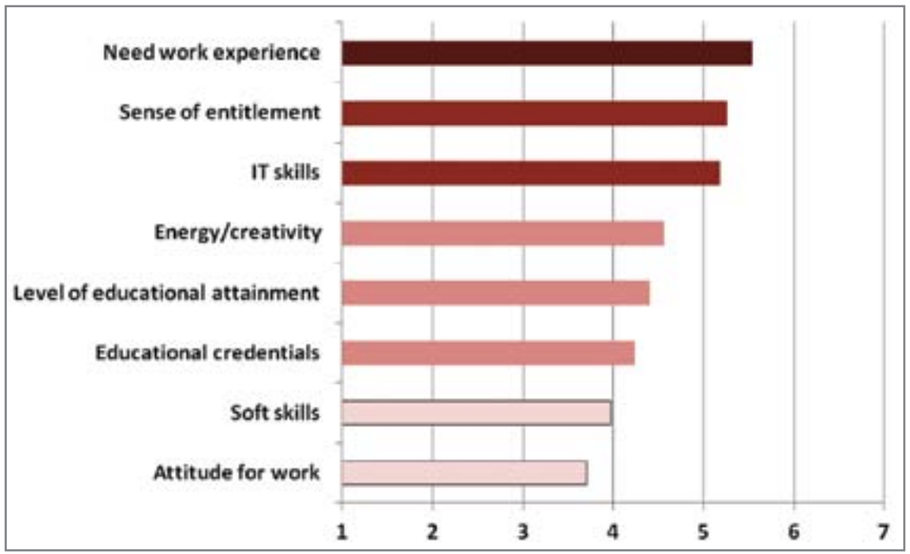
	Already important source	Important in near future	Not important anytime soon	Will rely less
Everyday English	3.04	3.17	3.09	3.45
English writing skills	2.83	3.03	3.02	3.55
Higher functioning English	2.82	2.89	3.06	3.45
Soft skills	2.72	2.83	2.58	3.35
Fit with Canadian business	2.46	2.76	2.60	3.20
Technical skills	2.25	2.50	2.50	2.50
Assessing foreign experience	2.19	2.65	2.44	2.40
Assessing educational credentials	2.11	2.52	2.38	2.55
Recognition of professional designation	1.97	2.31	2.12	2.20
Capacity of firm to integrate	1.96	2.02	1.97	2.45

Employer evaluation of youth

In a similar fashion, employers were asked to rate a series of statements about young people (aged 15 to 29 years of age), on a scale of "1" to "7", where "1" equals "Disagree strongly" and "7" equals "Agree strongly". The statements from the survey have been abbreviated for the purposes of the chart:

Need work experience	Could benefit from getting some work experience, perhaps through an internship or work placement program.
Sense of entitlement	Have an exaggerated sense of entitlement regarding their salary and career advancement prospects.
IT skills	Usually have appropriate skills in working with new technology, computers and/or IT.
Energy/creativity	Usually bring a level of energy or creativity that is helpful and/or refreshing.
Level of educational attainment	Usually have the right level of educational attainment.
Educational credentials	Usually have educational credentials in the right discipline or subject.
Soft skills	Usually have the right soft skills, such as when interacting with others or communicating.
Attitude for work	Are usually motivated and have the right attitude toward work and toward taking direction.

Chart 17: Employers' assessment of youth



Employers were largely in agreement that youth could benefit from getting more work experience, and they also felt that youth exhibited an exaggerated sense of entitlement. Employers were also less likely to affirm that youth had the right attitude toward work or that they had the right soft skills.

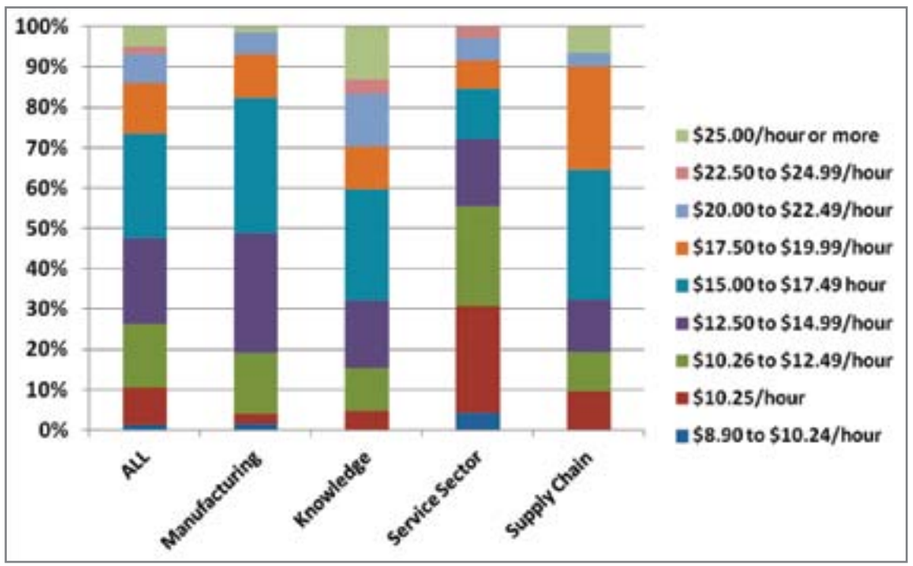
On the other hand, employers were likely to judge youth as having the appropriate skills when it came to technology, computers and IT, and were also likely to agree that youth often brought energy and creativity to the workplace. Employers expressed slightly above average agreement with the view that youth had the right level of educational attainment and that their educational credentials were usually in the right field or subject.

Knowledge Sector employers were more likely than other employers to feel that youth brought extra energy or creativity to the workplace, that youth had credentials in the right subjects and that youth had the right attitude toward work.

Starting wage for entry-level jobs

Even though the jobs may be entry-level, the distribution of the wage ranges by industry cluster varies considerably.

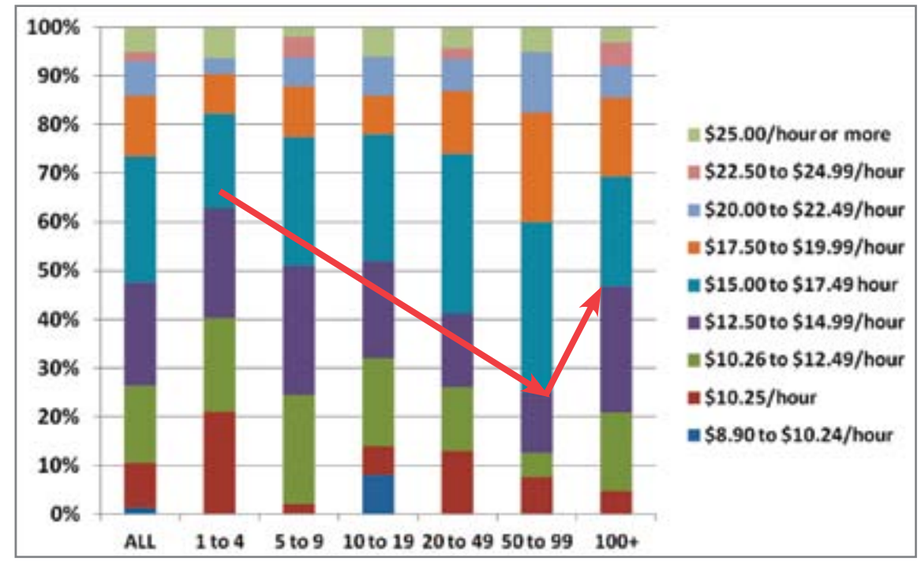
Chart 18: Starting wage for entry-level job by industry cluster



One way to read the chart is to focus on a specific wage rate, say $10.26 to $12.49 per hour, a level just above minimum wage. For the Service sector, that level reaches up to above the 50% mark, which means that over 50% of employers in the Service Sector indicate that the starting wage for their entry-level positions are at or below the $10.26 to $12.49 range. Among the other three industry clusters, 20% or less of employers claim that as the level of their starting wage. Conversely, 30% of the Knowledge Sector employers pay $20.00 or more per hour for their entry-level occupations, while no more than 10% of employers in the other three clusters pay as much.

When these responses are broken down by the size of the establishment, a very clear pattern emerges.

Chart 18: Starting wage for entry-level job by size of establishment



The proportion of employers who pay at or below the $12.50 to $14.99 per hour band drops considerably as the size of establishment increases, only to rise again for firms with more than 100 employees. Thus, over 60% of firms with 1-4 employees pay at or below that rate, around 50% for firms with 5-9 and 10-19 employees, down to around 40% for firms with 20-49 employees, going down further still to 25% for firms with 50-99 employees, then rising back up to 45% for firms with 100 or more employees (this trend is highlighted by a red line on Chart 18).

Significant Changes in Employment

The following information is not intended to form a representative sample of all employers or of all sectors in Peel and Halton. This information was obtained from Economic Development Offices, company websites, newspapers, press releases and from employers wishing to share their information. Not all employers were willing to share their information, which limited the breadth of our collection.

PEEL

Mississauga

Canlan Ice Sports Corp. has opened Canlan Sportsplex – Mississauga at 3360 Wolfdale Road. Staffed by five full-time and 15 part-time employees, this new 55,000 square foot facility offers multiple sports surfaces plus licensed restaurant and bar and HD television sets for watching sports events.

Advanced Energy Industries Inc., a global power conversion solutions supplier to the solar energy industry, recently opened a new manufacturing facility at 3750B Laird Road in Mississauga. This $2.5 million investment will bring the company closer to its customers and create 12 new jobs at this location.

The first **ALT Hotel** built outside the province of Quebec has opened at 6080 Viscount Road, near Toronto's Pearson International Airport. Offering a modern ALTernative hotel experience, the 153-room hostelry has created 40 jobs.

Therapure Biopharma Inc., with assistance from the province, has opened a new manufacturing wing at its 130,000 sq. ft. Meadowpine Blvd. facility. The facility develops and manufactures innovative medical treatments. This expansion is expected to create 100 new jobs by 2014 in addition to the 120 people currently employed by Therapure.

American retailer **Target** has opened its 180,000 sq ft. headquarters at 5570 Explorer Drive in Mississauga. The company confirmed that the 125-135 stores it opens in 2013 will employ 150-200 people each.

Neopart Canada Inc. has acquired 52,000 sq. ft. of additional warehouse space at 7655 Tranmere Drive. When this expansion is complete, 45-50 employees will work at this location.

Brampton

Loblaw Co. Ltd. announced in October, 2012 that it will shed 700 jobs in an effort to reduce costs and make the company more efficient. The cuts are mostly in management and administrative positions at its head office in Brampton, although positions will be eliminated nationwide. Loblaws has opened 14 new stores across Canada over the last 12 months, creating 2,000 new jobs.

MacDonald Dettwiler and Associates (MDA) has lost about 100 employees at its Brampton facility, and expects to lose more this year as a result of cuts to its space-robotics program. The British Columbia-based company stated that this is because Ottawa has failed to deliver funds for space robotics and meet deadlines on the Radarsat Constellation project, which is supposed to improve surveillance of Canada's coastline, and far north. MDA's Brampton operation was awarded the contract to plan the satellite system.

HALTON

Burlington

Ongoing construction at the **Burlington GO** station, which includes a new bus loop, covered walkways and a new building for the station, is creating about 140 jobs according to a provincial government release. The station continues in operation but with some functions, such as ticket sales, being moved to other parts of the station. Construction is to be completed by early 2014.

A Burlington corrugated container plant operated by Georgia-based **RockTenn** announced that it will close in April 2013 with a loss of 119 full-time jobs, both hourly and salaried.

Milton

Netherlands-based **Grodan Group**, in partnership with Milton-based **Roxul Inc.**, are preparing to open a production line at the Roxul facility in Milton. The line will produce innovative stone wool slabs for the professional horticultural industry. The slabs provide a more compact growing environment while yielding a greater output and higher quality produce. The company has 27 people.

American hardware retailer **Lowes** broke ground on its 626,000 sq. ft. Canadian distribution centre on August 1st, 2012 on James Snow Parkway, just west of Hwy. 25. It is expected to bring 500 full and part-time jobs with it, in addition to construction jobs. If needed, the centre can be expanded by an additional 175,000 sq. ft. No date was specified for opening the centre.

Oakville

Ford of Canada announced November 27, 2012 that it will open a partial third shift at its Oakville assembly plant. The new shift is to begin in the first quarter of 2013 and will create about 300 jobs, which will be offered first to laid-off workers from other Ford plants. The new shift is being added because of demand for the vehicles built at the Oakville plant. An additional 300 jobs are expected to be created when this plant begins building a new type of vehicle.

Halton Hills

By the summer of 2013, Halton Hills will be the home of "the first upscale outlet mall to be developed in Ontario" according to an official of **SmartCentres**, the company that is developing it. Construction of the first phase of 360,000 sq. ft. is under way at Hwy 401 and Trafalgar Road and will accommodate 100 outlet stores. The centre is expected to provide 500 construction jobs and, when open, 800-1000 permanent full and part-time jobs. Owners of the mall hope that Ontario shoppers who shop outlet stores in the U.S. will shop here instead.

UPDATE ON PEEL HALTON WORKFORCE DEVELOPMENT GROUP 2012 ACTIVITIES

2012 Action Items

Tour of the Trades 2012 – A one-day bus tour of four facilities that either trained trades people or employed them was undertaken on January 18, 2013. Participants in the tour were high school guidance counselors or career specialists who advise students on career opportunities in the skilled trades. They heard presentations on the training processes for some trades and the employment opportunities that await graduates.

World of Talent 2012 – An employer engagement workshop was held at the Mississauga Convention Centre on October 3rd, 2012. Seventy employers attended to hear about the numerous community resources available to assist them in recruiting, integrating and retaining new immigrants in their companies. Ninety percent of the employers indicated they were extremely satisfied with the workshop and would recommend it to others.

Labour Market Information Web Link – A research project was initiated to assemble a comprehensive database of labour market information (LMI) for Peel and Halton. That research has been completed and a "micro-site" has been created to house and make it accessible to employers and community partners. A launch event for the web link will take place on March 1st, 2013 at the Sheridan College with 160 participants anticipated. The link for this website is www.livinginpeelhalton.com

Green Occupational Profiles in Health Care and Food Manufacturing – Extending earlier work, twenty profiles in each of these two additional sectors were developed. A report on the profiles has been shared with employers across Central Region, posted on the websites of the participating training boards and shared with community partners in Peel and Halton.

Service Coordination – Information on the programs and services provided by Service Providing Organizations (SPOs) was collected and organized into a resource for SPOs. It informs those organizations of the range of services available to their clients allowing them to make timelier and more appropriate client referrals. The printed copy of the resource has been shared with key partners. The soft copy is being shared with all partners.

Improved Knowledge of Regulated Professions – An information session for SPOs was held on September 27th, 2012. The 40 participants heard two speakers outline the steps required to attain accreditation in regulated professions in Ontario. The participants were very satisfied with the understanding of the accreditation process they acquired and with the connections made with the two organizations providing the knowledge.

Launch of "Tending Green Shoots" – The report "Tending Green Shoots: Green Skill Building programs in the GTA" is complete and is being placed on the websites of Central Region workforce planning boards. From there, it will be shared with the public and with providers of training in the communities served by those boards. The recipients will gain an enhanced understanding of the breadth and depth of green skill building programs in the GTA.

OTHER PEEL HALTON WORKFORCE DEVELOPMENT GROUP ACTIVITIES

Apprenticeship Career Connections 2012 – PHWDG received funding from Employment Ontario to put together this event to showcase opportunities in the 140+ apprentice careers. This edition will be held on March 6, 2013. 70 exhibitors that included leading Ontario Colleges; Unions; Businesses; Sector Councils and local agencies are expected to exhibit. Over 7000 participants attended, which included high school students; those seeking second careers; laid off workers and new immigrants. Participants obtained all the information they require about apprenticeships to determine their next steps into a successful apprenticeship career! More Information about the event is available at: www.apprenticeshipcareerconnections.ca

Professional Development Conference 2012– Frontline workers who serve new immigrants in Peel and Halton were again stimulated and informed during a one day conference held on October 12th 2012 at the Stage West All Suite Hotel, presented by the PHWDG. Funded by the Ontario Trillium Foundation, participants heard a keynote presentation, two workshops and a panel discussion. The keynote discussed finding meaning in your work. The workshops instructed on networking and getting hired in a poor job market. The panel, composed of employer representatives, presented the employers' point of view on hiring internationally educated people. One hundred and two participants were empowered with knowledge and skills to better serve their clients.

Professional Development Half Day Conference 2013 - A half-day conference providing up-to-date labour market information will be held on March 22nd, 2013. It will commence with a keynote address by Daria Kowalyk, Director, Canadian Institute of Diversity and Inclusion. She will discuss diversity in the modern workplace. Her address will be followed by a presentation on an innovative employment search technology called the "WhoPlusYou Program". It will delivered by Mark Patterson, Director of Research & Partnership Development, Ryerson University. This NCON Professional Development event will be held at the Living Arts Centre in Mississauga, from 9:00am to 12:30pm on March 22nd, 2013.

PROPOSED 2013 PEEL HALTON WORKFORCE DEVELOPMENT GROUP ACTION ITEMS

Trend: Lack of Labour Market Information

Priority Issue	There is a lack of comprehensive, targeted and accessible LMI source for residents, employers, job seekers and those seeking skills upgrading in Peel & Halton. PHWDG, via its LMI site, will address this gap by regularly collecting, updating and sharing new LMI, including: Occupation-specific, job search resources, career planning, reports and forecasts, business announcements etc.
Proposed Actions	Providing labour market information via PHWDG LMI website that is easy to find and use, is reliable, and current is one way to address this ongoing need. It is a web portal of important LMI information that will be collected, updated on the website and disseminated regularly with its users.
Lead Partners	Peel Halton Workforce Development Group
Supporting Partners	Catholic Crosscultural Services Centre for Education & Training COSTI Employment Services Dixie Bloor Neighbourhood Centre Halton Industry Education Council Malton Neighbourhood Services Region of Halton Region of Peel Sheridan College
Timelines	March 2014
Expected Outcomes	Increase in use of LMI for job search/career decision making or other purposes • At least 1000 unique visitors to website • At least 5000 page views • At least 100 users signing up for updates Increase in up-to-date LMI available • At least 50 updates to the site • At least 50 outgoing announcements (dissemination of information)

Priority Issue	The issue of lack of current Labour Market Information has been highlighted consistently at the PHWDG community consultations.
Proposed Actions	This survey will target Peel Halton employers and will aim for a representative sample, in terms of employee size, industry sector and geographic location. The survey will build on the employer surveys that were undertaken by the PHWDG in the last two years. The data collected from the employers identifies their current and future hiring trends; training needs; hiring challenges; expected retirements; new immigrant hiring trends; as well their perspective on other groups from the community.
Lead Partners	Peel Halton Workforce Development Group
Supporting Partners	Boards of trade/chambers of commerce across Peel and Halton EO service providers Sheridan College Halton Region Peel Region Human Resources Professionals Association (HRPA) Economic Development Offices in Peel & Halton
Timelines	June – November 2013
Expected Outcomes	• At least 250 employers from different sectors; different sizes across all municipalities of Peel & Halton will be engaged in this survey; • A report providing meaningful labour market information will be shared with employers; EO Network; all other support services • A lens on employer needs and perspectives will aid all stakeholders in their information and planning needs. • Improved LMI for all those looking for work

Priority Issue	A review of migration characteristics and trends for Peel and Halton. Additionally, understanding commuting pattern data, showing for each geography who commutes into and out of each area. Findings from this research will show what effects migration has on the labour market.
Proposed Actions	Understand the impact of migratory trends on population growth and decline; Understand migration characteristics; migration by age cohort and type (in-migration; out-migration; intra-provincial; inter-provincial; international); Understand where the jobs are based on commuting patterns;
Lead Partners	Peel Halton Workforce Development Group Toronto Workforce Innovation Group Durham Workforce Authority Simcoe Muskoka Workforce Development Board Workplace Planning Board of York Region and Bradford, West Gwillimbury
Timelines	November 2013
Expected Outcomes	• A report highlighting migration characteristics & trends and their impact on the labour market; • Commuting patterns will be highlighted for all municipalities of Peel & Halton to understand the labour market; • All key stakeholders will receive a copy of this report as a way to understand migration and commuting patterns of Peel Halton residents and the relationship to the labour market

Trend: Experienced Workers Challenges

Priority Issue	Front line service agency staff lacks an organized, coherent resource to enable them to direct experienced workers to the most appropriate computer classes and training.
Proposed Actions	Create a comprehensive list of computer classes and computer training in Peel and Halton and distribute to front line staff in service agencies.
Lead Partners	Centre for Skills Development and Training
Supporting Partners	John Howard Society Dixie Bloor Neighbourhood Centre
Timelines	July 2013
Expected Outcomes	• Creation of PDF of computer skills resources in Peel and Halton, including main contact, location, fees, and proficiency level. • Front line staff in service agencies will have complete, up-to-date list of resources they need to address clients' skills gaps with computers.

Priority Issue	Experienced workers confront multiple barriers when unemployed. It is difficult and time-consuming for workers to find and for agency staff to provide the comprehensive information and multiple resources required.
Proposed Actions	Building on existing materials from the defunct Experienced Workers Program, assemble a package of resources to better prepare front line staff to deal with the psychological and other practical aspects of job loss. Packages would include reference material on financial needs (EI, OU, credit counseling); medical resources, personal, marital, and mental health counseling, and tools for advisors e.g. sample resumes, cases. Develop and deliver workshops/info sessions and networking events with guest speakers on issues of special interest for experienced workers to inform them and provide support around barriers they face in resume writing for experienced workers, and other essential skills.
Lead Partners	vpi inc, Mississauga Centre for Education and Training COSTI Employment Services
Timelines	July 2013
Expected Outcomes	• 50 front line staff at 25 agencies will receive a list of resources for clients to access and to refer clients to. • Front line staff will pass the resource list on to 10 clients monthly. • Front line staff will feel more confident that they are prepared to address the various issues experienced workers face, thus enhancing their morale. • 200 clients in Peel and Halton will attend workshops for experienced workers. • 200 clients in Peel and Halton will attend guest speaker/networking events designed for experienced workers.

Trend: Youth Underemployment

Priority Issue	Youth are underemployed yet their use of available employment services has declined. Youth are expressing a preference for digital access to services rather than in-person services.
Proposed Actions	Invite service providers with an interest in youth employment to participate in focus groups to determine why use of youth employment services has declined, to identify optimal means of coordinating services in order to provide youth with a centralized source of information about supports available to them and to increase youth use of employment services. Hold a summer employment job fair for youth.
Lead Partners	YMCA Mississauga YMCA Burlington
Supporting Partners	John Howard Society Region of Peel Halton Multicultural Council
Timelines	2013
Expected Outcomes	• Improved service coordination • 200 youth will attend job fair • Increased use of youth employment services • Increase in youth employment • Identification of a service agency that could take a lead role in creating a youth-focused service map with digital interactive links to relevant service providers and employers

Trend: Employer Engagement

Priority Issue	Small and medium employers are often challenged to get affordable services and find the right talent. Often it is because they are unaware of the multitude of services that can offer them low cost quality services to address their business needs and assist them in connecting with the right talent.
Proposed Actions	A marketplace for small medium (SM) employers to learn about business support services that can aid them to accomplish their company goals and find the right talent to support their business needs. This event will bring together credible service providers that cater to the specific needs of the SM business owners and help them piece together their needs.
Lead Partners	Peel Halton Workforce Development Group Advantage Mississauga
Supporting Partners	Sheridan College Toronto Region Immigrant Employment Council (TRIEC) ACCES Employment Services Mississauga Board of Trade Peel Halton Employers University of Toronto - Mississauga Employment Ontario Service Providers
Timelines	May - June, 2013
Expected Outcomes	• At least 200 employers will attend this service coordination event. • At least 30 exhibitors representing various services & organizations will be present. Services would include: Employment Ontario Employer Services; banking; legal; accounting; information technology; insurance; advertising; business equipment suppliers etc.

Priority Issue	Newcomers to Canada (those arriving in the last five years) are a highly educated group; yet are experiencing difficulty finding jobs that suit their education and prior work experience. Employers will face labour shortages and may require assistance in developing effective HR practices to recruit and retain newcomers.
Proposed Actions	An employer engagement workshop for Peel Halton employers. Several newcomer agency partners will speak to the range of no cost services that employers can tap into for new immigrant recruitment. Best practices will be shared. Employer testimonials will be shared.
Lead Partners	Peel Halton Workforce Development Group
Supporting Partners	Sheridan College Toronto Region Immigrant Employment Council (TRIEC) ACCES Employment Services Job Skills Skills for Change Polycultural Immigrant & Community Services Newcomer Centre of Peel Peel Halton Employers
Timelines	June – November 2013
Expected Outcomes	• At least 30 Peel Halton employers will attend this employer engagement workshop. • At least 15 employers – employment services connections will be made. • At least 10 – 15 job opportunities will be shared with employments services within the first three months.

Priority Issue	Each employer has unique challenges and most lack the time, capacity, or resources to navigate programs and services. Creating a forum as a single point of contact/one-stop shop to respond impartially with dedicated resources and a customized system would better serve employer needs than the current generic approach.
Proposed Actions	Creation of a centralized table of stakeholders to facilitate creation of a one-stop shop for Peel/Halton employers. Create working groups to conduct a needs assessment among private, public, and not-for-profit organizations to determine which education is meeting needs and whether EO services match needs.
Lead Partners	triOS College Mississauga Board of Trade
Supporting Partners	Centre for Skills Development and Training Sheridan College Peel Industry Education Council Halton Industry Economic Development Town of Caledon Ministry of Training Colleges & Universities Peel Halton Workforce Development Group
Timelines	2013
Expected Outcomes	A centralized team that functions as an impartial connector and facilitates the sharing of information among boards of trade and other organizations.

Priority Issue	There is a need to create a centralized initiatives inventory to which all regions could contribute. Employers could use this single point of contact to learn about and access programs and services.
Proposed Actions	Creation of a centralized table of stakeholders to facilitate creation of a one-stop shop for Peel/Halton employers. Create working groups to conduct a needs assessment among private, public, and not-for-profit organizations to determine which education is meeting needs and whether EO services match needs.
Lead Partners	triOS College Mississauga Board of Trade
Supporting Partners	Centre for Skills Development and Training Sheridan College Peel Industry Education Council Halton Industry Economic Development Town of Caledon Ministry of Training Colleges & Universities Peel Halton Workforce Development Group
Timelines	2013
Expected Outcomes	A centralized team that functions as an impartial connector and facilitates the sharing of information among boards of trade and other organizations.

Priority Issue	There is a need to create a centralized initiatives inventory to which all regions could contribute. Employers could use this single point of contact to learn about and access programs and services.
Proposed Actions	Hold focus groups with employers, boards of trade, sector-specific trade organizations, service agencies and other stakeholders in order to create a centralized initiatives inventory.
Lead Partners	triOS College Mississauga Board of Trade Ministry of Training Colleges & Universities
Supporting Partners	Peel Halton Workforce Development Group Centre for Skills Development and Training Sheridan College Peel Industry Education Council Halton Industry Economic Development Town of Caledon
Timelines	2013
Expected Outcomes	• Creation of a centralized inventory of initiatives and supports for employers available through a portal

Priority Issue	There is a need for marketing to create awareness of services available and create a dialogue with economic development departments, boards of trade, employers, and individual sectors in local cities in order to more accurately determine and meet their needs.
Proposed Actions	Contact Economic Development departments in local cities, boards of trade, and employers to arrange to make informational presentations about how to access existing services.
Lead Partners	Region of Peel Catholic Crosscultural Services
Supporting Partners	Economic Development Halton Region Peel Halton Dufferin Adult Learning Network The Centre for Skills Development and Training
Timelines	2013
Expected Outcomes	• Presentations will be made to 50 organizations. • Presentation decks will be shared with a further 50 organizations.

Priority Issue	There is a need to assemble and organize existing research to efficiently meet sector specific needs and more evidence-based work in applying findings, including the creation of more effective processes for responding to changing needs.
Proposed Actions	• Review findings of existing employer surveys conducted by Halton Employment, Peel Halton Workforce Development and other stakeholders. • Create panel to review existing research and determine additional information requirements. • Develop research methodology for identifying existing and future unmet needs • Design of nimble tool for redesign of programs that more efficiently respond to changing needs
Lead Partners	Catholic Crosscultural Services Peel Halton Dufferin Adult Learning Network Peel Poverty Strategy
Supporting Partners	Centre for Skills Development and Training Polycultural Immigrant & Community Services John Howard Society PHD
Timelines	Q2 – Analyze existing data Q3 – Identify gaps in required data and develop questions for additional information to be answered in 2014 consultations and/or surveys
Expected Outcomes	• Optimization of processes for identifying and meeting employer needs. • Increased engagement of employers in information gathering process. • Creation of more efficient processes to respond to changing needs of employers.

Trend: Apprenticeship Challenges

Priority Issue	Apprenticeship remains an under accessed channel through which to seek education and secure stable and lucrative employment.
Proposed Actions	Develop and deliver train-the-trainer sessions in "Apprenticeship 101" to Employment Ontario service providers and high school guidance counsellors at English & French language Peel and Halton high schools. The website, presentation and training materials are ready-to-go, having been developed as one component of the 2012 PHWDG plan.
Lead Partners	Apprenticesearch.com Regulatory bodies for both compulsory and voluntary trades
Supporting Partners	Job Skills COSTI Employment Services Peel Career Assessment Services Region of Peel
Timelines	May and November 2013
Expected Outcomes	• "Apprenticeship 101" train-the-trainer sessions to be delivered to 25 Employment Ontario managers and 20 school guidance counselors in May and November 2013. • After the 2 train-the-trainer sessions, EO services providers and guidance counselors will cascade information about apprenticeship opportunities to students and unemployed workers seeking to upgrade skills or change careers.

Trend: Skills Mismatch

Priority Issue	There is an urgent need to determine the skills employers expect to need in 2018 in order to be able to prepare current high school students to plan their education, training, and careers in alignment with projected skill gaps and talent needs through attrition due to retirement and other anticipated market forces.
Proposed Actions	Expanding understanding of employers' projected needs and mismatches is a crucial first step in determining the direction and activities educators and other key stakeholders must take. In order to minimize duplication of efforts, avoid employer survey fatigue, and build on existing findings and contacts for the employer survey, targeted questions will be added to the planned 2013 PHWDG annual survey to be administered to those who responded to the initial survey. In addition, raw data from the 2012 Canadian Supply Chain Sector Council report will be reviewed for relevant findings. Face-to-face consultations will also be held with interested employers from the existing PHWDG employer database, employers from partnering agency databases and those contacted in partnership with the Newcomer Centre of Peel's Labour Market Partnership Employer Outreach Task Group.
Lead Partners	ACCES Employment Peel Halton Workforce Development Group Employment Halton Newcomer Centre of Peel's Labour Market Partnership Employer Outreach Task Group
Supporting Partners	Labour Community Services Peel Canadian Supply Chain Sector Council The Centre for Skills Development and Training Centre for Education & Training
Timelines	2013
Expected Outcomes	• The PHWDG employer database will be expanded by contributions with community partners, increasing the quantity and improving the accuracy, relevance and scope of data obtained. • Face-to-face consultations will be held with 50 employers. • Based on survey and consultation results, projections will be made of how many skilled workers will be required by 2018 in specific NOC categories. • A report containing projections will be distributed to employers, agencies, educational institutions and other key stakeholders.

Priority Issue	There is a mismatch between the skills employers require and those of applicants for specific jobs.
Proposed Actions	Locally coordinate a data centre to gather and provide to employers and agencies the precise skills required for individual jobs. To that end, statistics from Industry Canada and other government agencies will be gathered and analysis conducted of the range of employers, sectors, and skilled labourers found in Peel and Halton. Focus groups will be held with Peel/Halton job developers and consultations held with individual employers to determine their needs.
Lead Partners	Newcomer Centre of Peel
Supporting Partners	Region of Halton
Timelines	2013
Expected Outcomes	• Bridging the gap between the different sectors. • Determining the exact skills required by which sectors and for individual positions. • Job developers and other stakeholders will be better able to match job seekers with appropriate prospective employers.

Appendix A: List of 2012-2013 Community Consultation Participants

(January 16th 2013, Trinity Hall, Canadian Coptic Centre, Rooms B&C, Mississauga)

1. ACCES Employment – Brampton
2. ACCES Employment – Mississauga
3. Advantage Mississauga
4. Catholic Crosscultural Services - Mississauga
5. Centre for Education & Training – Employment & Newcomer Services
6. Centre for Education & Training – Newcomer Information Centre
7. Colleges Ontario
8. COSTI Immigrant Services – Brampton
9. COSTI Immigrant Services – Mississauga
10. Dixie Bloor Neighbourhood Centre - Employment Programs
11. Dixie Bloor Neighbourhood Centre – Mentoring Programs
12. Halton Industry Education Council – apprenticesearch.com
13. Humber College - Brampton
14. Job Skills – Brampton
15. Job Skills – Mississauga
16. John Howard Society of Peel/Halton/Dufferin
17. Labour Community Services of Peel
18. Malton Neighbourhood Services
19. Ministry of Training, Colleges & Universities
20. Mississauga Board of Trade
21. Newcomer Centre of Peel
22. Peel Career Assessment Services Inc.
23. Peel Halton Dufferin Adult Learning Network
24. Peel Halton Workforce Development Group
25. Peel Multicultural Council
26. Polycultural Immigrant & Community Services
27. Region of Peel – Human Services
28. Region of Peel – Integrated Planning Division
29. Region of Halton – Economic Development
30. Region of Halton – Employment Halton
31. Sheridan College – Community Employment Services
32. Sheridan College – Faculty of Continuing and Professional Studies
33. Social Planning Council of Peel
34. The Centre for Skills Development & Training
35. Town of Caledon – Economic Development
36. Trios College Business Technology Healthcare
37. vpi Employment Services – Mississauga
38. YMCA – Burlington
39. YMCA – Mississauga
40. Yunush-Tech Group

Peel Halton Workforce Development Group

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