



**2020  
2021**

# **LOCAL LABOUR MARKET PLAN**



Simcoe Muskoka  
**Workforce  
Development Board**

**Soft Skills  
SOLUTIONS**  
skills employers want

**Ontario** 

This project is funded in part by the Government of Canada and the Government of Ontario.

**Workforce Planning  
Ontario**  
[www.workforceplanningontario.ca](http://www.workforceplanningontario.ca) 

# Table of Contents

|                                                                         |     |
|-------------------------------------------------------------------------|-----|
| 2020 Labour Market Information Analysis .....                           | 4   |
| Labour Market Data Simcoe and Musloka.....                              | 7   |
| Labour Market Characteristics At The Local Level .....                  | 13  |
| Employment Trends At The Local Level.....                               | 15  |
| Canadian Business Counts – Labour Market Indicators .....               | 19  |
| Change in the number of firms by industry, June 2019 to June 2020 ..... | 26  |
| Analysis Of EO Program Related Data (2019-2020).....                    | 29  |
| Employment Services .....                                               | 30  |
| Literacy.....                                                           | 47  |
| Second Career .....                                                     | 57  |
| Apprenticeship .....                                                    | 63  |
| Canada Ontario Job Grant (COJG) – Employer .....                        | 70  |
| Canada Ontario Job Grant – Participant.....                             | 72  |
| Youth Job Connection.....                                               | 76  |
| Highlights From 2020 Employer Survey .....                              | 79  |
| Findings from Employer Survey Profile of Employers.....                 | 80  |
| Strategies and Actions in Response to The Lockdown .....                | 84  |
| Employment After The Lockdown.....                                      | 91  |
| Challenges Faced By Employers In The Post-Lockdown Period .....         | 92  |
| 2020 - 2021 Project Updates .....                                       | 105 |
| 2021 Action Plan Update .....                                           | 108 |

# Board of Directors and Staff

Chair: Charlotte Parliament

Director: Mac Greaves

Director: Carl Persaud

Director: Kelly Scott

MLTSD Advisors: Christine Cook, Brian Hoysa

Executive Director: Susan Laycock

Project Facilitator/Office Manager: Judith Johnston

Project Facilitator: Rob Shepard

## WHAT WE DO

### RESEARCH

Analyze and identify  
priorities and opportunities

### CONVENE

Bring groups together

### EVALUATE

Measure, refine and add value

### COLLABORATE

Take action through partnerships



## Simcoe Muskoka **Workforce Development Board**

18 Alliance Blvd. Unit 22,  
Barrie, ON L4M 5A5  
tel: 705.725.1011  
or 1.800.337.4598  
Email: [info@smwdb.com](mailto:info@smwdb.com)  
Web: [smwdb.com](http://smwdb.com)

A member of



This project is funded in part by the Government  
of Canada and the Government of Ontario.

#### Disclaimer:

This booklet is written as a source of information only. The information contained in this booklet should by no means be considered a substitute for the advice of qualified professionals. All efforts have been made to ensure the accuracy of the information as of the date of publishing. Simcoe Muskoka Workforce Development Board expressly disclaim responsibility for any adverse effects arising from the use of the information contained herein. 18 Alliance Blvd. Unit 22, Barrie, ON L4M 5A5



## 2020-2021 Local Labour Market Plan

### 2020: The Great Disruption

It is hard to exaggerate the disruption caused by the COVID-19 pandemic and its impact on our jobs, our businesses, our local economies and our lives. It has had tragic consequences, with the human cost weighing on all of us. The economic cost remains to be tallied as the pandemic and the uncertainty it has created is still with us. As a workforce planning board, we have been constantly asked for current labour market information from our stakeholders and communities, who are seeking to better understand the impact of this disruption on specific industries and occupations, so that they can adjust their strategies and services to best serve those most affected. This report is a current snapshot amidst a changing environment, but a few impacts and trends appear clear:

- Youth experienced much higher unemployment rates than adults
- There was a slight drop in the participation of women in the labour force
- Long-term unemployment has increased
- Ontarians working in jobs typically requiring a university degree were least likely to lose their employment
- Ontarians working in jobs that typically require a high school diploma experienced the largest decline in employment at the height of the first lockdown

- Working from home is likely to become a more common option even after the pandemic has passed

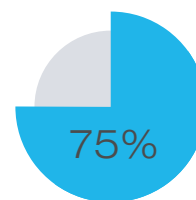
The industries most affected by the lockdowns have been:

- Arts, Entertainment & Recreation
- Accommodation & Food Services
- Non-essential Retail Trade

Firms with few employees have had a harder time managing through this period than larger establishments.

### The Next Normal

There is emerging a core of competencies that expand on what was happening pre-Covid and what has changed since then. The following summary by Mark Onisk, Chef Content Officer, SkillSoft, published December 7, 2020 provides a concise summation of what core competencies are anticipated to be vital as our workforce moves out of the pandemic.



**75% of organizations have at least half of their employees working remotely.**

“A recent survey by Brandon Hall Group found that 75% of organizations have at least half of their employees working remotely. To address challenges the pandemic has exposed, employees have had to pick up skills that may not have been part of their formal education, relying on digital learning to quickly identify and fill the gaps. Heading into 2021, these are the key areas organizations

will need to pursue as they head into the new normal—or, more accurately, the next normal.

## An Agile Mind-Set

The pandemic made one thing clear: the need for agility. Agility has long been important for companies across functions, but as companies develop plans for operating in a pandemic-altered world, it is becoming a necessity. The pandemic accelerated the need for organizations to quickly transition to an agile work environment that provides workers with secure access to corporate resources and leaders anytime, anywhere.

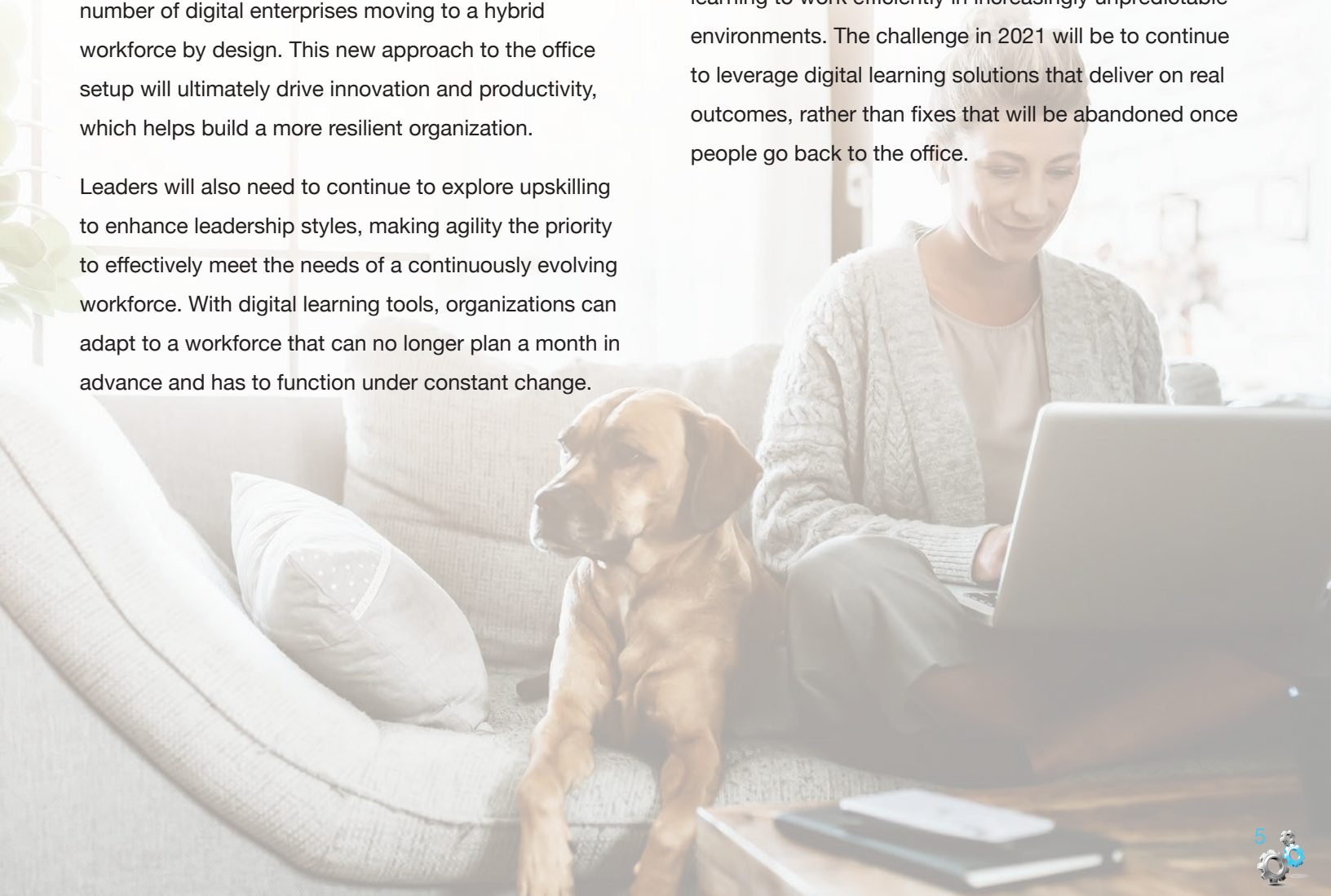
Though the number of remote workers is expected to drop from the highs of stay-at-home orders, the workforce will still have more remote workers than ever before. Organizations are in the midst of adopting more of a hybrid workforce as a result of uncontrollable circumstances. Looking forward, we'll see an increasing number of digital enterprises moving to a hybrid workforce by design. This new approach to the office setup will ultimately drive innovation and productivity, which helps build a more resilient organization.

Leaders will also need to continue to explore upskilling to enhance leadership styles, making agility the priority to effectively meet the needs of a continuously evolving workforce. With digital learning tools, organizations can adapt to a workforce that can no longer plan a month in advance and has to function under constant change.

## Digital Learning

Corporate learning is a business function that has never been as important as it is moving forward. The use of digital tools increased almost overnight because of the pandemic. Pre-pandemic, many companies were focused on training employees within the four walls of the organization. To continue to have a performance-driven culture in a remote environment, employees have to have a basic understanding of digital skills to continue to adapt to changing circumstances.

Emerging digital learning tools add context, relevance, and personalization to the learning experience. Leaders and learners alike have engaged with and learned to master these tools quickly to keep pace with the changing economy. Being savvy with digital learning tools is essential for creating a workforce capable of identifying and solving skills gaps in the organization while learning to work efficiently in increasingly unpredictable environments. The challenge in 2021 will be to continue to leverage digital learning solutions that deliver on real outcomes, rather than fixes that will be abandoned once people go back to the office.



## Focus on Employees' Well-Being

As the world of work is redefined, workplace health and safety, too, must be reimagined. While it is important for organizations to embrace digital learning, it is essential to focus on what matters most: the people. Employers must consider ergonomics while finding ways to avoid digital burnout and manage teams' mental health issues.

The workforce's ongoing evolution will remain stressful for many employees, and they will continue to feel the pressure. Organizations need to figure out how they will address the types of training they are going to need in this new environment. With workforce-management technology solutions, organizations can help employees directly by facilitating a more seamless return to work by keeping things consistent with the same process for each employee.

Technology can also provide immediate access to resources your organization may offer for dealing with mental stresses, financial planning, or anything else related to the COVID-19 crisis. This type of solution helps employers ensure people have the right resources at the right time and provides them with the tools they need to manage during a uniquely stressful time.

## A Resilient Future

In the last year, organizations have had to address complex changes to meet goals. Leaders and employees alike faced new hurdles, building new skill sets along the way. During this time, leaders have learned the value of fostering.

By fostering a culture of resilience, companies equip employees with grit, persistence, and adaptability, as well as the capability to work through challenges that have arisen during the pandemic. The future of the workforce requires organizations and individuals to have personal resiliency, adaptability, and perseverance.

2021 will be a year of adaption and agile recovery.

Learning plays a significant role in fostering a resilient workforce and equipping leaders with the skills needed to take on the unknown challenges. Continuous learning is the foundation for the new and growing hybrid work environment, preparing the workforce for the next normal."

As always, access to this information will help provide a solid empirical foundation for employment planning and strategy.

- RESEARCH Analyze and identify priorities and opportunities
- EVALUATE Measure, refine and add value
- CONVENE Bring groups together
- COLLABORATE Take action through partnerships

SMWDB will continue to provide stakeholders with on-going labour market intelligence throughout the coming year, to assist businesses to find appropriate job candidates and training to meet their emerging skill needs, and to assist job seekers and employment services to adjust to a changing labour market landscape.

We thank all employers, community partners and organizations who have contributed through project partnerships, consultations, conversations, and/or data sharing. We especially would like to thank Tom Zizys for his work in analyzing data and developing tables for this report especially during this very challenging and rapidly evolving year.

Susan Laycock, *Executive Director*  
Simcoe Muskoka Workforce Development Board

Tom Zizys, *Labour Market Analyst*  
Zizys Consulting

# Labour Market Data – Simcoe And Muskoka

## Introduction

The COVID-19 pandemic, together with the accompanying lockdowns and precautions, upended our economy and the labour market in a way that we have not seen since the Great Depression in the 1930s. In this section, we will provide a picture of its impact based on the following data:

- Labour market characteristics, such as unemployment and participation rates, at the provincial level;
- Labour market characteristics at the local level;
- Employment data by industry and by occupation.

## Labour market characteristics at the provincial level

The impact of COVID-19 was felt across the province, but varied in a number of respects, by geography, by demographic category and by industry.

UNEMPLOYMENT RATE. Table 1 provides the monthly unemployment rates for the Toronto Census Metropolitan Area (CMA)<sup>1</sup> and for the rest of Ontario minus the Toronto CMA numbers. On many labour market issues, the Toronto CMA is distinct from the rest of Ontario, as was the case with COVID-19, when restrictions were in place longer in the City of Toronto and Peel Region than in most other parts of the province. (These figures are illustrated in Chart 1.)

Through the first four months of the year, the unemployment rates for the rest of Ontario and for the Toronto CMA moved in tandem, with the rate for the rest of Ontario being slightly higher. As COVID-19 was taking hold, the unemployment rate rose. It started to climb with the announcement of the mid-March lockdown spiking much higher for the Toronto CMA, with the Toronto CMA having an unemployment rate hovering around 3%, which was higher than the rest of Ontario for the remainder of the year.

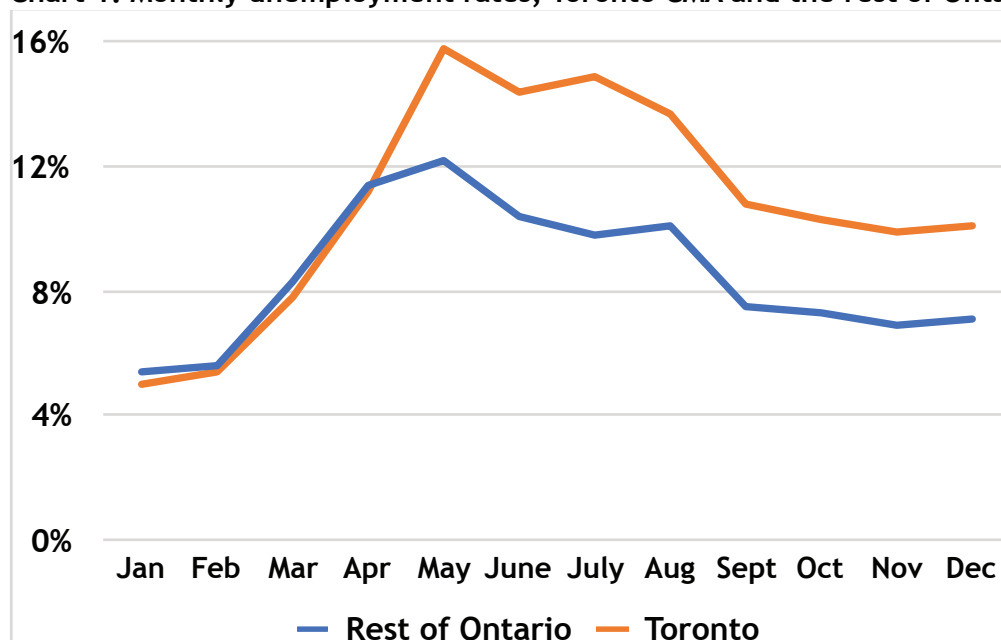
**Table 1: Monthly unemployment rates, Toronto CMA and the rest of Ontario, 2020**

| Jan                    | Feb  | Mar  | Apr   | May   | June  | July  | Aug   | Sept  | Oct   | Nov  | Dec   |
|------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|------|-------|
| <b>REST OF ONTARIO</b> |      |      |       |       |       |       |       |       |       |      |       |
| 5.4%                   | 5.6% | 8.3% | 11.4% | 12.2% | 10.4% | 9.8%  | 10.1% | 7.5%  | 7.3%  | 6.9% | 7.1%  |
| <b>TORONTO CMA</b>     |      |      |       |       |       |       |       |       |       |      |       |
| 5.0%                   | 5.4% | 7.8% | 11.2% | 15.8% | 14.4% | 14.9% | 13.7% | 10.8% | 10.3% | 9.9% | 10.1% |

Statistics Canada, Table 14-10-0017-01 and Table 14-10-0294-01

<sup>1</sup> The Toronto CMA encompasses the City of Toronto, York Region, Peel Region, all of Halton Region except Burlington, a portion of Durham Region (Pickering, Ajax and Uxbridge), together with New Tecumseth and Bradford West Gwillimbury (Simcoe County) and Mono (Dufferin County).

Chart 1: Monthly unemployment rates, Toronto CMA and the rest of Ontario, 2020



Statistics Canada, Table 14-10-0017-01 and Table 14-10-0294-01

**PARTICIPATION RATE.** The participation rate measures the proportion of the potential working population (everyone aged 15 years or older) who are either employed or actively looking for a job. Table 2 provides the participation rate figures for males and females in Ontario over the last year for those aged between 15 and 55 years of age (Chart 2 illustrates the data). The participation rate tends to increase through the summer and early fall as summer jobs and more economic activity increases employment opportunities.

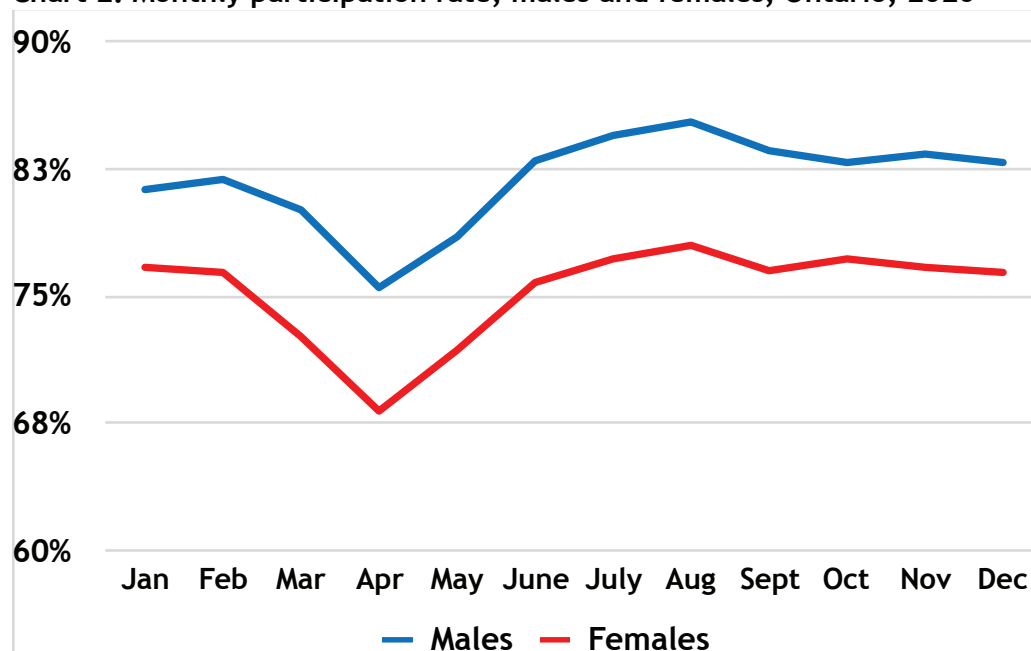
The male participation rate is typically somewhat higher than the female participation rate, but that gap increased at the start of the pandemic. It is assumed that the female participation rate decreased further because several industries which have higher proportions of female workers were more likely to have closed. It is also assumed to have decreased more significantly due to the fact that women took on more of the domestic and childminding functions in the home as daycare centres and schools either closed or moved towards on-line

Table 2: Monthly participation rate, males and females aged 15-55 years of age, Ontario, 2020

| Jan                                                           | Feb   | Mar   | Apr   | May   | June  | July  | Aug   | Sept  | Oct   | Nov   | Dec   |
|---------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>Male participation rate</b>                                |       |       |       |       |       |       |       |       |       |       |       |
| 81.3%                                                         | 81.9% | 80.1% | 75.5% | 78.5% | 83.0% | 84.5% | 85.3% | 83.6% | 82.9% | 83.4% | 82.9% |
| <b>Female participation rate</b>                              |       |       |       |       |       |       |       |       |       |       |       |
| 76.7%                                                         | 76.4% | 72.6% | 68.2% | 71.8% | 75.8% | 77.2% | 78.0% | 76.5% | 77.2% | 76.7% | 76.4% |
| <b>Difference between male and female participation rates</b> |       |       |       |       |       |       |       |       |       |       |       |
| 4.6%                                                          | 5.5%  | 7.5%  | 7.3%  | 6.7%  | 7.2%  | 7.3%  | 7.3%  | 7.1%  | 5.7%  | 6.7%  | 6.5%  |

Statistics Canada, Table 14-10-0017-01

Chart 2: Monthly participation rate, males and females, Ontario, 2020



Statistics Canada, Table 14-10-0017-01

learning, necessitating more involvement from parents. Whereas the male-female gap in the participation rate was 4.6% in January, for several months it increased to over 7% and at the end of the year remained steady at 6.5% or higher.

UNEMPLOYMENT RATE BY AGE. Because of the industries most affected by the pandemic, the youth who typically work in these industries in greater numbers were especially affected. Table 3 and Chart 3 provide the monthly unemployment rates through 2020 for all youth (15-24 years of age) and compare it to the unemployment rate for those aged 25 years and older.

Table 3: Monthly unemployment rates by age groups, Ontario, 2020

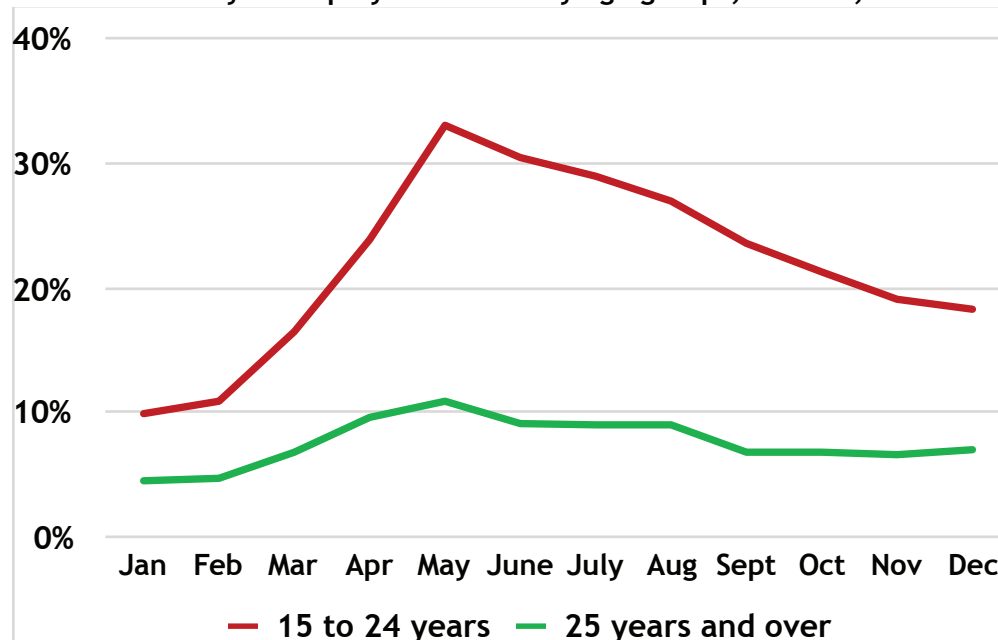
| Jan                                                                | Feb   | Mar   | Apr   | May   | June  | July  | Aug   | Sept  | Oct   | Nov   | Dec   |
|--------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>15-24 years old</b>                                             |       |       |       |       |       |       |       |       |       |       |       |
| 9.9%                                                               | 10.9% | 16.5% | 23.9% | 33.1% | 30.5% | 29.0% | 27.0% | 23.6% | 21.3% | 19.1% | 18.3% |
| <b>25 years and older</b>                                          |       |       |       |       |       |       |       |       |       |       |       |
| 4.5%                                                               | 4.7%  | 6.8%  | 9.6%  | 10.9% | 9.1%  | 9.0%  | 9.0%  | 6.8%  | 6.8%  | 6.6%  | 7.0%  |
| <b>Ratio of youth unemployment rate to adult unemployment rate</b> |       |       |       |       |       |       |       |       |       |       |       |
| 2.2                                                                | 2.3   | 2.4   | 2.5   | 3.0   | 3.4   | 3.2   | 3.0   | 3.5   | 3.1   | 2.9   | 2.6   |

Statistics Canada, Table 14-10-0017-01

Historically, the youth unemployment rate tends to be around twice as high as the unemployment rate for adults. Through the early months of the year, that pattern held. But by May, the youth unemployment rate had more than tripled (from 9.9% to 33.1%), while the adult

unemployment rate had more than doubled (from 4.5% to 10.9%) and through the better part of the rest of the year, the youth unemployment rate was three times that for adults.

**Chart 3: Monthly unemployment rates by age groups, Ontario, 2020**



Statistics Canada, Table 14-10-0017-01

youth  
unemployment  
rate was  
**3** times  
that for adults.

**JOB PERMANENCY.** Job permanency refers to two types of job arrangements: a permanent job has no pre-determined end date; a temporary job has a pre-determined end date and includes: seasonal; temporary, term or contract, including work done through a temporary help agency; casual job; and other temporary work. Approximately 12% to 13% of Ontario workers over the last three years have been employed in temporary jobs (over 30% of youth are employed in temporary jobs and less than 10% of workers aged 25 years or older).

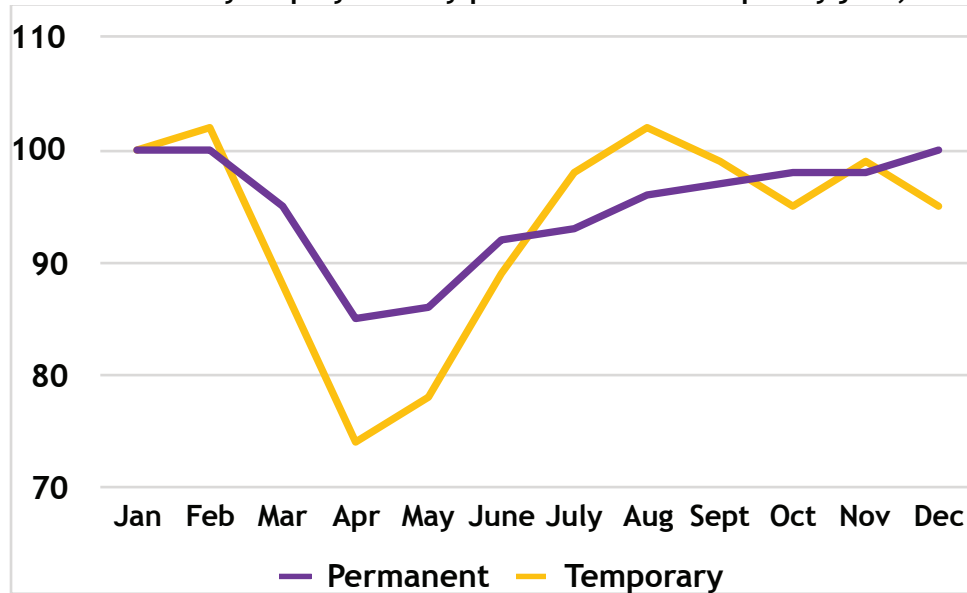
Chart 4 illustrates the relative changes in the number of permanent and temporary jobs during the pandemic. The number of jobs for each of the permanent and temporary categories in January is given a value of 100 and each subsequent month is given a value in relation to the number of jobs in January. For example, a value of 95 would mean that the number of jobs were 95% of the figure in January.

As one can see, there was a far greater proportional decline in the number of temporary jobs as opposed to permanent jobs at the start of the pandemic. In part, employers were more inclined to shed temporary workers rather than permanent workers, where they had the choice. The rebound in temporary worker employment may in part have been due to increased seasonal hiring in the latter part of the summer after restrictions were relaxed, as well as in part a consequence of employers engaged in tentative hiring, given the uncertain economic situation.



Employers were  
more inclined to  
shed temporary  
workers rather than  
permanent workers.

Chart 4: Monthly employment by permanent and temporary jobs, Ontario (January = 100)

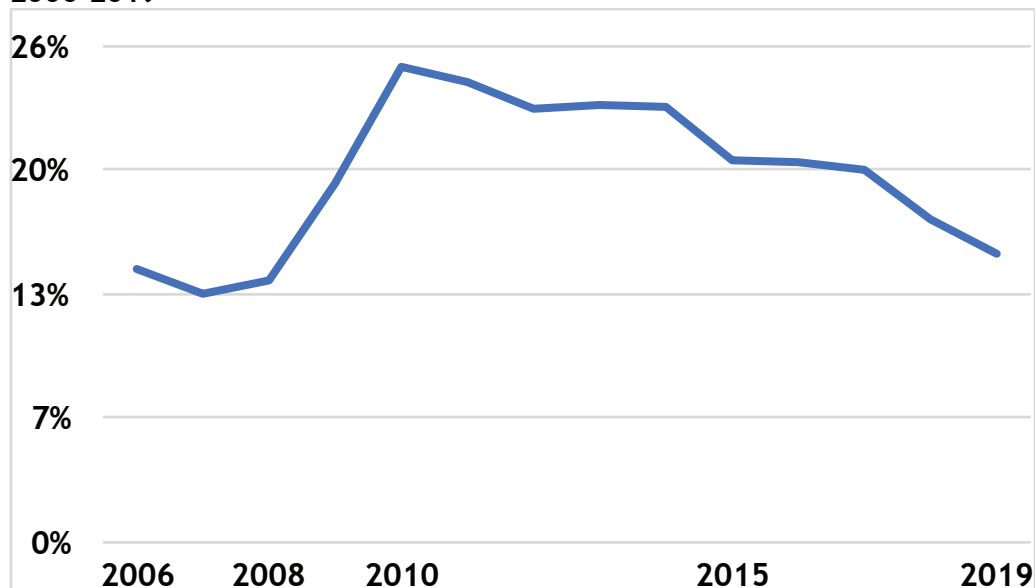


Statistics Canada, Table 14-10-0071-01

**LONG-TERM UNEMPLOYMENT.** The pandemic and its impact have induced a recession. During a recession, not only does unemployment increase, but the proportion of those who remain unemployed for a longer period of time increases as well. This circumstance typically continues

for some time after a recession. Chart 5 illustrates the trend in long-term unemployment (that is, individuals being unemployed for six months or more) before and after the 2008 recession.

Chart 5: Percent of long-term unemployed (unemployed for six months or more), Ontario, 2006-2019

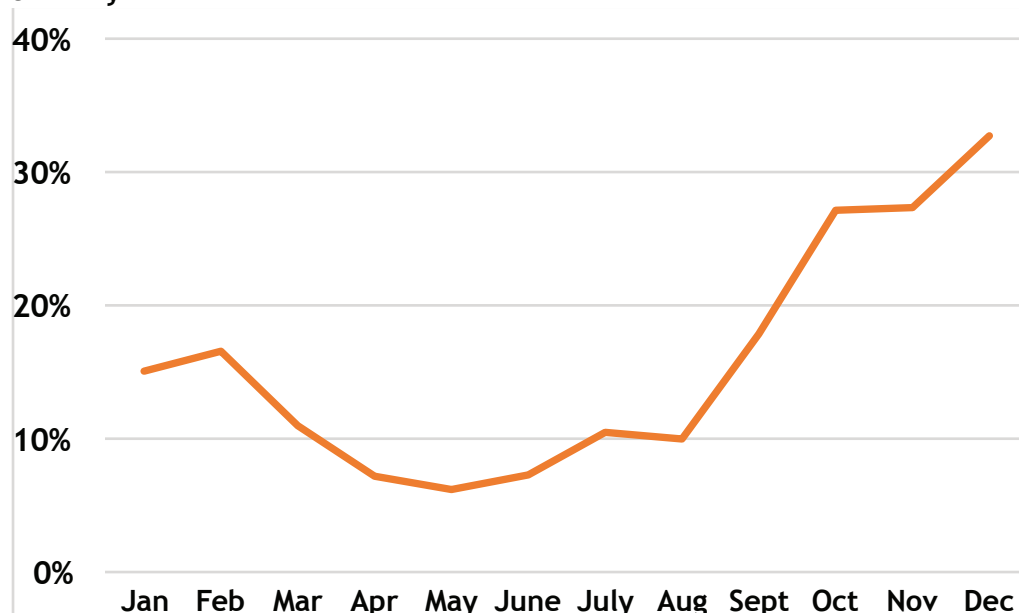


Statistics Canada, Table 14-10-0057-01

Chart 6 provides the data for long-term unemployed in 2020 for Ontario, from January to December. When the pandemic hit in March, such a large number of individuals became unemployed that in comparison, the percentage who had been unemployed for six months or more dropped, creating a smaller fraction. But within a few

months, as the unemployment numbers started falling slightly, the share of the long-term unemployed rose quite sharply starting in September, six months after March. In December, the proportion of long-term unemployed stood at 32.8%.

**Chart 6: Percent of long-term unemployed (unemployed for six months or more), Ontario, January-December 2020**



Statistics Canada, Table 14-10-0342-01

A few points to consider:

1. At this stage, the number of long-term unemployed can be expected to increase during 2021, for even as a recovery takes hold, individuals who have been unemployed for a longer period of time will have challenges getting re-hired;
2. The patterns of previous recessions show us that it will take a number of years for the proportion of long-term unemployed to drop;
3. All of which means that employment service providers can expect to see a larger number of long-term unemployed among their clients in 2021 and beyond.



**32.8%**

In December, the proportion of long-term unemployed stood at 32.8%.

**At this stage, the number of long-term unemployed can be expected to increase during 2021.**

## Labour Market Characteristics At The Local Level

The data which informs this analysis comes from Statistics Canada's Labour Force Survey, which is a monthly national survey that tracks numerous indicators relevant to the labour market. Being a survey, it has a limited sample size and the smaller the geographic area being analyzed, the smaller the available sample, which limits the ability to dissect the data by various categories.

To enlarge the sample size and strengthen the robustness of the results, Statistics Canada uses a three-month moving average when it provides data for smaller areas. For example, figures that are reported for May represent the average result for the three months of March, April and May. A three-month moving average will therefore have a time delay in terms of the impact of changes in any given month and it will also dampen the impact of any given month since that month's numbers are averaged with two other months. These are caveats to keep averages.

In the case of Simcoe and Muskoka, the available options are less than satisfactory. The subprovincial geographic areas profiled for monthly Labour Force Survey data releases are either what are called economic regions or census metropolitan areas. Simcoe is attached to one economic region which includes Simcoe, Dufferin, Wellington and Waterloo, while Muskoka is combined in a different economic region with Haliburton, Kawartha Lakes, Northumberland and Peterborough. While in the case of CMAs, the only one in Simcoe and Muskoka for which there are monthly figures is the Barrie CMA. Thus, for the purposes of this report, the Barrie CMA data will be relied upon.<sup>2</sup>

As a further benchmark, two other areas will be profiled: the Toronto CMA, which is relevant since some Simcoe residents work in the Toronto CMA (and a small proportion live in the Toronto CMA), and Ontario minus the Toronto CMA (which will be referred to as "Rest of Ontario"). In terms of Ontario's labour market composition, the Toronto CMA is distinct, with a far higher number of residents who work in a job role that usually requires a university degree. In many respects, the area covering Simcoe and Muskoka has a labour market pattern which is more similar to the Rest of Ontario as opposed to the Toronto CMA.

<sup>2</sup> The Barrie CMA consisted of the municipalities of Barrie, Innisfil and Springwater. In the 2016 Census, this area accounted for 41% of the employed labour force in Simcoe and Muskoka. Thus, in profiling the Barrie CMA data, we are getting only a partial picture of the impact of COVID on the labour market in Simcoe and Muskoka.

**Table 4: Unemployment rate, three-month moving average, Barrie CMA, Toronto CMA and Rest of Ontario, January to December 2020**

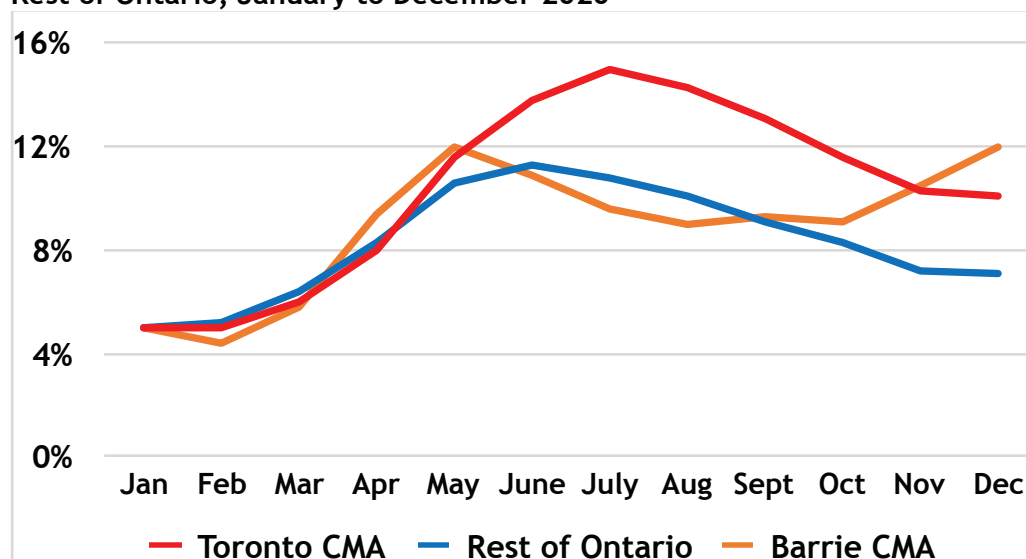
| Jan                    | Feb  | Mar  | Apr  | May   | June  | July  | Aug   | Sept  | Oct   | Nov   | Dec   |
|------------------------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>Barrie CMA</b>      |      |      |      |       |       |       |       |       |       |       |       |
| 5.0%                   | 4.4% | 5.8% | 9.4% | 12.0% | 10.9% | 9.6%  | 9.0%  | 9.3%  | 9.1%  | 10.5% | 12.0% |
| <b>Toronto CMA</b>     |      |      |      |       |       |       |       |       |       |       |       |
| 5.0%                   | 5.0% | 6.0% | 8.0% | 11.6% | 13.8% | 15.0% | 14.3% | 13.1% | 11.6% | 10.3% | 10.1% |
| <b>Rest of Ontario</b> |      |      |      |       |       |       |       |       |       |       |       |
| 5.0%                   | 5.2% | 6.4% | 8.3% | 10.6% | 11.3% | 10.8% | 10.1% | 9.1%  | 8.3%  | 7.2%  | 7.1%  |

Statistics Canada, Table 14-10-0095-01 and Table 14-10-0293-01

Through the first part of the year, the three-month moving average unemployment rate in the Barrie CMA generally followed the pattern for the Rest of Ontario, while the rate in the Toronto CMA soared during the summer months (Table 4 and illustrated in Chart 7). As the unemployment

rate started coming down elsewhere, the Barrie CMA stayed level through the fall (around 9% unemployment) and in November and December actually increased and rose higher than the Toronto CMA figure.

**Chart 7: Unemployment rate, three-month moving average, Barrie CMA, Toronto CMA and Rest of Ontario, January to December 2020**



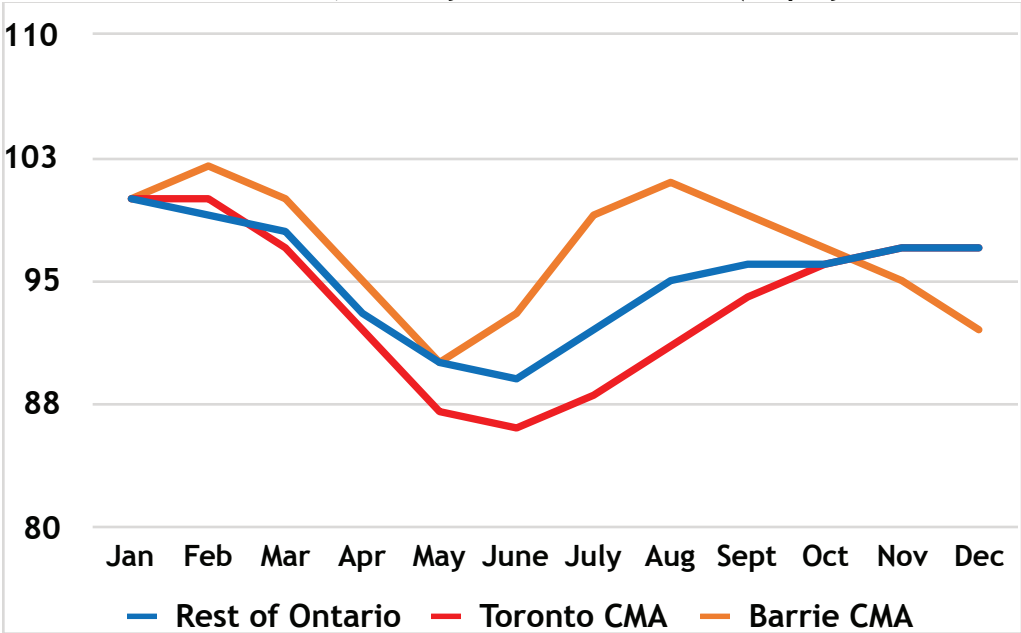
Statistics Canada, Table 14-10-0095-01 and Table 14-10-0293-01

# Employment Trends At The Local Level

In this section, the number of employed residents will be compared through the months of 2020, both in terms of the total as well as by select industry categories. In order to make an easy comparison between areas that have vastly different sizes of population, we will assign the employment figure in January the value of 100 and convert each subsequent month as a proportion of 100. As with the unemployment rate, these figures represent three-month moving averages.

Chart 8 shows the relative trends in total employment during 2020 across the three areas. The overall pattern is a mirror-image of the unemployment rate trends: the Barrie CMA initially tracked the Rest of Ontario figures, although in most cases with less employment loss, whereas in November and December its employment level dropped, while employment continued to recover in the Toronto CMA and the Rest of Ontario. In December, the Barrie CMA three-month moving average stood at 92% of its January level, while both the Toronto CMA and the Rest of Ontario had risen to 97% of their respective January number.

**Chart 8: Ratio of employed residents, three-month moving average, Barrie CMA, Toronto CMA and Rest of Ontario, January to December 2020 (Employment level in January = 100)**



Statistics Canada, Table 14-10-0095-01 and Table 14-10-0293-01

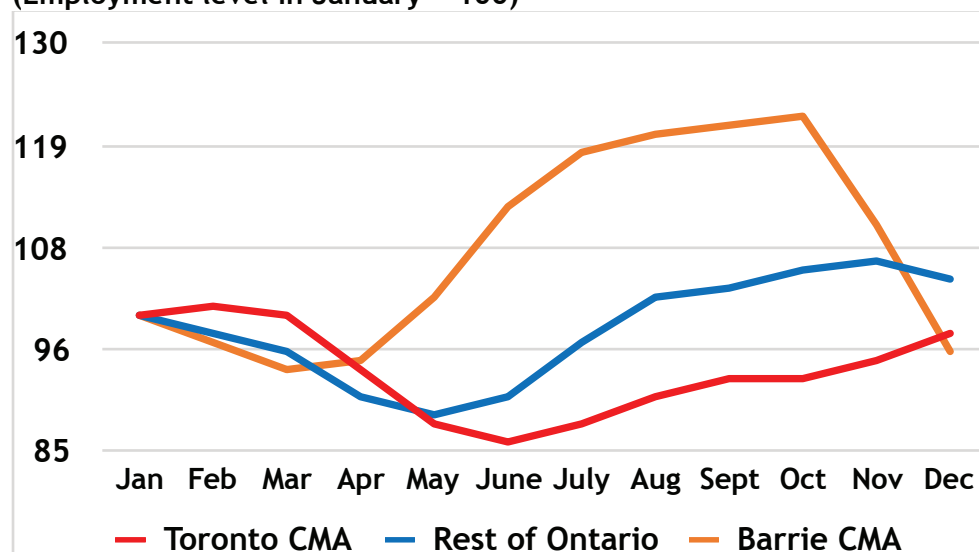
EMPLOYMENT BY INDUSTRY. As one dissects the data further, the quality of the data decreases, because the sample size for the Barrie CMA becomes smaller. To generate comparisons regarding employment by industry, we have chosen to profile two broad sectors:

- The goods-producing sector (Manufacturing; Construction; Agriculture; Forestry, Fishing, mining, Quarrying, Oil and Gas); and
- The services-producing sector (everything else), accounts for roughly four out of five jobs: 78% in the Rest of Ontario; 79% in Barrie CMA; 84% in Toronto CMA.

The employment trends for these two sectors in the three areas are illustrated in the following charts, Chart 9 for the goods-producing sector and Chart 10 for the services-producing sector. Both charts are designed to the same scale so that there is an easy comparison between trends.

In the Rest of Ontario (blue line in both charts), both sectors were equally affected at the start of the pandemic, but through the summer and the rest of the year, the goods-producing sector recovered more than the services-producing sector. Meaning that in the last three months the level of employment in the goods-producing sector was at or slightly above the level of employment present in January, while the service-producing sector was still slightly below its January level.

**Chart 9: Ratio of residents employed in the goods-producing sector, three-month moving average, Barrie CMA, Toronto CMA and Rest of Ontario, January to December 2020 (Employment level in January = 100)**

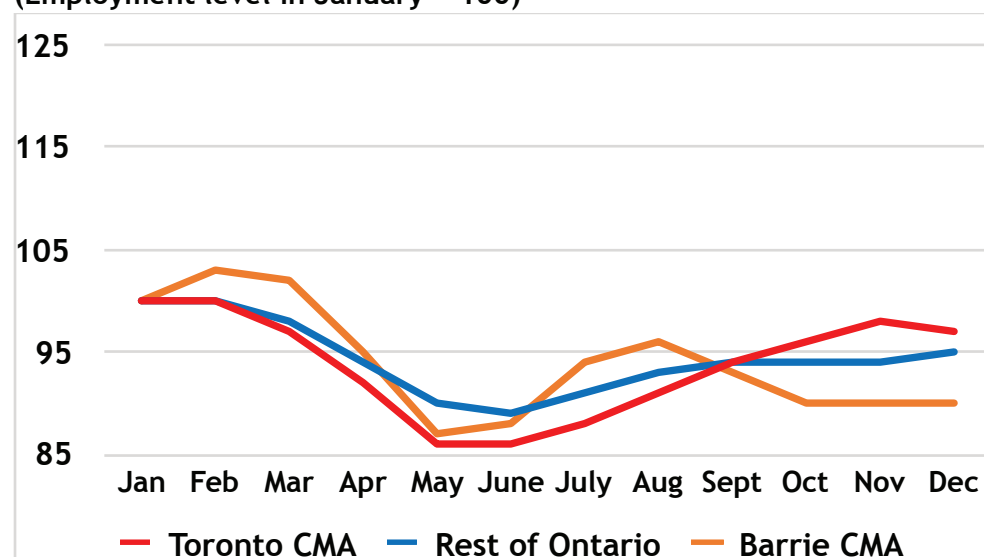


Statistics Canada, Table 14-10-0091-01 and Table 14-10-0097-01



**Roughly four out of five jobs are in the services-producing sector.**

**Chart 10: Ratio of residents employed in the services-producing sector, three-month moving average, Barrie CMA, Toronto CMA and Rest of Ontario, January to December 2020 (Employment level in January = 100)**

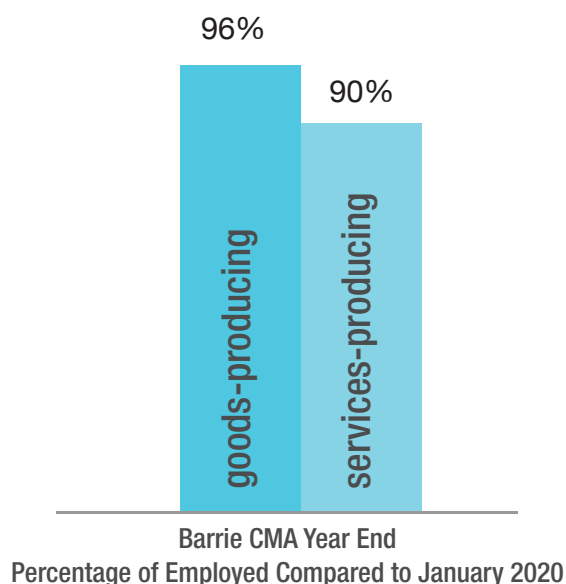


Statistics Canada, Table 14-10-0091-01 and Table 14-10-0097-01

For the Toronto CMA (red line in both charts), both the goods-producing and services-producing sectors experienced much of the same trajectory, a decline through April, May and June and then a slow recovery, with both sectors reaching between 97% to 98% of the employment levels in each sector which were present in January.

In the Barrie CMA, the goods-producing sector did not decline as much nor as long as the services-producing sector. Indeed, starting in May, the employment levels

in the goods-producing sector had already surpassed the figure in January and rose significantly, which was led entirely by employment in Construction and Manufacturing. The goods-producing sector then declined considerably through November and December, with Construction shedding more jobs than manufacturing, but this sector as a whole finished the year at 96% of the level which was present in January, compared to the 90% level for the services-producing sector.



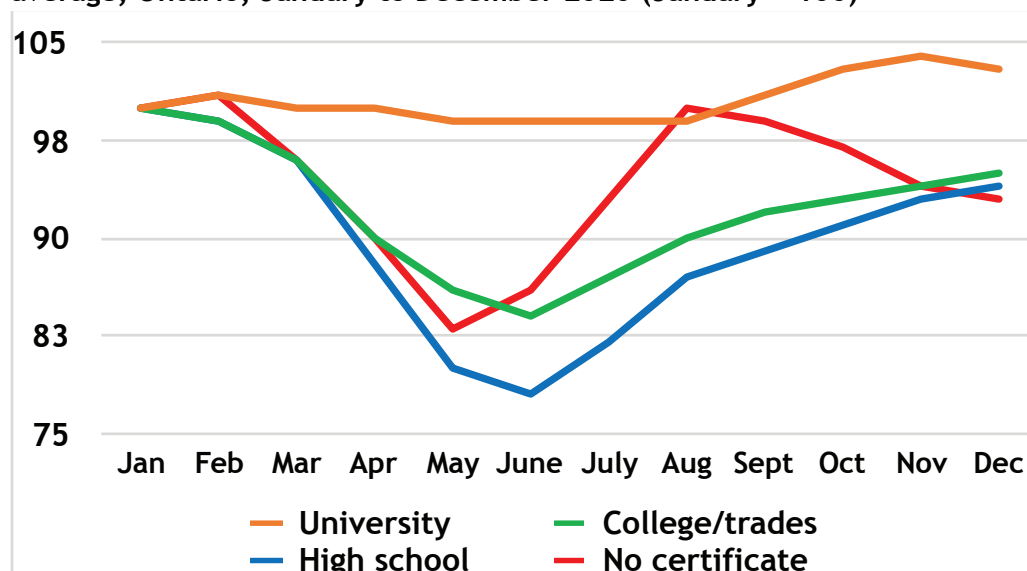
EMPLOYMENT BY OCCUPATION. It is possible to dissect the occupation employment data to a more detailed level, but that can only be done with a larger geographic area which allows for a larger sample. Chart 11 presents the data for Ontario as a whole. The occupations are clustered according to the education level typically required of someone working in that job. The four categories are:

- Jobs usually requiring a university degree (for example: lawyers, accountants, nurses)
- Jobs usually requiring a college diploma or a trades certificate (for example: computer network technicians, medical laboratory technologists, early

childhood educators, electricians, auto service technicians)

- Jobs usually requiring a high school diploma (for example: general office clerks, home support workers, retail salesclerks, material handlers, transport truck drivers)
- Jobs which require no educational certificate (for example: cashiers; shelf stockers; food counter attendants; general labourers in construction or manufacturing)

**Chart 11: Number of employed by level of education of occupation, three-month moving average, Ontario, January to December 2020 (January = 100)**



Statistics Canada, Table 14-10-0311-01

Overall, jobs requiring a university degree were the least affected by the pandemic, suffering small declines during the summer months, but since then rebounding to levels higher than what was present in January.

All other jobs suffered significant declines through the summer months, with the largest declines among jobs that require a high school diploma (blue line). While jobs requiring no certificate had a strong recovery in August, this category lost a considerable number of jobs through the fall and early winter months. By December, three

categories remained below their January levels:

- Jobs requiring no certificate (93% of January level)
- Jobs requiring a high school diploma (94%)
- Jobs requiring a college diploma or a trades certificate (95%)

Jobs requiring a university degree were higher than their January level, at 103%.

# Canadian Business Counts – Labour Market Indicators

## Introduction

Statistics Canada maintains an on-going count of business establishments across the country, relying on administrative data (corporate income tax and GST files) and surveys of businesses. This census of businesses is called Canadian Business Counts, which Statistics Canada releases every six months, in June and December. This analysis relied on the June 2020 data.

With the closure of many businesses, as a result of the pandemic and its aftermath, Statistics Canada has issued the following qualification regarding the June data:

*“The June 2020 counts cannot be used to measure the impacts of the COVID-19 pandemic. These figures continue to include most businesses that closed in the months since the crisis began. Those that close permanently will eventually cease to be included, once business wind-down and closeout procedures are completed and confirmed, which can take several months.”*

## Number of Businesses, by Size of Establishment and by Industry

Tables 1 and 2 provide the summary of data for all businesses located in Simcoe County and the District of Muskoka. The table provides two different counts:

- 1) Classified businesses: the major part of the table provides the data for all businesses for which the industry classification is known and shows the breakdown by number of employees as well;
- 2) All businesses, classified and unclassified: the last three rows of the table present the distribution of all businesses (classified and unclassified) by number of employees; 9% and 8% of the total counts in each of Simcoe and Muskoka represent businesses that are unclassified, slightly lower than the provincial average of 11%. This means that for these establishments, Statistics Canada was unable to identify which industries these businesses belonged to.

Explanation for specific columns in the tables:

- The second-to-last column in each table shows the percentage distribution of all classified businesses by industry;
- The last column shows the ranking of the total number of classified businesses by industry, from the largest (1) to the fewest (20) number of businesses. The five industries with the most classified businesses have their ranking numbers highlighted in red;
- The highlighted cells identify the three industries with the largest number of firms for each employee size category;

Where under the percentage distribution if a cell has 0%, it does not mean there are no firms in that category, only that the number of firms, when expressed as a percentage of the total, is below 0.5% and has been rounded down to 0%. Also, where the total is slightly less or more than 100%, rounding of the component percentages has taken place.

**TABLE 1 – SIMCOE  
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE  
JUNE 2020**

| INDUSTRY SECTOR<br>2-DIGIT NAICS                             | NUMBER OF EMPLOYEES |       |       |       |       |       |      |        | %  | RANK |
|--------------------------------------------------------------|---------------------|-------|-------|-------|-------|-------|------|--------|----|------|
|                                                              | 0                   | 1-4   | 5-9   | 10-19 | 20-49 | 50-99 | 100+ | TOTAL  |    |      |
| 11 Agriculture                                               | 1,322               | 186   | 50    | 31    | 16    | 4     | 2    | 1,611  | 4  | 10   |
| 21 Mining                                                    | 26                  | 7     | 10    | 8     | 7     | 7     | 0    | 65     | 0  | 19   |
| 22 Utilities                                                 | 88                  | 12    | 6     | 2     | 3     | 3     | 1    | 115    | 0  | 18   |
| 23 Construction                                              | 4,383               | 1,665 | 543   | 224   | 114   | 17    | 6    | 6,952  | 15 | 2    |
| 31-33 Manufacturing                                          | 641                 | 246   | 132   | 78    | 84    | 36    | 44   | 1,261  | 3  | 12   |
| 41 Wholesale Trade                                           | 603                 | 286   | 123   | 86    | 65    | 18    | 8    | 1,189  | 3  | 13   |
| 44-45 Retail Trade                                           | 1,503               | 647   | 506   | 345   | 217   | 94    | 44   | 3,356  | 7  | 4    |
| 48-49 Transportation/<br>Warehousing                         | 1,526               | 482   | 69    | 44    | 40    | 9     | 12   | 2,182  | 5  | 9    |
| 51 Information and Cultural                                  | 313                 | 84    | 32    | 30    | 13    | 8     | 3    | 483    | 1  | 16   |
| 52 Finance and Insurance                                     | 1,774               | 216   | 96    | 83    | 48    | 4     | 0    | 2,221  | 5  | 7    |
| 53 Real Estate, Rental, Leasing                              | 8,538               | 463   | 77    | 60    | 18    | 0     | 1    | 9,157  | 20 | 1    |
| 54 Professional Scientific Tech                              | 3,267               | 1,029 | 196   | 85    | 60    | 9     | 4    | 4,650  | 10 | 3    |
| 55 Management of Companies                                   | 271                 | 18    | 6     | 4     | 10    | 2     | 1    | 312    | 1  | 17   |
| 56 Administrative Support                                    | 1,396               | 447   | 163   | 92    | 49    | 16    | 23   | 2,186  | 5  | 8    |
| 61 Educational Services                                      | 348                 | 76    | 43    | 27    | 16    | 2     | 4    | 516    | 1  | 15   |
| 62 Health Care & Social Assist                               | 1,848               | 775   | 317   | 167   | 139   | 37    | 34   | 3,317  | 7  | 5    |
| 71 Arts, Entertainment & Rec                                 | 524                 | 98    | 46    | 47    | 36    | 15    | 14   | 780    | 2  | 14   |
| 72 Accommodation & Food                                      | 467                 | 237   | 211   | 244   | 218   | 59    | 16   | 1,452  | 3  | 11   |
| 81 Other Services                                            | 2,028               | 797   | 315   | 115   | 52    | 10    | 0    | 3,317  | 7  | 5    |
| 91 Public Administration                                     | 6                   | 1     | 0     | 3     | 0     | 3     | 19   | 32     | 0  | 20   |
| <b>CLASSIFIED BUSINESSES</b>                                 | 30,872              | 7,772 | 2,941 | 1,775 | 1,205 | 353   | 236  | 45,154 |    |      |
| Percentage of all classified and unclassified businesses     | 69%                 | 17%   | 6%    | 4%    | 3%    | 1%    | 1%   | 100%   |    |      |
| Cumulative percentage                                        | 69%                 | 86%   | 93%   | 96%   | 99%   | 99%   | 100% |        |    |      |
| ONTARIO percentage of classified and unclassified businesses | 70%                 | 18%   | 5%    | 3%    | 2%    | 1%    | 1%   |        |    |      |

Statistics Canada, Canadian Business Counts, June 2020

**TABLE 2 – MUSKOKA  
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE  
JUNE 2020**

| INDUSTRY SECTOR<br>2-DIGIT NAICS                             | NUMBER OF EMPLOYEES |       |     |       |       |       |      |       | %  | RANK |
|--------------------------------------------------------------|---------------------|-------|-----|-------|-------|-------|------|-------|----|------|
|                                                              | 0                   | 1-4   | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL |    |      |
| 11 Agriculture                                               | 82                  | 18    | 2   | 1     | 3     | 1     | 0    | 107   | 1  | 14   |
| 21 Mining                                                    | 4                   | 2     | 1   | 5     | 1     | 2     | 1    | 16    | 0  | 19   |
| 22 Utilities                                                 | 11                  | 2     | 2   | 1     | 1     | 1     | 0    | 18    | 0  | 18   |
| 23 Construction                                              | 766                 | 410   | 198 | 87    | 28    | 4     | 0    | 1,493 | 20 | 2    |
| 31-33 Manufacturing                                          | 111                 | 41    | 17  | 11    | 14    | 6     | 5    | 205   | 3  | 10   |
| 41 Wholesale Trade                                           | 64                  | 34    | 15  | 8     | 2     | 2     | 0    | 125   | 2  | 13   |
| 44-45 Retail Trade                                           | 251                 | 133   | 112 | 86    | 44    | 15    | 10   | 651   | 9  | 4    |
| 48-49 Transportation/<br>Warehousing                         | 124                 | 41    | 8   | 9     | 4     | 1     | 1    | 188   | 2  | 12   |
| 51 Information and Cultural                                  | 55                  | 15    | 13  | 8     | 1     | 0     | 0    | 92    | 1  | 15   |
| 52 Finance and Insurance                                     | 318                 | 43    | 25  | 10    | 4     | 0     | 0    | 400   | 5  | 8    |
| 53 Real Estate, Rental, Leasing                              | 1,385               | 108   | 20  | 9     | 3     | 1     | 0    | 1,526 | 20 | 1    |
| 54 Professional Scientific Tech                              | 473                 | 146   | 35  | 12    | 4     | 0     | 0    | 670   | 9  | 3    |
| 55 Management of Companies                                   | 61                  | 1     | 1   | 3     | 2     | 0     | 0    | 68    | 1  | 16   |
| 56 Administrative Support                                    | 228                 | 98    | 42  | 18    | 12    | 2     | 1    | 401   | 5  | 7    |
| 61 Educational Services                                      | 50                  | 8     | 4   | 2     | 1     | 0     | 0    | 65    | 1  | 17   |
| 62 Health Care & Social Assist                               | 221                 | 104   | 35  | 28    | 22    | 8     | 4    | 422   | 6  | 6    |
| 71 Arts, Entertainment & Rec                                 | 117                 | 24    | 20  | 15    | 9     | 2     | 7    | 194   | 3  | 11   |
| 72 Accommodation & Food                                      | 129                 | 42    | 51  | 59    | 44    | 15    | 6    | 346   | 5  | 9    |
| 81 Other Services                                            | 379                 | 142   | 62  | 14    | 7     | 0     | 1    | 605   | 8  | 5    |
| 91 Public Administration                                     | 1                   | 0     | 0   | 0     | 2     | 2     | 5    | 10    | 0  | 20   |
| <b>CLASSIFIED BUSINESSES</b>                                 | 4,830               | 1,412 | 663 | 386   | 208   | 62    | 41   | 7,602 |    |      |
| Percentage of all classified and unclassified businesses     | 65%                 | 18%   | 8%  | 5%    | 3%    | 1%    | 1%   | 100%  |    |      |
| Cumulative percentage                                        | 65%                 | 83%   | 92% | 96%   | 99%   | 100%  | 100% |       |    |      |
| ONTARIO percentage of classified and unclassified businesses | 70%                 | 18%   | 5%  | 3%    | 2%    | 1%    | 1%   |       |    |      |

Statistics Canada, Canadian Business Counts, June 2020

Some observations:

- **NUMBER OF SMALL FIRMS:** Businesses are by far made up of small establishments. 69% of the classified and unclassified firms in Simcoe have no employees,<sup>1</sup> and another 17% have 1-4 employees; in Muskoka, no employee firms account for 65%, and 1-4 employees another 18%; Simcoe's numbers more or less match those for Ontario (last line of the table: 70% for no employees and 18% for 1-4 employees), while Muskoka shows a slightly smaller share of solo operators;
- **HIGHEST NUMBER OF FIRMS BY INDUSTRY:** The second to last column provides the percentage distribution of all firms by industry. The three industries with the largest number of firms in Simcoe are Real Estate and Rental & Leasing, accounting for 20.3% of all firms, followed by Construction (15.4%), then in third, Professional, Scientific & Technical Services (10.3%); in Muskoka, it is the same three: Real Estate and Rental & Leasing (20.1%), Construction (19.6%), and, a more distant third, a near tie between
- **PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES** (8.8%) and Retail Trade (8.6%); by way of context, the five largest industries by number of firms in Ontario are: Real Estate and Rental & Leasing (20.7%); Professional, Scientific and Technical Services (13.8%); Construction (9.8%); Health Care & Social Assistance (7.2%) and Retail Trade (6.5%);
- **HIGHEST NUMBER OF FIRMS BY SIZE AND INDUSTRY:** The three largest industries by each employee size category have also been highlighted. The tables demonstrate how the very large number of firms in the no employee size category drives the total numbers (that is, for Real Estate and Rental & Leasing; Construction; and Professional, Scientific and Technical Services). In the mid-size ranges, firms in Retail Trade, Health Care & Social Assistance (in Simcoe), Accommodation & Food Services, and Other Services come to the fore. Among the largest firms (100+ employees), the two areas diverge: Simcoe's top three are Retail Trade, Manufacturing and Health Care & Social Assistance; Muskoka's are Retail Trade, Accommodation & Food Services, Arts, Entertainment & Recreation, and Public Administration.

**Table 3: Distribution of firms by number of employees by select locations, Simcoe, June 2020**

|                                  | NUMBER OF EMPLOYEES |       |       |       |       |        | Percent of all firms |
|----------------------------------|---------------------|-------|-------|-------|-------|--------|----------------------|
|                                  | None                | 1-4   | 5-19  | 20-99 | 100 + | TOTAL  |                      |
| <b>Simcoe</b>                    | 30,816              | 7,693 | 4,599 | 1,510 | 238   | 44,856 |                      |
| <b>Barrie</b>                    | 8,815               | 2,020 | 1,537 | 641   | 92    | 13,105 | <b>29%</b>           |
| <b>Innisfil</b>                  | 2,604               | 577   | 307   | 102   | 10    | 3,600  | <b>8%</b>            |
| <b>Bradford West Gwillimbury</b> | 2,443               | 588   | 249   | 63    | 9     | 3,352  | <b>8%</b>            |
| <b>New Tecumseth</b>             | 2,282               | 553   | 287   | 77    | 20    | 3,219  | <b>7%</b>            |
| <b>Collingwood</b>               | 2,116               | 483   | 351   | 124   | 15    | 3,089  | <b>7%</b>            |
| <b>Orillia</b>                   | 1,706               | 535   | 348   | 128   | 19    | 2,736  | <b>6%</b>            |

Statistics Canada, Canadian Business Counts, June 2020

<sup>1</sup> This actually undercounts the number of self-employed individuals. The Statistics Canada's Canadian Business Count 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.

## Businesses are by far made up of small establishments



Tables 3 and 4 illustrate the distribution of establishments by number of employees among the six municipalities with the highest number of establishments in each of Simcoe and Muskoka. In Simcoe, Barrie accounts for almost a third (29%) of all establishments and 39% of all establishments with 100 or more employees. The next five municipalities each account for 6% to 8% of the total. For most of these five municipalities, there is roughly an equal number of establishments with employees (between 900 and 1000). The difference in the

total number of establishments is a consequence of the varying number of establishments with no employees.

In Muskoka, Huntsville has the largest share of establishments (32%) and a similar share (35%) of all firms with 100 or more employees. There is far less of a gap between Huntsville and the rest of the municipalities in Muskoka in terms of their share of establishments, with Bracebridge, Muskoka Lakes and Gravenhurst having between 15% and 23% of Muskoka's establishments.

**Table 4: Distribution of firms by number of employees by select locations, Muskoka, June 2020**

|                      | NUMBER OF EMPLOYEES |       |       |       |       |       | Percent of all firms |
|----------------------|---------------------|-------|-------|-------|-------|-------|----------------------|
|                      | None                | 1-4   | 5-19  | 20-99 | 100 + | TOTAL |                      |
| <b>Muskoka</b>       | 4,820               | 1,395 | 1,011 | 260   | 46    | 7,532 |                      |
| <b>Huntsville</b>    | 1,539               | 448   | 307   | 93    | 16    | 2,403 | <b>32%</b>           |
| <b>Bracebridge</b>   | 1,077               | 342   | 249   | 63    | 17    | 1,748 | <b>23%</b>           |
| <b>Muskoka Lakes</b> | 949                 | 266   | 204   | 46    | 6     | 1,471 | <b>20%</b>           |
| <b>Gravenhurst</b>   | 747                 | 208   | 159   | 40    | 5     | 1,159 | <b>15%</b>           |
| <b>Lake of Bays</b>  | 320                 | 79    | 56    | 10    | 2     | 467   | <b>6%</b>            |
| <b>Georgian Bay</b>  | 188                 | 52    | 36    | 8     | 0     | 284   | <b>4%</b>            |

Statistics Canada, Canadian Business Counts, June 2020

Drilling down further by industry, we know that there are a large number of solo operators in the following sectors:

- In Real Estate and Rental & Leasing, these solo operators consist primarily of landlords of residential buildings, and secondarily of real estate agents followed by landlords of commercial properties;
- In Construction, these solo operators are largely involved in residential building construction or are specialty trades contractors;
- In Professional, Scientific & Technical Services, the range of solo operators represents various professionals, such as management consultants, IT professionals, bookkeepers and accountants, engineers and lawyers.

Tables 5 and 6 show the ten industry sub-sectors with the highest number of establishments with employees in each of Simcoe and Muskoka (industry sub-sectors are designated by 3-digit NAICS numbers, as opposed to the 2-digit numbers for the industry level used in Table 1). This is not entirely a proper comparison. Some industries have a large number of sub-sectors, such as Manufacturing, with 21. Others, such as Professional, Scientific & Technical Services, have only one sub-sector,

and many others have only three or four. (There are further sub-categories at the 4-digit level.) Nevertheless, these industrial sub-categories do highlight prominent sub-sectors and illustrate varying distribution of firms by number of employees.

It is noteworthy that Simcoe and Muskoka share eight of the top ten sub-sectors, with the differences only showing up in the ninth and tenth positions. In Simcoe, these last two sub-sectors are Truck Transportation and Personal & Laundry Services, while in Muskoka the last two are Accommodation Services and Food & Beverage Stores.

One observation worth noting is the 22 firms with 100 or more employees in the Administrative and Support Services sector in Simcoe. These include: 8 temporary help services, 4 employment placement agencies, 3 telephone call centres and 2 security guard services.



**Table 5: Top ten industry sub-sectors by number of firms with employees, Simcoe**

| 3-digit NAICS industry sub-sector                     | NUMBER OF EMPLOYEES |      |       |       | TOTAL |
|-------------------------------------------------------|---------------------|------|-------|-------|-------|
|                                                       | 1-4                 | 5-19 | 20-99 | 100 + |       |
| 238 - Specialty trade contractors                     | 1,165               | 538  | 86    | 3     | 1,792 |
| 541 - Professional, scientific and technical services | 1,029               | 281  | 69    | 4     | 1,383 |
| 621 - Ambulatory health care services                 | 716                 | 340  | 52    | 7     | 1,115 |
| 722 - Food services and drinking places               | 206                 | 418  | 256   | 9     | 889   |
| 561 - Administrative and support services             | 427                 | 242  | 53    | 22    | 744   |
| 236 - Construction of buildings                       | 447                 | 196  | 30    | 2     | 675   |
| 531 - Real estate                                     | 431                 | 91   | 13    | 1     | 536   |
| 811 - Repair and maintenance                          | 321                 | 185  | 13    | 0     | 519   |
| 484 - Truck transportation                            | 368                 | 55   | 15    | 4     | 442   |
| 812 - Personal and laundry services                   | 217                 | 154  | 16    | 0     | 387   |

Statistics Canada, Canadian Business Counts, June 2020

**Table 6: Top ten industry sub-sectors by number of firms with employees, Muskoka**

| 3-digit NAICS industry sub-sector                     | NUMBER OF EMPLOYEES |      |       |       | TOTAL |
|-------------------------------------------------------|---------------------|------|-------|-------|-------|
|                                                       | 1-4                 | 5-19 | 20-99 | 100 + |       |
| 238 - Specialty trade contractors                     | 257                 | 154  | 15    | 0     | 426   |
| 236 - Construction of buildings                       | 143                 | 115  | 14    | 0     | 272   |
| 541 - Professional, scientific and technical services | 146                 | 47   | 4     | 0     | 197   |
| 561 - Administrative and support services             | 93                  | 57   | 12    | 0     | 162   |
| 621 - Ambulatory health care services                 | 95                  | 42   | 9     | 0     | 146   |
| 722 - Food services and drinking places               | 20                  | 83   | 38    | 2     | 143   |
| 531 - Real estate                                     | 106                 | 21   | 1     | 0     | 128   |
| 811 - Repair and maintenance                          | 58                  | 31   | 0     | 1     | 90    |
| 721 - Accommodation services                          | 22                  | 27   | 21    | 4     | 74    |
| 445 - Food and beverage stores                        | 15                  | 42   | 12    | 4     | 73    |

Statistics Canada, Canadian Business Counts, June 2020

## Change in the number of firms by industry, June 2019 to June 2020

Changes in the number of employers are experienced differently across the various industries. Tables 7 and 8 highlight the changes in the number of firms by industry and by employee size between June 2019 and June 2020 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2020, to provide a context. The colour-coding of the tables (green where there is an increase, orange where there is a decrease) helps to illustrate any pattern.

It should be noted that Statistics Canada discourages comparisons of this sort, on the grounds that their data collection and classification methods change. At the very least, these comparisons can provide the foundation for further inquiry, tested by local knowledge about changes within industries.

It also bears repeating that Statistics Canada made clear that the June 2020 counts cannot be used to measure the impacts of the COVID-19 pandemic, because there would be a delay in the time it takes for a business to close and the administrative paperwork to be completed to register that event, such that the June figures would not be a timely representation of the degree of possible business closures.

SIMCOE. Overall, there has been a net increase in the number of firms in every employee size category, although the net increase for firms with employees adds up to 62, considerably less than the 847 increase for the same categories in 2018-2019. This nevertheless suggests a net increase of employment over the last year. However, when the figures are viewed in terms of specific industries, the net employment outcomes are more difficult to discern, due to the combination of losses and increases across different size categories.

Industries which very likely experienced net employment increases include:

- Utilities
- Construction
- Transportation & Warehousing
- Real Estate and Rental & Leasing
- Arts, Entertainment & Recreation
- Public Administration

Industries which very likely experienced net employment decreases include:

- Agriculture, Forestry, Fishing & Farming
- Retail Trade

Data suggests a net increase of employment over the last year.



**TABLE 7: SIMCOE  
CHANGE IN THE NUMBER OF EMPLOYERS,  
BY INDUSTRY AND BY FIRM SIZE, JUNE 2019 TO JUNE 2020**

| INDUSTRY                                        | Firm size<br>(number of employees) |           |           |          |            | Total<br>number<br>of firms<br>June-20 |
|-------------------------------------------------|------------------------------------|-----------|-----------|----------|------------|----------------------------------------|
|                                                 | 0                                  | 1-19      | 20-99     | 100+     | Total      |                                        |
| Agriculture, forestry, fishing and farming      | -37                                | -6        | -2        | 0        | -45        | 1,611                                  |
| Mining and oil and gas extraction               | 9                                  | -2        | 1         | 0        | 8          | 65                                     |
| Utilities                                       | 4                                  | 6         | 1         | 0        | 11         | 115                                    |
| Construction                                    | -139                               | 8         | 7         | 0        | -124       | 6,952                                  |
| Manufacturing                                   | -26                                | 13        | -6        | 0        | -19        | 1,261                                  |
| Wholesale trade                                 | -13                                | -32       | 4         | -1       | -42        | 1,189                                  |
| Retail trade                                    | -125                               | 7         | -1        | -3       | -122       | 3,356                                  |
| Transportation and warehousing                  | 64                                 | 6         | 1         | 0        | 71         | 2,182                                  |
| Information and cultural industries             | -4                                 | -1        | -7        | 3        | -9         | 483                                    |
| Finance and insurance                           | -60                                | -9        | 4         | 0        | -65        | 2,221                                  |
| Real estate and rental and leasing              | 573                                | -4        | -1        | 1        | 569        | 9,157                                  |
| Professional, scientific and technical services | -40                                | -27       | 5         | -2       | -64        | 4,650                                  |
| Management of companies and enterprises         | 8                                  | -1        | 5         | 0        | 12         | 312                                    |
| Administrative and support                      | -1                                 | 30        | -3        | -1       | 25         | 2,186                                  |
| Educational services                            | -3                                 | 7         | -2        | 1        | 3          | 516                                    |
| Health care and social assistance               | 145                                | -5        | 21        | -3       | 158        | 3,317                                  |
| Arts, entertainment and recreation              | -36                                | 8         | 1         | 4        | -23        | 780                                    |
| Accommodation and food services                 | 8                                  | 14        | -4        | 1        | 19         | 1,452                                  |
| Other services                                  | -45                                | 27        | -2        | 0        | -20        | 3,317                                  |
| Public administration                           | -1                                 | 0         | 0         | 1        | 0          | 32                                     |
| <b>TOTAL</b>                                    | <b>281</b>                         | <b>39</b> | <b>22</b> | <b>1</b> | <b>343</b> | <b>45,154</b>                          |

Statistics Canada, Canadian Business Counts, June 2019 and June 2020

**TABLE 8: MUSKOKA  
CHANGE IN THE NUMBER OF EMPLOYERS,  
BY INDUSTRY AND BY FIRM SIZE, JUNE 2019 TO JUNE 2020**

| INDUSTRY                                        | Firm size<br>(number of employees) |           |          |          |            | Total<br>number<br>of firms<br>June-20 |
|-------------------------------------------------|------------------------------------|-----------|----------|----------|------------|----------------------------------------|
|                                                 | 0                                  | 1-19      | 20-99    | 100+     | Total      |                                        |
| Agriculture, forestry, fishing and farming      | -20                                | -3        | 0        | 0        | -23        | 107                                    |
| Mining and oil and gas extraction               | -3                                 | 0         | 1        | 1        | -1         | 16                                     |
| Utilities                                       | 0                                  | 0         | 0        | 0        | 0          | 18                                     |
| Construction                                    | -43                                | 17        | 3        | -1       | -24        | 1,493                                  |
| Manufacturing                                   | 1                                  | 5         | -4       | 1        | 3          | 205                                    |
| Wholesale trade                                 | -5                                 | -4        | -1       | 0        | -10        | 125                                    |
| Retail trade                                    | -25                                | 14        | 1        | -1       | -11        | 651                                    |
| Transportation and warehousing                  | -20                                | 0         | 0        | 0        | -20        | 188                                    |
| Information and cultural industries             | -1                                 | 0         | 0        | 0        | -1         | 92                                     |
| Finance and insurance                           | 3                                  | -1        | 1        | 0        | 3          | 400                                    |
| Real estate and rental and leasing              | 42                                 | 4         | -1       | 0        | 45         | 1,526                                  |
| Professional, scientific and technical services | -22                                | -6        | 2        | 0        | -26        | 670                                    |
| Management of companies and enterprises         | 2                                  | 2         | -1       | 0        | 3          | 68                                     |
| Administrative and support                      | -11                                | 1         | 3        | 0        | -7         | 401                                    |
| Educational services                            | 2                                  | 1         | 0        | 0        | 3          | 65                                     |
| Health care and social assistance               | 8                                  | -5        | 5        | 0        | 8          | 422                                    |
| Arts, entertainment and recreation              | 2                                  | 3         | -4       | 2        | 3          | 194                                    |
| Accommodation and food services                 | -16                                | 15        | -4       | -1       | -6         | 346                                    |
| Other services                                  | 19                                 | 7         | 0        | 0        | 26         | 605                                    |
| Public administration                           | 1                                  | 0         | 0        | 0        | 1          | 10                                     |
| <b>TOTAL</b>                                    | <b>-86</b>                         | <b>50</b> | <b>1</b> | <b>1</b> | <b>-34</b> | <b>7,602</b>                           |

Statistics Canada, Canadian Business Counts, June 2019 and June 2020

MUSKOKA. Muskoka also likely experienced a net employment increase in the previous year, with net increases among firms with employees, although the increase for each of 20-99 and 100 or more employees was only one each. There were quite a few cells where there was no change.

Sectors which most likely saw net employment increases

were: Mining and Oil & Gas Extraction (this most likely relates to quarrying); Administrative & Support; Educational Services; and Other Services.

Sectors which most likely experienced net employment decreases were: Agriculture, Forestry, Fishing & Farming; Wholesale Trade; and Accommodation & Food Services.

# Analysis Of EO Program Related Data (2019-2020)

## Background To The Data

This document is based on data provided by the Ontario Ministry of Labour, Training and Skills Development to workforce planning boards and literacy and basic skills regional networks. This data was specially compiled by the Ministry and has program statistics related to Apprenticeship, Canada Ontario Job Grant, Employment Services, Literacy and Basic Skills, Ontario Employment Assistance Service, Second Career and Youth Job Connection for the 2019-20 fiscal year.

## Background to the data analysis

The data released offers broad, demographic descriptions of the clients of these services and some information about outcomes. The data provided to each Local Board consists of three sets of data:

- Data at the local level (in the case of the Simcoe Muskoka Workforce Development Board, the geography covers the County of Simcoe and the District of Muskoka);
- 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.

## Analysis

In all instances, some attempt is made to provide a context for interpreting the data. In some cases, this involves comparing the client numbers to the total number of unemployed. In other instances, this may involve comparing this recent year of data to the previous year's release.

The following analysis looks at the six program categories: Employment Services, Literacy and Basic Skills, Second Career, Apprenticeship, Canada Ontario Job Grant, and Youth Job Connection. The number of data sub-categories for each of these programs vary considerably.



# Employment Services

ES clients

**Table 1: ES Unassisted R&I Clients, Number and Percent of all R&I Clients**

|                                           | SMWDB  | Region  | Ontario |
|-------------------------------------------|--------|---------|---------|
| <b>2019-20 UNASSISTED R&amp;I CLIENTS</b> |        |         |         |
| <b>Number</b>                             | 18,031 | 260,452 | 537,403 |
| <b>As % of Ontario</b>                    | 3.4%   | 48.5%   | 100%    |
| <b>2018-19 UNASSISTED R&amp;I CLIENTS</b> |        |         |         |
| <b>Number</b>                             | 17,128 | 237,464 | 516,469 |
| <b>CLIENT SHARE IN PREVIOUS YEARS</b>     |        |         |         |
| <b>2018-2019</b>                          | 3.3%   | 46.0%   |         |
| <b>2017-2018</b>                          | 3.4%   | 50.0%   |         |
| <b>2016-2017</b>                          | 3.8%   | 51.4%   |         |
| <b>2016 TOTAL POPULATION</b>              |        |         |         |
| <b>As % of Ontario</b>                    | 4.0%   | 51.7%   | 100%    |

Population figures from StatCan 2016 Census.

**Table 2: ES Assisted Clients, Number and Percentage of all Assisted Clients; Compared to Total Population**

|                                       | SMWDB | Region | Ontario |
|---------------------------------------|-------|--------|---------|
| <b>2019-20 ASSISTED CLIENTS</b>       |       |        |         |
| <b>Number</b>                         | 5,830 | 87,428 | 183,826 |
| <b>As % of Ontario</b>                | 3.2%  | 47.6%  | 100%    |
| <b>2018-19 ASSISTED CLIENTS</b>       |       |        |         |
| <b>Number</b>                         | 6,192 | 90,540 | 189,591 |
| <b>CLIENT SHARE IN PREVIOUS YEARS</b> |       |        |         |
| <b>2018-2019</b>                      | 3.3%  | 47.8%  |         |
| <b>2017-2018</b>                      | 3.1%  | 47.9%  |         |
| <b>2016-2017</b>                      | 3.1%  | 47.3%  |         |
| <b>2016 TOTAL POPULATION</b>          |       |        |         |
| <b>As % of Ontario</b>                | 4.0%  | 51.7%  | 100%    |

Population figures from StatCan 2016 Census.

The number of Unassisted R&I clients in 2019-2020 increased by approximately 4% at the provincial level, 10% at the regional level and 5% at the SMWDB level from the previous year, while the local share of all Unassisted Clients as a percentage of all such clients in Ontario (3.4%) has stayed much the same.

The number of Assisted clients in 2019-2020 decreased by approximately 3% at both the provincial and regional levels, and by around 5.8% at the SMWDB level. The local Board's share of all Assisted clients in the province stayed more or less the same (3.2% compared to the previous year's 3.3%), as did the Central Region's share (47.6% compared to last year's 47.8%).

## Clients by Age Group

The following table illustrates the proportions of ES Assisted clients by age range. For 2019-20, the table compares the proportions by age to the age distribution of the unemployed, for the SMWDB area and for Ontario, as drawn from the 2016 Census. On the whole, the age

distribution of the unemployed will not have changed that much from 2016 and in general, these figures can provide a context. For further context, comparisons are also made to previous years.

**Table 3: Distribution by age of ES Assisted clients and unemployed**

| 2018-19<br>ES ASSISTED | ASSISTED CLIENTS |        |         | 2016 UNEMPLOYED |         |
|------------------------|------------------|--------|---------|-----------------|---------|
|                        | SMWDB            | Region | Ontario | SMWDB           | Ontario |
| 15-24 years            | 22%              | 21%    | 23%     | 34%             | 34%     |
| 25-44 years            | 40%              | 52%    | 48%     | 32%             | 36%     |
| 45-64 years            | 35%              | 26%    | 27%     | 29%             | 27%     |
| over 65 years          | 3%               | 1%     | 2%      | 5%              | 3%      |
| 2017-18<br>ES ASSISTED | ASSISTED CLIENTS |        |         |                 |         |
|                        | SMWDB            | Region | Ontario |                 |         |
| 15-24 years            | 21%              | 19%    | 22%     |                 |         |
| 25-44 years            | 39%              | 51%    | 48%     |                 |         |
| 45-64 years            | 38%              | 29%    | 29%     |                 |         |
| over 65 years          | 2%               | 1%     | 1%      |                 |         |
| 2016-17<br>ES ASSISTED | ASSISTED CLIENTS |        |         |                 |         |
|                        | SMWDB            | Region | Ontario |                 |         |
| 15-24 years            | 22%              | 19%    | 22%     |                 |         |
| 25-44 years            | 41%              | 52%    | 48%     |                 |         |
| 45-64 years            | 35%              | 28%    | 29%     |                 |         |
| over 65 years          | 2%               | 1%     | 1%      |                 |         |

2016 unemployment figures are from 2016 Census.



Locally there is considerably greater representation of clients from the 45-64 years old category.

Comparing the Ontario figures first, one can see that youth are under-represented among Assisted clients compared to their share of the unemployed population (21% of the client population compared to 34% of all unemployed in 2016), while there is a much higher proportion of 25-44 years old clients. The age distribution of Assisted clients has stayed relatively steady over the last three years.

At the regional level, the share of youth has been smaller than that found at the provincial level, although it has

gone up slightly this year. The share of 25-44 years old clients is noticeably higher than elsewhere.

At the SMWDB level, the figures have not changed much over the last three years. Youth are as under-represented among clients locally as they are at the regional and provincial levels. What is different locally is that there is considerably greater representation of clients from the 45-64 years old category, together with the higher proportion of those aged 25-44 years old.

## Gender

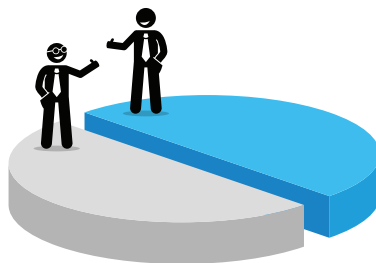
In Ontario, males make up a slightly larger share of the unemployed, as they do at the SMWDB level as well. However, the mix of males and females among ES Assisted clients is nearly 50/50 at the provincial level.

At the Central Region level, females make up a larger proportion of Assisted clients, while at the local level, males hold a slight majority and their share has slightly increased since last year.

**Table 4: Distribution by gender of ES Assisted clients and unemployed**

| 2019-20<br>ASSISTED    | ES ASSISTED CLIENTS |        |         | 2016 UNEMPLOYED |         |
|------------------------|---------------------|--------|---------|-----------------|---------|
|                        | SMWDB               | Region | Ontario | SMWDB           | Ontario |
| Females                | 47.6%               | 53.2%  | 49.7%   | 48.0%           | 48.0%   |
| Males                  | 52.0%               | 46.5%  | 49.9%   | 52.0%           | 52.0%   |
| Trans                  | ---                 | ---    | ---     |                 |         |
| Other                  | 0.4%                | 0.2%   | 0.2%    |                 |         |
| Undisclosed            | ---                 | 0.2%   | 0.2%    |                 |         |
| 2018-19<br>ES ASSISTED | ES ASSISTED CLIENTS |        |         |                 |         |
|                        | SMWDB               | Region | Ontario |                 |         |
| Females                | 49.5%               | 53.5%  | 49.9%   |                 |         |
| Males                  | 50.2%               | 46.0%  | 49.6%   |                 |         |
| Trans                  | 0.3%                | 0.1%   | 0.1%    |                 |         |
| Other                  | ---                 | 0.1%   | 0.1%    |                 |         |
| Undisclosed            | ---                 | 0.3%   | 0.2%    |                 |         |

No entry (---) means the figure was smaller than 10 and to ensure confidentiality, the figure was suppressed. 2016 unemployment figures are from 2016 Census.



Mix of males and females among ES Assisted clients is nearly 50/50 at the provincial level.

## Designated Groups

The ES client data collects information from designated groups, for example: newcomers, visible minorities, persons with disabilities, and members of Aboriginal groups. This information is self-reported.

Table 5 provides the data for the SMWDB, Region and Ontario levels, and calculates the percentage of each group, based on the total number of clients. There is no way of knowing how many clients declined to self-identify.

**Table 5: Distribution of designated groups among ES Assisted clients**

| Designated group    | NUMBER 2019-20 |        |         | PERCENTAGE 2019-20 |        |         |
|---------------------|----------------|--------|---------|--------------------|--------|---------|
|                     | SMWDB          | Region | Ontario | SMWDB              | Region | Ontario |
| Aboriginal group    | 363            | 1,259  | 7,865   | 6.2%               | 1.4%   | 4.3%    |
| Deaf                | ---            | 52     | 167     | 0.0%               | 0.1%   | 0.1%    |
| Deaf/Blind          | 0              | 0      | 23      | 0.0%               | 0.0%   | 0.0%    |
| Francophone         | 139            | 1,644  | 7,375   | 2.4%               | 1.9%   | 4.0%    |
| ITP                 | 310            | 31,395 | 44,005  | 5.3%               | 35.9%  | 23.9%   |
| Newcomer            | 244            | 24,742 | 36,342  | 4.2%               | 28.3%  | 19.8%   |
| Person w/disability | 1162           | 7,090  | 22,720  | 19.9%              | 8.1%   | 12.4%   |
| Visible minority    | 158            | 14,217 | 21,131  | 2.7%               | 16.3%  | 11.5%   |

As well, while we do have 2016 data for unemployment rates for newcomers, visible minorities and Aboriginal peoples, this data is only for census metropolitan and census agglomeration areas – essentially, larger urban areas, and so do not quite reflect the full population. Thus, for Simcoe and Muskoka, the data represents Barrie, Collingwood, Wasaga Beach, Orillia and Midland in the case of Aboriginal populations and newcomers, and only Barrie in the case of visible minorities. Therefore, the data does provide an approximation, but should be treated with caution.

Table 6 provides the comparisons with the unemployment data as well as with previous years. In the case of newcomers, their share of Assisted clients is at least three times larger than their share of the unemployed in all three areas.

The figures for visible minorities warrant further discussion. At the provincial level, their share of 11.5% is much lower than their share of the unemployed, at 35.7%. This is very much a consequence of the self-reported nature of this data – clients are less likely to identify themselves as visible minorities, especially where they make up a significant proportion of the population, especially in the Greater Toronto (GTA) area. This under-reporting in the GTA greatly affects the provincial figures. The figures for the SMWDB level likely reflect this as well. In addition, the figure for the share of the unemployed only includes Barrie data, which would not reflect the demographic mix of the rest of Simcoe and Muskoka.

The share of clients who are Aboriginal persons in all three areas is generally consistent with their share of the unemployed, except the SMWDB level is slightly lower (6.2% compared to 7.3%).

With regards to disabled persons, we can make use of the Statistics Canada Survey on Disability, from which

we can estimate that disabled persons made up 17.6% of Ontario's unemployed in 2017. The SMWDB level has a share of persons with disabilities which is slightly higher than that proportion, whereas both the region and provincial share of clients who have disabilities is much lower than their share of the unemployed.

**Table 6: Comparison of share of designated groups**

| 2019-20<br>Designated<br>group | ASSISTED CLIENTS |        |         | % of UNEMPLOYED in 2016 |        |         |
|--------------------------------|------------------|--------|---------|-------------------------|--------|---------|
|                                | SMWDB            | Region | Ontario | SMWDB                   | Region | Ontario |
| Newcomer                       | 4.2%             | 28.3%  | 19.8%   | 1.2%                    | 8.7%   | 5.9%    |
| Visible minority               | 2.7%             | 16.3%  | 11.5%   | 10.1%                   | 54.3%  | 35.7%   |
| Aboriginal group               | 6.2%             | 1.4%   | 4.3%    | 7.3%                    | 1.5%   | 4.2%    |
| Person w/disability            | 19.9%            | 8.1%   | 12.4%   |                         |        | 17.6%   |
| 2018-19<br>Designated<br>group | ASSISTED CLIENTS |        |         |                         |        |         |
|                                | SMWDB            | Region | Ontario |                         |        |         |
| Newcomer                       | 3.4%             | 23.3%  | 16.3%   |                         |        |         |
| Visible minority               | 2.9%             | 18.3%  | 12.5%   |                         |        |         |
| Aboriginal group               | 6.5%             | 1.5%   | 4.0%    |                         |        |         |
| Person w/disability            | 17.9%            | 7.5%   | 11.2%   |                         |        |         |
| 2017-18<br>Designated<br>group | ASSISTED CLIENTS |        |         |                         |        |         |
|                                | SMWDB            | Region | Ontario |                         |        |         |
| Newcomer                       | 3.1%             | 19.4%  | 13.7%   |                         |        |         |
| Visible minority               | 3.6%             | 21.5%  | 14.1%   |                         |        |         |
| Aboriginal group               | 6.0%             | 1.4%   | 3.9%    |                         |        |         |

Unemployed data for newcomers, visible minorities and Aboriginal people is from 2016 Census. Central Region data represents Toronto CMA, Oshawa CMA and the SMWDB area. The SMWDB area for Aboriginal peoples and newcomers includes Barrie, Collingwood, Wasaga Beach, Orillia and Midland. For visible

## Internationally Trained Professionals

The ES data indicates how many ES clients served are classified as Internationally Trained Professionals (ITPs). This includes not only newcomers but all immigrants who have education or training in a profession overseas. Table 7 lists the number of ITPs and their share of all ES Assisted clients for each of the boards in the Central Region, as well as the cumulative figures for the Central Region and the province. In addition, the percentage share of IEPs from the previous five years is also included.

Overall, there has been an increase in both the number and the share of ITPs of all Assisted clients throughout the entire Central Region, which increases Ontario's total number. The only exception is Simcoe-Muskoka, which stayed the same. This increase is part of a trend in all other areas, whereas in Simcoe-Muskoka the proportion has stayed level.

**Table 7: Number and percentage of Internationally Trained Professionals among ES Assisted clients**

|                     | SIMCOE-MUSKOKA | TORONTO | PEEL-HALTON | YORK  | DURHAM | CENTRAL | ONTARIO |
|---------------------|----------------|---------|-------------|-------|--------|---------|---------|
| <b>2019/20 #ITP</b> | 310            | 16,952  | 8,908       | 3,843 | 1,382  | 31,395  | 44,005  |
| <b>2018/9 # ITP</b> | 313            | 15,424  | 8,310       | 3,748 | 1,175  | 28,970  | 40,336  |
| <b>2019/20 %ITP</b> | 5%             | 39%     | 49%         | 33%   | 17%    | 36%     | 24%     |
| <b>2018/9 % ITP</b> | 5%             | 35%     | 44%         | 29%   | 14%    | 32%     | 21%     |
| <b>2017/8 % ITP</b> | 6%             | 33%     | 39%         | 26%   | 13%    | 30%     | 20%     |
| <b>2016/7 % ITP</b> | 5%             | 33%     | 39%         | 27%   | 11%    | 29%     | 19%     |
| <b>2015/6 % ITP</b> | 5%             | 31%     | 35%         | 26%   | 9%     | 27%     | 18%     |
| <b>2014/5 % ITP</b> | 5%             | 29%     | 30%         | 25%   | 8%     | 25%     | 16%     |

## Educational Attainment

Table 8 provides the breakdown by educational attainment of clients served. The figures are compared to the breakdown of the unemployed, by educational attainment, for the same geographies, using the 2016 Census data.

To begin, a comment needs to be made explaining the “Other” category. In the case of the ES Assisted client data, this category refers to those who have “Some Apprenticeship/College/University” education. In the case of the Census data for the unemployed, there is no such category, and instead this line is used for those who have university education less than a Bachelor’s degree.

**Table 8: Comparison of educational attainment levels between 2019-20 ES Assisted clients and unemployed in 2016**

|                | ES ASSISTED CLIENTS |        |         | UNEMPLOYED |        |         |
|----------------|---------------------|--------|---------|------------|--------|---------|
|                | SMWDB               | Region | Ontario | SMWDB      | Region | Ontario |
| No certificate | 16%                 | 7%     | 11%     | 21%        | 13%    | 15%     |
| High school    | 40%                 | 22%    | 28%     | 38%        | 34%    | 35%     |
| Apprenticeship | 2%                  | 1%     | 1%      | 7%         | 4%     | 5%      |
| College        | 26%                 | 22%    | 24%     | 22%        | 17%    | 19%     |
| Bachelor       | 9%                  | 27%    | 19%     | 9%         | 20%    | 16%     |
| Above Bachelor | 2%                  | 17%    | 11%     | 3%         | 10%    | 8%      |
| Other          | 6%                  | 5%     | 6%      | 1%         | 2%     | 2%      |

Data for unemployed from 2016 Census

This category for ES Assisted clients is noticeably larger than the category for the unemployed, but the comparison is not quite of categories which perfectly match each other.

At the Ontario level, the biggest difference is that there are more ES Assisted clients with college diplomas than there are among the unemployed, and there are comparatively fewer ES Assisted clients with only a high school diploma or with an apprenticeship certificate, compared to their share of the unemployed.

At the Central Region level, there is a far higher proportion of Assisted clients with a college or university degree and far fewer with either a high school diploma or no certificate.

At the SMWDB level, the educational mix is quite different from the that of the Region (because the Region’s figures are driven by the high levels of educational attainment in Peel, Halton, York and Toronto).

At the SMWDB level, there is more of a match between the profile of educational attainment among Assist clients and among the unemployed, except that there are more clients with College diplomas or in the Other category, and fewer clients with no certificate or with an apprenticeship certificate.

## Source of income

Table 9 shows that there has been little change in the sources of income for Assisted clients at the time of intake, only that Employment Insurance has dropped slightly. The proportion of clients who report EI as a

source of income has been dropping slowly; in 2015-16, the share was 19%, whereas the share who were in receipt of Ontario Works was 12% and the share who received ODSP was 3%.

**Table 9: Percentage distribution of source of income of ES clients, SMWDB, Region and Ontario**

|                      | 2019-20 |        |         | 2018-19 |        |         |
|----------------------|---------|--------|---------|---------|--------|---------|
|                      | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Employment Insurance | 12%     | 8%     | 10%     | 13%     | 9%     | 11%     |
| Ontario Works        | 16%     | 14%    | 16%     | 14%     | 12%    | 15%     |
| ODSP                 | 6%      | 2%     | 4%      | 6%      | 3%     | 4%      |
| No Source of Income  | 47%     | 58%    | 50%     | 47%     | 58%    | 50%     |
| Other                | 19%     | 18%    | 20%     | 20%     | 18%    | 20%     |

“No source of income” refers to personal income, not household income.

“Other” includes “Crown Ward,” “Dependent of OW/ODSP,” “Employed” and “Self-Employed.”

## Length of Time Out of Employment/ Training

The proportion of longer-term unemployed (unemployed for six months or more) rose significantly in Ontario as a result of the 2008 recession and stayed relatively high, with a very slow decline until recently. In 2019, it almost matched the 15% which was recorded in 2006. With the pandemic and the resulting economic slowdown, one can expect that the proportion of longer-term unemployed will increase again.

The largest difference between the length of time unemployed among ES Assisted clients and the unemployed population is the lower proportions of

ES clients who have been unemployed for less than 3 months and the far greater number of ES clients who have been unemployed for more than 12 months. These proportions are consistent across the board, region, and provincial levels.

As one can see from Table 10, roughly 43%-49% of Assisted clients at all levels have been unemployed for less than three months, much lower than 70% of all unemployed, while 23%-25% of Assisted clients have been unemployed for over 12 months, far higher than the 5% of all unemployed. The data for the unemployed is for the year 2019.

**Table 10: Percentage distribution by length of time out of employment for 2019-20 and 2018-19 ES Assisted clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2019**

|               | 2019-20 ES CLIENTS |        |         | 2018-19 ES CLIENTS |        |         | LFS<br>ONTARIO |
|---------------|--------------------|--------|---------|--------------------|--------|---------|----------------|
|               | SMWDB              | Region | Ontario | SMWDB              | Region | Ontario |                |
| < 3 months    | 49%                | 43%    | 46%     | 48%                | 44%    | 46%     | 70%            |
| 3 - 6 months  | 14%                | 16%    | 15%     | 15%                | 16%    | 15%     | 14%            |
| 6 - 12 months | 14%                | 16%    | 15%     | 14%                | 16%    | 15%     | 11%            |
| > 12 months   | 23%                | 25%    | 24%     | 23%                | 25%    | 24%     | 5%             |

Labour Force Survey data is from 2019.



With the pandemic and the resulting economic slowdown, one can expect that the proportion of longer-term unemployed will increase again.

## Outcomes at Exit

There has been virtually no change at the board, region and provincial levels in terms of outcomes, compared to last year, apart from a 1% change in some of the categories.

**Table 11: Percentage figures for ES Assisted client outcomes at exit, SMWDB, Region and Ontario**

|                        | 2019-20 ES CLIENTS |        |         | 2018-19 ES CLIENTS |        |         |
|------------------------|--------------------|--------|---------|--------------------|--------|---------|
|                        | SMWDB              | REGION | ONTARIO | SMWDB              | REGION | ONTARIO |
| Employed               | 70%                | 70%    | 70%     | 71%                | 70%    | 70%     |
| Education/<br>Training | 11%                | 12%    | 12%     | 11%                | 12%    | 12%     |
| Other                  | 5%                 | 4%     | 4%      | 5%                 | 4%     | 4%      |
| Unemployed             | 6%                 | 7%     | 7%      | 5%                 | 7%     | 7%      |
| Unknown                | 8%                 | 6%     | 7%      | 8%                 | 7%     | 7%      |

“Other” outcomes at exit include “Independent,” “Unable to work” and “Volunteer.”

## Detailed Employment and Training Outcomes

The Outcomes listed in Table 11 are further detailed by sub-category in Table 12. As with the figures in Table 11, there has been hardly any change. The only significant difference between the figures for the SMWDB area is

that they report a higher result for “Employed Full-time” and a lower result for “Employed – Other,” compared to the figures for the Region and the province.

**Table 12: ES Assisted client employment outcomes, SMWDB, Region and Ontario**

|                           | 2019-20 ES CLIENTS |        |         | 2018-19 ES CLIENTS |        |         |
|---------------------------|--------------------|--------|---------|--------------------|--------|---------|
|                           | SMWDB              | REGION | ONTARIO | SMWDB              | REGION | ONTARIO |
| Employed Full-Time        | 44%                | 38%    | 37%     | 46%                | 38%    | 37%     |
| Employed Part-Time        | 16%                | 12%    | 13%     | 16%                | 13%    | 13%     |
| Employed Apprentice       | 1%                 | 0%     | 1%      | 1%                 | 0%     | 0%      |
| Employed - Other*         | 6%                 | 15%    | 16%     | 6%                 | 15%    | 16%     |
| Employed and in education | 1%                 | 1%     | 1%      | 1%                 | 1%     | 1%      |
| Employed and in training  | 0%                 | 1%     | 1%      | 0%                 | 1%     | 1%      |
| Self-Employed             | 2%                 | 2%     | 2%      | 2%                 | 2%     | 2%      |
| In Education              | 5%                 | 5%     | 5%      | 5%                 | 5%     | 4%      |
| In Training               | 6%                 | 8%     | 8%      | 6%                 | 7%     | 7%      |
| Independent               | 2%                 | 2%     | 1%      | 1%                 | 2%     | 1%      |
| Volunteer                 | 0%                 | 0%     | 0%      | 0%                 | 0%     | 0%      |
| Unable to Work            | 3%                 | 2%     | 2%      | 3%                 | 2%     | 2%      |
| Unemployed                | 6%                 | 7%     | 7%      | 5%                 | 7%     | 7%      |
| Unknown                   | 8%                 | 6%     | 7%      | 8%                 | 7%     | 7%      |

\*Includes employed in area of training/choice, more suitable job, and professional occupation/trade

## Lay-off Industry – Employed Industry

Data is collected regarding the last job a client held, identifying both the industry and the occupation. The industry data is aggregated at the 2-digit NAICS level, which ensures no data is suppressed (any data category with less than 10 client entries).

Table 13 lists the percentage of clients for which industry employment history is available, and compares the results to previous years.

**Table 13: Percentage of clients with lay-off industry data**

|                                                             | SMWDB | REGION | ONTARIO |
|-------------------------------------------------------------|-------|--------|---------|
| % of 2019-20 ES Assisted Clients with industry lay-off data | 58%   | 46%    | 52%     |
| % of 2018-19 ES Assisted Clients with industry lay-off data | 65%   | 49%    | 54%     |
| % of 2017-18 ES Assisted Clients with industry lay-off data | 52%   | 36%    | 43%     |
| % of 2016-17 ES Assisted Clients with industry lay-off data | 73%   | 50%    | 57%     |
| % of 2015-16 ES Assisted Clients with industry lay-off data | 65%   | 51%    | 58%     |
| % of 2014-15 ES Assisted Clients with industry lay-off data | 69%   | 52%    | 55%     |
| % of 2013-14 ES Assisted Clients with industry lay-off data | 41%   | 42%    | 45%     |

There has been a drop in the proportion of clients for whom lay-off industry data has been collected, compared to last year, particularly at the local level.

There has been a drop in the proportion of clients for whom lay-off industry data has been collected, across all three areas, compared to last year, particularly at the local level. The figures for the previous six years have been provided to show what the trends had been.

When it comes to employment outcome data and in which industries individuals found employment, there is a lower proportion of clients for which data has been

collected (Table 14). There had been a slow increase in the proportion of clients for whom industry employment outcome data has been collected over the years, but in 2019-2020 that trend reversed itself. At the local level, there is now data for only 23% of those clients with employment outcomes, down from last year's 32%, but still better than what is available at the regional level (12%) and at the provincial level (17%).

**Table 14: Number of clients with industry employment outcome data**

|                                                                                   | <b>SMWDB</b> | <b>REGION</b> | <b>ONTARIO</b> |
|-----------------------------------------------------------------------------------|--------------|---------------|----------------|
| <b>Clients with industry employment data</b>                                      | 923          | 7,187         | 21,711         |
| <b>ES Assisted clients with employment outcomes</b>                               | 4,094        | 61,381        | 128,358        |
| <b>Industry employment data as % of all clients with employment data, 2019-20</b> | 23%          | 12%           | 17%            |
| <b>Industry employment data as % of all clients with employment data, 2018-19</b> | 32%          | 15%           | 22%            |
| <b>Industry employment data as % of all clients with employment data, 2017-18</b> | 27%          | 14%           | 20%            |
| <b>Industry employment data as % of all clients with employment data, 2016-17</b> | 29%          | 15%           | 20%            |
| <b>Industry employment data as % of all clients with employment data, 2015-16</b> | 12%          | 6%            | 7%             |

Table 15 summarizes the industry lay-off and outcome data that has been provided and provides comparisons to the actual employment of residents by industry, for the local, region and provincial levels.

Table 15: Industry lay-off, industry employment outcomes and resident employment (2016), SMWDB, Region and Ontario

|                                     | SMWDB               |                     |                 | REGION              |                     |                 | ONTARIO             |                     |                 |
|-------------------------------------|---------------------|---------------------|-----------------|---------------------|---------------------|-----------------|---------------------|---------------------|-----------------|
|                                     | EO lay-off industry | EO industry outcome | Employed – 2016 | EO lay-off industry | EO industry outcome | Employed – 2016 | EO lay-off industry | EO industry outcome | Employed – 2016 |
| Agriculture, forestry, fishing      | 2%                  | 2%                  | 1%              | 0%                  | 1%                  | 0%              | 2%                  | 2%                  | 2%              |
| Mining & oil and gas extraction     | 0%                  | 0%                  | 0%              | 0%                  | 0%                  | 0%              | 1%                  | 1%                  | 0%              |
| Utilities                           | 0%                  | 0%                  | 1%              | 0%                  | 0%                  | 1%              | 0%                  | 0%                  | 1%              |
| Construction                        | 13%                 | 10%                 | 10%             | 5%                  | 5%                  | 6%              | 8%                  | 7%                  | 7%              |
| Manufacturing                       | 12%                 | 14%                 | 11%             | 10%                 | 10%                 | 9%              | 13%                 | 14%                 | 10%             |
| Wholesale trade                     | 2%                  | 2%                  | 4%              | 2%                  | 2%                  | 5%              | 2%                  | 2%                  | 4%              |
| Retail trade                        | 13%                 | 16%                 | 13%             | 12%                 | 14%                 | 11%             | 13%                 | 15%                 | 11%             |
| Transportation & warehousing        | 5%                  | 2%                  | 4%              | 5%                  | 6%                  | 5%              | 5%                  | 5%                  | 5%              |
| Information & cultural industries   | 1%                  | 0%                  | 2%              | 3%                  | 2%                  | 3%              | 2%                  | 1%                  | 3%              |
| Finance and insurance               | 1%                  | 1%                  | 3%              | 5%                  | 4%                  | 8%              | 3%                  | 2%                  | 6%              |
| Real estate & rental and leasing    | 2%                  | 2%                  | 2%              | 1%                  | 1%                  | 3%              | 1%                  | 1%                  | 2%              |
| Professional, scientific, technical | 4%                  | 2%                  | 5%              | 11%                 | 8%                  | 10%             | 7%                  | 5%                  | 8%              |
| Management of companies             | 0%                  | 0%                  | 0%              | 1%                  | 0%                  | 0%              | 0%                  | 0%                  | 0%              |
| Administrative and support          | 11%                 | 10%                 | 5%              | 11%                 | 15%                 | 5%              | 10%                 | 12%                 | 5%              |
| Educational services                | 2%                  | 0%                  | 7%              | 6%                  | 3%                  | 7%              | 4%                  | 3%                  | 8%              |
| Health care and social assistance   | 7%                  | 11%                 | 11%             | 8%                  | 11%                 | 10%             | 8%                  | 10%                 | 11%             |
| Arts, entertainment & recreation    | 4%                  | 4%                  | 3%              | 2%                  | 2%                  | 2%              | 2%                  | 2%                  | 2%              |
| Accommodation & food services       | 16%                 | 19%                 | 7%              | 9%                  | 11%                 | 6%              | 12%                 | 13%                 | 7%              |
| Other services                      | 5%                  | 4%                  | 4%              | 7%                  | 5%                  | 4%              | 6%                  | 5%                  | 4%              |
| Public administration               | 2%                  | 2%                  | 7%              | 2%                  | 1%                  | 4%              | 2%                  | 2%                  | 6%              |

The employment data is from the 2016 Census.

The big picture story for Ontario is fairly straight-forward: there is considerable reliance on the part of Employment Services in a handful of industries for employment outcomes. Over half (54%) of employment outcomes are in four industries: Manufacturing; Retail Trade; Administrative & Support Services; and Accommodation & Food Services. These are also the four sectors from which come the largest proportion of clients (48% for all four). Yet, among all Ontario residents, only 33% are employed in these industries, which suggests these industries have higher rates of turnover.

At the regional level, the top four industries for employment outcomes are: Retail Trade; Administrative & Support Services; Health Care & Social Assistance; and Accommodation & Food Services, also accounting for around half (51%) of the employment outcomes, when they account for only 32% of all employment.

At the local level, these four industries account for 60% of all employment outcomes, while representing 42% of all employment. Two other industries, Construction and Administrative & Support, account for another 20% of employment outcomes. These six industries account for 80% of all employment outcomes in Simcoe and Muskoka.

Because of the smaller data points, when the numbers are divided into industries, if the figure is below 10 the number is suppressed, on the grounds that some information could be revealed about individuals when there are only a handful of clients in a particular category. As a result, several industries record 0% at the local level, and in most cases this is not due to rounding down to 0% but because the actual figure was under 10.



# Lay-off Occupation – Employed Occupation

The lay-off and employment outcome data for occupations has been aggregated at the 2-digit NOC

level. Table 16 provides the lay-off occupation data. (The number below each occupation is the number of clients.)

**Table 16: Top 10 occupations for lay-offs**

| RANK | SMWDB                                                                        |     | Region                                                                       |       | Ontario                                                                      |       |
|------|------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------|-------|
|      | Occupation                                                                   | #   | Occupation                                                                   | #     | Occupation                                                                   | #     |
| 1.   | Service support and other service occupations, n.e.c.                        | 396 | Administrative and financial supervisors and administrative occupations      | 3,022 | Service support and other service occupations, n.e.c.                        | 7,614 |
| 2.   | Service representatives and other customer and personal services occupations | 244 | Service representatives and other customer and personal services occupations | 2,887 | Service representatives and other customer and personal services occupations | 6,605 |
| 3.   | Trades helpers, construction labourers and related occupations               | 243 | Service support and other service occupations, n.e.c.                        | 2,295 | Labourers in Processing, Manufacturing and Utilities                         | 6,119 |
| 4.   | Sales support occupations                                                    | 207 | Office support occupations                                                   | 2,173 | Administrative and financial supervisors and administrative occupations      | 5,204 |
| 5.   | Labourers in Processing, Manufacturing and Utilities                         | 192 | Professional occupations in natural and applied sciences                     | 2,001 | Sales support occupations                                                    | 4,981 |
| 6.   | Industrial, electrical and construction trades                               | 170 | Professional occupations in business and finance                             | 1,979 | Trades helpers, construction labourers and related occupations               | 4,717 |
| 7.   | Transport and heavy equipment operation and related maintenance occupations  | 157 | Labourers in Processing, Manufacturing and Utilities                         | 1,923 | Sales representatives and salespersons - wholesale and retail trade          | 4,262 |
| 8.   | Administrative and financial supervisors and administrative occupations      | 151 | Sales representatives and salespersons - wholesale and retail trade          | 1,902 | Office support occupations                                                   | 4,043 |
| 9.   | Service supervisors and technical service occupations                        | 151 | Sales support occupations                                                    | 1,868 | Service supervisors and technical service occupations                        | 3,743 |
| 10.  | Sales representatives and salespersons - wholesale and retail trade          | 146 | Specialized middle managers occupations                                      | 1,647 | Transport and heavy equipment operation and related maintenance occupations  | 3,445 |

(Table 16)

*Administrative supervisors and administrative occupations: Office worker supervisors, executive and administrative assistants*

*Office support occupations: General office clerks, receptionists*

*Sales support occupations: Cashiers, store shelf stockers*

*Service representatives: Food & beverage servers, hostesses, security guards, customer service representatives*

*Service supervisors: food service supervisors, customer service supervisors, cooks*

*Service support occupations: Food counter attendants, light duty cleaners, operators in amusement and recreation*

There are six occupations in top ten that are common to all areas, although they may rank slightly differently by area. These six occupations are:

- Service support occupations
- Service representatives
- Sales support occupations
- Labourers in manufacturing
- Administrative supervisors and administrative occupations
- Salespersons - wholesale and retail

SMWDB and Ontario have three other occupations in common in the top ten which are not on the list for the Central Region, as follows:

- Service supervisors
- Transport and heavy equipment operators
- Trades helpers and construction labourers

When it comes to employment outcomes by occupation, the available data at the local level is more limited, as there are more occupational categories and a greater likelihood that some data cells have been suppressed because they have less than 10. Nevertheless, there are similarities across the board, regional and provincial levels, as well as similarities with the lay-off occupation list. Table 17 lists the top ten occupations for employment outcomes for the SMWDB, regional and provincial areas.

Nine of the top ten employment outcome occupations for the local area are also in the top ten lay-off occupations for the local area, although not necessarily in the same order.

There are 46 occupational categories for reporting purposes. At the local level, there is only data for 19 of these categories, as 20 categories were suppressed for having less than 10 entries (the other 7 categories had no entries). Totalling all the reported employment outcome occupations at the regional and provincial levels, the large majority of these jobs require a high school diploma or less. At the regional level, among the outcome occupations, 62% of these jobs require a high school diploma or no educational certificate. At the provincial level, where the data is most robust, 70% of the occupation outcomes are jobs that require a high school diploma or less: 37% of the jobs required a high school diploma and 33% of the jobs did not require any educational qualification.



**Table 17: Top 10 occupations for employment outcomes**

| RANK | SMWDB                                                                        |     | Region                                                                          |     | Ontario                                                                      |       |
|------|------------------------------------------------------------------------------|-----|---------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------|-------|
|      | Occupation                                                                   | #   | Occupation                                                                      | #   | Occupation                                                                   | #     |
| 1.   | Service support and other service occupations, n.e.c.                        | 143 | Service representatives and other customer and personal services occupations    | 798 | Service support and other service occupations, n.e.c.                        | 2,524 |
| 2.   | Service supervisors and technical service occupations                        | 76  | Service support and other service occupations, n.e.c.                           | 678 | Labourers in Processing, Manufacturing and Utilities                         | 2,008 |
| 3.   | Sales support occupations                                                    | 73  | Administrative and financial supervisors and administrative occupations         | 513 | Service representatives and other customer and personal services occupations | 1,895 |
| 4.   | Service representatives and other customer and personal services occupations | 67  | Office support occupations                                                      | 456 | Sales support occupations                                                    | 1,416 |
| 5.   | Labourers in Processing, Manufacturing and Utilities                         | 57  | Sales support occupations                                                       | 440 | Sales representatives and salespersons - wholesale and retail trade          | 1,170 |
| 6.   | Sales representatives and salespersons - wholesale and retail trade          | 54  | Labourers in Processing, Manufacturing and Utilities                            | 426 | Trades helpers, construction labourers and related occupations               | 1,160 |
| 7.   | Administrative and financial supervisors and administrative occupations      | 49  | Sales representatives and salespersons - wholesale and retail trade             | 406 | Administrative and financial supervisors and administrative occupations      | 1,098 |
| 8.   | Trades helpers, construction labourers and related occupations               | 43  | Paraprofessional occupations in legal, social, community and education services | 290 | Office support occupations                                                   | 1,042 |
| 9.   | Industrial, electrical and construction trades                               | 40  | Other installers, repairers and servicers and material handlers                 | 254 | Transport and heavy equipment operation and related maintenance occupations  | 969   |
| 10.  | Other installers, repairers and servicers and material handlers              | 36  | Service supervisors and technical service occupations                           | 231 | Service supervisors and technical service occupations                        | 795   |

# Literacy and Basic Skills

Table 18 presents the overall client numbers for Literacy and Basic Skills and makes some comparisons to last year's figures. SMWDB's area share of all In-Person Learners in the province stayed almost the same, at 5.0%

only slightly less than last year's 5.1%, which was an increase from the 4.4% of 2017-2018. The Region share had stayed around 40%-41% over the previous three years, but this year dipped to 39.3%.

**Table 18: Number of Literacy and Basic Skills Learners**

|                                                                                           | SMWDB        | REGION        | ONTARIO       |
|-------------------------------------------------------------------------------------------|--------------|---------------|---------------|
| <b>Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2019-20)</b>      | <b>2,093</b> | <b>16,442</b> | <b>41,867</b> |
| <b>Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2018-19)</b>      | <b>2,176</b> | <b>17,445</b> | <b>42,578</b> |
| Number of In-Person Learners (New) (2019-20)                                              | 1,350        | 10,291        | 26,061        |
| Number of In-Person Learners (New) (2018-19)                                              | 1,395        | 11,148        | 26,529        |
| Number of In-Person Learners (Carry-Over) (2019-20)                                       | 743          | 6,151         | 15,806        |
| <b>2019-20 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)</b> | <b>5.0%</b>  | <b>39.3%</b>  |               |
| <b>2018-19 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)</b> | <b>5.1%</b>  | <b>41.0%</b>  |               |
| <b>As % of Ontario population</b>                                                         | <b>4.0%</b>  | <b>51.7%</b>  |               |
| Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel)                       |              |               | 6,551         |
| Number of E-Channel Learners (New)                                                        |              |               | 4,602         |
| Number of E-Channel Learners (Carry-Over)                                                 |              |               | 1,949         |
| <b>Total Number of Learners (In-Person + E-Channel)</b>                                   | <b>2,093</b> | <b>16,442</b> | <b>48,418</b> |

The total number of in-person learners decreased locally, and for the region and province, all within the same range, by between 2% and 6%.

Table 19 shows the distribution of learners by service provider stream. In the local area, there are only clients in the Anglophone (94%) and Francophone (6%) streams.

The local area has a higher proportion of Francophones than the regional level, while figures for providers serving the deaf and native populations show up at the regional and provincial levels. There is almost no change from last year.

**Table 19: Distribution of clients by service provider stream, 2019-20**

|                | NUMBER OF LBS CLIENTS |               |               | % BY SERVICE PROVIDER STREAM |             |             |
|----------------|-----------------------|---------------|---------------|------------------------------|-------------|-------------|
|                | SMWDB                 | Region        | Ontario       | SMWDB                        | Region      | Ontario     |
| Anglophone     | 1,965                 | 15,634        | 41,525        | 94%                          | 95%         | 86%         |
| Deaf           | 0                     | 156           | 431           | 0%                           | 1%          | 1%          |
| Francophone    | 128                   | 434           | 4,013         | 6%                           | 3%          | 8%          |
| Native         | 0                     | 218           | 2,449         | 0%                           | 1%          | 5%          |
| Non-Designated | 0                     | 0             | 0             | 0%                           | 0%          | 0%          |
| <b>TOTAL</b>   | <b>2,093</b>          | <b>16,442</b> | <b>48,418</b> | <b>100%</b>                  | <b>100%</b> | <b>100%</b> |

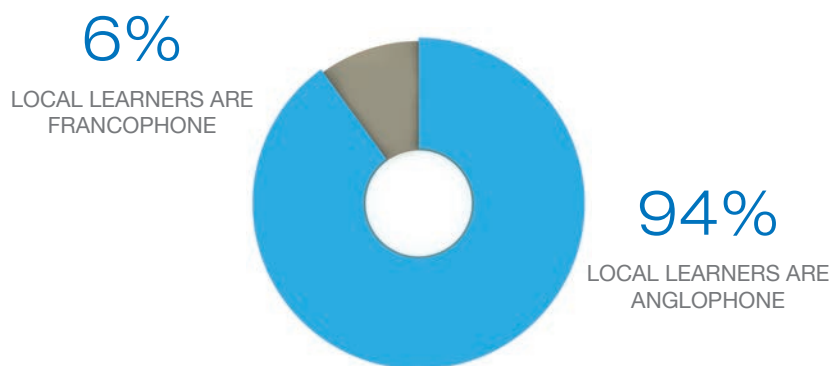


Table 20 shows the distribution by service provider sector. The profile of the distribution of clients by service provider sector is generally similar across the board, regional, and provincial levels, except that at the Regional

level, there is a slightly higher proportion of clients served via the community college sector. There has been almost no change from last year, at most by 2%.

**Table 20: Distribution of clients by service provider sector, 2019-20**

|                          | SMWDB | Region | Ontario |
|--------------------------|-------|--------|---------|
| Community Agency Sector  | 30%   | 30%    | 31%     |
| Community College Sector | 41%   | 44%    | 41%     |
| School Board Sector      | 29%   | 26%    | 28%     |

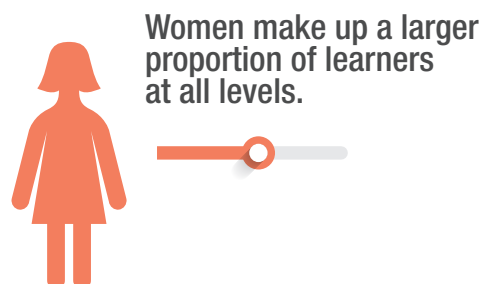
The client demographic data for Literacy and Basic Skills provides details for a number of characteristics. In terms of the age of the learners (Table 21), there has been little change for the last three years. Compared to the region

and province, the SMWDB area has a smaller proportion of clients aged 25-44 years old. ("X" denotes the figure was suppressed for being under 10.)

**Table 21: Literacy and Basic Skills clients by age, 2019-20 and 2018-19**

| 2019-20            | NUMBER OF LBS CLIENTS |        |         | % BY AGE |        |         |
|--------------------|-----------------------|--------|---------|----------|--------|---------|
|                    | SMWDB                 | Region | Ontario | SMWDB    | Region | Ontario |
| 15-24 years old    | 600                   | 4,250  | 12,574  | 29%      | 26%    | 26%     |
| 25-44 years old    | 840                   | 7,674  | 21,930  | 40%      | 47%    | 45%     |
| 45-64 years old    | 538                   | 3,970  | 11,538  | 26%      | 24%    | 24%     |
| 65 years and older | 114                   | 526    | 2,326   | 5%       | 3%     | 5%      |
| Unknown            | X                     | 22     | 50      |          |        |         |
| TOTAL              | 2,092                 | 16,420 | 48,418  |          |        |         |
| 2018-19            | 15-24 years old       |        |         | 28%      | 26%    | 27%     |
|                    | 25-44 years old       |        |         | 38%      | 47%    | 45%     |
|                    | 45-64 years old       |        |         | 29%      | 24%    | 24%     |
|                    | 65 years and older    |        |         | 4%       | 3%     | 4%      |

Women make up a larger proportion of learners at the local level (58%), as well as at the regional (60%) and provincial (61%) levels (Table 22). (There are clients in the "Trans," "Other" and "Prefer not to disclose" categories, but when the percentage figure is rounded off, the result is 0%.)



**Table 22: Literacy and Basic Skills clients by gender, 2019-20**

|                        | SMWDB | Region | Ontario |
|------------------------|-------|--------|---------|
| Females                | 58%   | 60%    | 61%     |
| Males                  | 42%   | 39%    | 38%     |
| Trans                  | 0%    | 0%     | 0%      |
| Other                  | 0%    | 0%     | 0%      |
| Prefer not to disclose | 0%    | 0%     | 0%      |
| TOTAL                  | 100%  | 100%   | 100%    |

Table 23 provides the data for designated groups. This data relies on self-reported information and therefore is subject to under-counting. The figures are nevertheless being provided for the sake of comparison, because presumably there is a degree of under-reporting at each level of data.

There is considerable divergence across all three levels. The local area has a higher proportion of clients with a disability, compared to the region or provincial levels. Its share of Aboriginal peoples and Francophones is similar to that at the provincial level, while the region figures are lower. On the other hand, the local area has a smaller proportion of newcomers and visible minorities compared to the regional and provincial levels.

**Table 23: Literacy and Basic Skills clients by designated groups, 2019-20**

| 2018-19                 | NUMBER OF LBS CLIENTS |        |         | PER CENT |        |         |
|-------------------------|-----------------------|--------|---------|----------|--------|---------|
|                         | SMWDB                 | Region | Ontario | SMWDB    | Region | Ontario |
| Aboriginal Group        | 187                   | 593    | 4,475   | 9%       | 4%     | 11%     |
| Deaf                    | 12                    | 185    | 572     | 1%       | 1%     | 1%      |
| Deaf/Blind              | X                     | X      | 70      | 0%       | 0%     | 0%      |
| Francophone             | 146                   | 581    | 4,616   | 7%       | 4%     | 11%     |
| Internationally Trained | 0                     | 0      | 0       | 0%       | 0%     | 0%      |
| Newcomer                | 122                   | 2,836  | 6,417   | 6%       | 17%    | 15%     |
| Person with Disability  | 630                   | 2,611  | 11,635  | 30%      | 16%    | 28%     |
| Visible Minority        | 91                    | 2,967  | 6,109   | 4%       | 18%    | 15%     |

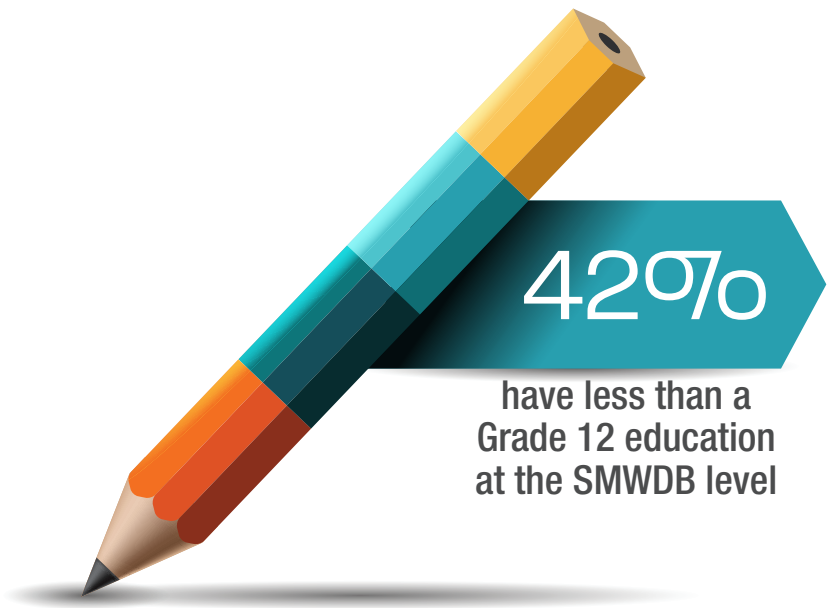
The distribution of educational attainment levels of clients is listed in Table 24. There is a high level of similarity in the educational levels of attainment of clients across the board, the region and the province. The main difference is that at the SMWDB level, where 42% of clients have less than a Grade 12 education, a notable contrast to

the regional figure, which makes up for the difference with more high school and particularly more university graduates. There has been a slight drop in the proportion of clients at the SMWDB level with no educational certificate, from 49% in 2017-2018 to 42% in 2019-2020.

**Table 24: Literacy and Basic Skills clients by educational attainment, 2019-20 and 2018-19**

|                | 2019-20 |        |         | 2018-19 |         |        |
|----------------|---------|--------|---------|---------|---------|--------|
| 2018-19        | SMWDB   | Region | Ontario | SMWDB   | Ontario | Region |
| No certificate | 42%     | 32%    | 36%     | 43%     | 31%     | 37%    |
| High school    | 29%     | 31%    | 28%     | 27%     | 31%     | 28%    |
| Apprenticeship | 1%      | 1%     | 1%      | 1%      | 1%      | 1%     |
| College        | 16%     | 14%    | 15%     | 16%     | 14%     | 14%    |
| University     | 8%      | 14%    | 11%     | 7%      | 13%     | 10%    |
| Other          | 5%      | 8%     | 9%      | 7%      | 10%     | 10%    |

In terms of sources of income (Table 25), the three main sources of income for clients across all three geographic categories are: Employed; No Source of Income; and Ontario Works. The distribution by source of income is relatively unchanged from last year.



In terms of sources of income (Table 25), the three main sources of income for clients across all three geographic categories are: Employed; No Source of Income; and

Ontario Works. The distribution by source of income is relatively unchanged from last year.

**Table 25: Literacy and Basic Skills clients, percent distribution by source of income, 2019-20 and 2018-19**

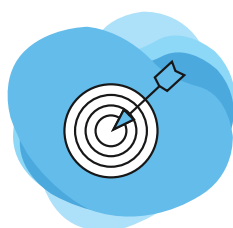
|                      | 2019-20 |        |         | 2018-19 |        |         |
|----------------------|---------|--------|---------|---------|--------|---------|
|                      | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Canada Pension Plan  | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Crown Ward           | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Dependent of EI      | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Dependent of OW/ODSP | 1%      | 2%     | 2%      | 1%      | 2%     | 2%      |
| Employed             | 29%     | 25%    | 28%     | 28%     | 25%    | 28%     |
| Employment Insurance | 5%      | 7%     | 5%      | 6%      | 9%     | 6%      |
| No Source of Income  | 24%     | 25%    | 19%     | 24%     | 24%    | 19%     |
| ODSP                 | 10%     | 9%     | 11%     | 10%     | 9%     | 11%     |
| Ontario Works        | 19%     | 21%    | 20%     | 19%     | 21%    | 20%     |
| Other                | 9%      | 8%     | 11%     | 10%     | 8%     | 11%     |
| Pension              | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Self Employed        | 3%      | 2%     | 2%      | 2%      | 2%     | 2%      |
| Unknown              | 0%      | 1%     | 1%      | 1%      | 1%     | 1%      |

In terms of Learner's Goal Path (Table 26), the major difference between the SMWDB area and the other two areas is that the SMWDB area has considerably more clients seeking a Secondary School Credit and fewer

who aim for Post-secondary. In terms of the top Learner Goal Path, Employment is number one in the local area, whereas it is Post-secondary in the other two areas. There has been very little change from last year.

**Table 26: Literacy and Basic Skills clients: Learner's Goal Path, 2019-20 and 2018-19**

|                         | 2019-20 |        |         | 2018-19 |        |         |
|-------------------------|---------|--------|---------|---------|--------|---------|
|                         | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Apprenticeship          | 9%      | 10%    | 7%      | 8%      | 9%     | 6%      |
| Employment              | 31%     | 31%    | 33%     | 33%     | 30%    | 32%     |
| Independence            | 11%     | 10%    | 11%     | 9%      | 10%    | 11%     |
| Postsecondary           | 26%     | 36%    | 36%     | 27%     | 39%    | 37%     |
| Secondary School Credit | 24%     | 12%    | 13%     | 23%     | 13%    | 14%     |



Employment is the  
number one goal locally.

By far, the largest proportion of clients are unemployed at point of intake, between 58% to 59% in the case of all three levels. Apart from slightly differing proportions of full time and part time students, there is hardly much

difference in the labour force attachment of clients between the three areas. Furthermore, there has been virtually no change from the figures for the last two years (Table 27).

**Table 27: Literacy and Basic Skills clients: Labour force attachment, 2019-20 and 2018-19**

|                    | 2019-20 |        |         | 2018-19 |        |         |
|--------------------|---------|--------|---------|---------|--------|---------|
|                    | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Employed Full Time | 19%     | 15%    | 18%     | 18%     | 15%    | 18%     |
| Employed Part Time | 14%     | 13%    | 14%     | 14%     | 13%    | 14%     |
| Full Time Student  | 0%      | 6%     | 4%      | 0%      | 8%     | 4%      |
| Part Time Student  | 6%      | 2%     | 2%      | 7%      | 2%     | 2%      |
| LFA Self Employed  | 3%      | 2%     | 2%      | 2%      | 2%     | 2%      |
| Under Employed     | 0%      | 2%     | 1%      | 0%      | 2%     | 1%      |
| Unemployed         | 59%     | 59%    | 58%     | 59%     | 57%    | 58%     |

Table 28 shows the distribution of career path goals by labour force attachment.

At the local area, combining all the results across all labour attachment categories, the dominant goal path leans toward employment, followed by a secondary school credit goal, then a post-secondary goal. At the

regional level, the post-secondary goal is the most likely choice, followed by an employment goal and then, a more distant third, an apprenticeship goal. At the provincial level, the most prominent goal is the post-secondary goal, followed by the employment goal, while the secondary school credit goal is a distant third.

Table 28: Percentage distribution of career path goals by labour force attachment, 2019-20

|                                   | SMWDB | Region | Ontario |
|-----------------------------------|-------|--------|---------|
| <b>EMPLOYED FULL-TIME</b>         |       |        |         |
| Apprenticeship Goal Path          | 13%   | 11%    | 9%      |
| Employment Goal Path              | 31%   | 26%    | 33%     |
| Independence Goal Path            | 6%    | 9%     | 9%      |
| Post Secondary Goal Path          | 36%   | 40%    | 39%     |
| Secondary School Credit Goal Path | 13%   | 13%    | 10%     |
| <b>EMPLOYED PART-TIME</b>         |       |        |         |
| Apprenticeship Goal Path          | 9%    | 8%     | 6%      |
| Employment Goal Path              | 24%   | 27%    | 27%     |
| Independence Goal Path            | 6%    | 6%     | 7%      |
| Post Secondary Goal Path          | 45%   | 48%    | 50%     |
| Secondary School Credit Goal Path | 15%   | 11%    | 10%     |
| <b>FULL-TIME STUDENT</b>          |       |        |         |
| Apprenticeship Goal Path          | 0%    | 35%    | 25%     |
| Employment Goal Path              | 57%   | 8%     | 12%     |
| Independence Goal Path            | 0%    | 3%     | 3%      |
| Post Secondary Goal Path          | 14%   | 49%    | 47%     |
| Secondary School Credit Goal Path | 29%   | 5%     | 13%     |
| <b>PART-TIME STUDENT</b>          |       |        |         |
| Apprenticeship Goal Path          | 2%    | 22%    | 11%     |
| Employment Goal Path              | 15%   | 14%    | 26%     |
| Independence Goal Path            | 11%   | 10%    | 8%      |
| Post Secondary Goal Path          | 2%    | 23%    | 30%     |
| Secondary School Credit Goal Path | 70%   | 31%    | 25%     |
| <b>SELF-EMPLOYED</b>              |       |        |         |
| Apprenticeship Goal Path          | 6%    | 9%     | 6%      |
| Employment Goal Path              | 47%   | 39%    | 40%     |
| Independence Goal Path            | 16%   | 13%    | 15%     |
| Post Secondary Goal Path          | 22%   | 31%    | 30%     |
| Secondary School Credit Goal Path | 10%   | 8%     | 8%      |
| <b>UNDER-EMPLOYED</b>             |       |        |         |
| Apprenticeship Goal Path          | 0%    | 6%     | 5%      |
| Employment Goal Path              | 71%   | 28%    | 35%     |
| Independence Goal Path            | 14%   | 6%     | 10%     |
| Post Secondary Goal Path          | 0%    | 58%    | 42%     |
| Secondary School Credit Goal Path | 14%   | 3%     | 7%      |
| <b>UNEMPLOYED</b>                 |       |        |         |
| Apprenticeship Goal Path          | 8%    | 8%     | 6%      |
| Employment Goal Path              | 33%   | 37%    | 35%     |
| Independence Goal Path            | 13%   | 11%    | 13%     |
| Post Secondary Goal Path          | 20%   | 31%    | 31%     |
| Secondary School Credit Goal Path | 26%   | 13%    | 14%     |



At the provincial level, the most prominent goal is the post-secondary goal, followed by the employment goal, while the secondary school credit goal is a distant third.

Table 29 identifies the top three sources of referrals to the LBS programs, by percentage of all reported referrals, for each area. Around a third or more of all referrals in each area come through “informal word of mouth/media

referral,” and the top two sources have been the clear primary sources for the last three years that the data has been reported.

**Table 29: Top three sources of in-referrals, 2019-20**

| SMWDB                                 | %   | REGION                                | %   | ONTARIO                               | %   |
|---------------------------------------|-----|---------------------------------------|-----|---------------------------------------|-----|
| Informal Word of Mouth/Media Referral | 40% | Informal Word of Mouth/Media Referral | 34% | Informal Word of Mouth/Media Referral | 37% |
| Other - Structured/Formal Referral    | 30% | Other - Structured/Formal Referral    | 27% | Other - Structured/Formal Referral    | 25% |
| Ontario Works                         | 12% | EO - Employment Service Provider      | 9%  | EO - Employment Service Provider      | 10% |

Table 30 provides data on referral destinations. Two categories are provided:

- Referral Out to Other Community Resources
- Referral Out to Other Programs and Services

The percentage distribution of referrals is provided (of all reported referrals), the top two in the case of Other Community Resources, and the top four in the case of Other Programs and Services.

**Table 30: Top destinations of out-referrals, 2019-20**

| SMWDB                                 | %   | REGION                             | %   | ONTARIO                                                      | %   |
|---------------------------------------|-----|------------------------------------|-----|--------------------------------------------------------------|-----|
| <b>TO OTHER COMMUNITY RESOURCES</b>   |     |                                    |     |                                                              |     |
| Educational/Academic Services         | 37% | Educational/Academic Services      | 51% | Educational/Academic Services                                | 58% |
| Health/Counselling Services           | 28% | Multiple                           | 23% | Multiple                                                     | 18% |
| <b>TO OTHER PROGRAMS AND SERVICES</b> |     |                                    |     |                                                              |     |
| High School                           | 36% | Post-Secondary Education           | 25% | Post-Secondary Education                                     | 17% |
| Post-Secondary Education              | 19% | Other - structured/formal referral | 17% | Multiple                                                     | 15% |
| Multiple                              | 14% | Multiple                           | 13% | EO - Literacy and Basic Skills Service Provider              | 14% |
| EO - Employment Service Provider      | 13% | High School                        | 10% | EO - Employment Service Provider<br>Post-Secondary Education | 13% |

With regards to employed outcomes (Table 31), there are only a few differences:

- The local area has a higher proportion of clients with an unemployed outcome and a lower proportion of clients in training or with an independent outcome, compared to the region and the province;
- The biggest changes from last year at the local level: a decrease in those employed full-time (down from 19% to 15%) and in training (down from 5% to 2%), and increases in those employed and in education (from 0% to 5%), in education (from 16% to 19%) and those with an unknown outcome (from 13% to 16%).

**Table 31: Literacy and Basic Skills clients: Detailed outcomes at exit, 2019-20 and 2018-19**

|                         | 2019-20 |        |         | 2018-19 |        |         |
|-------------------------|---------|--------|---------|---------|--------|---------|
|                         | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Employed Full-Time      | 15%     | 13%    | 14%     | 19%     | 14%    | 15%     |
| Employed Part-Time      | 9%      | 7%     | 7%      | 8%      | 6%     | 7%      |
| Employed Apprenticeship | 0%      | 2%     | 1%      | 0%      | 4%     | 2%      |
| Employed - Other        | 0%      | 1%     | 1%      | 1%      | 1%     | 1%      |
| Employed & in Education | 5%      | 3%     | 3%      | 0%      | 1%     | 1%      |
| Employed & in Training  | 0%      | 1%     | 1%      | 2%      | 1%     | 1%      |
| Self-Employed           | 2%      | 1%     | 1%      | 4%      | 4%     | 3%      |
| In Education            | 19%     | 21%    | 18%     | 16%     | 20%    | 18%     |
| In Training             | 2%      | 7%     | 7%      | 5%      | 6%     | 6%      |
| Independent             | 1%      | 4%     | 4%      | 1%      | 2%     | 4%      |
| Volunteer               | 1%      | 1%     | 2%      | 1%      | 1%     | 2%      |
| Unable to Work          | 4%      | 3%     | 3%      | 3%      | 3%     | 3%      |
| Unemployed              | 27%     | 20%    | 17%     | 26%     | 19%    | 17%     |
| Unknown                 | 16%     | 18%    | 21%     | 13%     | 18%    | 21%     |



## Second Career

The Simcoe and Muskoka area enlisted 94 individuals into the Second Career program last year, a slight increase over the previous year, while the numbers at the regional and provincial levels continue to drop the third (Table 32). As a percentage of all provincial clients, the

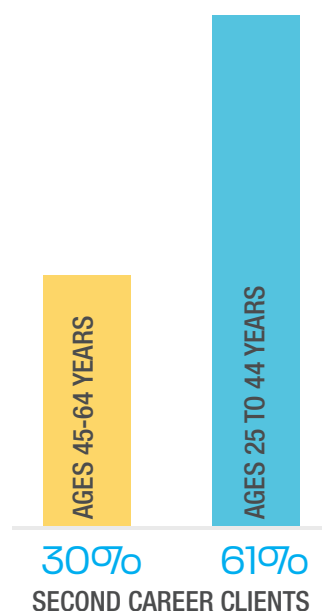
local level has actually increased its share (at 2.8%, up from 2.2%), which continues to be a lower proportion than their share of the provincial resident population (4.0%). The share at the Central Region has been dropping steadily for the last four years, now down to 31.1%.

**Table 32: Second Career client numbers, 2019-20**

|                                                         | SMWDB | REGION | ONTARIO |
|---------------------------------------------------------|-------|--------|---------|
| Number of clients, 2019-20                              | 94    | 1,031  | 3,314   |
| Number of clients, 2018-19                              | 86    | 1,380  | 3,834   |
| Number of clients, 2017-18                              | 112   | 2,254  | 5,379   |
| Number of clients, 2016-17                              | 148   | 3,215  | 7,158   |
| 2019-20 2 <sup>nd</sup> Career clients as % of Province | 2.8%  | 31.1%  |         |
| 2018-19 2 <sup>nd</sup> Career clients as % of Province | 2.2%  | 36.0%  |         |
| 2017-18 2 <sup>nd</sup> Career clients as % of Province | 2.1%  | 41.9%  |         |
| 2016-17 2 <sup>nd</sup> Career clients as % of Province | 2.1%  | 44.9%  |         |
| 2015-16 2 <sup>nd</sup> Career clients as % of Province | 2.1%  | 45.5%  |         |
| Share of provincial population (2016)                   | 4.0%  | 51.7%  |         |

As with the other programs, the client demographic data for Second Career provides details on various client characteristics.

Second Career clients tend to be either younger or middle-aged adults: at the local level, 61% are aged 25 to 44 years and another 30% are aged 45-64 years old. At the level of the Region, the age profile of the clients is slightly older, while at the provincial level, there is more of an age mix, although the bulk of the clients fall within the 25-64 years old range.



**Table 33: Second Career clients by age, 2019-20 and 2018-19**

| 2019-20            | NUMBER OF 2 <sup>nd</sup> CAREER CLIENTS |        |         | % BY AGE |        |         |
|--------------------|------------------------------------------|--------|---------|----------|--------|---------|
|                    | SMWDB                                    | Region | Ontario | SMWDB    | Region | Ontario |
| 15-24 years old    | X                                        | 20     | 194     | 0%       | 2%     | 6%      |
| 25-44 years old    | 57                                       | 550    | 1,935   | 61%      | 53%    | 58%     |
| 45-64 years old    | 28                                       | 452    | 1,162   | 30%      | 44%    | 35%     |
| 65 years and older | X                                        | X      | 22      | 0%       | 0%     | 1%      |
| <b>TOTAL</b>       | 94                                       | 1,031  | 3,314   |          |        |         |
| <b>2018-19</b>     | <b>15-24 years old</b>                   |        |         | 0%       | 3%     | 6%      |
|                    | <b>25-44 years old</b>                   |        |         | 49%      | 51%    | 56%     |
|                    | <b>45-64 years old</b>                   |        |         | 51%      | 45%    | 38%     |
|                    | <b>65 years and older</b>                |        |         | 0%       | 1%     | 1%      |

In previous years, there has been a near balance between males and females at the local and provincial levels, with more female clients at the regional level. This year, the balance shifted considerably towards males at the

local level, somewhat towards males at the provincial level, while at the regional level females still held a slight majority (Table 34).

**Table 34: Second Career clients by gender, 2019-20 and 2018-19**

|                    | 2019-20 |        |         | 2018-19 |        |         |
|--------------------|---------|--------|---------|---------|--------|---------|
|                    | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| <b>Females</b>     | 30%     | 53%    | 43%     | 50%     | 56%    | 48%     |
| <b>Males</b>       | 70%     | 47%    | 57%     | 50%     | 44%    | 52%     |
| <b>Undisclosed</b> | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |

The figures for the educational attainment of Second Career clients are slightly incomplete, due to the number of categories being suppressed for having results under 10. The trend from last year continues, however: a large portion of these clients locally have only a high school

diploma or no high school diploma. At the regional and provincial levels, over a third of Second Career clients have either a college diploma or a university degree, as was the case in the previous year.

**Table 35: Second Career clients: Educational attainment at intake, 2019-20 and 2018-19**

|                | 2019-20 |        |         | 2018-19 |        |         |
|----------------|---------|--------|---------|---------|--------|---------|
|                | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| No certificate | 17%     | 5%     | 9%      | 15%     | 5%     | 9%      |
| High school    | 33%     | 32%    | 29%     | 42%     | 28%    | 28%     |
| Apprenticeship | 0%      | 0%     | 2%      | 0%      | 1%     | 2%      |
| College        | 12%     | 19%    | 24%     | 26%     | 21%    | 24%     |
| University     | 0%      | 19%    | 14%     | 0%      | 22%    | 16%     |
| Other          | 12%     | 9%     | 10%     | 18%     | 23%    | 21%     |

In terms of sources of income, there are only two categories for which we have data at the local level. These highlight the two main sources of income for clients at the regional and provincial level as well, namely those on Employment Insurance and those with no

source of income. The proportions at the local level have changed from last year, but perhaps one should not read too much into this change taking into consideration the smaller sample of clients with income data.

**Table 36: Second Career clients by source of income, 2019-20 and 2018-19**

|                                    | 2019-20 |        |         | 2018-19 |        |         |
|------------------------------------|---------|--------|---------|---------|--------|---------|
|                                    | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Canada Pension Plan                | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Crown Ward                         | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Dependent of EI                    | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Dependent of OW/ODSP               | 0%      | 0%     | 1%      | 0%      | 0%     | 1%      |
| Employed                           | 0%      | 3%     | 5%      | 0%      | 2%     | 5%      |
| Employment Insurance               | 51%     | 40%    | 46%     | 64%     | 43%    | 45%     |
| No Source of Income                | 29%     | 39%    | 29%     | 36%     | 38%    | 29%     |
| Ontario Disability Support Program | 0%      | 2%     | 2%      | 0%      | 2%     | 2%      |
| Ontario Works                      | 0%      | 8%     | 9%      | 0%      | 7%     | 9%      |
| Other                              | 0%      | 7%     | 7%      | 0%      | 7%     | 8%      |
| Pension                            | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Self Employed                      | 0%      | 1%     | 1%      | 0%      | 1%     | 1%      |
| Unknown                            | 0%      | 0%     | 0%      | 0%      | 0%     | 1%      |

Second Career clients at the local level tend to have been unemployed for a shorter period of time than Second Career clients at the regional or provincial levels. More than two-thirds (71%) are unemployed for less than six months, compared to the regional (44%) and provincial (55%) figures. The local Second Career clients are

considerably less likely to be unemployed for 12 months or more (12%) compared to local ES Assisted clients (23%). On the other hand, Second Career clients at the regional level are as likely as ES Assisted clients to be unemployed for 12 months or more, and those at the provincial level are slightly less so (Table 37).

**Table 37: Percentage distribution by length of time out of employment for Second Career clients and ES Assisted clients (2019-20), and unemployed individuals, Ontario, 2019**

|               | 2019-20 SECOND CAREER |        |         | 2019-20 ES CLIENTS |        |         | LFS<br>ONTARIO |
|---------------|-----------------------|--------|---------|--------------------|--------|---------|----------------|
|               | SMWDB                 | Region | Ontario | SMWDB              | Region | Ontario |                |
| < 3 months    | 45%                   | 26%    | 37%     | 49%                | 43%    | 46%     | 70%            |
| 3 - 6 months  | 26%                   | 18%    | 18%     | 14%                | 16%    | 15%     | 14%            |
| 6 - 12 months | 13%                   | 24%    | 17%     | 14%                | 16%    | 15%     | 11%            |
| > 12 months   | 12%                   | 27%    | 19%     | 23%                | 25%    | 24%     | 5%             |

Labour Force Survey, 2019



Table 38 lists the top ten approved skills training programs under Second Career. There is a limited amount of data for the SMWDB area, with only one training program being identified, the rest being suppressed for the number being under 10. The one identified program is Transport Truck Driver, with 46 clients accounting for half (49%) of all clients.

At the regional level, there is a more even spread across various skills training programs, and eight of the top ten

are the same as the previous year, with Estheticians, Electrologists and Related Occupations and Heavy Equipment Operators joining the list.

The Transport Truck Driver program is by far and away the largest for the province, so much so that it is larger than the enrollment numbers for the next seven largest programs combined and accounts for over a quarter (27%) of all enrollments.

**Table 38: Top 10 Second Career Approved Skills Training Programs, 2019-20**

| RA<br>NK | SMWDB                   |    | Region                                                     |     | Ontario                                                    |     |
|----------|-------------------------|----|------------------------------------------------------------|-----|------------------------------------------------------------|-----|
|          | Trade                   | #  | Trade                                                      | #   | Trade                                                      | #   |
| 1.       | Transport Truck Drivers | 28 | Transport Truck Drivers                                    | 162 | Transport Truck Drivers                                    | 906 |
| 2.       |                         |    | Accounting and Related Clerks                              | 84  | Heavy Equipment Operators (Except Crane)                   | 190 |
| 3.       |                         |    | Early Childhood Educators and Assistants                   | 56  | Social and Community Service Workers                       | 152 |
| 4.       |                         |    | Social and Community Service Workers                       | 47  | Accounting and Related Clerks                              | 132 |
| 5.       |                         |    | Medical Administrative Assistants                          | 43  | Medical Administrative Assistants                          | 104 |
| 6.       |                         |    | Computer Network Technicians                               | 42  | Computer Network Technicians                               | 91  |
| 7.       |                         |    | Home Support Workers, Housekeepers and Related Occupations | 39  | Early Childhood Educators and Assistants                   | 88  |
| 8.       |                         |    | Estheticians, Electrologists and Related Occupations       | 33  | Home Support Workers, Housekeepers and Related Occupations | 87  |
| 9.       |                         |    | Accounting Technicians and Bookkeepers                     | 29  | Accounting Technicians and Bookkeepers                     | 73  |
| 10.      |                         |    | Heavy Equipment Operators (Except Crane)                   | 25  | Administrative Officers                                    | 71  |

Outcomes at exit show better results at the local level in terms of employment, at exit as well as at 12 months. Locally, one half of Second Career clients are employed

at exit, one quarter are unemployed and one quarter have unknown results. This improves to six out of ten employed and four out of ten unknown at 12 months.

**Table 39: Outcomes at exit and at 12 months, 2019-20**

|                                   | NUMBER    |              |              | PERCENT     |             |             |
|-----------------------------------|-----------|--------------|--------------|-------------|-------------|-------------|
|                                   | SMWDB     | Region       | Ontario      | SMWDB       | Region      | Ontario     |
| <b>OUTCOME AT EXIT</b>            |           |              |              |             |             |             |
| Employed                          | 39        | 212          | 823          | 48%         | 25%         | 30%         |
| Training/Edn                      | X         | 73           | 232          | 0%          | 9%          | 9%          |
| Other                             |           | 13           | 37           | 0%          | 2%          | 1%          |
| Unemployed                        | 21        | 261          | 967          | 26%         | 31%         | 35%         |
| Unknown                           | 21        | 296          | 686          | 26%         | 35%         | 25%         |
| <b>TOTAL<br/>(Known Outcomes)</b> | <b>81</b> | <b>855</b>   | <b>2,745</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |
| <b>OUTCOME AT 12 MONTHS</b>       |           |              |              |             |             |             |
| Employed                          | 54        | 424          | 1,692        | 62%         | 35%         | 49%         |
| Training/Edn                      | X         | 20           | 42           | 0%          | 2%          | 1%          |
| Other                             |           | 19           | 47           | 0%          | 2%          | 1%          |
| Unemployed                        | X         | 77           | 208          | 0%          | 6%          | 6%          |
| Unknown                           | 33        | 661          | 1,451        | 38%         | 55%         | 42%         |
| <b>TOTAL<br/>(Known Outcomes)</b> | <b>87</b> | <b>1,201</b> | <b>3,440</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |



# Apprenticeship

The number of new apprenticeship registrations at the local level had been slowly increasing over the past few years, but last year it virtually stayed the same (Table 40).

At the regional and provincial levels, there were slight declines from last year.

Table 40: Number of new apprenticeship registrations, 2014-15 to 2019-20

|                             | SMWDB | Region | Ontario |
|-----------------------------|-------|--------|---------|
| Number of New Registrations |       |        |         |
| 2019-2020                   | 1,094 | 11,770 | 26,771  |
| 2018-2019                   | 1,089 | 12,318 | 27,821  |
| 2017-2018                   | 938   | 10,871 | 24,991  |
| 2016-2017                   | 906   | 10,442 | 24,890  |
| 2015-2016                   | 867   | 10,451 | 25,793  |
| 2014-2015                   | 908   | 9,715  | 26,018  |

In the case of the SMWDB area, their share of all registrations at the provincial level has been slowly increasing, making the local area’s share of all new registrations (4.1%) the same as the area’s share of

the provincial population (4.0%). On the other hand, the proportion of Certificates of Apprenticeship (CofAs) issued (3.5%) still remains below the share of population.



**Table 41: New registrations and active apprenticeships**

|                                     | <b>SMWDB</b> | <b>Region</b> | <b>Ontario</b> |
|-------------------------------------|--------------|---------------|----------------|
| <b>Number of New Registrations</b>  |              |               |                |
| <b>2019-20</b>                      | 1,094        | 11,770        | 26,771         |
| <b>2018-19</b>                      | 1,089        | 12,318        | 27,821         |
| <b>As % of Ontario:<br/>2019-20</b> | 4.1%         | 44.0%         |                |
| <b>As % of Ontario:<br/>2018-19</b> | 3.9%         | 44.3%         |                |
| <b>As % of Ontario:<br/>2017-18</b> | 3.8%         | 43.5%         |                |
| <b>As % of Ontario:<br/>2016-17</b> | 3.6%         | 42.0%         |                |
| <b>Number of Active Apprentices</b> |              |               |                |
| <b>2019-20</b>                      | 2,600        | 33,790        | 73,924         |
| <b>2018-19</b>                      | 2,476        | 32,525        | 71,279         |
| <b>As % of Ontario:<br/>2019-20</b> | 3.5%         | 45.7%         |                |
| <b>As % of Ontario:<br/>2018-19</b> | 3.5%         | 45.6%         |                |
| <b>As % of Ontario:<br/>2017-18</b> | 3.5%         | 44.8%         |                |
| <b>As % of Ontario:<br/>2016-17</b> | 3.6%         | 45.2%         |                |
| <b>Number of CofAs Issued</b>       |              |               |                |
| <b>2019-20</b>                      | 266          | 3,732         |                |
| <b>2018-19</b>                      | 311          | 4,204         | 9,878          |
| <b>As % of Ontario:<br/>2019-20</b> | 3.0%         | 42.0%         |                |
| <b>As % of Ontario:<br/>2018-19</b> | 3.1%         | 42.6%         |                |
| <b>As % of Ontario:<br/>2017-18</b> | 3.3%         | 43.2%         |                |
| <b>Population</b>                   |              |               |                |
| <b>As percent of Ontario</b>        | 4.0%         | 51.7%         |                |

The distribution by age is heavily skewed towards younger individuals (Table 42). Around half of the clients are youth (15-24 years of age), and almost all the rest

fall within the 25-44 years old range. There is almost no change from last year.

Table 42: Distribution by age of apprenticeship, 2019-20

| Percent       | 2019-20 |        |         | 2018-19 |        |         |
|---------------|---------|--------|---------|---------|--------|---------|
|               | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| 15-24 years   | 56%     | 46%    | 50%     | 53%     | 46%    | 48%     |
| 25-44 years   | 42%     | 49%    | 46%     | 44%     | 49%    | 47%     |
| 45-64 years   | 3%      | 5%     | 4%      | 3%      | 5%     | 5%      |
| over 65 years | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |

The apprenticeship field is also heavily made up of males, where there are four times as many males as there are females in the program at the local level (81% male

compared to 19% female) (Table 43). The proportion of females is even slightly lower at the regional and provincial levels.

Table 43: Distribution by gender of apprenticeship, 2019-20

| Percent                   | 2019-20 |        |         | 2018-19 |        |         |
|---------------------------|---------|--------|---------|---------|--------|---------|
|                           | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| Females                   | 19%     | 15%    | 14%     | 19%     | 15%    | 15%     |
| Males                     | 81%     | 85%    | 85%     | 81%     | 85%    | 85%     |
| Other/not disclosed/trans | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |



The distribution of clients by education at intake (Table 44) is mostly dominated by clients who have a high school diploma. 83%-87% of clients fall into

that category and the rest largely have no high school diploma. (These proportions are for those clients for which the data was known.)

**Table 44: Distribution by education at intake of apprenticeship, 2019-20**

|                | 2019-20 |        |         | 2018-19 |        |         |
|----------------|---------|--------|---------|---------|--------|---------|
|                | SMWDB   | Region | Ontario | SMWDB   | Region | Ontario |
| No certificate | 16%     | 12%    | 13%     | 19%     | 12%    | 12%     |
| High school    | 83%     | 87%    | 86%     | 78%     | 85%    | 85%     |
| Apprenticeship | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| College        | 0%      | 0%     | 1%      | 1%      | 1%     | 1%      |
| University     | 0%      | 0%     | 0%      | 0%      | 0%     | 0%      |
| Other          | 0%      | 1%     | 1%      | 2%      | 2%     | 1%      |

No certificate includes less than grade 12 and less than grade 9

Certificate/diploma include apprenticeship or college certificate or diploma

There is limited data for the distribution by designated group at the local level; the only two categories that have reported data are members of an Aboriginal group and Francophones (Table 45). Both of these categories have shown an increase over the previous year across all three geographies. This may be because more individuals from these population groups have signed up for apprenticeships or it may be because there has been more diligent recording of an individual's membership in a designated group.

Table 45 shows the distribution by designated group of the apprenticeship program. While a few small figures appear in the table, one has to assume that the collection of this data is inadequate, because in a number of the other EO programs, one finds greater proportions of designated group populations.



**Table 45: Distribution by designated group of apprenticeship, 2019-20**

| Percent                | APPRENTICESHIP |        |         |
|------------------------|----------------|--------|---------|
|                        | SMWDB          | Region | Ontario |
| Aboriginal Group       | 5%             | 12%    | 9%      |
| Deaf                   | 0%             | 0%     | 0%      |
| Deaf/Blind             | 0%             | 0%     | 0%      |
| Francophone            | 4%             | 3%     | 6%      |
| ITPs                   | 0%             | 0%     | 0%      |
| Newcomer               | 0%             | 0%     | 1%      |
| Person with Disability | 0%             | 1%     | 1%      |
| Visible Minority       | 0%             | 4%     | 3%      |

Table 46 shows the top 10 trades for new registrations, ranking them in order of the number of clients. The following nine trades are found in the top ten across the local, regional, and provincial levels:

Table 46 shows the top 10 trades for new registrations, ranking them in order of the number of clients. The following nine trades are found in the top ten across the local, regional, and provincial levels:

- Electrician – Construction and Maintenance;
- Automotive Service Technician;
- Hairstylist;
- Truck and Coach Technician;
- General Carpenter;
- Plumber;
- Child Development Practitioner;
- Industrial Mechanic Millwright;
- Refrigeration and Air Conditioning Systems Mechanic.

Table 46: Top 10 trades for new registrations, 2019-20

| RANK | SMWDB                                               |     | Region                                              |       | Ontario                                             |       |
|------|-----------------------------------------------------|-----|-----------------------------------------------------|-------|-----------------------------------------------------|-------|
|      | Trade                                               | #   | Trade                                               | #     | Trade                                               | #     |
| 1.   | Electrician - Construction and Maintenance          | 198 | Electrician - Construction and Maintenance          | 2,340 | Electrician - Construction and Maintenance          | 4,572 |
| 2.   | Automotive Service Technician                       | 177 | Automotive Service Technician                       | 1,548 | Automotive Service Technician                       | 3,494 |
| 3.   | Hairstylist                                         | 111 | Plumber                                             | 877   | General Carpenter                                   | 1,810 |
| 4.   | Truck and Coach Technician                          | 91  | Hairstylist                                         | 822   | Plumber                                             | 1,798 |
| 5.   | General Carpenter                                   | 84  | General Carpenter                                   | 707   | Hairstylist                                         | 1,789 |
| 6.   | Plumber                                             | 81  | Truck and Coach Technician                          | 613   | Truck and Coach Technician                          | 1,695 |
| 7.   | Child Development Practitioner                      | 47  | Child Development Practitioner                      | 470   | Industrial Mechanic Millwright                      | 1,115 |
| 8.   | General Machinist                                   | 33  | Refrigeration and Air Conditioning Systems Mechanic | 430   | Child Development Practitioner                      | 851   |
| 9.   | Industrial Mechanic Millwright                      | 26  | Sheet Metal Worker                                  | 316   | Refrigeration and Air Conditioning Systems Mechanic | 753   |
| 10.  | Refrigeration and Air Conditioning Systems Mechanic | 24  | Industrial Mechanic Millwright                      | 244   | Sheet Metal Worker                                  | 719   |



Table 47 provides a historical overview of the past seven years of new registrations by the largest number of registrations by trade.

**Table 47: Apprentice registrations, top six new registrations for Simcoe and Muskoka, 2013-2014 to 2019-2020**

|                                                     | 13-14 | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 | 19-20 |
|-----------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Auto Service Technician</b>                      | 116   | 158   | 157   | 152   | 176   | 176   | 177   |
| <b>Electrician - Construction &amp; Maintenance</b> | 114   | 126   | 151   | 150   | 143   | 210   | 198   |
| <b>Hairstylist</b>                                  | 85    | 100   | 100   | 109   | 100   | 113   | 111   |
| <b>Truck and Coach Technician</b>                   | 42    | 45    | 69    | 52    | 82    | 71    | 91    |
| General Carpenter                                   | 37    | 56    | 49    | 44    | 68    | 72    | 84    |
| Child Development Practitioner                      | 46    | 66    | 49    | 46    | 35    | 51    | 47    |
| <b>Plumber</b>                                      | 21    | 42    | 37    | 49    | 42    | 77    | 81    |
| <b>ALL NEW REGISTRATIONS</b>                        | 761   | 908   | 867   | 906   | 938   | 1,089 | 1,094 |

**Bolded entries** are compulsory trades



## Canada Ontario Job Grant – Employer

The employers that made use of the COJG are mostly smaller firms with less than 50 employees (Table 48). Across all areas, firms with less than 50 employees make

up at least 71% of all COJG recipients. In terms of total numbers, there were fewer applicants in the program compared to the previous year across all three areas.

**Table 48: Canada Ontario Job Grant - Employers, 2019-20**

|                         | SMWDB | Region | Ontario |
|-------------------------|-------|--------|---------|
| # of employers, 2019-20 | 138   | 1,239  | 3,232   |
| # of employers, 2018-19 | 195   | 1,557  | 3,952   |
| Size (percent)          |       |        |         |
| <50                     | 75%   | 71%    | 71%     |
| 50-160                  | 12%   | 17%    | 17%     |
| 151-300                 | X     | 4%     | 4%      |
| 301-500                 | X     | 3%     | 3%      |
| 501-1,500               | X     | 2%     | 2%      |
| 1,501-10,000            | X     | 2%     | 2%      |
| > 10,000                | X     | X      | 0%      |

X denotes suppressed.

Slightly less than half (46%) of the training at the local level was provided by private trainers, a proportion somewhat lower than that reported at the regional or provincial level. The next largest training provider at the local level is found among private career colleges, at

a rate somewhat higher than that experienced at the regional or provincial levels. There is less training which is provided by public entities such as school boards, community colleges or universities.

At the SMWDB level  
firms with less than  
50 employees

**75%**

make up at least  
75% of all  
COJG recipients

**Table 49: Canada Ontario Job Grant - Training provider type, 2019-20**

| Percentage                        | COJG  |        |         |
|-----------------------------------|-------|--------|---------|
|                                   | SMWDB | Region | Ontario |
| Private Trainer                   | 46%   | 59%    | 57%     |
| Product Vendor                    | X     | 9%     | 7%      |
| Public College                    | 9%    | 6%     | 8%      |
| Registered Private Career College | 30%   | 19%    | 22%     |
| School Board                      | X     | X      | X       |
| Union Based Training Centre       | 0%    | X      | 0%      |
| University                        | 9%    | 8%     | 6%      |
| Unknown                           | X     | X      | X       |

X denotes suppressed.

The outcome at exit details remained consistent across SMWDB, the region, and province, with extremely high reported levels of an increase in productivity among those

trained and that the training met their workforce needs (Table 50).

**Table 50: Outcome at exit detail, 2019-20**

|                                  | SMWDB | Region | Ontario |
|----------------------------------|-------|--------|---------|
| Increase in trainee productivity | 97%   | 92%    | 92%     |
| Training met workforce needs     | 97%   | 97%    | 97%     |



## Canada Ontario Job Grant – Participant

The number of COJG participants at all three levels has gone down considerably compared to the previous year. Compared to two years ago (2017-2018), the number of

participants at each level is 55% what it was then. The local area share (2.6%) of all COJG participants has also dropped and is back to where it was two years ago.

**Table 51: Number of COJG participants, 2019-20**

|                                         | SMWDB | Region | Ontario |
|-----------------------------------------|-------|--------|---------|
| <b>COJG PARTICIPANTS</b>                |       |        |         |
| <b>2019-20 Number</b>                   | 366   | 6,276  | 14,073  |
| <b>2018-19 Number</b>                   | 722   | 9,216  | 19,742  |
| <b>2017-18 Number</b>                   | 666   | 11,223 | 25,278  |
| <b>As % of Ontario: 2019-20</b>         | 2.6%  | 44.6%  |         |
| <b>As % of Ontario: 2018-19</b>         | 3.7%  | 46.7%  |         |
| <b>As % of Ontario: 2017-18</b>         | 2.6%  | 44.4%  |         |
| <b>EO ASSISTED CLIENTS PARTICIPANTS</b> |       |        |         |
| <b>As % of Ontario</b>                  | 3.2%  | 47.6%  |         |
| <b>2016 TOTAL ONTARIO POPULATION</b>    |       |        |         |
| <b>As % of Ontario</b>                  | 4.0%  | 51.7%  | 100%    |

As Table 52 shows, most of the clients are adults, either younger or older adults. Over half of clients are between the ages of 25 and 44, compared to under one-third of

clients who are 45-64 years old. The share of clients who are under 25 was low across all three levels, at roughly 9-14%.

**Table 52: Distribution by age of COJG participants, 2019-20**

| Percent              | COJG  |        |         |
|----------------------|-------|--------|---------|
|                      | SMWDB | Region | Ontario |
| <b>15-24 years</b>   | 14%   | 9%     | 11%     |
| <b>25-44 years</b>   | 57%   | 61%    | 59%     |
| <b>45-64 years</b>   | 28%   | 29%    | 29%     |
| <b>over 65 years</b> | X     | 1%     | 1%      |

X denotes suppressed.

The distribution of gender was more heavily skewed towards males at all three levels (57% to 60%).

**Table 53: Distribution by gender of COJG participants, 2019-20**

| Percent                   | COJG  |        |         |
|---------------------------|-------|--------|---------|
|                           | SMWDB | Region | Ontario |
| Females                   | 39%   | 42%    | 39%     |
| Males                     | 60%   | 57%    | 60%     |
| Other/not disclosed/trans | X     | 1%     | 1%      |

X denotes suppressed.

There is a much lower degree of certainty when it comes to education at intake for COJG participants at all levels, where there is no data for half or more of the participants (Table 54). Of clients with a known levels of educational attainment, most clients at the local level have a college

diploma, followed by a high school diploma, whereas at the regional and provincial levels there are more with a university degree, followed by a college diploma.

**Table 54: Distribution by education at intake of COJG participants, 2019-20**

|                | SMWDB | Region | Ontario |
|----------------|-------|--------|---------|
| No certificate | X     | X      | 1%      |
| High school    | 10%   | 5%     | 8%      |
| Apprenticeship | X     | 1%     | 2%      |
| College        | 15%   | 15%    | 17%     |
| University     | 9%    | 29%    | 21%     |
| Other          | 4%    | 3%     | 3%      |
| Unknown        | 59%   | 47%    | 49%     |



15 percent of participants have a College diploma at intake locally.

There are either far fewer clients or far less information about designated groups at the local level for the COJG program. Only one category meets the threshold for reporting, with 3% of clients reported as internationally trained professionals. At the regional and provincial

levels, there is also low reporting, with by far the largest category being internationally trained professionals. One has to assume these results are the consequence of inadequate data collection.

**Table 55: Distribution by designated group of COJG participants, 2019-20**

| Percent                               | COJG  |        |         |
|---------------------------------------|-------|--------|---------|
|                                       | SMWDB | Region | Ontario |
| Aboriginal Group                      | X     | 0%     | 1%      |
| Deaf                                  | 0%    | X      | X       |
| Deaf/Blind                            | 0%    | 0%     | 0%      |
| Francophone                           | X     | 1%     | 2%      |
| Internationally Trained Professionals | 3%    | 14%    | 9%      |
| Newcomer                              | X     | 4%     | 3%      |
| Person with Disability                | X     | 1%     | 1%      |
| Visible Minority                      | X     | 6%     | 4%      |

X denotes suppressed.

The distribution by labour force attachment, as shown in Table 56, reveals the overwhelming proportion of clients who are employed full time, at least 82% across all three

levels. This proportion of employed is not only consistent across local, regional, and provincial, but also across the distribution by source of income (Table 57).

**Table 56: Distribution by labour force attachment of COJG participants, 2019-20**

| Percent            | COJG  |        |         |
|--------------------|-------|--------|---------|
|                    | SMWDB | Region | Ontario |
| Employed Full Time | 82%   | 92%    | 91%     |
| Employed Part Time | 9%    | 4%     | 4%      |
| Full Time Student  | X     | 0%     | 0%      |
| Part Time Student  | 0%    | X      | X       |
| Self Employed      | X     | 0%     | 0%      |
| Under Employed     | X     | X      | 0%      |
| Unemployed         | 7%    | 3%     | 4%      |
| Unknown            | X     | 0%     | 0%      |

X denotes suppressed.



82%

of clients are employed full time when COJG is completed

**Table 57: Distribution by source of income of COJG participants, 2019-20**

|                                    | SMWDB | Region | Ontario |
|------------------------------------|-------|--------|---------|
| Canada Pension Plan                | 0%    | 0%     | 0%      |
| Crown Ward                         | 0%    | 0%     | 0%      |
| Dependent of EI                    | 0%    | 0%     | 0%      |
| Dependent of OW/<br>ODSP           | 0%    | 0%     | X       |
| Employed                           | 90%   | 95%    | 94%     |
| Employment Insurance               | 3%    | 1%     | 2%      |
| No Source of Income                | 4%    | 3%     | 3%      |
| Ontario Disability Support Program | 0%    | X      | 0%      |
| Ontario Works                      | X     | X      | 0%      |
| Other                              | X     | 1%     | 1%      |
| Pension                            | 0%    | 0%     | 0%      |
| Self Employed                      | X     | 0%     | 0%      |
| Unknown                            | X     | 0%     | 0%      |

X denotes suppressed.



## Youth Job Connection

The following tables show the number of Youth Job Connection clients, and their break down by age and gender. The number of participants in the local area has been dropping somewhat as has its share of the total numbers, while the figures for the region and the province stayed steady compared to the previous year (Table 58).

Not surprisingly, most of the clients are between the ages of 15 and 24 (roughly 80%-82% across all three levels), and all the remaining clients are 25-44 years old (Table 59). At all levels, males make up a slightly higher proportion of the participants, between 55% and 62% (Table 60).

**Table 58: Number of YJC participants, 2019-20**

|                                         | SMWDB | Region | Ontario |
|-----------------------------------------|-------|--------|---------|
| <b>YJB PARTICIPANTS</b>                 |       |        |         |
| <b>2019-20 Number</b>                   | 305   | 5,745  | 12,063  |
| <b>2018-19 Number</b>                   | 339   | 5,714  | 12,024  |
| <b>2017-18 Number</b>                   | 402   | 6,106  | 12,958  |
| <b>As % of Ontario: 2019-20</b>         | 2.5%  | 47.6%  |         |
| <b>As % of Ontario: 2018-19</b>         | 2.8%  | 47.5%  |         |
| <b>As % of Ontario: 2017-18</b>         | 3.1%  | 47.1%  | 100.0%  |
| <b>EO ASSISTED CLIENTS PARTICIPANTS</b> |       |        |         |
| <b>As % of Ontario</b>                  | 3.2%  | 47.6%  |         |
| <b>2016 TOTAL ONTARIO POPULATION</b>    |       |        |         |
| <b>As % of Ontario</b>                  | 4.0%  | 51.7%  | 100%    |

X denotes suppressed.

**Table 59: Distribution by age of YJC participants, 2019-20**

|                      | SMWDB | Region | Ontario |
|----------------------|-------|--------|---------|
| <b>15-24 years</b>   | 82%   | 80%    | 80%     |
| <b>25-44 years</b>   | 18%   | 20%    | 20%     |
| <b>45-64 years</b>   | 0%    | 0%     | 0%      |
| <b>over 65 years</b> | 0%    | 0%     | X       |

X denotes suppressed.

**Table 60: Distribution by gender of YJC participants, 2019-20**

|                                  | SMWDB | Region | Ontario |
|----------------------------------|-------|--------|---------|
| <b>Females</b>                   | 39%   | 44%    | 43%     |
| <b>Males</b>                     | 59%   | 55%    | 55%     |
| <b>Other/not disclosed/trans</b> | X     | 1%     | 1%      |

X denotes suppressed.

The majority of clients have either no certificate or only a high school diploma, and that is especially the case at the local level. At the regional level, around one out of

five (22%) have either a college diploma or a university degree (Table 61).

Table 61: Distribution by education at intake of YJC participants, 2019-20

|                | SMWDB | Region | Ontario |
|----------------|-------|--------|---------|
| No certificate | 49%   | 24%    | 34%     |
| High school    | 38%   | 51%    | 46%     |
| Apprenticeship | 0%    | 0%     | 0%      |
| College        | 5%    | 8%     | 7%      |
| University     | X     | 14%    | 5%      |
| Other          | 7%    | 8%     | 7%      |

X denotes suppressed.

At the local and provincial levels, persons with a disability account for a significant proportion of participants, from around a third to one half (Table 62). At the regional level, members of a visible minority rank as the largest

designated group, followed by persons with disabilities. Members of an Aboriginal group also figure prominently at the local and provincial levels, whereas newcomers are a larger proportion at the regional level.

Table 62: Distribution by designated group of YJC participants, 2019-20

| Percent                               | Youth Job Connection |        |         |
|---------------------------------------|----------------------|--------|---------|
|                                       | SMWDB                | Region | Ontario |
| Aboriginal Group                      | 11%                  | 3%     | 10%     |
| Deaf                                  | 0%                   | X      | X       |
| Deaf/Blind                            | 0%                   | 0%     | 0%      |
| Francophone                           | X                    | 2%     | 3%      |
| Internationally Trained Professionals | X                    | 6%     | 4%      |
| Newcomer                              | X                    | 14%    | 9%      |
| Person with Disability                | 48%                  | 19%    | 32%     |
| Visible Minority                      | X                    | 29%    | 20%     |

X denotes suppressed.

SMWDB DISTRIBUTION BY DESIGNATED GROUP



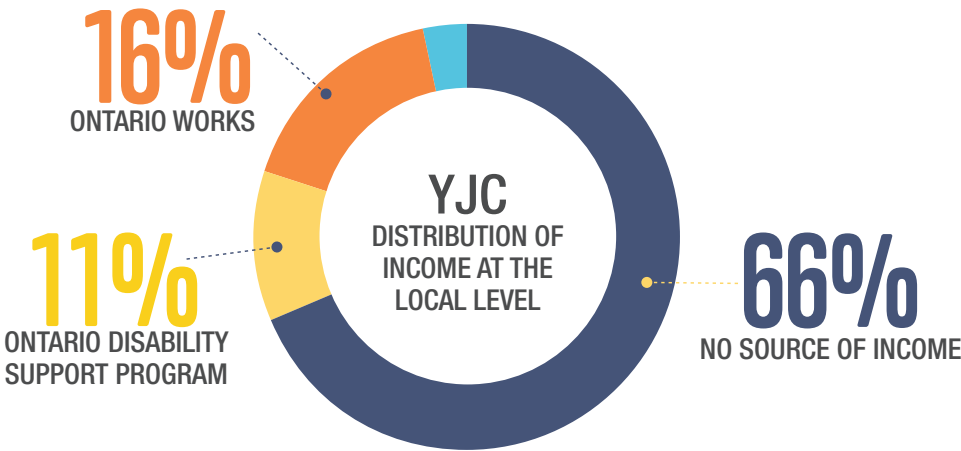
The distribution by source of income is more consistent across the board, regional, and provincial levels. Roughly 62-75% of clients have no source of income, and around

13% to 22% rely on Ontario Works. The next largest source of income is ODSP, which is particularly larger at the local level.

Table 63: Distribution by source of income of YJC participants, 2019-20

|                                    | SMWDB | Region | Ontario |
|------------------------------------|-------|--------|---------|
| Canada Pension Plan                | 0%    | 0%     | 0%      |
| Crown Ward                         | X     | 1%     | 2%      |
| Dependent of EI                    | 0%    | X      | X       |
| Dependent of OW/ODSP               | X     | 3%     | 3%      |
| Employed                           | 0%    | 0%     | 0%      |
| Employment Insurance               | X     | 0%     | 1%      |
| No Source of Income                | 66%   | 75%    | 62%     |
| Ontario Disability Support Program | 11%   | 5%     | 7%      |
| Ontario Works                      | 16%   | 13%    | 22%     |
| Other                              | X     | 3%     | 3%      |
| Pension                            | 0%    | 0%     | 0%      |
| Self Employed                      | 0%    | 0%     | 0%      |
| Unknown                            | X     | 0%     | 0%      |

X denotes suppressed.



# Highlights From 2020 Employer Survey

## Simcoe Muskoka Workforce Development Board

- In total, 284 employers visited the on-line survey and there were an average of 242 responses per substantive question
- The distribution of employers by industry provided a good mix of different sectors from across Simcoe and Muskoka, although there was a significant over-representation of firms in the Manufacturing sector; by size of establishment, there were proportionately far more employers with more than 20 employees and far fewer with one to four employees
- The survey was completed by one in eight firms in Simcoe and Muskoka that has 100 or more employees
- Employers reported a high proportion of essential workers among their workforce, with two-thirds indicating that 80% or more of their employees were essential workers; this proportion increases with the size of the establishment
- In terms of strategies applied in response to the lockdown in the spring, the three most common were: having some or all employees work from home; reducing the size of their workforce; and delaying hiring
- Among specific actions, almost a third of employers said they relied on the Canada Emergency Wage Subsidy to a greater extent
- Employers were more likely to have employees work from home when that had already been an option for employees, a reflection in part of the degree to which an employee could work from home (the issue of what constitutes an essential worker); around 40% of employers said that 70% or more of their non-essential employees worked from home during the lockdown
- Around a third of employers indicated that they expected an increase in reliance on working from home even after the pandemic has passed
- In support of employees working from home, a majority of employers had already invested in enhanced technology services and had adopted flexible workhour arrangements; slightly over a third were or were planning to institute new practices across the organization as well as revised policies regarding health, safety and liability
- Overall, since the spring lockdown, the majority of employers employment levels for essential workers did not change, with a net increase among the remainder, while around a third of employers said that the level of non-essential workers decreased
- Employers rated several issues as a higher level of challenge in the post-lockdown period, namely: uncertainty relating to the pandemic and to the economic climate, modifying workplaces to ensure social distancing, and addressing stress and mental health concerns among employees arising as a consequence of the pandemic
- Employers generally felt that they would be making greater use of on-line platforms and apps in the aftermath of the lockdown; they were more likely to disagree that a greater reliance on technology would result in fewer jobs
- Employers have made much greater use of virtual interviews for job recruitment; they are also somewhat more likely to have increased expectations regarding digital skills, soft skills and job candidate's appreciation for health and safety procedures
- Overall, larger firms are more optimistic about managing through this period, whereas small firms have a greater concern regarding the future survival of their business

## Findings from Employer Survey

### Profile of Employers

From early December, 2020 to the end of January 2021, SMWDB administered an on-line survey to employers to obtain their views on the impact of the COVID pandemic and its aftermath.

Apart from early classification questions (location, industry and size), and later questions inviting employers to make use of services or for further follow-up, the survey had 16 substantive questions regarding impacts on employers, including necessary adjustments to

business practices and their workforce, and expectations regarding the near term.

In total, 284 employers visited the survey. There were 28 surveys that were eliminated because there were no answers to any of the substantive questions. The substantive questions received an average of 242 responses.

**Table 1: Distribution of survey respondents by industry compared to actual distribution of establishments with employees in Simcoe and Muskoka**

| Industry sector                               | SURVEY     |             | ACTUAL        |
|-----------------------------------------------|------------|-------------|---------------|
|                                               | #          | %           |               |
| Accommodation and Food Services               | 24         | 9.4%        | 7.1%          |
| Administrative & Support, Waste Management    | 9          | 3.5%        | 5.7%          |
| Agriculture, Forestry, Fishing and Hunting    | 6          | 2.3%        | 1.9%          |
| Arts, Entertainment and Recreation            | 12         | 4.7%        | 2.0%          |
| Construction                                  | 41         | 16.0%       | 19.6%         |
| Educational Services                          | 6          | 2.3%        | 1.1%          |
| Finance and Insurance                         | 9          | 3.5%        | 3.1%          |
| Health Care and Social Assistance             | 20         | 7.8%        | 9.9%          |
| Information and Cultural Industries           | 6          | 2.3%        | 1.1%          |
| Management of Companies and Enterprises       | 0          | 0.0%        | 0.3%          |
| Manufacturing                                 | 41         | 16.0%       | 4.3%          |
| Mining and Oil & Gas Extraction               | 0          | 0.0%        | 0.3%          |
| Other Services (except Public Administration) | 25         | 9.8%        | 8.8%          |
| Professional, Scientific & Technical Services | 9          | 3.5%        | 9.3%          |
| Public Administration                         | 10         | 3.9%        | 0.2%          |
| Real Estate and Rental and Leasing            | 5          | 2.0%        | 4.5%          |
| Retail Trade                                  | 23         | 9.0%        | 12.7%         |
| Transportation and Warehousing                | 8          | 3.1%        | 4.3%          |
| Utilities                                     | 0          | 0.0%        | 0.2%          |
| Wholesale Trade                               | 2          | 0.8%        | 3.7%          |
| <b>TOTAL</b>                                  | <b>256</b> | <b>100%</b> | <b>100.1%</b> |

The figure for actual number of employers by industry is derived from Statistics Canada's Canadian Business Count, June 2020

The distribution of employers by industry provided a good mix of different types of businesses, in many cases reflecting the broad distribution of these businesses in Simcoe and Muskoka. Table 1 provides the actual number of responses by industry, the percentage distribution of survey responses by industry, and then proceeds to compare them to the distribution of establishments with one or more employees in Simcoe and Muskoka in June 2020.

In a few instances, there is a significant over-representation of employers in the survey, notably Manufacturing and Public Administration. Similarly, certain sectors are somewhat under-represented: Construction, Professional, Scientific & Technical Services, Retail Trade, and Wholesale Trade.

Table 2 illustrates the distribution of all businesses with employees by number of employees. It is evident that the survey is over-represented by employers with a greater number of employees and under-represented by firms with very few employees. For an understanding of local labour market dynamics and employment issues, this is not a bad thing. Among employers with over 100 employees, one in eight participated in the survey. Also, 12 respondents indicated having no full-time equivalent staff, and therefore were not included in this calculation.



Among employers with over 100 employees, one in eight participated in the survey.

Table 2: Distribution of survey respondents by number of employees

|                             | NUMBER OF EMPLOYEES |       |       |       |
|-----------------------------|---------------------|-------|-------|-------|
|                             | 1-4                 | 5-19  | 20-99 | 100+  |
| Actual number               | 9,871               | 5,841 | 1,801 | 285   |
| Actual percent              | 56%                 | 33%   | 10%   | 2%    |
| Survey number               | 58                  | 85    | 65    | 36    |
| Survey percent              | 24%                 | 35%   | 27%   | 15%   |
| Survey as percent of actual | 0.6%                | 1.5%  | 3.6%  | 12.6% |

The figure for actual number of employers by number of employees is derived from Statistics Canada’s Canadian Business Count, June 2020

The responses came from across the target geographic area, with some variation between the survey distribution of respondents and the distribution of businesses across Simcoe and Muskoka. Given the degree to which all

areas were affected by the pandemic, what geographic variances there are would probably be less of an issue than significant variations by industry or size of establishment.

**Table 3: Survey respondents by location**

| LOCATION                           | SURVEY |      | ACTUAL |
|------------------------------------|--------|------|--------|
|                                    | #      | %    |        |
| Barrie                             | 66     | 26%  | 26%    |
| Collingwood                        | 7      | 3%   | 6%     |
| Essa                               | 8      | 3%   | 2%     |
| Innisfil                           | 2      | 1%   | 6%     |
| Midland/Penetanguishene            | 16     | 6%   | 5%     |
| New Tecumseth                      | 22     | 9%   | 6%     |
| Orillia                            | 31     | 12%  | 6%     |
| Oro-Medonte                        | 9      | 4%   | 4%     |
| Springwater                        | 1      | 0%   | 4%     |
| Wasaga Beach                       | 18     | 7%   | 2%     |
| Other location in Simcoe County    | 24     | 9%   | 17%    |
| Bracebridge                        | 15     | 6%   | 4%     |
| Gravenhurst                        | 5      | 2%   | 2%     |
| Huntsville                         | 8      | 3%   | 5%     |
| Lake of Bays                       | 4      | 2%   | 1%     |
| Muskoka Lakes                      | 8      | 3%   | 3%     |
| Georgian Bay                       | 1      | 0%   | 1%     |
| Other location in Muskoka District | 2      | 1%   | ---    |
| Other                              | 8      | 3%   | ---    |
|                                    | 255    | 100% | 100%   |

The figure for actual number of employers by municipality is derived from Statistics Canada's Canadian Business Count, June 2018

## Essential workers

The first substantive question of the survey asked employers what percentage of their workforce on March 1, 2020 (that is, before the pandemic lockdown) could be considered essential workers. Essential workers were defined in the survey as:

Employees who are required to work on-site or in-person, such as workers who need to interact directly with clients

or customers, who operate equipment or machinery, or who provide maintenance or repair work for equipment or machinery. This would include drivers, cooks, health care workers, shelf stockers, material handlers, construction workers, plant operators and warehouse and manufacturing labourers, among others.

Average results for all respondents are profiled in Table 4.

**Table 4: Percentage of essential workers in entire workforce**

| 0%  | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% | 100% |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 17% | 3%  | 2%  | 3%  | 1%  | 3%  | 2%  | 4%  | 9%  | 8%  | 49%  |

There were notable variations by size of establishments. One way to illustrate this is to create two categories:

- High share of essential workers would consist of firms who claimed 80% or more of their workforce consisted of essential workers
- None means firms selected 0% as their proportion of essential workers

The larger the firm, the greater the share of essential workers employed and, conversely, very large firms (100 or more employees) were very unlikely (3%) to report that they had no essential workers, whereas almost a third (29%) of the smallest firms (1-4 employees) indicated they had no essential workers.

**Table 5: Share of essential workers by size of establishment**

|            | Number of employees |      |       |      |
|------------|---------------------|------|-------|------|
|            | 1-4                 | 5-19 | 20-99 | 100+ |
| High share | 59%                 | 67%  | 69%   | 78%  |
| None       | 29%                 | 10%  | 12%   | 3%   |

The distribution of survey respondents by industry only has two sectors with a sufficiently large sample to allow for analysis by the question, namely, Construction and Manufacturing. Both of these industries have a smaller proportion of employers who say they have no essential

workers (each report 10% or less). Manufacturing has a larger proportion of employers (80%) who report that 80% or more of their employees are essential workers. In the case of construction, the figure was 65%.

## Strategies and Actions in Response to The Lockdown

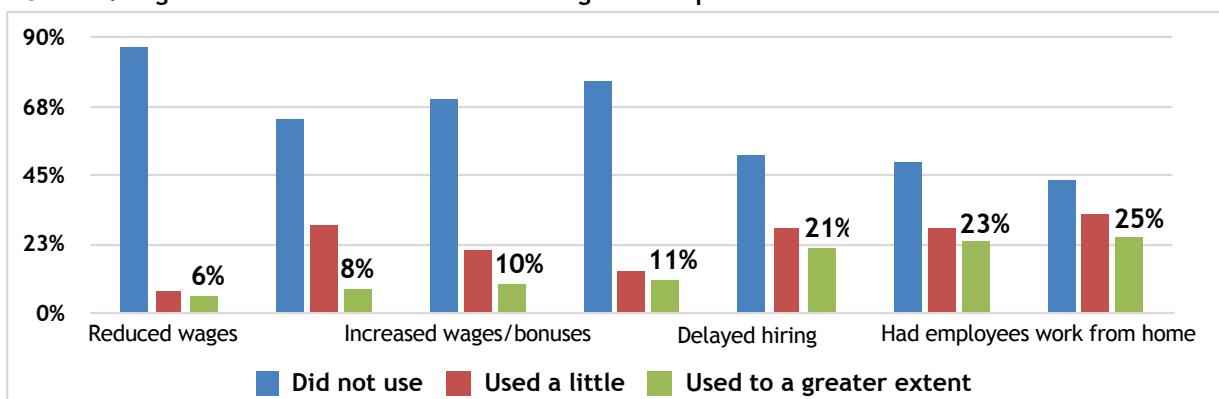
Employers were asked what responses they put in place as a result of the lockdown. Firstly, they were asked the degree to which they used each of the following broad strategies:

- Reduced the size of their workforce
- Increased the size of their workforce
- Reduced wages

- Increased wages (including bonuses)
- Redeployed employees to different roles
- Had some or all employees work from home
- Delayed hiring

Chart 1 illustrates the combined responses from all employers.

**Chart 1: Degree of reliance on workforce strategies in response to lockdown**



The strategies are listed in ascending order of those used to a greater extent

Three strategies were applied either a little or a lot by employers:

- Had some or all employees work from home (25% used this to a greater extent)
- Reduced the size of their workforce (23% greater extent)
- Delayed hiring (21% greater use)

The vast majority (87%) of employers did not reduce wages and three-quarters (76%) did not increase their workforce during the lockdown. Only 11% said they increased their workforce to a greater extent.

Larger employers were more likely to have some employees work from home, with 40% of employers with 100 or more employees saying they relied on this strategy to a greater extent. Very small employers (1-4 employees) were much more likely to reduce their workforce (37% said they did so to a greater extent).

Employers were further asked about their reliance on a series of specific actions. There were 80% or more of employers said they did not apply any of the following actions:

- Offered voluntary terminations/retirements
- Instituted involuntary terminations
- Made use of Work-Sharing (reduce hours and employees receive Employment Insurance)
- Instituted short-term hazard pay supplement
- Provided lump-sum bonuses
- Mandatory vacation time

Table 6 shows the distribution of reliance on the following actions on the part of all survey respondents. By far, the action most frequently used to a greater extent was reliance on the Canada Emergency Wage Subsidy (CEWS) (31% made greater use of this support).

**Table 6: Degree of reliance on specific workforce actions in response to lockdown**

|                                                      | <b>DID NOT<br/>USE</b> | <b>USED A<br/>LITTLE</b> | <b>USED TO A<br/>GREATER<br/>EXTENT</b> |
|------------------------------------------------------|------------------------|--------------------------|-----------------------------------------|
| <b>Made use of the Canada Emergency Wage Subsidy</b> | 44%                    | 25%                      | 31%                                     |
| <b>Reduced hours worked</b>                          | 49%                    | 34%                      | 17%                                     |
| <b>Involuntary temporary layoffs</b>                 | 65%                    | 18%                      | 16%                                     |
| <b>Voluntary temporary layoffs</b>                   | 66%                    | 26%                      | 9%                                      |

Small firms (1-4 employees) were much less likely to make use of CEWS (18% said they used this to a greater extent), compared to roughly 40% firms with 5-19 employees and those with 100 or more employees. Small

firms were more likely to rely on reduced hours worked (27%), while very large firms (100 or more employees) were more likely to impose involuntary temporary layoffs (31%).



# Remote Work During The Pandemic/ Lockdown

As noted in the previous section, the most common workforce strategy that employers relied upon in response to the lockdown was to have employees work from home (also known as remote work). To probe this issue further, the survey sought to establish a benchmark, namely, the extent to which the possibility for working

from home was already an option for employees prior to the pandemic. Overall, 37% of employers indicated that this had been an option for this workforce. As Table 7 illustrates, there was only a slight variation by the size of the establishment.

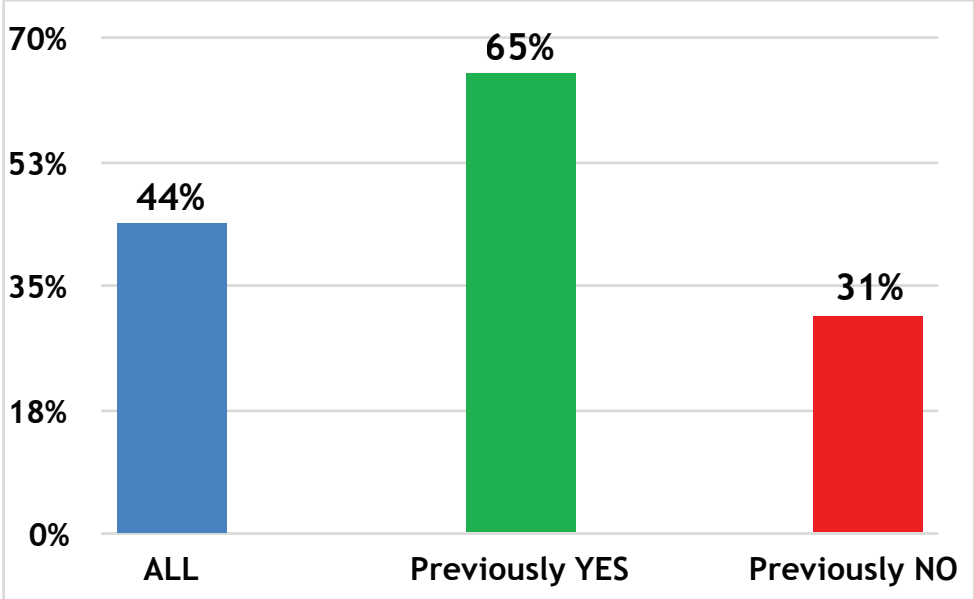
**Table 7: Extent to which working from home was an option for some employees prior to the pandemic**

| Size of establishment | Working from home was an option |
|-----------------------|---------------------------------|
| ALL EMPLOYERS         | 37%                             |
| 1-4                   | 34%                             |
| 5-19                  | 41%                             |
| 20-99                 | 37%                             |
| 100+                  | 36%                             |

The next question asked whether, as a result of the pandemic, the employer increased their reliance on some employees working from home. Chart 3 presents the results for all respondents; in addition, it provides the

answers for those who had said that working from home had already been an option for employees prior to the pandemic (“Previously YES”), as well as for those who had said this had not been an option (“Previously NO”).

**Chart 2: Increase in reliance on working from home as a result of the pandemic**



Evidently, those employers who previously already allowed for employees to work from home were considerably more likely to rely on remote work as a result of the pandemic. In large part, this was a consequence of whether remote work was even possible. The “Previously NO” category has large proportions of employers from such industries as: Accommodation & Food Services, Retail Trade, Other Services, Manufacturing, Construction, and Agriculture, Forestry, Fishing & Hunting.

The survey further probed the issue of working from home by asking what percentage of employees who were not essential workers worked from home most of the time during the lockdown. The question defined an essential worker as someone who was required to work on-site or in-person.

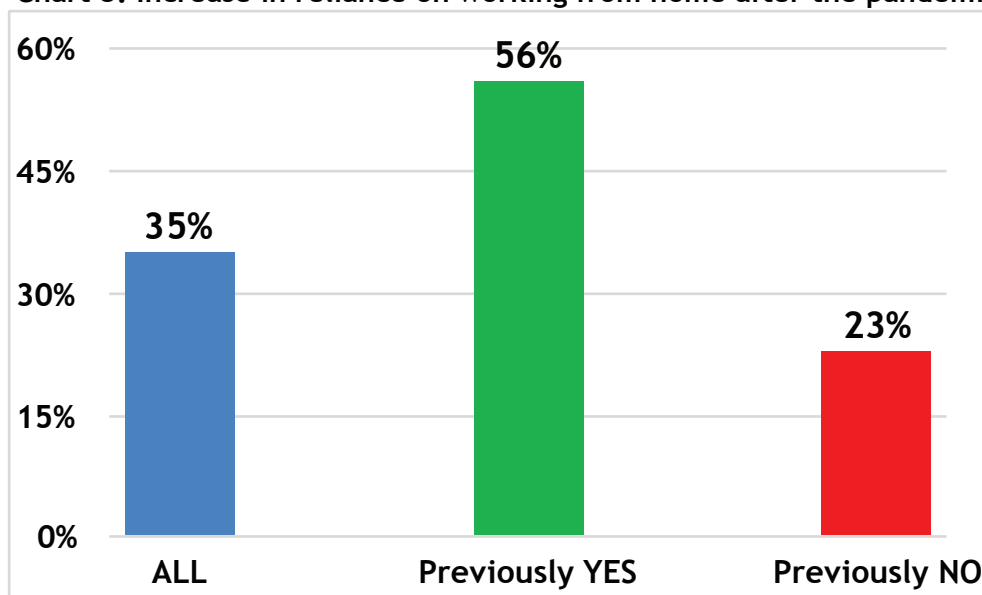
Even though these were non-essential employees, a significant proportion of respondents indicated that only a small percentage of them worked from home.

- Around 40% of employers said that 30% or less of their non-essential employees worked from home during the lockdown;

- Another 40% of employers said that 70% or more of their non-essential employees worked from home during the lockdown;
- The other 20% said around half of their non-essential employees worked from home during the lockdown.

Employers were next asked whether they expected to allow for more remote work after the pandemic has passed. Clearly, the experience of allowing employees to work from home during the pandemic has influenced the views of employers regarding remote work generally and not just during a crisis. Over half of employers (56%) who previously allowed for work from home anticipate increasing their reliance on this option, while almost a quarter (23%) of employers who did not previously allow for any working from home were now anticipating that they would be allowing for it in the future.

**Chart 3: Increase in reliance on working from home after the pandemic is over**



There is a noticeable difference in responses to this question by size of establishment.

**Table 8: Increase in reliance on working from home after the pandemic is over**

| Size of establishment | Working from home was an option |
|-----------------------|---------------------------------|
| <b>ALL EMPLOYERS</b>  | 35%                             |
| <b>1-4</b>            | 31%                             |
| <b>5-19</b>           | 27%                             |
| <b>20-99</b>          | 44%                             |
| <b>100+</b>           | 47%                             |



35% of all employers anticipate an increased reliance on working from home after the pandemic

Less than a third of respondents with 1-19 employees anticipate an increased reliance on working from home, compared to almost one-half (47%) of respondents with 100 or more employees, as well as 44% of those with 20-99 employees.

The final question relating to working from home concerned initiatives employers were considering in support of allowing more employees to work from home after the pandemic. This question was only asked of those employers who indicated that they would be

allowing more employees to telecommute. To put this in perspective in terms of respondents, 246 respondents answered the question whether they expected more employees to work from home after the pandemic was over; those who answered yes were asked this follow-up question, for which there were 86 responses.

The options which employers were asked to comment on were lengthy. For the sake of presenting them on a chart, we have abbreviated the options in the following manner:

| Abbreviated form                  | Option as expressed in survey                                                                                                                                              |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Invest in technology services     | Investments in enhanced technology services, including VPN (virtual private network), on-line meeting or data-sharing platforms, cyber-security etc.                       |
| More flexible workhours           | Adopting flexible workhour arrangements to accommodate demands arising due to working from home                                                                            |
| New health & safety policies      | Revised policies regarding health and safety, accident and injury liabilities, privacy, mental health etc.                                                                 |
| New internal practices            | New practices across teams or the organization to ensure that communication and interactions can maintain information exchange, productivity, innovation and team cohesion |
| New training for home-based work  | Customized training to introduce new skills or procedures to ensure best practices for home-based work                                                                     |
| Financial aid for home-based work | Financial investments to allow employees to purchase equipment, furniture or services for home-based work                                                                  |

Chart 4 provides the responses for all employers who answered this question. The options for their responses were as follows:

- Already done: We have already done this
- Doing/planning to do: We are currently doing or are planning to do this
- Still deciding: We are still deciding whether to do this
- Do not expect to do: We do not expect to do this

Two items stand out as initiatives which these employers already have undertaken, namely:

- Investing in enhanced technology services (64% had already done)
- Adopting flexible workhour arrangements (57% had already done)

Two other items have also been put into place, not to as great an extent, but they also represented the two items which these employers indicated they were either currently doing or were planning to do:

- New practices across teams or the organization (38% were doing or still planning to do)
- Revised policies regarding health and safety (38% were doing or still planning to do)

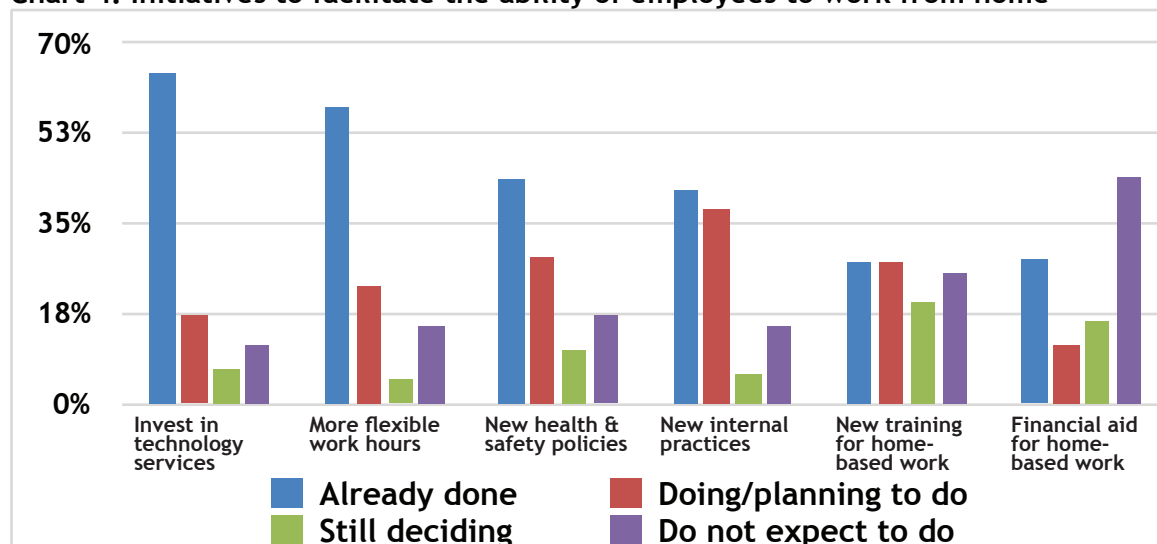
One item was least likely to be pursued (although more than a quarter had already done it):

- Financial aid for home-based work (44% said they did not expect to do this)

And one item had almost equal proportions of responses across all four options:

- New training for home-based work

**Chart 4: Initiatives to facilitate the ability of employees to work from home**



Two items stand out as initiatives which these employers already have undertaken:

- ✓ 64% Invested in enhanced technology services
- ✓ 57% Adopted flexible work hour arrangements

There are a great deal of differences in what actions firms have already undertaken based on their size (Table 9). Larger firms were much more likely to invest in enhanced technology services (the largest firms were twice as likely as the smallest firms to do so). On the other hand,

smaller firms were somewhat more likely to adapt flexible workhour arrangements compared to large firms. Regardless of size, all firms were equally less likely to provide financial aid to support home-based work.

|                                   | Number of employees |      |       |      |
|-----------------------------------|---------------------|------|-------|------|
|                                   | 1-4                 | 5-19 | 20-99 | 100+ |
| Invest in technology services     | 41%                 | 39%  | 79%   | 94%  |
| More flexible workhours           | 65%                 | 61%  | 54%   | 53%  |
| New health & safety policies      | 41%                 | 30%  | 54%   | 53%  |
| New internal practices            | 41%                 | 26%  | 39%   | 65%  |
| New training for home-based work  | 24%                 | 17%  | 29%   | 41%  |
| Financial aid for home-based work | 24%                 | 26%  | 33%   | 29%  |



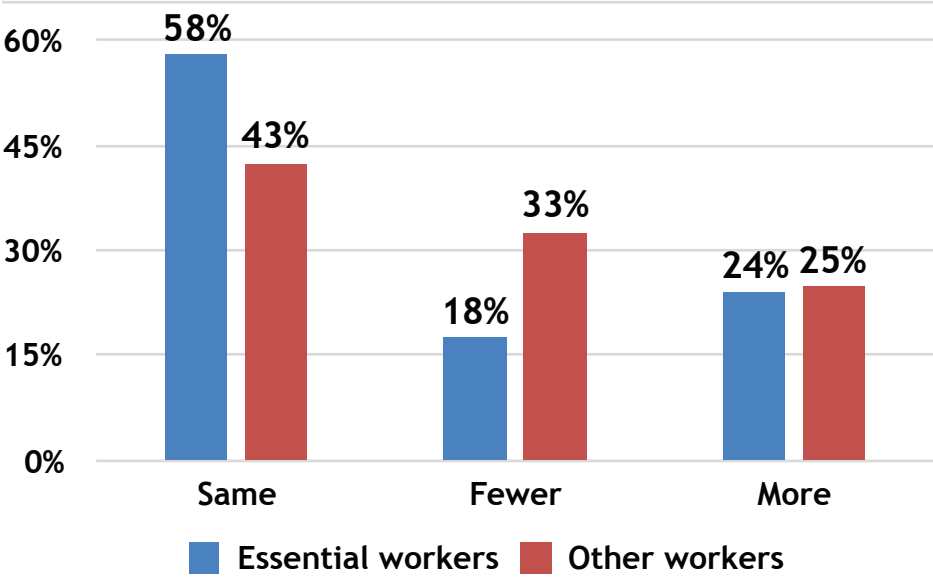
Larger firms were much more likely to invest in enhanced technology services.

# Employment After The Lockdown

The impact on workforce levels since the lockdown was lifted varies by category of employee. Employers were more likely to report that employment levels did not change for essential workers and there were more employers who indicated that they increased the number of essential workers (24%) than those who said

they decreased the numbers in this category. This was different from the responses relating to non-essential workers, where a third of employers (33%) said they decreased this category, while a quarter (25%) said they increased the number.

Chart 5: Change in workforce since lockdown lifted, by category of employee



The responses for large employers (100 or more employees) tilts far more toward more hiring of essential workers. Among these employers, 41% said they hired

more essential workers, while at the same time for most of them (82%) the number of non-essential workers stayed the same.



For 82% of large employers the number of non-essential workers stayed the same since the lockdown lifted.

## Challenges Faced By Employers In The Post-Lockdown Period

Employers were asked to rate a series of statements in terms of the level of challenge it represented, where “1” indicated that it was not at all a challenge and “5” indicated it was a great challenge. In order to compare results easily, an average score was created for each item (adding up the degree of challenge expressed by each employer and dividing it by the number of employers who provided a rating). Table 10 presents the items and their average scores.

In most cases, there was only a limited difference in responses of employers by establishment size, and most often larger employers found these issues more challenging than smaller employers. On two issues in particular, larger employers expressed a much higher degree of challenge, namely:

- Attracting workers back to the workplace who may be concerned about their personal health and safety
- Developing procedures and practices to support productive work-from-home arrangements



**Table 10: Degree of challenge posed by specific issues**

| ISSUE                                                                                                                                                                                        | SCORE       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Relatively high level of challenge</b>                                                                                                                                                    |             |
| Managing the uncertainty regarding the pandemic                                                                                                                                              | <b>3.58</b> |
| Modifying physical workplaces to ensure social distancing                                                                                                                                    | <b>3.44</b> |
| Addressing the range of stress/anxiety factors and mental health issues for employees which have arisen as a result of the lockdown and its aftermath                                        | <b>3.44</b> |
| Managing the uncertainty regarding the economic climate                                                                                                                                      | <b>3.34</b> |
| <b>Average level of challenge</b>                                                                                                                                                            |             |
| Attracting workers back to the workplace who may be concerned about their personal health and safety                                                                                         | <b>3.06</b> |
| Needing to re-organize workplace schedules to accommodate changed business practices, rotation of employees for social distancing, disinfecting protocols or employee personal circumstances | <b>2.97</b> |
| Finding the balance between workplace health and safety measures and the need to generate sufficient business revenue                                                                        | <b>2.91</b> |
| Developing procedures and practices to support productive work-from-home arrangements                                                                                                        | <b>2.88</b> |
| Developing and implementing the necessary workplace policies to ensure/enhance health and safety                                                                                             | <b>2.86</b> |
| Attracting employees back to work who have been relying on CERB (Canadian Emergency Response Benefit)                                                                                        | <b>2.78</b> |
| Developing and delivering training to workers for the various changes which have been introduced (healthy and safety; work from home, and so on)                                             | <b>2.78</b> |
| <b>Somewhat lower level of challenge</b>                                                                                                                                                     |             |
| Needing to redefine employee functions, as employees have had to take on different roles                                                                                                     | <b>2.33</b> |

By industry, employers in Construction expressed greater challenges than average in relation to:

- Attracting workers back to the workplace who may be concerned about their personal health and safety
- Attracting employees back to work who have been relying on government emergency income support benefits

- Finding the balance between workplace health and safety measures and the need to generate sufficient business revenue

Manufacturers, on the other hand, expressed lower levels of challenge for each of the items in Table 10.

## Change In Composition Of Workforce After The Lockdown

Employers were next asked the following:

Compared to the pre-lockdown period, has the composition of your organization's workforce changed or do you expect it to be changed in any of the following ways?

Table 11 presents the distribution of responses. The first column indicates how many employers answered in relation to the option offered in that row (in many cases, the option was not applicable to them). The last column indicates the difference between the percentage of employers indicating an increase minus the percentage of employers citing a decrease.

**Table 11: Percent of employers commenting on change in composition of workforce**

| #   | Category of worker                     | INCREASE | NO CHANGE | DECREASE | +/- |
|-----|----------------------------------------|----------|-----------|----------|-----|
| 53  | Workers from temp agencies             | 28%      | 53%       | 19%      | +9  |
| 105 | Contract workers (short- or long-term) | 24%      | 67%       | 10%      | +14 |
| 146 | Part-time workers                      | 27%      | 62%       | 11%      | +16 |
| 212 | Permanent employees                    | 29%      | 59%       | 12%      | +17 |
| 70  | Consultants                            | 23%      | 71%       | 6%       | +17 |
| 103 | Outsourcing to other companies         | 24%      | 68%       | 8%       | +16 |
| 41  | Outsourcing to gig workers             | 17%      | 76%       | 7%       | +10 |

The figures across a row may not add up or the +/- differential may appear off due to rounding.

In every category, the net result is that there are more employers indicating an increase in that category rather than a decrease, with the highest proportion of employers indicating an increase among permanent employees. This category also had a very high net difference of plus 17% that were citing an increase. The category of permanent employees also attracted the highest number of responses, all of which suggests that overall, the composition of workforces across firms in Simcoe and Muskoka will increase in terms of the proportion of permanent employees. However, that shift will likely be modest, given that there are increases projected for all categories of workers.

Small firms (1-4 employees) were much more likely to indicate no change in the composition of their workforce (with a smaller workforce, they are less likely to make such shifts). Among larger firms (20-99 and 100 or more employees), there is a much larger differential in favour of increasing the proportion of permanent employees. By industry, both Construction and Manufacturing sector employers also show a large differential in favour of increasing the proportion of permanent employees.

## Reliance On Technology In The Aftermath Of The Lockdown

The need for social distancing and the increase in the incidence of employees working from home resulted in residents, consumers and businesses turning to technological supports to replace in-person interactions. The survey asked employers to estimate the ways in

which they foresee future reliance on technology in the post-lockdown period for their operations.

The options presented were lengthy, so once again we have developed abbreviations to present the data more easily.

| Abbreviated form             | Option as expressed in survey                                                                                                                                                                              |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Increase on-line tools       | We expect to be making more use of on-line platforms and apps, for interactions with customers/clients, suppliers and other stakeholders. (This includes for marketing, sales and managing relationships.) |
| More tech/higher skill needs | We expect an increase of reliance on technology to increase the skill requirements we have of current and future employees.                                                                                |
| More automated systems       | We expect to make use of more automated systems, either to reduce exposure between people or to reduce reliance on human labour.                                                                           |
| Have finished tech upgrades  | We have already introduced a number of technological solutions and we do not expect to introduce any more in the next three to six months.                                                                 |
| More tech/less labour        | We expect an increase of reliance on technology to reduce our labour requirements.                                                                                                                         |

Employers were presented with each of these options and were asked their level of agreement or disagreement.

To produce a cumulative score, values were assigned as follows:

|    |                            |
|----|----------------------------|
| +2 | Strongly agree             |
| +1 | Agree                      |
| 0  | Neither agree nor disagree |
| -1 | Disagree                   |
| -2 | Strongly disagree          |

The scores were totaled and divided by the number of employers who responded to that option. Chart 6 shows the final result.

There are only two options where the responses of all employers do not cancel each other out (meaning that the average response was neither agreed nor disagreed):

- Employers generally agree that they will be making more use of on-line platforms and apps. This is especially the case for large firms (100 or more employees) and very small firms (1-4 employees)
- On balance, employers somewhat disagree with the proposition that more reliance on technology with result in less need for labour

On the other three options, there is only a slight net positive response for each. However, large firms had a higher level of agreement with the propositions that there will be more use made of automated systems and that a higher reliance on technology results in an increase in skill level expectation for workers. Chart 7 compares the responses between Manufacturing and Construction employers.

Chart 6: Forecast reliance on technology, all responses

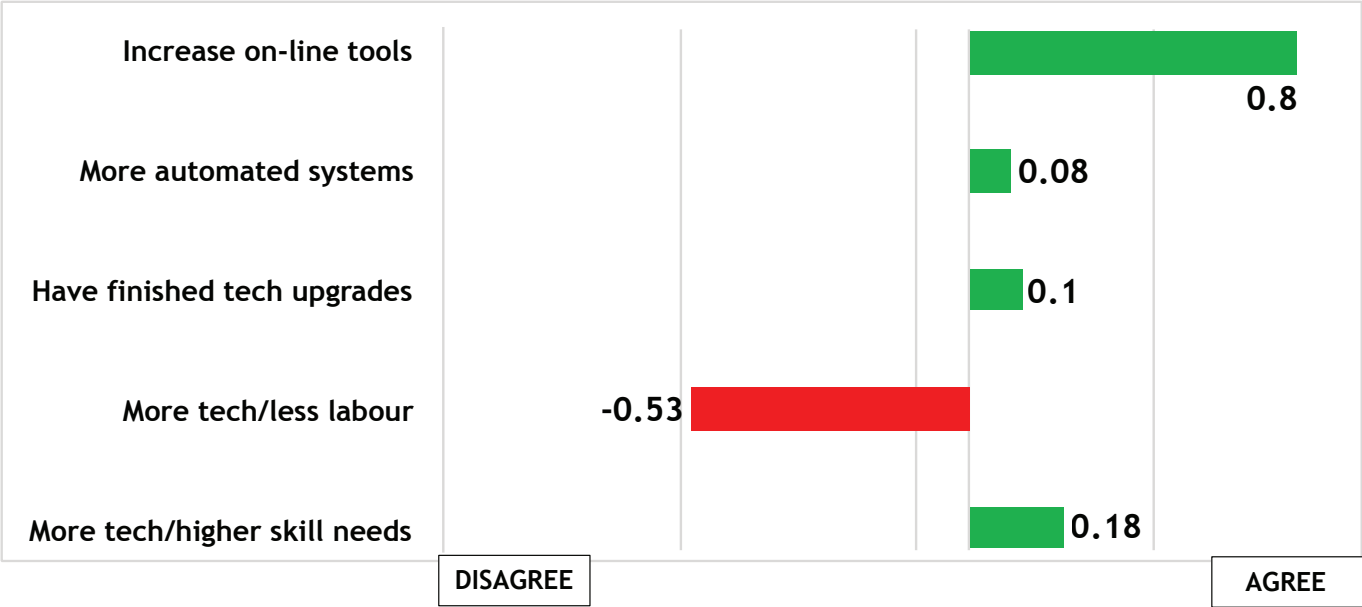
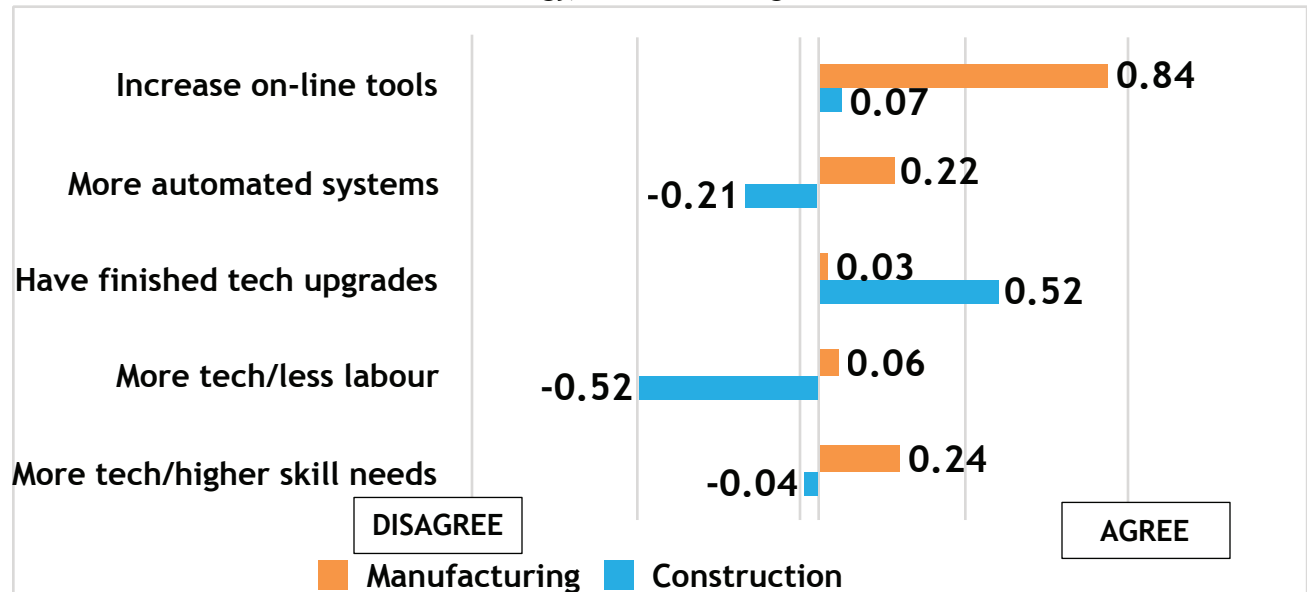


Chart 7: Forecast reliance on technology, Manufacturing and Construction



As Chart 7 illustrates, there can be significant differences in responses by industry. Essentially what these answers reflect is the lower reliance on technology on the part of Construction firms compared to Manufacturing firms. It is also noteworthy that while Construction firms are

more likely to disagree that more technology will dampen the need for labour, in the case of Manufacturers the net response indicates that employers neither agree nor disagree with this proposition.



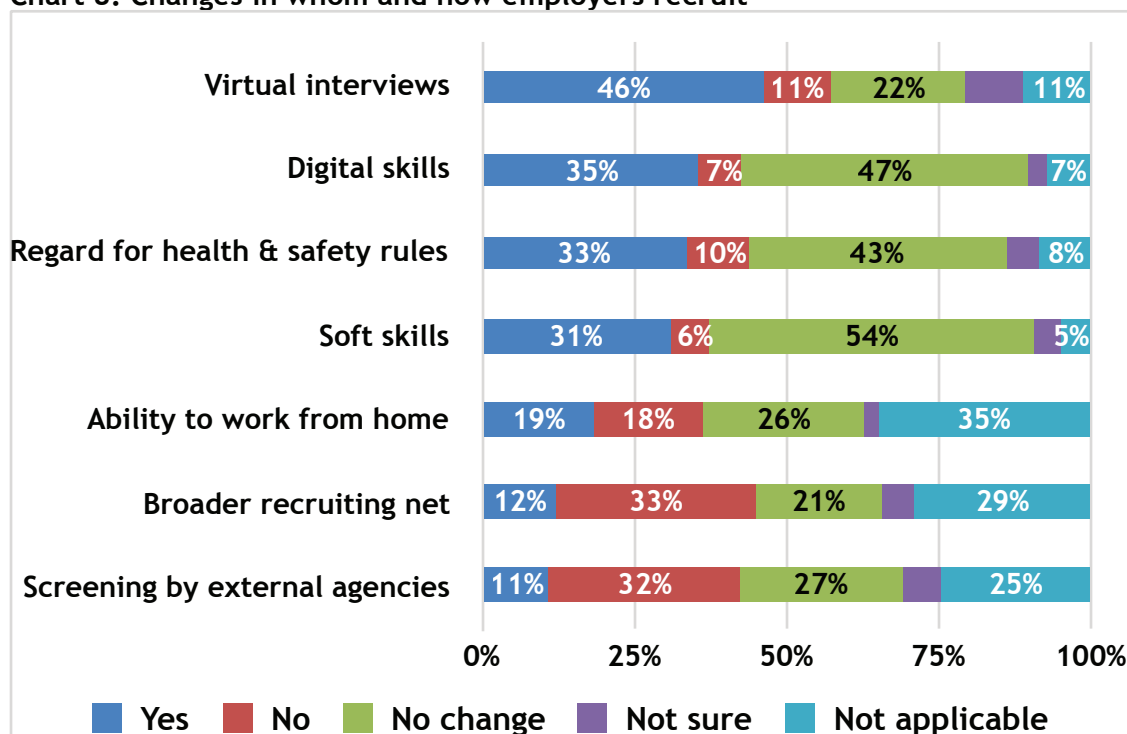
## Changes In Whom And How Employers Recruit, Post-Lockdown

The many changes brought on as a result of the lockdown and its aftermath suggested that employers may also be approaching recruitment of new employees

differently. Employers were asked to comment on a series of options, whose full and abbreviated forms are provided in the table below.

| Abbreviated form                 | Option as expressed in survey                                                                                                                             |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Soft skills                      | Soft skills are now more important, including agility, adaptability, communication skills and self-management.                                            |
| Digital skills                   | Digital skills are now more important.                                                                                                                    |
| Ability to work from home        | Ability to work from home is now more important.                                                                                                          |
| Virtual interviews               | Reliance on virtual interviews to assess job candidates.                                                                                                  |
| Screening by external agencies   | More reliance on external agencies to do the initial recruitment and screening of job candidates.                                                         |
| Regard for health & safety rules | More weight given to a job candidate's understanding of and adherence to health and safety procedures.                                                    |
| Broader recruiting net           | Because working remotely has become a more attractive option, we expect to recruit and hire from a far wider geographic area than we have done until now. |

Chart 8: Changes in whom and how employers recruit



There were four areas that a larger proportion of employers said had grown in importance:

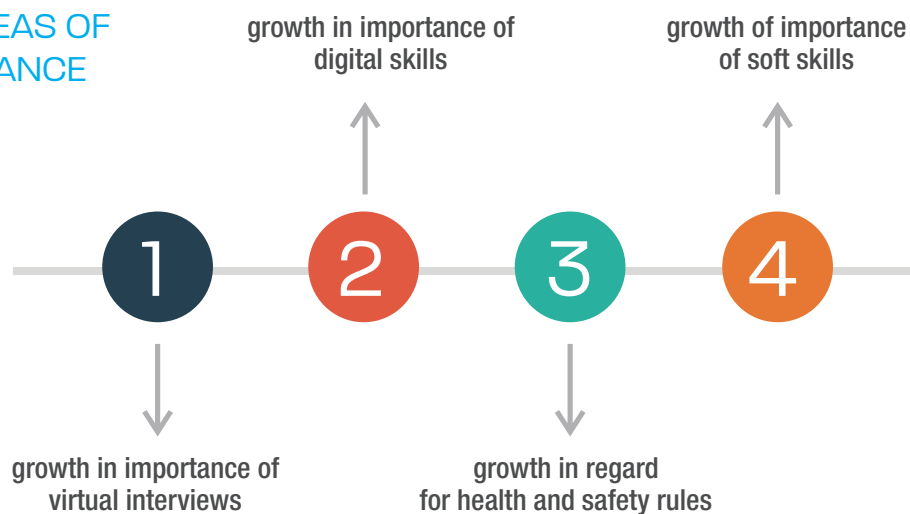
- Not surprisingly, virtual interviews greatly grew in importance; 46% of employers had cited this change;
- Three other areas each were cited by around a third (growth in importance of: digital skills; regard for health and safety rules; and soft skills), however, there were also a large proportion of employers (43% to 54%) who said there was no change.

Employers were more likely to disagree that the following two items had grown in importance:

- Recruiting from a broader area;
- Reliance on external agencies to do initial screening and/or recruitment of job candidates.

For these last two items, a large proportion of employers indicated that this issue did not apply to them. This was also the most common response to the last item, which referred to the ability to work from home. A third (35%) of respondents said this was not applicable to them.

#### FOUR AREAS OF IMPORTANCE



## Desirable HR Services And Resources

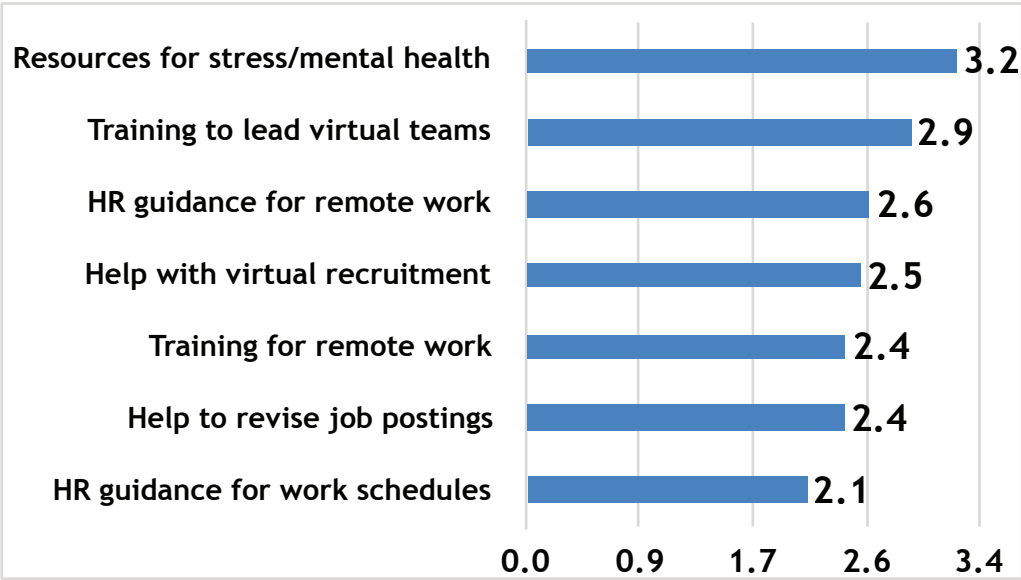
In light of all these impacts, employers were asked what services or resources relating to Human Resources functions would they find most useful. Below are the full and abbreviated options that employers were asked to rate.

| Abbreviated form                   | Option as expressed in survey                                                                                                                             |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Resources for stress/mental health | Resources relating to stress and mental health issues arising in the context of uncertainty, health threats and isolation                                 |
| Training to lead virtual teams     | Training for managers and supervisors for leading virtual teams and maintaining team cohesion and connectedness                                           |
| HR guidance for remote work        | Guidance in terms of HR issues for more employees working from home                                                                                       |
| Help with virtual recruitment      | Assistance in carrying out virtual recruitment and screening of job candidates                                                                            |
| Training for remote work           | Training for employees adapting to working from home or with dispersed co-workers                                                                         |
| Help to revise job postings        | Resources to help revise job descriptions and job postings for new candidates                                                                             |
| HR guidance for work schedules     | HR guidance for re-vamping work schedules, arising from more work from home and/or the need to rely on split shifts at work for health and safety reasons |

Chart 9 illustrates the ranking of these options. Employers had been asked to rate each option from “1” to “5”, where “1” represented “Not at all a priority” and “5”

meant “Very much a priority”). The figures in Chart 9 are the average rating of all employers.

**Chart 9: Employer ranking of desirable HR services and resources**



Only two options score close to the middle of the priority rating, with resources relating to stress and mental health issues averaging 3.2 and training to lead virtual teams averaging 2.9.

The next four issues score roughly the same (between 2.4 and 2.6), while HR guidance for work schedules scored the lowest.

When these responses are analyzed by size of firm, the highest score is found among firms with 100 or more employees, averaging 3.5 for resources relating to stress and mental health.

Resources relating to stress  
and mental health issues  
averaged 3.2/5



## Assessing The Immediate Future For Their Establishment

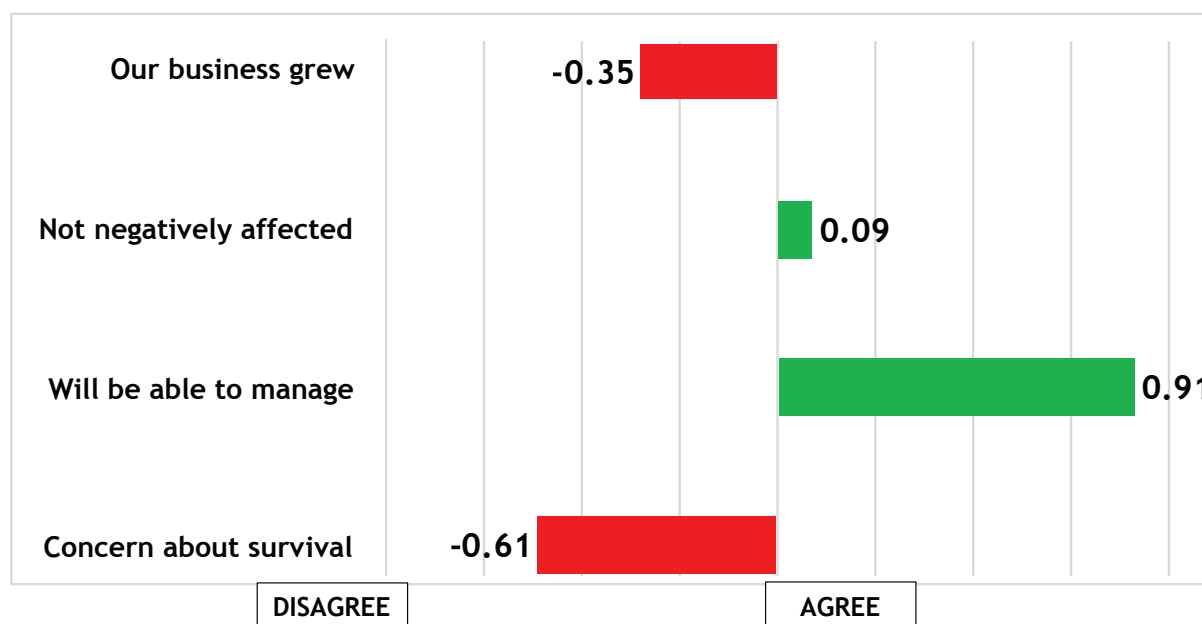
Employers were asked to provide an overall assessment of the impact of the pandemic, the lockdown and its aftermath on their establishment, by indicating their level of agreement or disagreement with a number of statements. The statements and their abbreviations are listed below.

Employers were asked the extent to which they agreed with each of these statements and a score was assigned for each response as follows:

|    |                            |
|----|----------------------------|
| +2 | Strongly agree             |
| +1 | Agree                      |
| 0  | Neither agree nor disagree |
| -1 | Disagree                   |
| -2 | Strongly disagree          |

| Abbreviated form        | Option as expressed in survey                                                                                                                                      |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Will be able to manage  | These current circumstances have been challenging but I feel that our organization will be able to manage its way through these difficulties.                      |
| Concern about survival  | I am concerned about the ability of our organization to survive under these current circumstances (business climate and/or uncertainty arising from the pandemic). |
| Not negatively affected | We actually did well through this period and we have not been negatively affected.                                                                                 |
| Our business grew       | Our business grew during this period and we increased our sales, revenues and/or the number of our clients/customers.                                              |

Chart 10: Average level of agreement for each statement about the impact of the pandemic

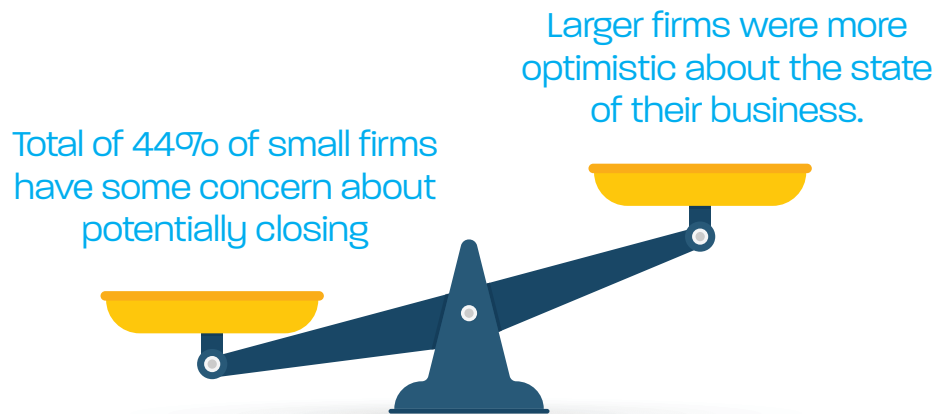


A large proportion of employers felt that they would be able to manage their way through the difficulties posed by the pandemic (average score: 0.91). Indeed, 44% strongly agreed with the statement and another 24% agreed, whereas 15% either disagree or strongly disagreed. Firms with 20 or more employees were far more likely to agree.

While most employers were not concerned about the survival of their business (average score: -0.61), it was

a considerable concern among small firms with 1-4 employees, where 23% expressed strong agreement with being worried about potentially closing and another 21% agreed with the statement.

On all four statements, there was a clear pattern of larger firms being more optimistic about the state of their business and smaller firms shouldering much more worry.



## Other Comments From Employers

Employers were invited at the end of the survey to provide additional comments relating to the topics covered by the survey or priorities related to their organization. Approximately 40 comments were provided covering a very wide range of topics, with the following prominent themes:

- Attracting workers: Respondents suggested attracting more immigrants to the area, allowing for more foreign temporary labour, recruiting from a larger geographic area; several also mentioned the associated challenge of affordable housing (five respondents mentioned this theme);
- CERB disincentive: Employers felt that a portion of workers were staying out of the labour market because they could receive emergency benefits (four respondents);
- COVID over-reaction: Some felt the lockdowns were an over-reaction, especially when Muskoka was combined in the same response as Simcoe (four respondents);
- Impact on seasonal businesses: Several employers wanted to emphasize the hardship that was experienced by seasonal businesses (four respondents).



# 2020 - 2021 Project Updates

## Historical Study of Employee Demographics

This project is analyzing changes in a number of factors affecting entry level workers over five-year intervals. Data may include the cost of housing/rentals; average entry level salary; and demographics. Currently in the data collection and assessment stage; a report will be available for review in April 2021 on our website [www.smwdb.com](http://www.smwdb.com).



## In Demand Employer Summit

This event is an opportunity for employers to learn best practices from each other and provides networking opportunities. This event will bring together a diverse group of employers to discuss common skilled trades recruitment issues.

## Poverty Simulation: “Is Poverty Affecting Your Employees’ Productivity?”

This online event was held on Wednesday, January 27th from 9-11 a.m. for the following activities:

- A data presentation on the breadth and effects of poverty in Simcoe and Muskoka from Rosslyn Junke, United Way Simcoe Muskoka, Chair of the Poverty Reduction Task Group.
- Participants broke into small groups for an exercise in which the members made budgeting choices based on numerous everyday priorities with limited resources. A facilitator from each group reported back to the main body of participants on how they made their choices and how difficult it was.
- A presentation on the first-hand effects of poverty from a working member of the community with lived experience.
- A presentation on the benefits and positive ROI attained from adopting a Living Wage policy from a regional employer.

A total of 43 participants joined us including employers, employment service providers and staff of regional not-for-profit organizations. The video presentation can be viewed on our website [www.smwdb.com](http://www.smwdb.com).



## Effective HR Training for New Managers and Nurturing Intrapreneurs In The Workforce

This event was held on Tuesday, November 24th from 8 a.m. until noon. The featured speakers were:

- Eric Termuende, author and motivational speaker on “The Great Comeback: Building a Thriving Culture in a Post-COVID World”/ “Developing Soft Skills in Times of Change”.
- Jodi Zigelstein-Yip: Chief HR Innovator and Founder of Enliven HR Consulting Inc “Planning for The Day After Tomorrow” featuring practical advice for new HR managers.
- Stephanie Hobbs: Executive Director, Simcoe/ Muskoka Literacy Network: “Human Resources Need Maintenance” outlining the supports available to employers to reinforce essential skills in current or new employees.

A Workforce Webisode video of Stephanie’s presentation will be released and promoted. Excerpts from Eric and Jodi’s presentations (due to contractual requirements) will be released as Webisodes and can be found on our website [www.smwdb.com](http://www.smwdb.com).



## Soft Skills Solutions®

Highlights of our continued work on SSS® include:

- Creation and marketing of a four-hour online refresher version of the facilitator training targeting those who may have been trained in the past but have not had the opportunity to deliver the program in some time. A marketing message promoting this short program has been crafted and is being delivered to the database of certified SSS® facilitators.
- Development of enhanced content around diversity (ethnic and gender) that will be integrated into the program content.
- Continued promotion of the “SSS® for Employers” modular training with outreach to certified facilitators.
- Recruitment of a new Ontario North Lead Facilitator (formerly Master Trainer) due to the pending retirement of Stewart Kallio.



- Communication Skills
- Teamwork
- Personal Management
- Problem Solving
- Professional Development

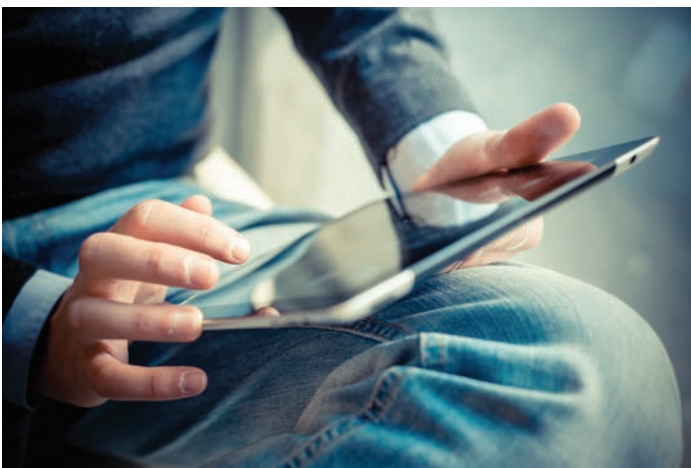


705-725-1011 | [sss@smwdb.com](mailto:sss@smwdb.com) | [www.smwdb.com](http://www.smwdb.com)

## Foundational Assessment for Skilled Trades (FAST)

SMWDB continues to promote the FAST platform as developed in partnership with Georgian College. FAST is a digital version (including mobile and tablet format) of the original paper-based EARAT pre-apprenticeship program which is accessed via internet delivery. To date SMWDB has completed the online conversion and formatting of over 60 of the original EARAT assessments for 21 trades. The long-term goal is to make them available to partners provincially.

UPDATE: A major manufacturing employer in our service area is evaluating FAST as a replacement for the in-person candidate assessment for skilled trade positions. Further discussions are underway to confirm what changes would be required to the platform in order to be adopted. These may include secure access and modifications to the scoring system. This may necessitate a second version of FAST with a less academic focus but may open the door to wider acceptance by a range of employers.



## 2021 Simcoe Muskoka Skilled Trades Expo

Due to current and anticipated future COVID-19 restrictions, planning for a revised, online version of this event are currently underway. All stakeholders are committed to finding innovative and engaging ways to reimagine this “hands-on” event in an online format.

The event is being organized by a number of community partners including SMWDB, Ontario Youth Apprenticeship Program Coordinators from the Simcoe County District School Board and Simcoe Muskoka Catholic District School Board, Georgian College, County of Simcoe, City of Barrie, City of Orillia, Springwater Township and Flos Agricultural Society. SMWDB will continue to provide support on the bookkeeping aspect of the project as well as sitting on the advisory committee to aid in developing a successful format.

## Muskoka Employment Partnership (MEP)

Funding for the MEP based on the funding proposal submitted by the District of Muskoka was approved by MLTSD and Project Coordinator, Wade Matthews was hired in July 2020. He is currently working from his home in Haliburton due to COVID-19 restrictions. The MEP Steering Committee has been established and is meeting regularly. SMWDB has been named to this committee and is also involved in the monthly economic update meetings convened by the District.

Additional subcommittees addressing other priorities raised at the original employment summit will be created in Year 2 of the Partnership based on the priorities set in Year 1.

# 2020 – 2021 Action Plan Update

## Strategic Priorities

The priority for local planning is to continue to develop effective tools and resources at the local level that support the ministry's strategic directions.

1. Ensure access to accurate, timely and relevant local labour market information as the basis for evidence based analysis and community planning.
2. Engage employers to help identify skill gaps, employment opportunities, training needs and other “demand side” labour market issues and highlight Employment Ontario programs that can help address “demand side” needs.
3. Using EO program data and other “supply” side information as evidence, support greater insight into barriers to employment and stronger linkages among employment services through partnership activities that focus on local workforce development needs.

*Whenever possible, SMWDB has endeavoured to create initiatives that can address multiple priorities (i.e. Webisodes, Soft Skills Solutions®, etc.)*

## Priority #1

**“Foster employer investment in on-the-job training and skills development in employees.” i.e. SMWDB**

- has rolled out Webisodes to create a high-level understanding of employment issues such as skills development. These webisodes are housed on the SMWDB website and YouTube channel to become on-going awareness tools.
- continues to develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today's workforce, helping them to be more successful in obtaining and retaining their jobs by partnering with the Workforce Planning Board of York Region. The program is now available and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. With the onset of the COVID-19 Pandemic, an online delivery model was developed and implemented to ensure continued delivery in a safe environment.
- has rolled out FAST (Foundational Assessment for Skilled Trades) for those who may want to strengthen their knowledge and understanding before entering apprenticeship training. These assessments, taken with the assistance of instructors or employment counsellors, are intended to increase the success rate for those entering apprenticeship.

## Priority #2

### **“Foster partnerships between education and business.” i.e. SMWDB**

- continues to, based on the success and continued demand for this program develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs by partnering with the Workforce Planning Board of York Region. The course is now available to and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. The years 2021/22 will see the continued marketing of SSS® to employers.
- is working on a current Foundational Assessment for Skilled Trades. SMWDB has, in partnership with Georgian College, developed a digital version (including mobile and tablet format) of the original paper-based EARAT pre-apprenticeship program which is accessed via internet delivery. To date SMWDB has completed the online conversion and formatting of over sixty of the original EARAT assessments for twenty-one trades. Outreach continues with the long-term goal to make them available to partners provincially.
- through a live online event, disseminate information for employers who need to hire and train new, less experienced managers. The goal was not only to provide practical human resource information to meet employment law requirements, but also to foster an environment of open communication, problem solving and risk tolerance.



## Priority #3

### **“Enhance Simcoe County and the District of Muskoka’s transportation network to facilitate worker mobility across the region.” i.e. SMWDB**

- received Trillium funding (\$70,000) to research barriers to employment in Muskoka including transportation and upon successful application of further funding, to implement a pilot project touching on this issue.
- work as part of the OLMP-funded Muskoka Employment Partnership to develop solutions to transportation issues affecting both employers, employees and job-seekers.



## Priority #4

**“Advance Economic Development Initiatives to create and sustain local jobs.” i.e.**

- SMWDB partners annually with the community to offer Simcoe Muskoka Skilled Trade Expo with participation from schools across Simcoe County as well as businesses. The 2021 event was presented in an online format due to the ongoing restrictions enforced by the COVID-19 Pandemic. Past Expos have showcased skilled trades to approximately 3,000 Grade 7, 8 and 12 students. Representatives from more than 40 trades welcome students (and parents in the evening) with hands-on interactive displays and information to help them make informed career decisions. This year’s event included a job fair in the evening.
- based on a successful Trillium-funded project, “Muskoka Labour Market Assessment, Analysis and Recommendations”, SMWDB is assisting the District of Muskoka government in support of a Muskoka Employment Partnership. This two-year program will bring is bringing together employers, educators and other community stakeholders to address the following priority issues (with others to follow):
  - **WORKFORCE ATTRACTION:** To implement strategies for attracting workers, both seasonal and permanent, to Muskoka;
  - **WORKFORCE DEVELOPMENT:** To ensure that job candidates, workers and employers are developing the right skills for the Muskoka labour market; and
  - **EMPLOYERS AND EDUCATORS:** To enhance collaboration between employers and educators to produce better prepared school graduates in Muskoka, in particular, with respect to experiential learning opportunities, including apprenticeships.



## Priority #5

### **“Strengthen local employers’ success in recruiting and retaining suitable employees.” i.e. SMWDB**

- presented a live online event, “Effective HR for New Managers” to provide employment service providers with important information to share with their employer contacts when hiring new and less experienced managers. Topics included:
  - Keynote Eric Termuende: Future of Work and Leadership Expert: “The Great Comeback: Building a Thriving Culture in a Post-COVID World”/ “Developing Soft Skills in Times of Change”.
  - Jodi Zigelstein-Yip: Chief HR Innovator and Founder of Enliven HR Consulting Inc “Planning for The Day After Tomorrow”.
  - Stephanie Hobbs: Executive Director, Simcoe/ Muskoka Literacy Network: “Human Resources Need Maintenance”.
- facilitated an online forum for skilled trades employers to discuss solutions for ongoing issues in the education, hiring and retention of apprentices and journeypersons. Topics included:
  - What are the issues related to local/regional hiring needs?
  - The importance of soft skills in hiring and retention of skilled trades employees.
  - Poaching employees: can it be prevented? If so, how?
  - Coaching resources for Journeypersons who train apprentices.
- continues to develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The program is now available to and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. A version of the program for employers to use to train their current staff is now being implemented.
- based on a successful Trillium-funded project, “Muskoka Labour Market Assessment, Analysis and Recommendations”, SMWDB assisted the District of Muskoka government to apply for OLMP funding in support of a Muskoka Employment Partnership. This two-year program is bringing together employers, educators and other community stakeholders to address the following priority issues:
  - **WORKFORCE ATTRACTION:** To implement strategies for attracting workers, both seasonal and permanent, to Muskoka;
  - **WORKFORCE DEVELOPMENT:** To ensure that job candidates, workers and employers are developing the right skills for the Muskoka labour market; and
  - **EMPLOYERS AND EDUCATORS:** To enhance collaboration between employers and educators to produce better prepared school graduates in Muskoka, in particular, with respect to experiential learning opportunities, including apprenticeships.
- Other key regional workforce issues will be addressed through the actions of individual sub-committees developed under the MEP steering committee. SMWDB will provide support in a secretariat function and as a member of the steering committee for the Muskoka Employment Partnership for the length of the program.

## Priority #6

**“Improve information about the local labour market.”**

**i.e. SMWDB**

- is rolling-out Webisodes to create a high-level understanding of employment issues such as skills development. These webisodes are housed on the SMWDB website and our YouTube Channel to become on-going awareness tools. Where possible, SMWDB-sponsored presentations such as the annual “Data and More” Employment Ontario data analysis are videotaped and made available through social media for wider audience dissemination.
- through the donation of Georgian College now has office space in Muskoka one day a week, ensuring the District has access, by appointment, to SMWDB offerings and information sharing activities.
- commissioned a historical data study that considered the effect of declining birthrates, increased costs in living expenses and other factors in the ongoing challenge to hire and retain entry-level workers. The study looks at data trends going back 20 years in five-year intervals.





Simcoe Muskoka  
**Workforce  
Development Board**

18 Alliance Blvd. Unit 22,  
Barrie, ON L4M 5A5  
tel: 705.725.1011 or 1.800.337.4598  
Email: [info@smwdb.com](mailto:info@smwdb.com)  
Web: [smwdb.com](http://smwdb.com)



This project is funded in part by the Government of Canada and the Government of Ontario.

The views expressed in this document do not necessarily reflect those of Employment Ontario.

We make no representation or warranty, express or implied, as to its accuracy or completeness. In providing this material, SMWDB does not assume any responsibility or liability.



This project is funded in part by the Government  
of Canada and the Government of Ontario.

