Peel Halton Workforce Development Group

Workforce Trends in Peel Halton

Local Labour Market Plan

Fall 2014

Background

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

The PHDWG 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.

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Workforce Planning Ontario
www.workforceplanningontario.ca

This Employment Ontario project is funded by the Ontario government.

EMPLOYMENT ONTARIO

Executive Summary

Number of employers

As is the case throughout Ontario, most businesses have no employees, that is, they are solo operations. 57-58% of all businesses in Peel and Halton are one-person firms.

In Peel, many of these solo operators are found in Transportation & Warehousing (truck drivers), Professional, Scientific & Technical Services (consultants), Real Estate and Rental & Leasing (real estate agents) and Construction (contractors, tradespersons). These large numbers of solo operators make these sectors the ones with the largest number of employers. The Transportation & Warehousing sector accounts for 19.6% of all employers in Peel, more than three times the provincial figure of 6.1%. Sectors with a large number of firms with more employees include Manufacturing, Wholesale Trade and Retail Trade.

In Halton, large numbers of solo operators are found in Professional, Scientific & Technical Services, Real Estate and Rental & Leasing and Construction. Professional, Scientific & Technical Services represents 20.3% of all employers in Halton, considerably higher than the provincial figure of 15.1%. The same three sectors are prominent among firms with more employees: Manufacturing, Wholesale Trade and Retail Trade.

For Peel, depending on the size of firm, the post-recession recovery has been underway for two to three years, with the pace of growth increasing in 2014, except for firms with 100 or more employees. For these larger firms, growth seemed to be returning in 2012 and 2013, but since then the number of such firms has declined again.

For Halton the pattern is slightly different. While the rate of growth has not been as robust, all categories of firms have experienced an increase in their numbers since 2012, including among firms with over 100 employees. The latter category has finally rebounded to the same number of such firms as were present in Halton in December 2008.

In Peel, gains in the number of employers have been experienced across almost all industries, among firms with "0", 1-19 and 20-99 employees. But for firms with 100 or more employees, the number of industries experiencing losses exceeds those experiencing gains. Large, across-the-board gains can be found in Construction, Wholesale Trade and Retail Trade.

Halton witnessed more gains, including among firms with 100+ employees. Manufacturing and Management of Companies & Enterprises registered the most significant losses, while strong gains were evident in Construction; Wholesale Trade; Retail Trade; Transportation & Warehousing; Finance & Insurance; Real Estate and Rental & Leasing; and Educational Services.

Analysis of the 2011 National Household Survey data

Although a few years have passed since the 2011 census, more detailed data tables relating to labour market information only started becoming available last year. This year the analysis in this report is drawn from special customized data tables purchased for all workforce planning boards by the Ontario Ministry of Training, Colleges and Universities.

Employment income. The employment income represents the average earnings of residents of Peel and Halton who worked full-time, full-year throughout 2010. By comparing these figures to other Ontario results, one can rate the relative standing of local residents as far as their employment income is concerned.

Peel and Halton residents have substantially different employment income outcomes. Overall, Peel Region residents working full-time, full-year earned on average $57,171 in 2010, a figure that was 93% of the Ontario average, putting them in 15th place among 49 census divisions in Ontario. Halton residents on the other hand earned an average of $79,900, 130% that of the Ontario average, garnering them 1st place.

If one adds up the average employment incomes of all occupations by skill levels (what educational attainment is required for each job), one finds that apart from Management Occupations, Peel employment incomes for occupations sorted by educational attainment levels are actually lower than the average figures for Ontario minus Toronto. For the lower three categories (College or trade, high school and no formal education), the Peel figures are more or less equal to the Toronto numbers (actually just ever so slightly higher).

For Halton, in every category, the employment incomes are higher than the figures for Ontario minus Toronto as well as higher than the Toronto figures. That being said, the gap between the incomes are much more prominent at the higher end, while among the lower-skilled occupations there is clustering of the employment income figures among a narrower range.

Occupations by age groups. Among employed Peel residents, 11.9% are youth aged 15-24 years old, and 17.0% are 55 years or older. The proportions for Halton are much the same: 12.2% aged 15-24 years old, and 18.2% aged 55 years and older.

Many youth work in occupations where there are a high proportion of youth (at least 25%). The same nine occupations make the top ten list for the most number of youth employed in both Peel and Halton:

- Retail salespersons
- Cashiers
- Food counter attendants and kitchen helpers
- Store shelf stockers
- Food and beverage servers
- Program leaders and instructors in recreation
- Cooks
- Landscaping labourers
- Attendants in amusement, recreation and sport

Older adults (aged 55 years and older) find employment in a far broader range of jobs. Nevertheless, six occupations make the top ten largest occupations for both Peel and Halton for jobs that have at least 30% of their workforce aged over 55 years:

- Real estate agents and salespersons
- Bus drivers, subway operators
- Taxi and limousine drivers
- Senior managers - construction, transportation, production
- General practitioners and family physicians
- Professional occupations in religion

Insights from Employment Ontario (EO) client data

Broad findings and observations from the EO data:

- Youth are under-represented among Employment Services (ES) Assisted clients, compared to their share of the unemployed population
- The gender split among ES Assisted clients tilts slightly more towards women, compared to their overall share of the unemployed
- In the category of visible minorities, there is such a huge difference between the client numbers and the unemployed population data that one has to attribute it to lack of accurate reporting – a different method for collecting this data needs to be introduced if this category is to be accurately measured
- Peel-Halton has the highest proportion of Internationally Training Professionals among its ES Assisted client numbers than any other area in the province, as well as the highest proportion of university graduates
- A much larger proportion of ES Assisted clients have been unemployed for over a year, compared to their share of all unemployed
- Of Peel-Halton ES Assisted clients reporting outcomes, 68% find employment and a further 13% pursue training, results very consistent with the rest of the province
- There is a high degree of similarity between the occupations from which clients are laid off and the occupations in which they find employment
- The proportion of Ontario's Literacy & Basic Skills (LBS) clients in the Peel-Halton area is smaller than their proportion of ES Assisted clients
- The Peel-Halton area accounts for a share of the Second Career client population equal to their share of ES Assisted clients
- Both Peel-Halton and the Region have a higher proportion of Second Career clients who had completed a university degree at the time of intake, compared to the provincial average, and their clients are likely to have been unemployed for a longer period of time

Main findings from the Peel-Halton Employer Survey

- Around half of employers state that job retention is not an issue, but the level of concern increases as the skill level of the job increases
- The biggest factors affecting job retention are the quality of management or supervision and the personal fulfillment achieved through the job, followed by wage considerations
- The likelihood that a firm may be hiring youth appears relatively steady: around half of all firms expect to hire the same number of youth, 14% feel they will hire more youth and 12% feel they will hire less, and 22% typically never hire youth, because their jobs require high level skills or experience
- Over a third of employers in Peel and Halton rely on newcomers as an important source of new hires
- The more familiar employers are with newcomers, the less concern they have regarding their skills
- Employers are not familiar with Express Entry (the new procedure for admitting economic class immigrants into Canada)
- Employers are not comfortable hiring a job candidate without a face-to-face assessment or a probationary job period
- Employers are open to work placements, especially for community college and university students, because they see it as an effective way to assess a future job candidate
- A significant proportion of employers are open to working together with other partners to address workforce challenges

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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 year the labour market trends consist of four components:

- An analysis of Statistics Canada Canadian Business Patterns data for June 2014, and comparisons to previous years, tracking changes in the number of employer establishments;
- An analysis of cross-tabulated data from Statistics Canada's National Household Survey, conducted in 2011, in particular as it relates to Peel and Halton;
- An analysis of data pertaining to clients of Employment Ontario services, for the fiscal year 2013-2014, including observations arising from consultation with EO service providers;
- A review of the findings from the 2014 Peel Halton Employer Survey.

The analysis of this data provides insights into changing employment patterns, trends relating to business establishments, and the characteristics and outcomes of individuals seeking employment services.

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.

Canadian Business Patterns – Labour Market Indicators

Number of employers

Tables 1 and 2 provide the number of employers present in Peel and Halton Regions in June 2014, 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 industries with the largest number of firms for each employee size category column.

Peel Region. The broad generalizations that applied last year still hold:

Number of Halton employers grows

- Number of small firms: Businesses are by far made up of small establishments. 57% of the firms in Peel have no employees, and another 27% have 1-4 employees; this closely follows the pattern for Ontario as a whole;
- Highest number of firms by industry: Transportation and Warehousing makes up the largest sector, accounting for 19.6% of all employers in Peel, more than three times the provincial figure of 6.1%. Essentially, this reflects a very large number of self-employed truck drivers and small trucking firms. The second largest category of employers is in Professional, Scientific and Technical Services, accounting for 15.1% of all employers (exactly the same as the provincial average). This category is made up of many professionals and consultants, many of whom would be self-employed;
- In terms of the ranking of the 10 industries with the largest number of employers, there has been only one change from last year – Health Care and Social Assistance has moved into 10th place and Finance and Insurance have dropped into 11th;
- 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.

Table 1: Peel - Number of employers by industry and employee size range, June 2014

Industry Sector 2-Digit NAICS	Number Of Employees								%	Rank
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	305	101	29	21	8	2	2	468	0	17
21 Mining	40	6	2	5	1	0	1	55	0	19
22 Utilities	50	12	7	2	3	5	2	81	0	18
23 Construction	6998	2468	612	343	224	72	54	10771	10	3
31-33 Manufacturing	1729	992	561	436	445	216	201	4580	4	9
41 Wholesale trade	2300	1513	741	613	519	190	154	6030	6	7
44-45 Retail trade	3609	2074	1210	658	409	153	118	8231	8	5
48-49 Transportation/Warehousing	11741	8419	365	238	201	78	83	21125	20	1
51 Information and Cultural	762	285	49	42	39	16	21	1214	1	14
52 Finance and Insurance	3238	735	155	114	216	26	44	4528	4	11
53 Real Estate	8047	1223	200	124	105	38	23	9760	9	4
54 Professional Scientific Tech	10141	4988	522	275	174	83	45	16228	15	2
55 Management of Companies	2357	224	51	57	81	53	70	2893	3	13
56 Administrative Support	2814	1050	347	210	165	100	101	4787	4	8
61 Educational Services	563	213	84	76	49	16	8	1009	1	15
62 Health Care & Social Assist	1503	1774	661	313	181	63	50	4545	4	10
71 Arts, Entertainment & Rec	622	135	46	27	42	8	11	891	1	16
72 Accommodation & Food	964	800	562	486	341	170	40	3363	3	12
81 Other Services	3490	2459	630	270	116	24	15	7004	7	6
91 Public Administration	9	3	0	0	3	0	5	20	0	20
TOTAL	61282	29474	6834	4310	3322	1313	1048	107583		
Percentage of all employers	57%	27%	6%	4%	3%	1%	1%			
Cumulative percentage	57%	84%	91%	95%	98%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Halton Region. As in the case of Peel, the overall pattern of distribution of employers by size and industry has changed only a little. Table 2 highlights several features:

- Number of small firms: 58% of the firms in Halton have no employees, and another 24% have 1-4 employees, a very slight increase over last year. Cumulatively (the second to last row on the table), 90% of all firms in Halton 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 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 20.3% of all employers in Halton, considerably higher than the provincial figure of 15.1%. This category is made up of many self-employed professionals and consultants. Estate and Rental & Leasing accounts for 10.6% of all firms, just slightly less than the average for Ontario (11.4%), while Construction comes in at third place with 10.0% of all establishments, compared to Ontario's 11.2%;

- 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, Wholesale Trade, and Accommodation & Food Services place in the top three frequently. Among the largest firms (100+ employees), the sectors with the most employers are Manufacturing, Wholesale Trade and Retail Trade.

Table 2: Halton - Number of employers by industry and employee size range, June 2014

Industry Sector 2-Digit NAICS	Number Of Employees								%	Rank
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	306	92	29	23	4	6	4	464	1	17
21 Mining	32	15	6	0	3	2	0	58	0	18
22 Utilities	22	6	2	4	3	1	1	39	0	19
23 Construction	2741	1025	334	154	85	20	19	4378	10	3
31-33 Manufacturing	611	348	175	143	135	82	68	1562	4	12
41 Wholesale trade	981	638	263	195	157	59	35	2328	5	8
44-45 Retail trade	1439	871	608	377	222	86	62	3665	8	4
48-49 Transportation/Warehousing	1274	594	68	52	48	16	19	2071	5	10
51 Information and Cultural	437	137	41	29	24	10	6	684	2	15
52 Finance and Insurance	1899	452	140	65	117	13	21	2707	6	7
53 Real Estate	3906	545	93	63	31	9	4	4651	11	2
54 Professional Scientific Tech	5732	2614	279	152	85	29	12	8903	20	1
55 Management of Companies	1490	126	25	28	28	15	22	1734	4	11
56 Administrative Support	1190	513	185	126	67	29	24	2134	5	9
61 Educational Services	313	120	48	42	37	9	7	576	1	16
62 Health Care & Social Assist	1008	1127	365	192	95	34	25	2846	7	6
71 Arts, Entertainment & Rec	425	140	55	27	33	12	13	705	2	14
72 Accommodation & Food	316	262	211	235	200	89	20	1333	3	13
81 Other Services	1400	1014	339	167	52	19	8	2999	7	5
91 Public Administration	4	3	0	2	0	0	8	17	0	20
TOTAL	25526	10642	3266	2076	1426	540	378	43854		
Percentage of all employers	58%	24%	7%	5%	3%	1%	1%	100%		
Cumulative percentage	58%	82%	90%	95%	98%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

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 3 and 4 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 3: Peel - Number Of Firms By Employee Size, December 2008 To June 2014

	0	1-19	20-99	100+
December 2008	52,322	30,162	4,418	1,089
June 2010	49,938	32,516	4,311	1,040
December 2010	51,029	32,927	4,341	1,046
June 2011	50,413	32,906	4,099	957
June 2012	49,351	34,074	4,273	1,029
June 2013	57,546	38,465	4,435	1,060
June 2014	61,282	40,618	4,635	1,048

Statistics Canada, Canadian Business Patterns

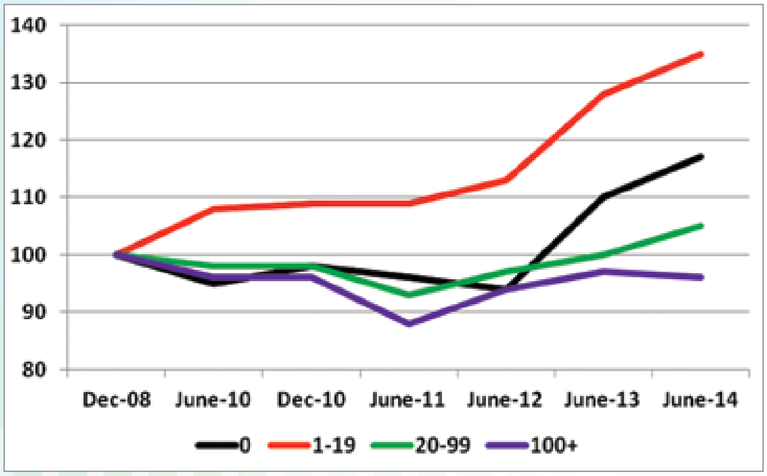
Table 4: Halton - Number Of Firms By Employee Size, December 2008 To June 2014

	0	1-19	20-99	100+
December 2008	22,016	13,607	1,757	376
June 2010	21,452	14,220	1,762	352
December 2010	22,335	14,446	1,765	355
June 2011	22,209	14,311	1,711	321
June 2012	21,921	14,422	1,849	351
June 2013	24,167	15,432	1,891	361
June 2014	25,526	15,984	1,966	378

Statistics Canada, Canadian Business Patterns

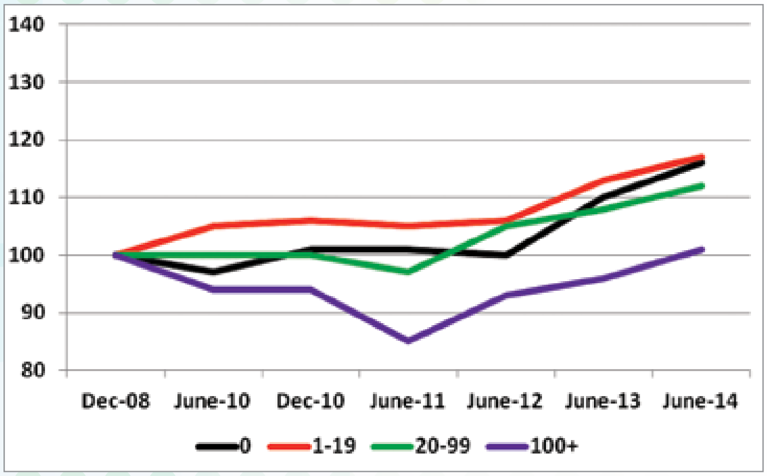
Charts 1 and 2 make evident the trends in the changing number of employers by employee size. The charts use the figures for December 2008 as the baseline, assigning a value of 100. Each subsequent number is expressed in relation to the December 2008. This makes it easier to visualize changes across numbers with different orders of magnitude for these categories.

Chart 1: Change in the number of employers by size of firm, December 2008 to June 2014,



Peel Region (December 2008 = 100)

Chart 2: Change in the number of employers by size of firm, December 2008 to June 2014,



Halton Region (December 2008 = 100)

For Peel, depending on the size of firm, the post-recession recovery has been underway for two to three years, with the pace of growth increasing in 2014, except for firms with 100 or more employees. For these larger firms, growth seemed to be returning in 2012 and 2013, but since then the number of such firms has declined again.

For Halton the pattern is slightly different. While the rate of growth has not been as robust, all categories of firms have experienced an increase in their numbers since 2012, including among firms with over 100 employees. The latter category has finally rebounded to the same number of such firms as were present in Halton in December 2008.

Change in the number of firms by industry, June 2013 to June 2014

Changes in the number of employers are experienced differently across the various industries. Tables 5 and 6 highlight the change in the number of firms by industry and by employee size between June 2013 and June 2014 for Peel and Halton Regions. The tables also list the total number of firms in each industry in June 2014, to provide a context.

Peel Region. The colour-coding of the tables (green where there is an increase, red where there is a decrease) illustrates the pattern: for firms with fewer employees, there have been increases in every industry, except for a few limited exceptions. But for firms with 100 or more employees, the number of industries experiencing losses exceeds those experiencing gains.

Number of Peel employers grows, except among large employers

The only industry that has posted losses across most size categories is Management of Companies and Enterprises (this consists of holding companies and head offices). Their losses include 4 firms with over 100 employees. Health Care & Social Assistance has witnessed 9 firms drop out of the 100+ employee category, and Administrative & Support Services has lost 6 large firms. Arts, Entertainment & Recreation also had losses in most size categories.

There have also been large gains: Construction and Wholesale Trade has seen large increases among all sized firms, including notable increases among firms with 100+ employees. Transportation & Warehousing saw the biggest gain in establishments, fueled not only by a jump of 806 firms with no employees, but also an additional 1020 firms in the 1-19 employee category. That being said, this industry dropped 6 firms among the 100 or more employee category. Professional, Scientific & Technical Services also had a very large increase among small establishments.

Table 5: Peel

Change in the Number of Employers, by Industry and by Firm Size, June 2013 to June 2014

INDUSTRY	Firm size (number of employees)					Total number of firms June-14
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	4	-3	-2	0	-1	468
Mining and oil and gas extraction	8	-6	0	0	2	55
Utilities	23	5	-1	0	27	81
Construction	234	175	36	6	451	10771
Manufacturing	101	26	-8	-1	118	4580
Wholesale trade	138	79	24	5	246	6030
Retail trade	193	139	25	2	359	8231
Transportation and warehousing	806	1020	21	-6	1841	21125
Information and cultural industries	45	15	-3	4	61	1214
Finance and insurance	195	20	8	0	223	4528
Real estate and rental and leasing	428	47	42	4	521	9760
Professional, scientific and technical services	683	357	19	-1	1058	16228
Management of companies and enterprises	-70	7	1	-4	-66	2893
Administrative and support	153	55	-3	-6	199	4787
Educational services	61	20	10	-1	90	1009
Health care and social assistance	242	98	5	-9	336	4545
Arts, entertainment and recreation	13	-2	-6	-4	1	891
Accommodation and food services	69	91	35	-2	193	3363
Other services	409	8	-3	1	415	7004
Public administration	1	2	0	0	3	20
TOTAL	3736	2153	200	-12	6077	107583

Statistics Canada, Canadian Business Patterns, June 2013 and June 2014

Halton Region. Compared to Peel, Halton not only has fewer cells shaded red, but also the number of gains in the 100+ employee category is greater than the losses. There are pockets of losses: most notable are the losses across several size categories among Manufacturing firms, as well as the loss of 3 firms with over 100 employees in Management of Companies and Enterprises.

Large and across-the-board gains can be found among: Construction; Wholesale Trade; Retail Trade; Transportation & Warehousing; Finance & Insurance; Real Estate and Rental & Leasing; and Educational Services. Professional, Scientific & Technical Services had very large gains among smaller firms, but lost 6 firms in the 20-99 employee category.

Table 6: Halton

Change in the Number of Employers, by Industry and by Firm Size, June 2013 to June 2014

INDUSTRY	Firm size (number of employees)					Total number of firms June-14
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	4	14	0	3	21	464
Mining and oil and gas extraction	-5	2	3	0	0	58
Utilities	4	0	0	0	4	39
Construction	92	102	4	1	199	4378
Manufacturing	14	-3	-7	-1	3	1562
Wholesale trade	83	30	21	1	135	2328
Retail trade	69	33	24	4	130	3665
Transportation and warehousing	65	38	4	2	109	2071
Information and cultural industries	31	-2	-3	0	26	684
Finance and insurance	111	13	4	2	130	2707
Real estate and rental and leasing	284	4	4	1	293	4651
Professional, scientific and technical services	156	195	-6	0	345	8903
Management of companies and enterprises	-1	3	4	-3	3	1734
Administrative and support	54	28	14	0	96	2134
Educational services	52	14	3	1	70	576
Health care and social assistance	122	73	16	-1	210	2846
Arts, entertainment and recreation	7	17	-6	1	19	705
Accommodation and food services	7	39	-17	7	36	1333
Other services	208	-50	13	-1	170	2999
Public administration	2	2	0	0	4	17
TOTAL	1359	552	75	17	2003	43854

Statistics Canada, Canadian Business Patterns, June 2013 and June 2014

2011 National Household Survey Data – Labour Market Indicators

Introduction

Every five years, Canada carries out a national survey, the most recent being in 2011. In addition to the questions, a 20% sample of census respondents has in the past been asked to complete a long-form questionnaire on questions beyond the basic demographics of age and residency. That long-form mandatory census was replaced by a voluntary survey in the 2011 census. The results of the 2011 National Household Survey form the basis of the following update regarding the local labour market.

A note of caution

Regrettably, as a result of this change from a mandatory to a voluntary set of questions, one cannot be certain that the responses reflect a proper representation of the population. In particular, concerns have been raised about how well this data represents marginalized groups. Thus, when it comes to low income individuals or individuals from certain demographic categories (e.g. Aboriginal peoples), their participation may be under-represented. It would also mean that occupations or industries that these individuals are employed in might be under-represented.

As part of its support for workforce planning boards, the Ontario Ministry of Training, Colleges and Universities commissions a set of customized data from Statistics Canada, which involves cross-tabulations of the national survey results that are relevant to describing and analyzing the local labour market. This data allows workforce planning boards to provide insights that would otherwise not be available, except where an institution was willing to purchase this same data.

Employment income by occupation

Comparisons of employment income are best made by removing part-time workers from the equation, so that one only compares wages based on employment that is full-time and full-year. Tables 7 and 8 provide the average employment income of Peel and Halton residents in 2010 by major occupation categories and compare the figures to the Ontario averages. In addition, for each occupational category, the employment incomes for Peel and Halton are expressed as a percentage of the Ontario average (110% means that the Peel or Halton figure is 10% higher than the Ontario average). Finally, for each category, the ranking for Peel and Halton among the 49 census divisions in Ontario is provided.

Table 7: Average employment income, full-time/full-year employees, Peel & Ontario residents, 2010

	AVG EMP INCOME		% of ONT	RANK in ONT
	Ontario	Peel		
ALL OCCUPATIONS	$ 61,496	$ 57,171	93%	15th
Management occupations	$ 87,806	$ 85,463	97%	6th
Business, finance, administration	$ 57,499	$ 53,405	93%	10th
Natural and applied sciences	$ 75,215	$ 71,463	95%	19th
Health occupations	$ 69,844	$ 64,072	92%	30th
Education, law, social, government	$ 70,506	$ 63,847	91%	27th
Art, culture, recreation and sport	$ 47,466	$ 46,666	98%	8th
Sales and service occupations	$ 40,730	$ 41,177	101%	10th
Trades, transport, equipment operators	$ 50,471	$ 46,842	93%	36th
Natural resources, agriculture	$ 40,510	$ 37,291	92%	25th
Manufacturing + utilities occupations	$ 48,810	$ 43,475	89%	40th

Table 8: Average employment income, full-time/full-year employees, Halton & Ontario residents, 2010

	AVG EMP INCOME		% of ONT	RANK in ONT
	Ontario	Halton		
ALL OCCUPATIONS	$ 61,496	$ 79,900	130%	1st
Management occupations	$ 87,806	$ 119,106	136%	1st
Business, finance, administration	$ 57,499	$ 72,996	127%	1st
Natural and applied sciences	$ 75,215	$ 86,751	115%	3rd
Health occupations	$ 69,844	$ 81,014	116%	2nd
Education, law, social, government	$ 70,506	$ 77,032	109%	2nd
Art, culture, recreation and sport	$ 47,466	$ 52,968	112%	3rd
Sales and service occupations	$ 40,730	$ 55,572	136%	1st
Trades, transport, equipment operators	$ 50,471	$ 55,581	110%	9th
Natural resources, agriculture	$ 40,510	$ 38,688	96%	19th
Manufacturing + utilities occupations	$ 48,810	$ 57,212	117%	11th

Peel and Halton residents have substantially different employment income outcomes. Overall, Peel Region residents working full-time, full-year earned on average $57,171 in 2010, a figure that was 93% of the Ontario average, putting them in 15th place among 49 census divisions in Ontario. Halton residents on the other hand earned an average of $79,900, 130% that of the Ontario average, garnering them 1st place.

Peel residents earn 93% of provincial average

When these figures are examined by the major occupational categories, there is considerable variation, but a general pattern holds: Peel residents earned less than the provincial average in all but one occupation category, and even in the Sales and Service Occupations, they earned a bare 1% higher than the provincial average. That being said, their ranking in the province for Management Occupations was 6th, even though their average figure fell below the provincial average (Halton, Toronto, York, Ottawa and Durham are the only census divisions that score above the provincial average). At the other end of the extreme, Peel residents employed in Manufacturing and Utilities Occupations ranked 40th in the province.

Halton residents earned more than the provincial average in every occupational category except for one: Natural Resources, Agriculture and Related Production Occupations, and even here their figure was only 4% below the average. Among both Management Occupations and Sales and Services Occupations, Halton residents earned a very high 136% that of the Ontario average.

Another way to look at these differences is by examining employment incomes by skill levels, and the proportion of all jobs by different skill levels. The occupational data can be organized as follows:

- Management occupations (StatCan indicates that each of these occupations usually requires a university degree)
- Other occupations typically requiring a university degree
- Occupations requiring a college degree or a trades certificate
- Occupations requiring a high school diploma
- Occupations that do not require formal education

Table 9 lists the proportion of each of these jobs, as well as their corresponding average employment incomes. These figures are provided for Peel and Halton. For the sake of comparison, the figures for Ontario minus Toronto are listed, because the high incomes among the higher-skilled occupations in Toronto distort the provincial averages. The data for Toronto is provided as well.

Table 9: Average employment income by skill level, full-time/full-year employees, residents of Peel, Halton, Ontario minus Toronto and Toronto, 2010

	PEEL		HALTON		ONT MINUS TORONTO		TORONTO	
	%	$	%	$	%	$	%	$
Management	13%	$ 85,463	18%	$ 119,106	13%	$ 83,161	13%	$ 107,479
University – other	30%	$ 75,759	38%	$ 94,835	31%	$ 79,545	38%	$ 91,093
College or trade	26%	$ 53,089	24%	$ 65,046	28%	$ 55,180	23%	$ 53,042
High school	26%	$ 40,823	17%	$ 50,079	22%	$ 42,603	20%	$ 40,277
No formal education	6%	$ 33,767	3%	$ 36,848	6%	$ 34,333	6%	$ 32,636
ALL OCCUPATIONS	100%	$ 57,171	100%	$ 79,900	100%	$ 60,019	100%	$ 67,499

Apart from Management Occupations, Peel employment incomes for occupations sorted by educational attainment levels are actually lower than the average figures for Ontario minus Toronto. For the lower three categories (College or trade, high school and no formal education), the Peel figures are more or less equal to the Toronto numbers (actually just ever so slightly higher).

For Halton, in every category, the employment incomes are higher than the figures for Ontario minus Toronto as well as higher than the Toronto figures. That being said, the gap between the incomes are much more prominent at the higher end, while among the lower-skilled occupations there is clustering of the employment income figures among a narrower range.

Occupations by age groups

Profiling the ages of workers in various occupations highlights jobs that are typically "youth" jobs, as well as jobs where there are a larger proportion of individuals nearing retirement. Overall, among employed Peel residents, 11.9% are youth aged 15-24 years old, and 17.0% are 55 years or older. The proportions for Halton are much the same: 12.2% aged 15-24 years old and 18.2% aged 55 years and older.

Tables 10 and 11 highlight what are youth occupations in Peel and Halton, where at least 25% of all workers are between 15 and 24 years of age. The top ten occupations by number of youth are presented. The table lists the number of youth working in that occupation, the percentage of that occupation filled by youth, and the percentage of all employed youth who work in that occupation.

Halton residents earn 130% of provincial average

Table 10: Percentage of youth aged 15-24 years old in select occupations, Peel residents, 2011

	Number	% that are youth	% of all youth
Retail salespersons	9,590	36.8%	12.4%
Cashiers	6,160	52.8%	8.0%
Food counter attendants, kitchen helpers	5,070	51.8%	6.6%
Store shelf stockers, clerks and order fillers	2,590	36.1%	3.4%
Food and beverage servers	2,215	47.8%	2.9%
Program leaders and instructors in recreation, sport	1,850	66.3%	2.4%
Cooks	1,475	33.8%	1.9%
Landscaping and grounds maintenance labourers	1,125	38.8%	1.5%
Maîtres d'hôtel and hosts/hostesses	690	79.3%	0.9%
Attendants in amusement, recreation and sport	610	67.4%	0.8%

Table 11: Percentage of youth aged 15-24 years old in select occupations, Halton residents, 2011

	Number	% that are youth	% of all youth
Retail salespersons	3,875	36.0%	12.0%
Cashiers	3,005	65.8%	9.3%
Food counter attendants, kitchen helpers	2,870	66.9%	8.9%
Store shelf stockers, clerks and order fillers	1,145	55.2%	3.5%
Food and beverage servers	1,140	50.3%	3.5%
Program leaders and instructors in recreation, sport	950	55.4%	2.9%
Cooks	880	48.8%	2.7%
Landscaping and grounds maintenance labourers	865	49.7%	2.7%
Maîtres d'hôtel and hosts/hostesses	395	69.3%	1.2%
Attendants in amusement, recreation and sport	365	28.4%	1.1%

There is a very high degree of similarity in the top ten youth jobs in Peel and Halton, with 9 occupations being the same. In quite a few instances, in both Peel and Halton, youth make up 50% or more of the workers in the occupations listed. Taking just these ten occupations, they accounted for 41% of youth employment in Peel and 48% in Halton.

Tables 12 and 13 list those occupations which have a high proportion of workers aged 55 years and older, in each of Peel and Halton. The tables list the 10 top occupations which have at least 30% of their workforce in this category, in order of the number of older workers, which is then further broken down by narrower age categories.

Table 12: **Percentage of adults aged 55 years and older in select occupations, Peel residents, 2011**

	Number, by years of age				% in job 55+
	55+	55-64	65-74	75+	
Real estate agents and salespersons	1,235	850	330	55	33.9%
Bus drivers, subway operators	1,210	890	260	60	31.3%
Taxi and limousine drivers	1,145	815	295	35	32.0%
Postal and related workers	595	520	75	0	30.0%
Senior managers - construction, transportation, production	580	430	125	25	30.8%
General practitioners and family physicians	380	245	105	30	36.2%
Elementary/secondary school principals	310	310	0	0	31.8%
Professional occupations in religion	290	180	85	25	31.7%
Survey interviewers and statistical clerks	225	90	95	40	33.1%
Industrial sewing machine operators	195	185	10	0	31.5%

Table 13: **Percentage of adults aged 55 years and older in select occupations, Halton residents, 2011**

	Number, by years of age				% in job 55+
	55+	55-64	65-74	75+	
Real estate agents and salespersons	745	470	275	0	39.4%
Bus drivers, subway operators	650	405	210	35	35.1%
Taxi and limousine drivers	605	405	185	15	36.8%
Postal and related workers	570	440	100	30	34.5%
Senior managers - construction, transportation, production	315	240	60	15	32.6%
General practitioners and family physicians	285	160	100	25	37.3%
Elementary/secondary school principals	270	135	135	0	51.4%
Professional occupations in religion	255	165	90	0	35.2%
Survey interviewers and statistical clerks	250	100	65	85	53.2%
Industrial sewing machine operators	225	120	80	25	40.5%

Unlike the high concentration of youth in a few occupations, older adults find employment in a far broader range of jobs. Taking these top ten occupations with over 30% of their workers aged over 55 years old, in Peel they account for only 5.6% of all workers over 55 years of age, and in Halton the top ten accounts for 8.7%.

Over 1/3 of residents employed as retail sales clerks are youth

It is nevertheless noteworthy that six occupations make the top ten lists for both Peel and Halton:

- Real estate agents and salespersons
- Bus drivers, subway operators
- Taxi and limousine drivers
- Senior managers - construction, transportation, production
- General practitioners and family physicians
- Professional occupations in religion

In Halton, the proportion of older adults in some of these occupations is considerably higher: 53% of managers in agriculture (farmers); 51% of taxi and limousine drivers; 40% of professional occupations in religion; 39% of real estate agents.

There are several occupations, in each of Peel and Halton, where the proportion of those aged 55 years and older was very close to 30% and where the number of employed was quite high. For example:

In Peel:

- Industrial electricians (29.9% older adults) – 250 employees
- Heavy-duty equipment mechanics (29.9%) – 175 employees
- Property administrators (29.7%) – 580 employees
- Janitors, caretakers (29.6%) – 1925 employees

In Halton:

- Light duty cleaners (29.4%) – 465 employees
- Administrative assistants (29.2%) – 1155 employees

Over 1/3 of residents employed as real estate agents are 55 years or older

Employment Ontario (EO) Data – Profile of Service Users

EO data

As part of the annual update of the labour market situation locally, the Ontario Ministry of Training, Colleges and Universities makes available to workforce planning boards across the province, selected data from the Employment Ontario database which contains demographic and outcome information on users of EO services. Workforce planning boards were asked to analyze the data and to consult with EO service providers, in order to identify issues relevant to service delivery locally. (Text in italics refers to comments arising from the consultation with employment services providers.)

Background to the data analysis and report on the consultation

This data on program statistics related to Apprenticeship, Employment Service, Literacy and Basic Skills and Second Career for the 2013-14 fiscal year.

The data provided to each Local Board consisted of three sets of data:

- Data at the Local Board level (in the case of the Peel Halton Workforce Development Group, the geography covers Peel and Halton Regions);
- Data at the regional level (in this case, the Central Region, which consists of Peel, Halton, Toronto, Durham, York, Simcoe and Muskoka); and
- Data at the provincial level.

1065 ES clients enrolled in Second Career in Peel-Halton

Employment Services (ES) data

The share of assisted ES clients served in the Peel-Halton area is lower than the area's share of the total Ontario population (9.6% versus 14.0%) and is almost exactly equal to the share of assisted ES clients in 2013 (9.7%), (Table 14).

In terms of various demographic characteristics:

- *Youth are under-represented among ES Assisted clients, compared to their share of the unemployed population (23% compared to 31%). However, there has been a slight improvement in the youth share of ES Assisted clients over last year, likely as a result of the Youth Employment Strategy*
- The gender split among ES Assisted clients tilts slightly more towards women, compared to their overall share of the unemployed. Overall, men make up roughly 55% of the unemployed, yet they make up half of the ES Assisted clients (in Ontario: 51%; in the Central Region: 48%; at the Board level: 47%)
- *In the category of visible minorities, there is such a huge difference between the client numbers and the unemployed population data that one has to attribute it to lack of accurate reporting (in this case, self-reporting); employment services providers suggested that the visible minorities question be expanded to list the various possible categories, which would likely result in more individuals identifying themselves by specific category rather than the broad label*
- Peel-Halton has the highest proportion of Internationally Training Professionals among its ES Assisted client numbers than any other area in the province, including Toronto, at 35%, a slight drop from last year's 38%
- At 39.9%, Peel-Halton area has the highest proportion of university graduates among its ES Assisted clients among all areas of the province

Table 14: ES Clients, Number and Percent of all ES Clients; Compared to Total Population and Unemployed

	Board	Central	Ontario
2013-14 UNASSISTED Referral & Information CLIENTS			
Number	64,863	255,768	488,402
As % of Ontario	13.3%	52.4%	100%
2013-14 ES ASSISTED CLIENTS			
Number	18,879	91,563	196,558
As % of Ontario	9.6%	46.6%	100%
2012-13 ES ASSISTED CLIENTS			
Number	18,002	86,826	184,947
As % of Ontario	9.7%	46.9%	100%
2011 TOTAL POPULATION			
As % of Ontario	14.0%	51.0%	100%
2013 UNEMPLOYED – TORONTO CMA			
As % of Ontario		53.6%	100%

Population figures from StatCan 2011 Census. Unemployed figures from Labour Force Survey, 2013, Central Region are based on sum of Barrie, Oshawa and Toronto CMAs.

A much larger proportion of ES Assisted clients have been unemployed for over a year, compared to their share of all unemployed. In Ontario in 2013, 8% of the unemployed had been out of work for a year or more. Among ES Assisted clients in Ontario, that share was 24%; in Peel-Halton it was 22%.

Over 20% of ES Assisted clients in Peel-Halton have been unemployed for over a year

Of ES Assisted clients reporting outcomes, 68% find employment and a further 13% pursue training, results very consistent with the rest of the province.

When it comes to detailed employment outcomes, the ES service providers felt that the categories of reporting should be changed to incorporate firstly a basic outcome (employed full-time, part-time or self-employed) and secondly qualitative assessments of the employment (for example, in a field of their choice or related to their training, in a more suitable job, and so on, even negative outcomes, for example, choosing a survival job).

The EO data indicates from which industries individuals are laid off and in which industries they find employment. The data is limited – because of lack of reporting and because some data is suppressed when the figures for a given category are low, the data for Peel-Halton only shows employment outcomes by industry for 5% of all those reporting an employment outcome. Nevertheless, there is enough data to draw a number of inferences:

- Several industries in which a larger number of ES Assisted clients find employment are common across the Board, Region and provincial level:
    - Employment services
    - Full-service restaurants and limited-service eating places
    - Department stores
    - Grocery stores
    - Business support services

- There is a high degree of similarity between the occupations from which clients are laid off and the occupations in which they find employment. For Peel-Halton, the top ten list of occupations for lay-offs and for employment outcomes is exactly the same:
    - Retail Salespersons
    - Other Labourers in Processing, Manufacturing and Utilities
    - Other Customer and Information Services Representatives
    - Material Handlers
    - Cashiers
    - Food Counter Attendants
    - Accounting and Related Clerks
    - Administrative Assistants
    - Receptionists
    - Administrative Officers
- Many of these occupations are also found on the lists at the Region and provincial levels.

Employment service providers would wish that the data could show the proportion of individuals in various categories (by education, by prior industry and prior occupation) by their different outcomes, to highlight who might be benefitting from the employment services and who may not be benefitting as much.

Over 1/3 of ES Assisted clients in Peel-Halton are Internationally Trained Professionals

Literacy and Basic Skills client data

The proportion of Ontario's LBS clients in the Peel-Halton area is smaller than their proportion of ES Assisted clients (5.7%to 9.6%). The age profile of LBS clients in the Peel-Halton area pretty much matches what is found at the Central Region and provincial levels, with a high proportion of 25-44 year olds, but also a higher proportion of youth. Females make up a small majority of the LBS clients, at the Board, Region and provincial levels.

Second Career client data

The Peel-Halton area accounts for a share of the Second Career client population equal to their share of ES Assisted clients (10.1% compared to 9.6%). Their Second Career clients have roughly the same age profile as that found at the Region and provincial levels: 54% are between 25-44 years old, and 44% are 45-64 years old. There is a greater share of females than the average for the province (54% females in Peel-Halton, 49% in the province).

Both the Peel-Halton area and Central Region have a higher proportion of Second Career clients who had completed a university degree at the time of intake, compared to the provincial average.

Second Career clients are more likely to have been unemployed for a longer period of time than ES Assisted clients, and this is especially so in the case of the Peel-Halton area and Central Region.

The top ten approved skills training programs in Peel-Halton very much match those of the Region and the province, with 8 programs in the top ten for all three areas. Table 15 lists the top ten programs for each area, with the number of clients entered under each heading.

Table 15: Top 10 Second Career Approved Skills Training Programs

BOARD	REGION	ONTARIO
1. Accounting and Related Clerks (81)	1. Accounting and Related Clerks (376)	1. Transport Truck Drivers (1340)
2. Medical Administrative Assistants (77)	2. Early Childhood Educators and Assistants (350)	2. Heavy Equipment Operators (674)
3. Transport Truck Drivers (75)	3. Transport Truck Drivers (343)	3. Social and Community Service Workers (567)
4. Social and Community Service Workers (68)	4. Social and Community Service Workers (286)	4. Accounting and Related Clerks (535)
5. Early Childhood Educators and Assistants (62)	5. Medical Administrative Assistants (280)	5. Early Childhood Educators and Assistants (440)
6. Computer Network Technicians (49)	6. Paralegals (207)	6. Home Support Workers and Housekeepers (501)
7. Paralegals (44)	7. Computer Network Technicians (203)	7. Medical Administrative Assistants (444)
8. Estheticians and Electrologists (36)	8. Home Support Workers and Housekeepers (191)	8. Welders and Related Machine Operators (346)
9. Home Support Workers and Housekeepers (34)	9. Estheticians and Electrologists (115)	9. Computer Network Technicians (334)
10. Heavy Equipment Operators (26)	10. Administrative Officers (108)	10. Paralegals (331)

Employment services providers noted that there was no local labour market information which could help guide the selection of which training to pursue.

Peel-Halton Employer Survey Results

For the fourth year in a row, PHWDG has carried out a survey of employers, with the assistance of over 20 partners, representing municipal economic development offices, chambers of commerce, employment services providers, educators and other community stakeholders. This year's survey attracted an average of over 400 responses per questions, reflecting a good cross-section of employers by size, industry and location. Over 120 employers with over 100 employees each participated in the survey, representing over 8% of all employers in this category in Peel and Halton.

Quality of management affects job retention, say employers

The main survey findings are:

- The level of concern that employers feel about job retention increases as the skill level of the job increases: while overall, around half of employers state that job retention is not an issue, 21% feel it is a great concern when it comes to high skilled positions, compared to 10% who feel the same way about entry-level positions
- When asked to rank a series of factors that most affected job retention, employers put these four reasons at the top of the list:
    - The quality of management or supervision
    - Personal fulfillment achieved through the job
    - The prospect of future wage increases
    - The level of wages
- Lowest on this list was "the preparation of the employee for employment"
- When it comes to hiring youth, around 22% of employers don't hire youth, largely because their jobs require higher levels of skills or experience
- Otherwise, the prognosis for hiring youth appears much the same as last year: around a half of employers feel they will hire the same amount of youth, 14% feel they will hire more youth and 12% feel they will hire less
- Among the positive assessment of youth as job candidates: employers are attracted to their talents, the fact that they are "cost-effective," and are attracted to the EO hiring bonus
- Employers at the same time express concern regarding the job readiness of youth and their lack of work experience
- Over a third of employers in Peel and Halton rely on newcomers as an important source of new hires, while another third feels it is unlikely that newcomers will become an important source for them
- When it comes to assessing the skills of newcomers, the more familiar employers are with newcomers, the more likely they are to rate their skills more positively
- A large majority of employers have not heard of the proposed new procedures for processing economic immigrants to Canada called Express Entry; even among those for whom newcomers are an important source of new hires, 60% have not heard of the changes
- In consideration of those changes, a large majority of employers would not at all be comfortable hiring someone for a job without meeting and assessing them in person, and without being able to hire them on a probationary basis

Employers feel youth lack experience

- When it comes to providing work placement opportunities to students, almost a quarter of employers in the survey indicated that they already provide such opportunities to community college and university students, and another third would be very interested or might be interested to do so; they are slightly less inclined to offer the same opportunity to high school students;
- Around a third of employers offer summer jobs to students, and another third would be very interested or might be interested to do so;
- Employers are more wary of providing work experience placements or mentoring opportunities to newcomers – around a third say they would not be interested, while another quarter say they would need more information before they could decided; still, almost three out of ten say they would be very interested or might be interested to do so;
- The main reason why employers offer a work experience opportunity because it is a good way to test a person for a possible future job; if one suggests that there is no benefit to companies to offer a work placement, most employer actually disagree;
- There is a significant proportion of employers who are willing to work with others to address workforce challenges, whether it means working with other employers, working with education sector partners, or working with employment services providers; on average, around a third of employers claim they would be very interested or might be interested to do so, and another fifth say they would wish to have more information before making a decision.

Employers like work placements for assessing future workers

Overview of the Planning Process

Phase 1
Review of labour market research

The Peel Halton Workforce Development Group engages key community partners and stakeholders throughout the year on emerging labour market issues. Through regular consultations on an ongoing basis PHWDG monitors local labour market conditions. Review of local economic development resources, labour market reports, bulletins & media reports is undertaken.

PHWDG also gathers, analyzes & shares current labour market information with a broad audience through the www.workinginpeelhalton.com website and related social media platforms.

Phase 2
Discussions and continued community participation

Consultations are undertaken on an ongoing basis to determine high priority actions and to build consensus from both the demand side stakeholders and the supply side stakeholders for a new "road map" that sets out short term, medium term and longer term actions.

The demand side is engaged in one on one; small group and large consultations each year. The Peel Halton employer survey engaged over 420 employers in defining their challenges with respect to a broad spectrum of issues. These findings shared with the communities of Peel Halton lead to determination of actions to address challenges highlighted.

Additionally, close to 60 representatives from employer networks, service providers, education, municipalities and community organizations attended a September 23rd 2014 community consultation meeting to identify priority actions to address issues facing the labour market.

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Phase 3
The 2015 Local Labour Market Plan

The results of the year round consultations are captured in the action plan for 2015. This plan will be shared with the Peel & Halton communities on October 15th 2015.

Update on 2013 Action Items

Action 1

Lack of Labour Market Information

- The LMI website www.workinginpeelhalton.com has been re-launched with updated information.

Results

- Two LMI newsletters are being issued, one weekly (The LMI Roundup) and one bi-weekly (Peel Halton Insights).
- The first delivers potential sources of employment and information related to becoming employed. The second conveys key labour market information in an easy-to-understand style.
- The sharing of LMI in this way will continue as long as supportive funding exists. The website also distributes LMI daily through Facebook, Twitter and LinkedIn.

Action 2

Employer Survey 2014

- The third annual Peel Halton employer survey was conducted.

Results

- Almost 600 employers visited the site where 392 of them completed the survey, compared to 320 in 2012 and 144 in 2011.
- This sample represented a good cross-section of employers by location, industry and number of employees.
- Collectively, these employers represent an estimated 50,000 jobs in Peel and Halton.

Action 3

Immigration, Mobility & Commuting Patterns in Central Ontario

- An analysis of immigration, mobility and commuting patterns in Central Ontario.

Results

- This report examined movement among the 6.5 million residents of steadily growing central Ontario, whether in the form of migration (movement of residence), immigration (arrival from foreign countries) or commuting (travelling to and from work).

Action 4

Experienced Workers Challenges

- Comprise a comprehensive list of computer training services available in Peel and Halton.

Results

- This 4-page resource titled "No Cost & Low Cost Computer Training", was completed and distributed to staff at service agencies.
- This document outlined services available at each service provider's location along with complete contact information.
- Front line staff at service agencies will be able to direct experienced workers to appropriate computer training so they may upgrade their skills.

Action 5

Youth Underemployment

- Create awareness of youth oriented services and jobs for youth and service providers.
- Network and promote services amongst providers and to young people.

Results

- YMCA Burlington and YMCA Mississauga conducted youth-oriented employment fairs (Navigating Services for Youth) in both the summer and fall.
- YMCA Burlington conducted one summer employment fair and another in October, the latter hosting 12 agencies and 175 job seekers, youth and service provider staff.
- YMCA Mississauga conducted two summer fairs and one in December, the last hosting 21 agencies and 85 non-staff participants.

Action 6

Employer Engagement

- An event titled, "SOS: Services on a Shoestring" was held on October 3rd attended by over 70 SM employers.

Results

- The employers received answers to their questions from a panel of specialists in Employment Services; Marketing/IT; Funding/Banking; Human Resources.
- Employers then interacted with representatives of numerous support agencies representing the four areas represented by the panelists, where they learned in detail of the services available to them.

Action 7

Employer Engagement

- This employer engagement workshop was held on March 27, 2014 to inform employers of the range of cost-free services available to help them improve their HR practices.

Results

- Fifty-six employers attended the event at which several newcomer agency partners made presentations on better approaches to recruiting and retaining newcomers to Canada.
- All agencies reported new connections with employers resulted from this event.
- At least 22 jobs had resulted from this event in the first quarter after this event.

Action 8

Youth Focused Engagement of Business & Education

- Advantage Mississauga (AM) launched two new initiatives, Talent Connections and Business Mentoring, to inform businesses about supports available in local Post Secondary institutions and from other business leaders in the community.

Results

- To this end, it has started a pilot mentoring program with business leaders and entrepreneurs.
- AM also created a resource document providing information on academic programs that provide students for placements to businesses.
- The AM website will be updated to reflect this information by September, 2014.

Action 9

Apprenticeship Challenges

- Create awareness around opportunities in the trades.

Results

- Two train-the-trainer sessions were held in May, 2013, one each for guidance counsellors and service providers.
- A resource sheet and hyperlinks to additional information were also created.
- At least 36 EO service provider personnel and a number of high school guidance counsellors have been prepared to inform students and clients about employment opportunities in the skilled trades.

Proposed 2015 Action Items

Action 1: Virtual Job Fair

Issue/Priority:

The face of recruitment is changing and virtual job fairs (VJFs) are increasingly becoming an effective way for employers to find top talent to fill their positions. Most employers said that they do a lot of hiring from online job boards as well as through their websites. They find the traditional format of "setting up a booth" and having several staff at the venue cumbersome and costly. On many occasions, hotel stays and travel are involved.

Virtual Job Fair technology allows easier contact between employers and job seekers. Many people may not be able to get to traditional job fairs as they are engaged in precarious jobs that limit their movement during working hours or because transportation poses a challenge. VJF's are not limited by time constraints and allow job seekers to browse companies and view listed jobs from the convenience of their homes or other venues. VJFs also allow them to participate in job fairs at any time.

Proposed Action: Create a virtual job fair to satisfy employer needs

1. Confirm participation from all Employment Ontario service providers that attended a VJF presentation & consultation meeting in early August 2014.
2. Invite participation on planning committee of VJF to define scope and logistics as well as lay out criteria for equitable participation.
3. Develop a marketing plan to attract both employers and job seekers to participate in a VJF.
4. Invite all Employment Ontario service provider clients to participate.
5. Deliver Peel Halton's first virtual job fair, most likely in April, 2015.
6. Survey employers/job seekers on their experience with the VJF and how the process can be improved.

Lead & supporting partners:

- PHWDG - lead
- Employment Ontario Employment Services Providers
- Employers

Timelines: 2015/2016/2017

Expected Outcomes:

- At least 50 GTA employers will participate in the VJF.
- At least 100 real jobs will be available at the VJF.
- At least 200 job seekers from EO service provider client base to participate.
- Infrastructure & foundation laid out for year 2 of the VJF.
- Improved knowledge of how to organize and operate VJFs.

Action 2: Employer Incentives

Issue/Priority:

There are many financial incentives/programs/tax credits/bonuses that are available to all employers that can aid them in meeting their hiring needs. This is especially true for SME's that are growing but sometimes need the financial help to grow their workforce. Most employers are not familiar with these incentives but would benefit greatly by tapping into them.

These incentives are funded by different levels of government and it is challenging to understand the full scope of these incentives as information is scattered. It is a priority to house all this information in one resource for easier understanding and accessibility.

Proposed Action: Compile an inventory of Provincial & Federal Incentives for Peel Halton Employers.

1. Convene a table of interested stakeholders including at least 2 employers.
2. Define scope of project.
3. Research and put together the pertinent information.
4. Prepare a marketing plan to optimize employer engagement.
5. Compile the resource to share with all employers in Peel Halton.
6. Disseminate the knowledge extensively to all employer networks.

Lead & supporting partners:

- PHWDG - lead
- Vpi
- Employers
- Service Canada
- Employment Ontario Employment Services Providers
- Sheridan College
- MTCU

Timelines: 2015

Expected Outcomes:

- At least 1000 employers will receive the inventory of incentives.
- Improved knowledge of the incentives, programs, tax credits and bonuses that can aid employment in Peel & Halton.
- A more robust workforce (SME's) as they will have tapped into incentives allowing them financial relief.

Action 3: Employer Outreach

Issue/Priority:

There is a need to target employer outreach collaboratively. Job developer networks will work together in each region to work on streamlining effective employer outreach.

Proposed Action: Targeted employer outreach by job developers.

1. Refocus activities.
2. Include other providers outside of the Employment Ontario Employment Services networks.
3. Establish effective communication strategies.

Lead & supporting partners:

- ACCES Employment - lead
- YMCA - lead
- Employers
- Service providers from Peel & Halton

Timelines: April 2015 – March 2016

Expected Outcomes:

- A minimum of 4 meetings per year for all job developers.
- Deliver an employer appreciation event by March 31st 2016.
- At least 1 piece of joint marketing published in the first year.

Action 4: Engaging Employers

Issue/Priority:

Create employer councils to bring together and educate employers on best practices and standards.

Proposed Action: Create employer councils for Peel Halton employers.

1. Understand the scope of the project including logistics.
2. Look at successful employer councils and understand best practices.
3. Create a funding proposal.
4. Targeted outreach to employers.
5. Involve Chambers of Commerce; Employment Ontario, service providers.
6. Deliver project after funding is secured – hire staff and enroll employers as council participants.

Lead & supporting partners:

- PHWDG - lead
- ACCES Employment
- Newcomer Centre of Peel
- YMCA – Mississauga
- Job Skills
- Sheridan College – Continuing Education
- Peel Newcomer Strategy Group
- India Rainbow
- YMCA – Burlington

Timelines: 2015/2016

Expected Outcomes:

- Increased engagement of employers with service providers.
- Will lead to future employer champions via the councils guidance, at least 3 employer champions will be identified by the end of 2015.
- This will translate to a 10% change in the Peel Halton employer survey for hiring and retention numbers.
- Additional partnerships with employers with at least 12 new employer connections by 2015.

Action 5: Engaging Employers

Issue/Priority:

Local labour markets operate best when both sides of the labour market have their expectations met – the desire for good jobs on the part of the supply side (individuals seeking employment) and the need for qualified workers on the part of the demand side (employers).

There has been a growing recognition and desire on the part of many stakeholders in the labour market (educators, employment agencies, workforce planning boards) that they can better meet their goals and objectives when employers are more engaged in their activities. Thus, educators can offer more job-relevant curriculum and better link students to co-op placements where they have strong connections with employers. Employment services can do a more effective job of placing clients in employment when they intimately understand the human resources practices and needs of employers. Workforce planning boards can propose more effective workforce development initiatives when these are driven by employer needs and desires.

Yet many of these same players complain of the great difficulties of getting employers to sit on advisory committees, to participate in consultative processes, or even to complete an employer survey.

That being said, the recent Peel Halton Workforce Development Group's 2014 Employer Survey explored the appetite of employers for working collaboratively on workforce issues with other employers, with local education sector partners and with employment service providers, and found a strong basis for further discussion. Of 360 employers who answered the question, around 15% indicated they already engaged in such collaborations, another 12% were very interested to engage, a further 24% might be interested, and 24% said they needed more information. Less than a quarter emphatically stated that they were not interested.

Proposed Action: Develop a strategy for engaging local employers regarding workforce issues

1. Undertake a short literature review of best practices for engaging employers in workforce development.
2. Conduct outreach to those employers who responded positively to the PHWDG survey regarding employer involvement in workforce development activities.
3. Convene 3 focus groups to deliberate with employers regarding the best options for engaging with employers.
4. Involve other local stakeholders (educators, employment service providers) in this initiative.

Lead & supporting partners:

- PHWDG - lead
- Employers
- Local education partners (Sheridan College, School boards)
- Employment Service Providers

Timelines: 2015

Expected Outcomes: A proposed strategy for engaging employers in workforce development activities in Peel and Halton

- Highlights from the literature on best practices for engaging with employers.
- Identification of preferred options from employers – it is likely that there are different clusters of employers who would wish to be engaged in different ways, at different levels of intensity and for different issues (some employers may be more interested in linkages with educators, others with employment service providers).
- Put in place one or more of these processes (depending on interest and need, to be determined during this activity).

Action 6: Engaging Employers

Issue/Priority:

Seminars/Networking program for employers regarding "Value of investing in a diverse workforce and impact on both business and social community". Business case for diversity – how it will benefit employers.

Proposed Action: Build a business case for diversity.

1. Identify the target audience within the community.
2. Develop the materials and content for business seminars/presentations.
3. Prepare logistics for seminars.
4. Create budget/cost and secure funding.
5. Deliver seminars.

Lead & supporting partners:

- Advantage Mississauga
- Newcomer Centre of Peel
- Region of Peel
- Small Business Enterprise Centers
- COSTI
- John Howard Society of Peel Halton Dufferin
- Region of Halton
- PHWDG

Timelines: Spring 2015 - June 2017

Expected Outcomes:

1. Series of educational seminars on "Value of investing in a diverse workforce and impact on both business and social community", targeted to employers.
2. 4 seminars per year.
3. 50 participants per quarter.
4. Spring 2015- June 2017= 9 Quarters = 9 Seminars.
5. Starting April 2015, and ending June 2017.

Action 7: Skilled Trades Job Fair

Issue/Priority:

According to the Canadian Apprenticeship Forum due to baby boomer retirements and an aging population, Canada is facing a serious skilled labour shortage. The older average age of many tradespeople and their stated intention to retire suggest that if efforts are not made to train the next generation of skilled workers, Canada's future economic competitiveness will be in serious jeopardy.

Proposed Action: Connect employers with apprentices through a "skilled trade's job fair".

1. Convene a committee of key stakeholders.
2. Define scope of project and determine logistics.
3. Finalize logistics – date, venue, time.
4. Create a marketing strategy for job fair.
5. Recruit skilled trades employers.
6. Recruit skilled trade apprentices/journeypersons.
7. Deliver job fair.
8. Determine success by exit surveys of employers/jobseekers.

Lead & supporting partners:

- Sheridan College - lead
- Local Business Organizations
- PHWDG
- Employment Ontario Service Providers
- Employers

Timelines: 2015

Expected Outcomes:

- At least 30 employers will attend job fair with at least 2 real jobs each.
- At least 300 job seekers will attend the job fair.
- At least 20 job seekers will be placed.

Action 8: Apprenticeship Career Connections/Skilled Job fair

Issue/Priority:

Apprenticeship Career Connections/Skilled Jobs Fair

Proposed Action: Connect employers with apprentices through a "skilled trade's job fair".

1. Convene as a group and discuss scope and objectives – build on the Apprenticeship Career Connections Fair held in the past.
2. Secure funding.
3. Determine date/event/site (What/Who/How).
4. Input from schools, employers, construction secretariat.
5. Determine format (portion on-line/job fair/hands on exhibitors).
6. Work on marketing strategy for recruitment of exhibitors and participants.
7. Deliver event.

Lead & supporting partners:

- PHWDG
- OYAP
- YMCA
- MTCU
- School Boards
- EO Partners
- Trades Unions
- Sheridan College
- Region of Peel
- Dufferin Peel Catholic District School Board
- John Howard Society Peel-Halton-Dufferin
- The Centre for Skills Development & Training
- Ontario College of Trades
- Employers

Timelines: Spring/Fall 2015 – one day event subject to funding availability

Expected Outcomes:

- At least 3,000 participants will attend the career fair.
- 80 vendors/employers.
- 30 Job offers.
- Feedback 80% satisfied or better.
- Use of social media platforms to outreach and market .

Action 9: Increase and enhance experiential learning opportunities for students through innovative business projects in Mississauga.

Issue/Priority:

Address existing gaps between academia and business that limits the utilization of student talent in Mississauga business community. Work with academia to ensure student readiness for employer expectations and bring awareness to businesses around how to access students, increasing engagement and retention of student employment.

Proposed Action:

1. Facilitate seminars and workshops for wide cross-section of business sectors to address issues identified in focus group findings, e.g. communication gap between baby boomer employers and millennials, orientation and on-boarding programs for students, and other related issues.
2. Coordinate with Career Centres on delivering workshops and sessions for student groups in college and university to address employability issues to increase placements and employment in business community.
3. Collaborate with community partners on delivering seminars and workshops to business sectors 3 times a year.
4. Hold 2 events per year with panelists and keynote speakers on topics that would address challenges both large and small businesses are facing, to encourage and increase engagement levels.
5. Continue with employer surveys regarding pros and cons of engaging students.
6. Analyze data to form reports that can be shared with academia and business.

Lead & supporting partners:

- Advantage Mississauga - lead
- Sheridan College - lead
- PHWDG
- University of Toronto, Mississauga - lead
- City of Mississauga
- Employers & Students

Timelines: 2014 - 2015

Expected Outcomes:

- At least 100 students will find placements or employment with employers.
- At least 250 Mississauga employers will participate in the events and seminars.
- Engage 3-5 community partners to coordinate events and seminars.
- Between 3-6 service provider organizations will participate as partner referrals for placements.
- Events and seminars will be advertised on Advantage Mississauga website.

Action 10: Youth Mentoring Circles

Issue/Priority:

Youth to the age of 30 experiences a significantly higher rate of unemployment than workers aged 30 plus; in Ontario in 2013 the monthly youth unemployment rate ranged from 16% to 17.1% and was the highest for this age group in all of Canada during that time period. As well, many skilled youth are underemployed, working at multiple unskilled positions in order to survive and/or repay student debt.

A mentoring circle is a group of individuals who meet together on a regular basis for an agreed upon length of time to set important developmental goals and build the competence needed to reach those goals. Occupation specific mentoring circles augmented by a series of essential skills workshops for mentees and mentors have proven to be an effective means of improving employment prospects and of establishing networks. It is believed that this activity would be of benefit to skilled youth and recent post-secondary graduates in their search for meaningful employment.

Proposed Action: Develop a Youth Networking Circle to service the GTA

1. Confirm interest and participation of GTA Employment Ontario service providers.
2. Establish a planning committee to determine scope and reach of the project.
3. Develop a marketing plan geared to both mentors and youth.
4. Initiate a series of Youth Networking Circles based on occupational/sector groupings.

Lead & supporting partners:

- Rotary Club of Mississauga Centre - lead
- Ontario Trillium Foundation
- PHWDG
- Sheridan College - lead
- Employment Ontario Employment Service Providers
- Employers & Mentors

Timeline: 2015

Expected Outcomes:

- 10 mentors will assist groups of approximately 5 unemployed and underemployed youth to establish goals and determine the steps necessary to attain those goals.
- At least 50 unemployed and underemployed youth referred by Employment Ontario Employment Services and other youth serving organizations will participate in the mentoring circles.
- A series of preparatory essential workplace skills sessions will be delivered twice in a twelve month period.
- Evaluation of activity and planning for future activity will take place at the end of year one.

Action 11: Outreach to youth on career options

Issue Priority:

With so many pathways and career options young people need clarity on all the options available to them in selecting their careers.

Proposed Action: Compile a resource to assist youth in their career choices.

1. Create a list of career options.
2. Assemble package/list of tools to help youth chose an option.
3. Get buy-in from schools/boards (to attend).
4. Create a list of youth oriented organizations and send them the tools.

Lead & supporting partners:

- YMCA
- Vpi Employment Services
- Dixie Bloor Neighbourhood Centre
- Volunteer Mississauga, Brampton & Caledon (VMBC)

Timeline: January 2015 – December 2015

Expected Outcomes:

- Outreach to: 1,000 youth.
- Outreach to: 10 high schools.
- Survey to high schools contacted.
- Measure % of youth who found it useful and took action (outreach information).

Action 12: Increase the Retention Rates of Newcomers within the Workplace

Issue/Priority:

Performance based accountability frameworks have forced the reshaping of employment programming, whereby a proven track record in securing employed outcomes for clients is necessary for a service provider to sustain its funding year after year. Equally important is the need to demonstrate that the employment option was viable and sustainable. Within that realm, the significance of employment retention has never been more paramount. In order to increase success rates within employment programs, it is important to develop baseline data around what retention currently looks like and subsequently institute supports that increase employment retention from year to year.

Proposed Action:

1) Develop baseline data that depicts existing retention rates across service organizations

2) Identify, establish and roll-out strategies that aid retention

1. Establish a method to develop baseline data.
2. Brainstorm potential questions.
3. Source survey participants.
4. Analyze data to determine source agencies with high retention rates.
5. Form focus groups to identify and build upon best practices.
6. Develop strategy to roll out retention strategies to the broader service provider network.

Lead & supporting partners:

- PNSG Economic Inclusion Working Group - lead
- Employers
- EO Service Providers from Peel Region

Timelines: 2014 - 2017

Expected Outcomes:

- At least 50 GTA employers will participate in the collection of baseline data.
- At least 100 newcomers / job seekers will participate in the collection of baseline data.
- At least 6 EO service provider organizations will participate in the identification and establishment of best practices.
- A concrete deliverable will be distributed in hard and soft copy across the broader service delivery network.
- Baseline data will be developed that will position us to measure employment retention outcomes from year to year.
- A marked improvement in employment retention (minimum 10%) will be noted from year-to- year.

Action 13: New Immigrant Employment Challenges

Issue Priority: There are many CIC funded programs across Peel & Halton. Awareness of many of these programs would be beneficial for employers to increase employment and retention outcomes for new immigrants. There is no singular resource listing all programs available across the two geographies making it complicated to engage employers at events. Having this resource would help the immigrant serving sector market its services effectively to employers.

Proposed Action: Compile a resource listing all Peel Halton CIC funded programs.

1. Define scope of project.
2. Collect data for inventory. Research and compile employment services for Peel Halton.
3. Develop list of employment services (tool).
4. Plan a marketing strategy to disseminate tool to employers, creating employer awareness.
5. Disseminate compiled list (tool) to 100 employers in person as a way to engage employers.
6. Disseminate the tool to 100 plus employers electronically.
7. Collaborate with BIT/HIT/MESN to disseminate to a broader employer network.

Lead & supporting partners:

- Catholic Cross Cultural Services - lead
- Employment Halton
- Sheridan College - lead
- Malton Neighbourhood Services

Timeline: April 2015 - June 2015 (develop tool)/ October 2015 – February 2016 (disseminate tool)

Expected Outcomes:

1. Production of a paper based employment services tool for CIC funded employment services in Peel-Halton.
2. 100 employers accessed and received the tool in person.
3. Over 100 employers receive the tool electronically.
4. Collaboration with BIT/HIT/MESN results in broader regional distribution of tool
5. CIC funded employment services gain wider representation among service agencies and businesses in regional labor market
6. Increase in public awareness of CIC funded employment services

Action 14: Employer Survey

Issue/Priority:

Accurate, up-to-date labour market information (LMI) is a commodity in consistently high demand and consistently low supply.

The need for "demand side" information has been a constant requirement for a range of stakeholders – employment services, educational institutions, job seekers, businesses, etc. This information is useful to understand what trends exist for hiring & training on the demand side. PHWDG's annual employer survey provides up-to-date information on these and other important factors affecting business. Its yearly snapshot of current employer perspectives informs stakeholders on employers' needs. This ongoing collection of LMI to keep abreast of changing employer priorities is necessary for all stakeholders.

Economic Development Offices, business network groups (boards of trades & chambers of commerce), educational institutions, Employment Ontario Employment Services and other partners want this annual collection of LMI to serve their strategic priorities.

Proposed Action: Peel Halton Employer Survey

1. Consult community partners on high priority information requirement from the demand side.
2. Create survey tool to collect this LMI.
3. Create a marketing plan and strategy to disseminate the survey in year one of a three year program.
4. Outreach to partners - Chambers of Commerce, Boards of Trade, Economic Development Offices, HRPA, and EO Service Providers etc.
5. Analyze data from survey to highlight current LMI trends.
6. Distribute survey findings to all stakeholders.

Lead & supporting partners:

- PHWDG - lead
- Sheridan College
- Boards of Trade in Peel & Halton
- Region of Halton
- Employment Ontario Service Providers
- Economic Development Offices in Peel & Halton
- Chambers of Commerce in Peel & Halton
- Region of Peel
- Human Resources Professional Association – Peel & Halton

Timelines: June – November 2015/ 2016/ 2017

Expected Outcomes:

- At least 250 employers of various sizes, from various sectors across all municipalities in Peel & Halton will participate in this survey.
- A report providing meaningful, current labour market information will be shared with stakeholders.
- Up-to-date information on employer needs and perspectives will aid all stakeholders in their information needs and planning efforts.
- Improved LMI for all those looking for work.

Action 15: Snapshot of the Manufacturing Sector in Peel Halton

Issue/Priority:

Through much of the last decade, employment in manufacturing has been consistently shrinking, with the decline accelerating as a result of the recent recession. Nevertheless, manufacturing remains a significant employer, particularly in Peel and Halton Regions, where in 2011, 15.0% and 14.6% of jobs with a fixed workplace in each of Peel and Halton were manufacturing jobs (the provincial average was 11.2%).

The notion that the manufacturing sector is slowly fading away is an over-simplification. In some industries, such as auto assembly, the number of jobs has indeed been shrinking, as auto manufacturers look increasingly to lower cost jurisdictions, in particular, Mexico and the US South.

But there are a number of sectors where manufacturing is healthy, where the challenges of the last few years have culled the less resilient firms, where innovation and entrepreneurship are now supporting a revival, made more possible with accelerating growth in the US economy.

Manufacturers do express concerns regarding skills shortages, in part because they have a higher proportion of older workers, in part because the gloomy picture painted of the manufacturing sector makes younger people stay away, and in part because manufacturing has changed, and the industry requires a more sophisticated set of skills, from digital skills to soft skills such as teamwork and communicating with suppliers and customers.

Proposed Action: Investigate the labour market needs of local manufacturers

1. Undertake a short data analysis of the state of the manufacturing sector in Peel and Halton Regions (National Household Survey and Canadian Business Pattern data).
2. Review recent studies relating to potential manufacturing labour market initiatives (just in the last few years, studies in Waterloo, London and Burlington).
3. Consult with local economic development offices to identify their priorities and wish-list relative to labour market issues affecting the manufacturing sector.
4. Interview a select number of manufacturers to test impressions gained from literature and key informant discussions.

Lead & supporting partners:

- PHWDG - lead
- Manufacturing Employers in Peel & Halton
- Economic Development Offices in Peel & halton

Timelines: 2015

Expected Outcomes:

- Assessing the need and appetite for a local manufacturing sector labour market study.
- A preliminary listing of labour market issues affecting the local manufacturing labour market.
- Identification of potential initiatives to address labour market concerns of local manufacturers.
- Scoping the scale of potential initiatives, including targeting by: subsector, geography, and size of firm.
- Securing commitment from relevant stakeholders to take the next steps in support of a local manufacturing sector labour market initiative.

Action 16: Identify how CaMS can better support the LLMP Process

Issue/Priority:

As part of the annual update of the labour market situation locally, the Ontario Ministry of Training, Colleges and Universities makes available to workforce planning boards across the province, selected data from the Employment Ontario database which contains demographic and outcome information on users of EO services. Workforce planning boards were asked to analyze the data and to consult with EO service providers, in order to identify issues relevant to service delivery locally. The data however has several issues/limitations that prevent an effective analysis to draw conclusions of issues relevant to service delivery. The goal is to identify how CaMS can better support the LLMP process.

Proposed Action:

1. Bring together a planning team of key EO ES partners to guide the project.
2. Develop an evaluation strategy and document the key planning questions.
3. Facilitate a two-day discovery meeting of the core planning team to evaluate the CaMS data strengths/ weaknesses against the key questions.
4. Document the outcome of the meeting.
5. Develop survey to be distributed broadly to CaMS stakeholders, focusing on the key questions, data required, and recommendations. Define objectives of survey exercise.
6. Compile report from feedback of survey to present to MTCU.

Lead & supporting partners:

- PHWDG - lead
- Employment Ontario Employment Services Providers

Timelines: 2015

Expected Outcomes:

- Report compiled from feedback with clear recommendations for MTCU.

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