2018
2019

LOCAL LABOUR MARKET PLAN






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Simcoe Muskoka
Workforce Development Board

Soft Skills SOLUTIONS skills employers want

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

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Workforce Development Board

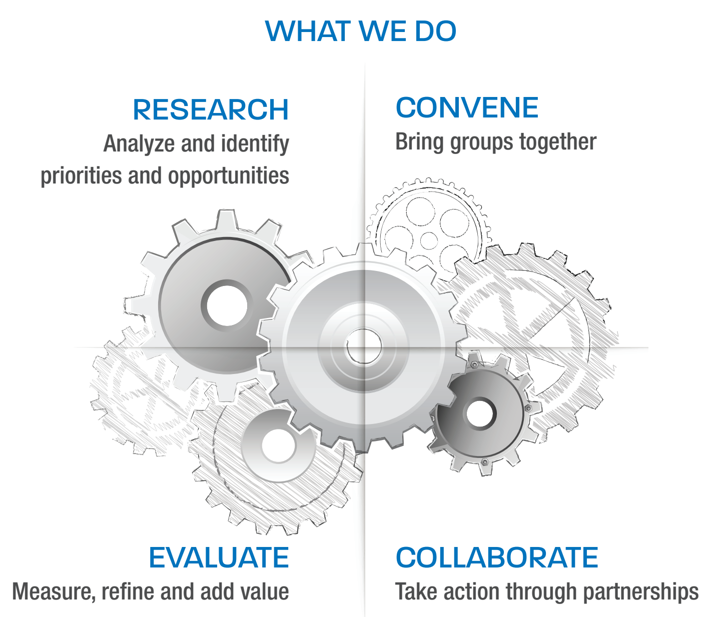
Skills Have Become The Global Currency Of 21St Century Economies

The most frequent questions asked of Simcoe Muskoka Workforce Development Board (SMWDB) by educators, economic development, employment services and businesses are: “Where are the jobs and how can we find the people with the right skills to fill vacancies.”

The Organisation for Economic Co-operation and Development

(OECD) Secretary-General Angel Gurría, has said: “Skills have become the global currency of 21st Century economies. They transform lives and drive economies. Governments must invest more effectively in the education and skills that people will need in tomorrow’s workplace. They need to deploy their talent pool more strategically so that these investments translate into better jobs and better lives. Achieving this is everyone’s business, and employers and unions have a central role to play.”

SMWDB notes that there has been a ramping up of attention by government, industry, employers, labour and education amongst others, to devise more effective ways and means to meet the demands of the labour market. Although actions are taking place to better align education and skills development with industry needs, it is difficult to keep up with the rapid and profound changes occurring. Change is the new normal of our everyday lives with automation and technologies that disrupt and alter our world regularly, including our jobs. This has resulted in fewer entry-level jobs and an increase in jobs requiring highly specialized skills. We need to keep training, education and skills development aligned with where jobs are now and what jobs will exist in the near and mid-range future. This can be accomplished by keeping abreast of emerging trends through continual consultations with key stakeholders, labour market information, and moving forward with strategies in collaboration with key stakeholders to build a future-focused, strong, resilient and skilled workforce. As such SMWDB thanks all of our partners and stakeholders for the time they take to provide insights into their trends, challenges and opportunities to before inform our on-going projects.



About the Simcoe Muskoka Workforce Development Board

Local Labour Market Plan

Simcoe Muskoka Workforce Development Board's (SMWDB) Local Labour Market Plan for March 2019 is an annual review of the progress of our partnership projects and up-to-date information on employment conditions in our community.

SMWDB, together with local thought leaders, regularly engages with our communities to identify local issues and examine them in the context of available labour market data. This process builds an evidence-based foundation for a strategic framework, which can highlight emerging trends in our local labour market and propose actions that will address these concerns.

For this report, we relied primarily on Statistics Canada 2016 data, the latest Census data which illustrates demographic trends such as population, gender, location people work and educational attainment over a five-year period. This is supplemented by some of our own research using online job vacancy postings, employer surveys, consultations, and reports on current and emerging issues.

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.

Lastly, SMWDB is pleased to share that Bradford West Gwillimbury (BWG) has now been added to our coverage territory. We thank all those involved in making this adjustment, especially Michael Disano, Office of Economic Development, Town of Bradford West Gwillimbury who supported this Ministry of Training, Colleges and University boundary adjustment.

The benefits of this realignment include the ability to provide the entire County of Simcoe data as part of our statistical research offerings. As well, SMWDB will be able to include BWG in any County-wide deliverables. Finally, SMWDB will have a more direct connection with our Employment Ontario partners who operate within BWG. Welcome, Bradford West Gwillimbury!

Susan Laycock

Executive Director

working together

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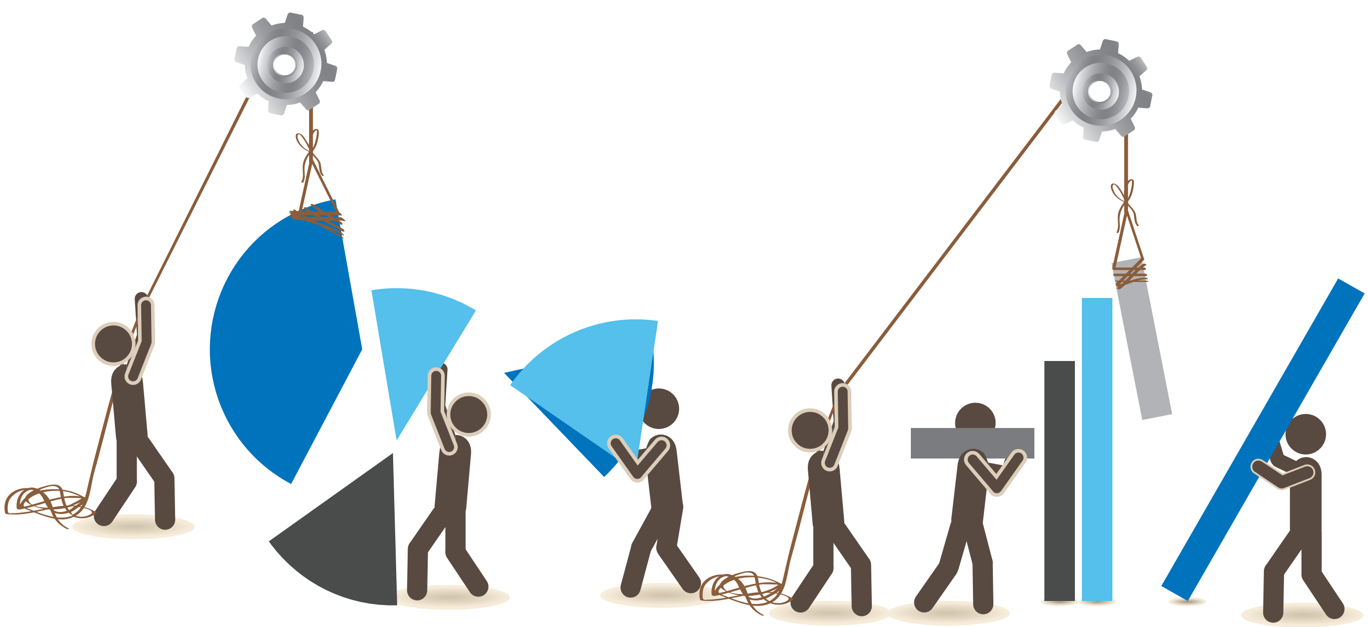

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2018 Labour Market Information Analysis

Introduction

Every five years, Canada carries out a national census, the most recent being in 2016. In addition to the questions, a 25% sample of census respondents is asked to complete a long-form questionnaire on questions beyond the basic demographics of age and residency, which includes a significant number of questions about labour market participation, such as levels of employment, occupation, industry, employment income and so on.

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

This labour market analysis relies entirely on this 2016 Census data, and explores the following topics:

- **Place of work:** What is the physical location of the job, firstly, whether it is at home, in a usual place of work or with no fixed location and, secondly, what is the actual number of jobs with a usual place of work (excluding working at home) in a given jurisdiction; this information is provided for each municipality where the data is available;
- **Local jobs by industry:** The total number of jobs within a given jurisdiction (both usual place of work and working from home), and a percentage breakdown for each municipality by industry;
- **School attendance among youth aged 15 to 24 years old:** This data is for the entire Simcoe Muskoka Workforce Development Board area, and identifies the proportion of youth not attending school and attending school, and for the latter, by level of schooling; the data is broken down for younger youth (aged 15-19 years old) and older youth (20-24 years old), and by males and females;
- **Youth not in school, not employed and not looking for work (NEET):** This data provides the number and percentage of youth, by the two age categories, by gender and by level of educational attainment who are no longer in school but also not employed and not looking for work; apart from those who may be raising children, many of these youth would likely require more intensive assistance to find a footing in the labour market;
- **School attendance among adults in the labour force:** For adults aged 25 to 44 years old, the percentage by gender and by prior level of education attending school while in the labour force; this is one indicator of the degree to which adults are engaged in further education or training.

Place Of Work

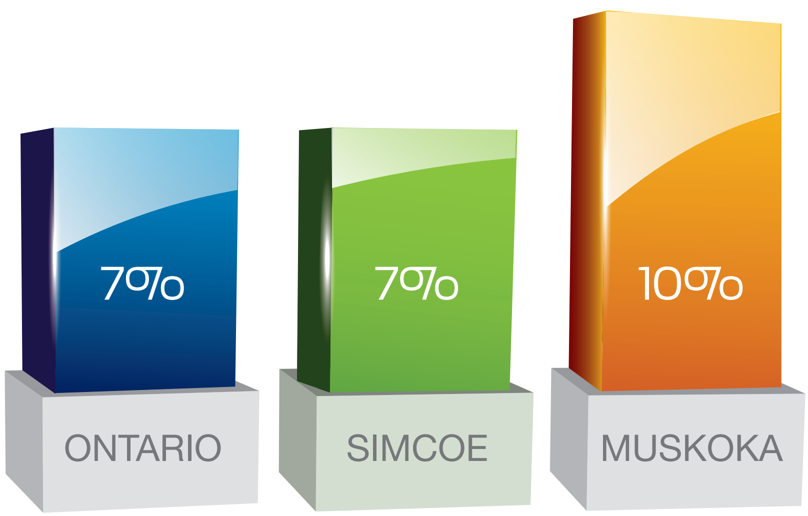
One statistic which is important for understanding the labour market is counting the number of jobs. However, there are several ways to express the number of jobs, which this section will present.

Most labour market data is expressed in terms of residents, and their place of work status describes where their jobs are to be found. This includes working from home, working outside of Canada (a very small amount which is not being displayed in the accompanying tables), working in a job that does not have a fixed workplace (for example, a construction labourer moving from worksite to worksite), and a job with a fixed workplace (going to the same workplace every day, a “usual place of work”) – this is by far the most common type of workplace location.

All this data relates to Simcoe and Muskoka residents, however, it does not tell us where geographically they work (except for those working from home). Certainly, those jobs with no fixed workplace can be anywhere, but so can the jobs with a fixed workplace – they could be in Simcoe, Muskoka or in a neighbouring district or county.

The other type of place of work data refers to where the job is located: it provides the actual count of jobs in a given locality. It certainly includes individuals working from home, but it cannot include jobs with no fixed workplace, because those jobs are moving. Moreover, it does not tell us where the workers come from. A job in a given town may be filled by a resident of that town or by someone living in a neighbouring district or county.

The ratio between jobs with a fixed workplace in a municipality and residents of that municipality employed in a job with a fixed workplace tells us if there is a sufficient number of jobs to provide employment for all local residents if they all chose to work in their district. It gives a sense of the degree to which a given location would sustain its working population. This calculation excludes those individuals working in a job with no fixed workplace as well as those individuals working from home.



The percentage of residents who work from home.

TABLE 1: PLACE OF WORK DATA AND JOB LOCATION DATA, SIMCOE AND ITS MUNICIPALITIES, AND ONTARIO, 2016

	PLACE OF WORK STATUS OF RESIDENTS				Local jobs excluding from home	RATIO: Jobs to usual place of work
	TOTAL – Place of Work Status	Worked at home	No fixed workplace	Usual place of work		
Ontario	6,612,150	480,290	736,715	5,356,000	5,386,980	1.01
Simcoe	238,925	17,550	32,460	188,185	153,370	0.81
Adjala-Tosorontio	6,015	560	920	4,520	1,230	0.27
Clearview	7,385	755	945	5,680	2,815	0.50
New Tecumseth	17,565	1,310	2,480	13,740	16,520	1.20
Springwater	10,335	1,005	1,250	8,030	4,385	0.55
Bradford WGwilbry	18,805	1,175	3,085	14,500	7,625	0.53
Severn	6,760	590	1,040	5,090	2,700	0.53
Innisfil	19,205	1,180	3,185	14,785	6,160	0.42
Ramara	4,370	405	675	3,280	1,665	0.51
Essa	11,260	795	1,430	9,000	6,805	0.76
Oro-Medonte	11,035	1,280	1,455	8,260	3,630	0.44
Collingwood	10,055	1,110	1,130	7,755	9,010	1.16
Barrie	73,075	4,555	9,220	59,070	56,105	0.95
Mnjikaning FN 32	360	10	35	320	2,280	7.13
Orillia	13,670	775	1,395	11,475	15,015	1.31
Wasaga Beach	7,945	705	1,295	5,910	2,755	0.47
Tiny	5,305	420	960	3,920	770	0.20
Christian Island 30	220	10	45	160	200	1.25
Christian Island30A	20	0	10	10	0	0.00
Tay	4,815	385	700	3,725	815	0.22
Penetanguishene	3,710	205	445	3,050	3,885	1.27
Midland	7,035	335	760	5,915	8,975	1.52

Statistics Canada, 2016 Census

The ratio between the number of jobs with a fixed workplace and the number of residents working in a job with a fixed workplace (excluding individuals working from home), provides some clear patterns. In Simcoe, a number of municipalities clearly are centres of employment, such as Midland (1.52), Orillia (1.31), Penetanguishene (1.27), New Tecumseth (1.20) and Collingwood (1.16). But by far the biggest such ratio is in Mnjikaning First Nation 32, home to a small local population and the very large employment located at Casino Rama, resulting in a ratio of over 7. Among communities with very low ratios, Tiny (0.20), Tay (0.22) and Adjala-Tosorontio (0.27) are at the bottom of the list. Most of the municipalities in Muskoka have ratios above 0.90, with only Lake of Bays having a lower figure at 0.58.

Table 1 provides the data for Simcoe County municipalities and Table 2 does the same for Muskoka District municipalities. (The tables include the several native reserves, but oftentimes their figures for smaller sub-categories are quite low and, because of rounding, their percentages may not always be an accurate reflection of the data.)

In terms of working from home, the average for Simcoe is the same as the Ontario average of 7% (these figures have been calculated separately). Three Simcoe municipalities have 10% or more of their residents working from home: Clearview (10.2%); Collingwood (11.0%); and Oro-Medonte (11.2%). In the case of Muskoka, almost 10% of employed residents work from home, with the figure especially high in the townships: Georgian Bay (13.0%); Lake of Bays (15.6%); and Muskoka Lakes (16.7%).

Almost 14% of Simcoe's residents work in a job that has no fixed address (Ontario average: 11%). The highest rate is in Tiny (18.1%), with high rates in Innisfil (16.6%), Bradford West Gwillimbury (16.4%) and Wasaga Beach (16.3%). Muskoka has a considerably higher rate (almost 18%), with especially high figures in Muskoka Lakes (22.3%) and Georgian Bay (21.3%).

TABLE 2: PLACE OF WORK DATA AND JOB LOCATION DATA, MUSKOKA AND ITS MUNICIPALITIES, AND ONTARIO, 2016

	PLACE OF WORK STATUS OF RESIDENTS					
	TOTAL – Place of Work Status	Worked at home	No fixed workplace	Usual place of work	Local jobs excluding from home	RATIO: Jobs to usual place of work
Ontario	6,612,150	480,290	736,715	5,356,000	5,386,980	1.01
Muskoka	28,340	2,770	5,005	20,470	21,020	1.03
Gravenhurst	4,990	475	810	3,675	3,335	0.91
Bracebridge	7,760	480	1,420	5,830	6,680	1.15
Lake of Bays	1,505	235	275	990	575	0.58
Huntsville	9,695	895	1,525	7,235	7,845	1.08
Muskoka Lakes	3,230	540	720	1,965	1,890	0.96
Georgian Bay	1,080	140	230	710	670	0.94
Moose Point 79	80	0	20	55	0	0.00

Statistics Canada, 2016 Census

Local Jobs By Industry

In the following charts, the percentage breakdown of jobs by industry is presented for the municipalities of Simcoe and Muskoka. The top row of each table shows the actual number of jobs, with the percentage breakdown by industry underneath

TABLE 3a: LOCAL JOBS BY INDUSTRY, SIMCOE MUNICIPALITIES, 2016

	ONTARIO	SIMCOE	Adjala-Tosorontio	Clearview	New Tecumseth	Springwater	Bradford West Gwillimbury	Severn
TOTAL NUMBER OF JOBS	5867265	170,920	1,790	3,570	17,830	5,390	8,800	3,290
Agriculture, forestry, fishing, farming	1.5%	1.8%	15.1%	12.0%	1.5%	7.4%	4.9%	4.0%
Mining and oil and gas extraction	0.4%	0.2%	0.0%	1.1%	0.1%	0.0%	0.3%	2.4%
Utilities	0.7%	0.7%	0.6%	0.8%	0.1%	0.6%	0.2%	0.3%
Construction	3.6%	4.1%	3.9%	7.3%	2.9%	5.8%	3.9%	9.1%
Manufacturing	10.6%	12.4%	8.9%	8.7%	41.0%	3.5%	19.7%	5.8%
Wholesale trade	4.1%	3.3%	4.5%	3.9%	2.0%	3.7%	3.6%	2.1%
Retail trade	12.1%	15.0%	10.6%	11.2%	9.3%	10.8%	13.8%	25.5%
Transportation and warehousing	4.0%	2.8%	2.8%	3.4%	5.2%	1.9%	2.5%	3.0%
Information and cultural industries	2.6%	1.6%	1.1%	1.1%	0.8%	2.4%	1.5%	2.1%
Finance and insurance	6.1%	2.7%	2.8%	1.1%	1.7%	2.4%	2.5%	2.4%
Real estate and rental and leasing	2.1%	2.1%	2.2%	2.2%	1.2%	2.0%	1.7%	1.8%
Professional, scientific, technical	8.5%	5.2%	5.0%	6.7%	3.0%	5.8%	4.2%	4.6%
Management of companies	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Administrative and support	3.8%	4.0%	3.4%	3.6%	4.9%	4.1%	3.3%	2.7%
Educational services	7.9%	7.1%	7.3%	7.3%	3.8%	15.6%	9.0%	4.3%
Health care and social assistance	11.6%	13.1%	2.8%	9.5%	8.2%	7.1%	10.2%	4.3%
Arts, entertainment and recreation	2.0%	3.3%	2.8%	3.6%	1.7%	4.3%	2.4%	5.5%
Accommodation and food services	7.2%	8.7%	3.4%	7.3%	7.7%	7.2%	7.4%	12.8%
Other services	4.4%	4.5%	6.7%	7.3%	2.8%	4.8%	5.7%	5.5%
Public administration	6.6%	7.0%	15.6%	1.4%	2.0%	11.1%	3.5%	3.0%

Statistics Canada, 2016 Census

Tables 3a to 3c present the data for the Simcoe municipalities. There are significant variations by municipality, highlighting local characteristics. Agriculture is a prominent industry, with almost half of the municipalities showing more than 4% of their jobs in that sector (Adjala-Tosorontio has 15%). Manufacturing is a major employer across Simcoe, but especially in New Tecumseh (41% of jobs), Midland (21%), Bradford West Gwillimbury (20%) and Oro-Medonte (18%). Retail Trade accounts for a large proportion of jobs across Simcoe, but especially in Severn (26%), Innisfil (23%), Wasaga Beach (21%), Midland (19%), Barrie (18%) and Collingwood (18%). The presence of a hospital drives up the Health Care & Social Assistance job numbers in Penetanguishene (38%), Orillia (20%), Midland (17%), Collingwood (17%) and Barrie (16%). Casinos contribute to the high proportion of Arts, Entertainment & Recreation jobs in Mnjikaning First Nation 32 (76%) and Ramara (where 400 jobs are listed under Gambling Industries). Government facilities, from the Borden Armed Forces base to the OPP Headquarters to a correctional facility, account for a notable share of jobs in Essa (42%), Adjala-Tosorontio (16%), Orillia (15%) and Penetanguishene (14%). Barrie accounts for a bit over a third (36%) of jobs located in Simcoe, and it is home to half (50%) of all Simcoe jobs in Finance & Insurance.

TABLE 3b: LOCAL JOBS BY INDUSTRY, SIMCOE MUNICIPALITIES, 2016

	SIMCOE	Innisfil	Ramara	Essa	Oro-Medonte	Collingwood	Barrie	Mnjikaning First Nation 32
TOTAL NUMBER OF JOBS	170,920	7,340	2,070	7,600	4,910	10,120	60,660	2,290
Agriculture, forestry, fishing, farming	1.8%	2.3%	3.4%	4.1%	5.7%	0.3%	0.1%	0.0%
Mining and oil and gas extraction	0.2%	0.1%	3.9%	0.5%	0.4%	0.2%	0.0%	0.0%
Utilities	0.7%	1.2%	0.5%	0.1%	0.8%	0.3%	1.2%	0.4%
Construction	4.1%	7.1%	4.8%	5.0%	7.3%	3.9%	3.8%	0.0%
Manufacturing	12.4%	5.2%	5.3%	6.2%	18.1%	8.9%	8.1%	0.0%
Wholesale trade	3.3%	5.3%	2.4%	1.4%	6.1%	2.6%	4.2%	0.0%
Retail trade	15.0%	22.8%	9.2%	8.4%	9.0%	17.5%	17.5%	2.2%
Transportation and warehousing	2.8%	3.4%	3.4%	2.0%	3.3%	1.8%	2.9%	0.4%
Information and cultural industries	1.6%	1.9%	1.4%	0.5%	1.0%	1.6%	2.3%	0.0%
Finance and insurance	2.7%	1.8%	1.0%	1.2%	1.0%	3.3%	3.9%	0.0%
Real estate and rental and leasing	2.1%	2.6%	1.4%	1.4%	2.4%	3.0%	2.3%	0.0%
Professional, scientific, technical	5.2%	4.9%	4.3%	2.0%	6.7%	8.0%	6.5%	0.4%
Management of companies	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Administrative and support	4.0%	3.5%	2.4%	4.3%	4.1%	4.0%	4.8%	0.9%
Educational services	7.1%	8.6%	3.9%	4.9%	4.3%	6.3%	8.4%	2.6%
Health care and social assistance	13.1%	5.9%	5.3%	4.3%	4.5%	16.7%	15.6%	3.1%
Arts, entertainment and recreation	3.3%	6.3%	22.7%	2.0%	4.1%	2.3%	1.1%	76.0%
Accommodation and food services	8.7%	9.5%	14.5%	6.7%	7.1%	11.7%	8.9%	6.6%
Other services	4.5%	3.5%	4.3%	2.8%	5.5%	5.4%	4.7%	0.4%
Public administration	7.0%	4.1%	5.8%	42.2%	8.6%	2.3%	3.6%	7.0%

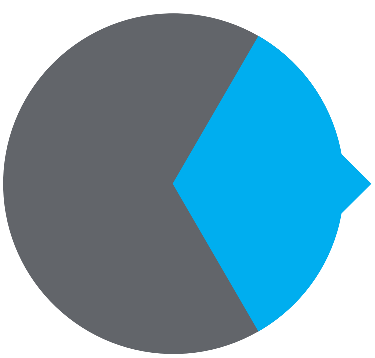
Statistics Canada, 2016 Census

Agriculture is a prominent industry, with almost half of the municipalities showing more than 4% of their jobs in that sector.

TABLE 3c: LOCAL JOBS BY INDUSTRY, SIMCOE MUNICIPALITIES, 2016

	SIMCOE	Orillia	Wasaga Beach	Tiny	Christian Island 30	Tay	Penetanguishene	Midland
TOTAL NUMBER OF JOBS	170,920	15,790	3,460	1,190	210	1,200	4,090	9,310
Agriculture, forestry, fishing, farming	1.8%	0.2%	0.0%	10.1%	0.0%	5.8%	0.2%	0.1%
Mining and oil and gas extraction	0.2%	0.0%	0.0%	0.8%	0.0%	0.8%	0.5%	0.0%
Utilities	0.7%	0.2%	1.4%	0.0%	4.8%	0.8%	1.0%	0.2%
Construction	4.1%	2.7%	6.4%	12.6%	4.8%	9.2%	2.9%	2.6%
Manufacturing	12.4%	6.3%	0.9%	5.9%	0.0%	3.3%	14.7%	21.3%
Wholesale trade	3.3%	3.1%	2.0%	2.5%	0.0%	1.7%	1.2%	1.7%
Retail trade	15.0%	16.1%	20.8%	10.9%	4.8%	10.8%	4.2%	18.8%
Transportation and warehousing	2.8%	1.9%	1.7%	5.0%	9.5%	3.3%	0.7%	2.0%
Information and cultural industries	1.6%	1.4%	0.9%	1.7%	0.0%	0.8%	0.7%	1.3%
Finance and insurance	2.7%	2.8%	3.5%	0.8%	0.0%	2.5%	2.0%	2.3%
Real estate and rental and leasing	2.1%	1.3%	7.2%	2.5%	4.8%	0.8%	0.5%	1.8%
Professional, scientific, technical	5.2%	3.9%	7.2%	8.4%	0.0%	5.8%	2.2%	4.3%
Management of companies	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Administrative and support	4.0%	3.3%	2.9%	5.9%	4.8%	2.5%	2.2%	2.3%
Educational services	7.1%	6.6%	8.1%	5.9%	9.5%	10.8%	5.6%	4.7%
Health care and social assistance	13.1%	20.0%	9.8%	5.9%	28.6%	5.8%	38.1%	17.2%
Arts, entertainment and recreation	3.3%	0.8%	2.6%	3.4%	4.8%	5.0%	2.7%	2.5%
Accommodation and food services	8.7%	10.4%	13.3%	5.0%	4.8%	7.5%	4.2%	8.1%
Other services	4.5%	4.1%	4.9%	5.9%	4.8%	14.2%	2.2%	4.9%
Public administration	7.0%	14.6%	6.4%	5.9%	19.0%	8.3%	14.2%	3.9%

Statistics Canada, 2016 Census



Barrie accounts for a bit over a third (36%) of jobs located in Simcoe

TABLE 4: LOCAL JOBS BY INDUSTRY, MUSKOKA MUNICIPALITIES, 2016

	ONTARIO	MUSKOKA	Gravenhurst	Bracebridge	Lake of Bays	Huntsville	Muskoka Lakes	Georgian Bay
TOTAL NUMBER OF JOBS	6612150	23,795	3,815	7,165	810	8,740	2,430	805
Agriculture, forestry, fishing, farming	1.5%	0.9%	0.4%	0.3%	1.2%	1.3%	2.9%	0.0%
Mining and oil and gas extraction	0.4%	0.5%	0.4%	0.2%	1.2%	0.7%	0.0%	0.0%
Utilities	0.7%	0.7%	0.9%	0.9%	0.0%	0.7%	0.0%	0.0%
Construction	6.6%	7.3%	6.4%	7.3%	8.0%	5.3%	15.6%	8.1%
Manufacturing	9.9%	6.2%	4.6%	4.8%	7.4%	8.9%	3.9%	1.9%
Wholesale trade	3.9%	2.4%	2.0%	1.8%	2.5%	3.6%	1.4%	1.2%
Retail trade	11.1%	17.9%	16.9%	17.9%	10.5%	19.8%	14.4%	22.4%
Transportation and warehousing	4.8%	2.5%	3.3%	4.1%	1.9%	1.1%	0.8%	5.6%
Information and cultural industries	2.5%	1.3%	0.7%	1.4%	3.7%	1.4%	0.4%	1.9%
Finance and insurance	5.6%	2.1%	2.1%	2.6%	1.2%	2.2%	1.4%	0.0%
Real estate and rental and leasing	2.1%	3.1%	1.6%	2.9%	3.7%	2.5%	7.8%	4.3%
Professional, scientific, technical	8.2%	5.8%	5.2%	5.3%	6.2%	6.6%	6.2%	5.0%
Management of companies	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
Administrative and support	4.7%	3.7%	2.6%	4.3%	4.9%	3.0%	6.2%	3.1%
Educational services	7.6%	5.0%	6.3%	5.9%	3.7%	4.7%	1.4%	3.7%
Health care and social assistance	11.1%	12.8%	13.5%	16.3%	1.9%	14.5%	1.2%	5.0%
Arts, entertainment and recreation	2.0%	4.3%	3.1%	2.8%	14.2%	1.8%	12.3%	13.7%
Accommodation and food services	6.6%	12.7%	10.6%	9.8%	19.1%	14.0%	17.7%	12.4%
Other services	4.3%	4.5%	3.5%	5.2%	1.2%	4.9%	3.5%	3.1%
Public administration	6.1%	6.3%	15.7%	6.4%	8.0%	2.8%	2.7%	8.1%

Statistics Canada, 2016 Census

Table 4 provides the data for Muskoka municipalities. There are four industries where their total share of all jobs in Muskoka is significantly greater than the provincial average: Construction; Retail Trade; Arts, Entertainment & Recreation; and Accommodation & Food Services. At the provincial level, these four industries account for 25% of all jobs, while in Muskoka they account for 43% of all jobs. The consequence is that many of the other industries have a smaller share. Those industries that may cater to the seasonal cottage influx also keep their percentages higher, namely: Real Estate & Rental and Leasing; Administrative & Support Services (includes services to buildings); and Other Services (personal services and repair shops). Finally, Health Care & Social Assistance commands a larger share of Muskoka jobs, most likely because of the older population.

School Attendance Among Youth Aged 15 To 24 Years Old

One of the Census questions asks whether the person attended school in the previous nine months (at any time between September 2015 and May 10, 2016), and the type of school they attended. The data also provides their labour force status, meaning whether they are employed, unemployed or not in the labour force. This provides some useful insights: (1) when it comes to youth, it can explain whether lower labour force participation is as a result of staying in school longer, and it can also identify those youth who are not employed, in education or training (a category known as NEET); (2) it can also highlight the extent to which adults participate in continuing education and training.

The tables below compare the results by gender and by different age groups. In order to provide a context, it is useful to have a comparison point. However, Ontario numbers mask what are two different experiences, namely what happens in the Greater Toronto Area and what happens in the rest of Ontario. To provide that appropriate comparison, a modified Greater Toronto Area figure has been created, representing the results for Toronto, York, Peel and Halton (Durham is actually much more reflective of the rest of Ontario); this modified GTA has very high school attendance and educational attainment figures (only the Ottawa Region matches their numbers). The Ontario averages are represented by the Ontario figures minus this modified GTA.

TABLE 5: PERCENTAGE DISTRIBUTION OF SCHOOL ATTENDANCE, MALES AND FEMALES AGED 15-19 YEARS OLD, SIMCOE, MUSKOKA AND ONTARIO MINUS PARTS OF THE GREATER TORONTO AREA, AND MODIFIED GTA, 2016

	MALES				FEMALES			
	SIMCOE	MUSKOKA	ONTARIO MINUS GTA*	GTA*	SIMCOE	MUSKOKA	ONTARIO MINUS GTA*	GTA*
Did not attend school	17%	18%	15%	10%	12%	14%	12%	8%
Yes, attended school	83%	82%	85%	90%	88%	86%	88%	92%
Elementary/secondary school	69%	66%	68%	67%	67%	63%	66%	66%
Tech/trade school or college	9%	10%	8%	7%	10%	7%	8%	6%
University	6%	5%	9%	15%	11%	15%	13%	20%
Two or more of the above	1%	2%	0%	1%	1%	1%	0%	1%

Statistics Canada, 2016 Census

GTA* refers to Toronto, York, Reel and Halton

Even among youth 15-19 years old, Muskoka youth have a slightly lower school attendance profile than the rest of Ontario, with 3% more males and 2% more females not attending school. Simcoe youth also do poorer than the rest of Ontario. And in all areas, females do better than males, with the spread wider in Simcoe and Muskoka than in the rest of the province. Simcoe and Muskoka males are more likely to be attending technical school or college, and considerably less likely to be attending university. The same applies to Simcoe females, but not to Muskoka females, who have higher rates of university attendance. Meanwhile, the GTA numbers show very high school attendance, and especially high numbers for university attendance. This is not exclusively a difference between choices that GTA youth make compared to youth in other parts of the province. Rather, it is university-aged youth attending school in the GTA from places like Simcoe and Muskoka which boost these numbers and make the difference between these areas appear larger than it is actually is.

Among youth aged 20-24 years old (Table 6), the school attendance gap among Simcoe and Muskoka youth aged 20-24 years old increases considerably. In Simcoe, males and females have higher rates of attendance to technical school or college, and considerably lower rates of attendance at university. In Muskoka, males have considerably lower rates of attendance to either college or university, while Muskoka females have low rates of technical/college attendance but somewhat higher rates of university attendance. (Some of this would reflect the fact that Simcoe and Muskoka youth may change residence to attend university elsewhere, although that is only a partial explanation.)

Drilling down to specific municipalities, overall lower school attendance among youth 15-24 years of age in apparent in Midland, as well as among males of that age in Collingwood and Gravenhurst.

TABLE 6: PERCENTAGE DISTRIBUTION OF SCHOOL ATTENDANCE, MALES AND FEMALES AGED 20-24 YEARS OLD, SIMCOE, MUSKOKA AND ONTARIO MINUS PARTS OF THE GREATER TORONTO AREA, AND MODIFIED GTA, 2016

	MALES				FEMALES			
	SIMCOE	MUSKOKA	ONTARIO MINUS GTA*	GTA*	SIMCOE	MUSKOKA	ONTARIO MINUS GTA*	GTA*
Did not attend school	61%	63%	52%	40%	51%	52%	45%	35%
Yes, attended school	40%	37%	48%	60%	49%	48%	55%	65%
Elementary/secondary school	2%	2%	3%	3%	2%	3%	3%	3%
Tech/trade school or college	21%	17%	20%	19%	21%	17%	19%	17%
University	16%	17%	25%	36%	25%	28%	33%	44%
Two or more of the above	1%	2%	0%	1%	1%	0%	0%	1%

Statistics Canada, 2016 Census

Youth Not In School, Not Employed, Not Looking For Work (NEET)

The school attendance data allows us to put a figure to those youth aged 15 to 24 years old who are neither in school, in a job or looking for work (not in employment, education or training – NEET).

Looking at the results in both Tables 7 and 8, one can make the following observations:

- Around half of youth aged 15 to 19 years of age who are not in school and have not obtained a high school diploma are not working;
- Among youth aged 20 to 24 years of age who are not in school and who do not have a high school diploma, around a third of the males are not working, while half of the Simcoe females are not working and almost three-quarters of the Muskoka females are not working;
- Among the youth school drop-out population, in Muskoka they are equally split between 15-19 year olds and 20-24 year olds, while in Simcoe almost 60% are 20-24 years old;
- Among those with a high school diploma, 16% of both Simcoe males and females aged 15-19 years old are not in school and not in the labour force; in Muskoka, there are fewer such males (9%) and only slightly more such females (12%); among those aged 20-24 years old with a high school diploma, in Simcoe around 12% of males are in the NEET category and slightly more females (19%); in Muskoka for this same group, a lower proportion of males are in the NEET category (9%) but a quarter (25%) of these females are NEETs;
- Those youth who have a post-secondary certificate are very unlikely not to be in the labour force, especially in Muskoka (2%); the figures in Simcoe are higher, 6% for males and 8% for females.

TABLE 7: NUMBER AND PERCENT OF YOUTH NOT IN SCHOOL NOT EMPLOYED AND NOT LOOKING FOR WORK, BY AGE, GENDER AND LEVEL OF EDUCATIONAL ATTAINMENT, SIMCOE, 2016

	15-19 YEARS OLD		20-24 YEARS OLD	
	MALES	FEMALES	MALES	FEMALES
NO HIGH SCHOOL DIPLOMA				
TOTAL Number	975	760	1570	895
NEET Number	565	380	520	450
NEET Percent	58%	50%	33%	50%
HIGH SCHOOL DIPLOMA				
TOTAL Number	1445	860	4890	3075
NEET Number	235	140	605	570
NEET Percent	16%	16%	12%	19%
APPRENTICESHIP, COLLEGE DIPLOMA OR UNIVERSITY DEGREE				
TOTAL Number			2630	3150
NEET Number			155	240
NEET Percent			6%	8%

Statistics Canada, 2016 Census

TABLE 8: NUMBER AND PERCENT OF YOUTH NOT IN SCHOOL NOT EMPLOYED AND NOT LOOKING FOR WORK, BY AGE, GENDER AND LEVEL OF EDUCATIONAL ATTAINMENT, MUSKOKA, 2016

	15-19 YEARS OLD		20-24 YEARS OLD	
	MALES	**FEMALES**	**MALES**	**FEMALES**
NO HIGH SCHOOL DIPLOMA				
TOTAL Number	105	120	130	70
NEET Number	50	65	45	50
NEET Percent	52%	54%	35%	71%
HIGH SCHOOL DIPLOMA				
TOTAL Number	160	85	585	295
NEET Number	15	10	50	75
NEET Percent	9%	12%	9%	25%
APPRENTICESHIP, COLLEGE DIPLOMA OR UNIVERSITY DEGREE				
TOTAL Number			265	320
NEET Number			5	5
NEET Percent			2%	2%

Statistics Canada, 2016 Census

Youth Not In School, Not Employed, Not Looking For Work (NEET)

WITH A POST-SECONDARY DIPLOMA

Muskoka Youth
Female/Male

2% 2%

Simcoe Youth
Female/Male

8% 6%

School Attendance Among Adults In The Labour Force

The school attendance data among adults aged 25 to 44 years of age reflects two likely population groups: those who have continued post-graduate education following their post-secondary degree, and those who have returned to school after some time to improve their labour market outcomes. Table 9 provides the data for Simcoe and Muskoka by different educational attainment levels and compares the results to residents of Toronto and to residents of the rest of Ontario minus Toronto. The population represents only those in the labour force (that is, either employed or actively looking for work).

There are several evident trends:

- In every area and at each level of educational attainment, in almost all cases a higher proportion of females is engaged in further education than males;
- In each area, the more previous education a person has, the more likely it is they will be pursuing further education;
- Residents of Toronto are more likely to be engaged in further education, followed by residents of the rest of Ontario; Simcoe residents fall slightly below the levels of further education engaged in by residents of the rest of Ontario, and Muskoka residents score slightly lower than Simcoe residents.

TABLE 9: SCHOOL ATTENDANCE AMONG ADULTS AGED 25 TO 44 YEARS OLD, BY GENDER AND BY EDUCATIONAL ATTAINMENT, FOR RESIDENTS IN THE LABOUR FORCE OF SIMCOE, MUSKOKA, TORONTO AND ONTARIO MINUS TORONTO, 2016

	NO CERTIFICATE		HIGH SCHOOL DIPLOMA		POST-SECONDARY CERTIFICATE	
	MALES	FEMALES	MALES	FEMALES	MALES	FEMALES
SIMCOE						
Number	140	165	1015	680	2,705	3,955
% of total	3%	7%	6%	7%	9%	11%
MUSKOKA						
Number	10	20	65	50	230	345
% of total	2%	9%	4%	4%	8%	10%
TORONTO						
Number	980	845	7,265	5,760	36,070	48,455
% of total	4%	6%	11%	13%	14%	17%
ONTARIO MINUS TORONTO						
Number	2,970	2,445	19,890	15,350	83,970	107,390
% of total	3%	5%	7%	8%	11%	13%

Statistics Canada, 2016 Census

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. The information for this section comes from this data set, called Canadian Business Counts.

Ranked #1

of the total number of businesses by industry

Muskoka: Construction

Barrie: Real Estate, Rental, Leasing

Number of businesses, by size of establishment and by industry

Tables 1 and 2 provide the summary 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; roughly 9-10% of the total counts in each of Simcoe and Muskoka represent businesses that are unclassified, lower than the provincial average of 13%. This simply means that for these businesses, Statistics Canada was unable to identify which industries these businesses belonged to.

The second-to-last column 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 number of classified businesses have their ranking numbers bolded and in red.

The highlighted cells identity the three industries with the largest number of firms for each employee size category column.

Where under the percentage distribution 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%.

TABLE 1 – SIMCOE NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2018										
INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	1370	174	57	32	17	5	2	1657	4	10
21 Mining	29	10	7	13	8	2	0	69	0	19
22 Utilities	99	6	3	3	5	1	1	118	0	18
23 Construction	4376	1468	514	240	110	21	4	6733	16	2
31-33 Manufacturing	651	246	126	76	76	40	40	1255	3	12
41 Wholesale Trade	610	286	136	89	59	17	3	1200	3	13
44-45 Retail Trade	1583	642	482	392	209	68	49	3425	8	4
48-49 Transportation/Warehousing	1361	414	76	38	32	19	13	1953	5	9
51 Information and Cultural	315	87	47	20	17	4	3	493	1	15
52 Finance and Insurance	1705	222	85	78	42	5	0	2137	5	7
53 Real Estate, Rental, Leasing	7507	345	74	47	19	5	3	8000	19	1
54 Professional Scientific Tech	3250	975	192	78	49	10	4	4558	11	3
55 Management of Companies	234	21	4	7	7	2	1	276	1	17
56 Administrative Support	1311	378	156	89	45	15	24	2018	5	8
61 Educational Services	299	68	35	23	17	0	4	446	1	16
62Health Care & Social Assist	1640	742	295	183	74	23	33	2990	7	6
71 Arts, Entertainment & Rec	520	93	40	43	33	13	8	750	2	14
72 Accommodation & Food	439	220	206	239	199	76	15	1394	3	11
81 Other Services	1897	733	288	107	42	6	0	3073	7	5
91 Public Administration	6	0	0	2	0	5	17	30	0	20
CLASSIFIED BUSINESSES	29202	7130	2823	1799	1060	337	224	42575		
Percentage of all classified and unclassified businesses	70	16	6	4	2	1	1	100		
Cumulative percentage	70	87	93	97	99	100	100			
ONTARIO percentage of classified and unclassified businesses	71%	17%	5%	4%	2%	1%	1%			

TABLE 2 – MUSKOKA NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2018										
INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	106	17	3	1	3	0	0	130	2	14
21 Mining	2	2	1	4	1	2	0	12	0	19
22 Utilities	12	2	1	1	2	0	0	18	0	18
23 Construction	793	375	176	86	30	3	1	1464	20	1
31-33 Manufacturing	105	41	19	8	15	6	5	199	3	11
41 Wholesale Trade	70	39	18	9	3	1	0	140	2	13
44-45 Retail Trade	287	116	98	104	37	9	9	660	9	4
48-49 Transportation/Warehousing	145	44	9	7	3	2	2	212	3	10
51 Information and Cultural	53	17	14	5	2	1	0	92	1	15
52 Finance and Insurance	314	39	21	15	1	0	0	390	5	8
53 Real Estate, Rental, Leasing	1254	75	19	5	3	2	0	1358	18	2
54 Professional Scientific Tech	498	142	34	13	2	0	0	689	9	3
55 Management of Companies	53	1	2	0	4	0	0	60	1	16
56 Administrative Support	228	102	33	19	11	2	1	396	5	7
61 Educational Services	42	8	3	2	1	0	0	56	1	17
62Health Care & Social Assist	214	99	45	35	12	3	4	412	6	6
71 Arts, Entertainment & Rec	107	18	15	16	10	2	7	175	2	12
72 Accommodation & Food	127	41	44	47	54	14	9	336	5	9
81 Other Services	347	136	53	15	2	1	0	554	8	5
91 Public Administration	0	0	0	0	2	2	5	9	0	20
CLASSIFIED BUSINESSES	4757	1314	608	392	198	50	43	7362		
Percentage of all classified and unclassified businesses	66	18	8	5	2	1	1	101		
Cumulative percentage	66	84	92	96	99	99	100			
ONTARIO percentage of classified and unclassified businesses	71%	17%	5%	4%	2%	1%	1%			

Some observations:

- **Number of small firms:** Businesses are by far made up of small establishments. 70% of the classified and unclassified firms in Simcoe have no employees,[1] and another 16% have 1-4 employees; in Muskoka, no employee firms account for 66%, and 1-4 employees another 18%; in both instances, the percentages of firms with 4 employees or less are relatively close to the figures for Ontario (last line of the table: 71% for no employees and 17% for 1-4 employees);

- **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 and Leasing, accounting for 19% of all firms, followed closely by Construction (16%), then a more distant third, Professional, Scientific & Technical Services (11%); in Muskoka, the three largest are Construction (20%), Real Estate and Rental & Leasing (18%) and, a more distant third, a near tie between Professional, Scientific & Technical Services (9.4%) and Retail Trade (9.0%); by way of context, the five largest industries by number of firms in Ontario are: Estate and Rental & Leasing (20%); Professional, Scientific and Technical Services (14%); Construction (10%); and then a near tie: Health Care & Social Assistance (7.1%) and Retail Trade (6.9%);

- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. The table demonstrates how the 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 and Accommodation & Food 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, and Arts, Entertainment & Recreation.

Drilling down further:

- **Simcoe:** The large number of firms in the Real Estate and Rental & Leasing category is primarily made up of landlords of residential buildings and dwellings, followed more distantly by real estate agents (there are around three times as many residential landlords and firms as there are real estate agents and firms) followed by landlords of non-residential buildings and dwellings; the Construction sector is largely made up of specialty trade contractors and residential home construction firms, followed by firms involved in land subdivision; by far the largest subsector in Professional, Scientific & Technical Services is Management, Scientific & Technical Consulting Services, although this subsector dominates among those with no employees (accounting for one third); among firms with employees, there is roughly an equal number between five categories: Management,

1 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.

Scientific & Technical Consulting Services; Computer Systems Design and Related Services; Architectural and Engineering Services; Accounting, Payroll and Tax Preparation Services; and Legal Services;

- **Muskoka:** Compared to Simcoe, the number of Muskoka firms in the residential home construction sector is somewhat closer to the number of firms in the specialty trade contractor field; while in Real Estate and Rental & Leasing, landlords of residential buildings and dwellings outnumber real estate agents and firms by a similar three to one ratio, followed by landlords of non-residential buildings and dwellings; in Retail Trade, the largest single category is convenience stores (which are double the number of groceries); the second largest category is other miscellaneous store retailers (these include everything from art supplies to swimming pool retailers, from party suppliers to sellers of hot tubs); the third largest retail category is pharmacies and drug stores; automobile dealers make up a large category as well; new car dealers are more likely to have employees, while used car dealers are less likely to have employees.

Businesses are by far made up of small establishments

Change in the number of firms by industry, June 2017 to June 2018

Changes in the number of employers are experienced differently across the various industries. Tables 3 and 4 highlight the changes in the number of firms by industry and by employee size between June 2017 and June 2018 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2018, 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 in industries.

Simcoe: Overall, there has been a significant increase in the total number of firms, up 1342, very similar to last year's increase of 1360 firms. A large part of the growth is in the category of firms with no employees (that is, solo consultants, professionals and the self-employed), amounting to 1198 (last year, 1113). However, there was a net decline of six among firms with 100 or more employees, while there was strong growth in the other employee-size categories. In percentage terms, firms with no employees grew by 4%, firms with 1-19 employees and 20-99 employees each grew by around 1%, while firms with over 100 employees fell by 3%.

It would appear that significant increases in the number of firms and in employment have occurred in: Construction; Transportation & Warehousing; Professional, Scientific & Technical Services; and Administrative & Support Services. In Construction, the increases appear to be primarily in: residential building construction; drywall and insulation installers; and painting and wall covering contractors.

In Real Estate and Rental & Leasing, there has been a large jump in the no employee category. This includes over 400 more landlords and around 100 more real estate agents.

The most significant losses appear to be in the Wholesale Trade sector. Other industries that would appear to have experienced losses are: Agriculture; Mining and Oil & Gas Extraction; Educational Services; and Public Administration. The decline in Educational Services seems to be entirely related to a drop in the number of establishments with no employees providing athletic instruction.

There has been a significant increase in the total number of firms, up 1342, very similar to last year's increase of 1360 firms.

TABLE 3: SIMCOE CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2017 TO JUNE 2018						
INDUSTRY	Firm size (number of employees)					Total number of firms June-18
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-20	0	0	0	-20	1657
Mining and oil and gas extraction	-2	-4	3	0	-3	69
Utilities	4	-4	0	0	0	118
Construction	235	43	2	-1	279	6733
Manufacturing	-3	18	5	-4	16	1255
Wholesale trade	8	-11	-8	-1	-12	1200
Retail trade	-25	15	8	0	-2	3425
Transportation and warehousing	54	12	-1	2	67	1953
Information and cultural industries	8	53	-3	0	58	493
Finance and insurance	63	1	-11	0	53	2137
Real estate and rental and leasing	615	-26	1	0	590	8000
Professional, scientific and technical services	29	30	8	1	68	4558
Management of companies and enterprises	3	-1	-1	0	1	276
Administrative and support	34	-5	4	2	35	2018
Educational services	-30	0	-3	1	-32	446
Health care and social assistance	113	22	-1	-3	131	2990
Arts, entertainment and recreation	83	0	3	-2	84	750
Accommodation and food services	-8	-7	9	0	-6	1394
Other services	37	-1	5	-1	40	3073
Public administration	0	-4	-1	0	-5	30
TOTAL	1198	131	19	-6	1342	42575

Statistics Canada, Canadian Business Counts, June 2017 and June 2018

Muskoka: Muskoka also experienced a net increase in the total number of firms, however there were small net declines in the number of firms in both the 20-99 and 100+ categories.

It would appear that the number of firms and employment increased in the following sectors: Construction; Real Estate and Rental & Leasing; Professional, Scientific & Technical Services; Administrative & Support Services; and Other Services. In terms of subsectors, some of the more prominent increases were among: residential landlords, real estate agents and landscaping services.

There were losses in Manufacturing and Retail Trade, with the largest decreases among electronics and appliances stores.

TABLE 4: MUSKOKA CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2017 TO JUNE 2018						
	Firm size (number of employees)					Total number of firms June-18
INDUSTRY	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	15	-6	0	0	9	130
Mining and oil and gas extraction	-1	-1	1	0	-1	12
Utilities	4	0	0	0	4	18
Construction	-3	13	1	0	11	1464
Manufacturing	2	-4	-1	0	-3	199
Wholesale trade	0	2	-2	0	0	140
Retail trade	-4	-21	1	0	-24	660
Transportation and warehousing	-2	4	-2	0	0	212
Information and cultural industries	-7	10	-3	0	0	92
Finance and insurance	23	-1	-2	0	20	390
Real estate and rental and leasing	58	4	0	0	62	1358
Professional, scientific and technical services	7	4	0	0	11	689
Management of companies and enterprises	0	-1	2	0	1	60
Administrative and support	5	11	2	0	18	396
Educational services	-3	1	0	0	-2	56
Health care and social assistance	12	0	1	-2	11	412
Arts, entertainment and recreation	10	-5	-2	0	3	175
Accommodation and food services	5	-3	1	0	3	336
Other services	24	12	-1	0	35	554
Public administration	-1	-1	0	0	-2	9
TOTAL	144	18	-4	-2	156	6713

Statistics Canada, Canadian Business Counts, June 2017 and June 2018

Analysis Of EO Program Related Data (2017-2018)

Background To The Data

This document is based on data which has been provided by the Ontario Ministry of Training, Colleges and Universities to the various Local Boards (workforce planning boards). 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 Program, Second Career and Youth Job Connection for the 2017-18 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 (SMWDB), 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, Canadian 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, 2017-18 and 2016-17, Number and Percent of all R&I Clients

	SMWDB	Region	Ontario
2017-18 UNASSISTED R&I CLIENTS			
Number	16,286	239,418	478,853
As % of Ontario	3.4%	50.0%	100.0%
2016-17 UNASSISTED R&I CLIENTS			
Number	18,584	249,140	484,354
As % of Ontario	3.8%	51.4%	100.0%

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

	SMWDB	Region	Ontario
2017-18 ASSISTED CLIENTS			
Number	5,866	90,638	189,353
As % of Ontario	3.1%	47.9%	100.0%
2016-17 ASSISTED CLIENTS			
Number	6,004	90,253	190,762
As % of Ontario	3.1%	47.3%	100.0%
2015-16 ASSISTED CLIENTS			
Number	6,353	91,616	194,388
As % of Ontario	3.3%	47.1%	100.0%
2016 TOTAL POPULATION			
As % of Ontario	4.0%	51.7%	100%

Population figures from StatCan 2016 Census.

The proportions of assisted and unassisted EO employment services clients for SMWDB remain more or less consistent year after year, and relative to the board's population share of the province. Compared to 2016-17, the share of unassisted clients went down only slightly, from 3.8% to 3.4%, whereas the share of assisted clients stayed steady at 3.1%. The provincial figures for both unassisted and assisted clients have been dropping slightly.

Clients by Age Group

The following tables compare the proportions of ES assisted clients by age range to the proportion of unemployed for the Central Region and for Ontario. The table also compares the previous two years.

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

2017-18 ES ASSISTED	ASSISTED CLIENTS			2016 UNEMPLOYED	
	SMWDB	Region	Ontario	SMWDB	Ontario
15-24 years	21%	19%	22%	34%	34%
25-44 years	39%	51%	48%	32%	36%
45-64 years	38%	29%	29%	29%	27%
over 65 years	2%	1%	1%	5%	3%
2016-17 ES ASSISTED	ASSISTED CLIENTS			2015 ONT UNEMPLOYED	
	SMWDB	Region	Ontario	Ontario	
15-24 years	22%	19%	22%	31%	
25-44 years	41%	52%	48%	37%	
45-64 years	35%	28%	29%	30%	
over 65 years	2%	1%	1%	2%	
2015-16 ES ASSISTED	ASSISTED CLIENTS			2014 ONT UNEMPLOYED	
	SMWDB	Region	Ontario	Ontario	
15-24 years	27%	22%	24%	32%	
25-44 years	38%	50%	47%	37%	
45-64 years	34%	28%	28%	29%	
over 65 years	2%	1%	1%	2%	

Unemployed figures from Labour Force Survey (LFS), 2014 and 2015 and 2016 Census.

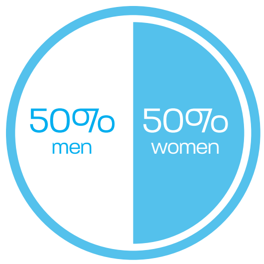
Comparing the Ontario figures first, one can see that youth are somewhat under-represented among Assisted clients compared to their share of the unemployed population (22% of the client population compared to 34% of all unemployed in 2016). The proportion of the Ontario unemployed who are youth has increased, as has the proportion of the unemployed who are over 65 years of age, to 3%, although their share of ES Assisted clients has remained at 1%.

At the Central Region level, the only significant change has been the drop in the share of Assisted clients who are youth, from 22% in 2015-2016 to 19% in 2017-2018.

At the SMWDB level, there has been a more severe drop in the share of Assisted clients who are youth, from 27% in 2015-2016 to 21% in 2017-2018. That 21% is similarly smaller than the share of youth among the local unemployed population (34%). The age group which has increased their share the most among Assisted clients is those 45-64 years old. The over 65 years of age clients have not increased their proportion of Assisted clients, even though their share of the unemployed has increased.

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. The same holds true for SMWDB, while at the Central Region level, females have a slightly larger proportion. These proportions have hardly changed from 2016-2017.



ES Assisted clients is nearly a 50/50 mix of males and females.

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

2017-18	ES ASSISTED CLIENTS			2016 UNEMPLOYED	
ASSISTED	SMWDB	Region	Ontario	SMWDB	Ontario
Females	49.0%	53.3%	49.5%	48.0%	48.0%
Males	51.0%	46.4%	50.2%	52.0%	52.0%
Undisclosed	0.0%	0.3%	0.3%		
2016-17	ES ASSISTED CLIENTS			2015 ONT UNEMPLOYED	
ES ASSISTED	SMWDB	Region	Ontario	Ontario	
Females	51.0%	52.9%	48.8%	45.7%	
Males	49.0%	46.8%	51.0%	54.3%	
Undisclosed	0.0%	0.3%	0.2%		

Unemployed figures from Labour Force Survey, 2015 and 2016 Census.

Designated Groups

The ES client data collects information on 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 SMWDB, the 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

	NUMBER 2017-18			PERCENTAGE 2017-18		
Designated group	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
Aboriginal group	315	1,300	7,318	6.0%	1.4%	3.9%
Deaf		60	174	0.0%	0.1%	0.1%
Deaf/Blind				0.0%	0.0%	0.0%
Francophone	131	1,603	7,126	2.2%	1.8%	3.8%
Internationally Trained	326	26,738	36,909	5.6%	29.5%	19.5%
Newcomer	181	17,594	25,889	3.1%	19.4%	13.7%
Person w/disability	894	6,323	19,183	15.2%	7.0%	10.1%
Visible minority	214	19,482	27,196	3.6%	21.5%	14.4%

To make an appropriate comparison, we need to rely on the 2016 Census data. The first point to make is that we do not have accurate labour market data on a number of these categories (for example, persons with disabilities, including deaf or deaf/blind), and so it is not possible to pass any judgment regarding how well these populations are served by employment services.

Secondly, we do have 2016 data for unemployment rates for newcomers, visible minorities and Aboriginal peoples, but 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 still be treated with some caution.

Overall, comparing the share of ES Assisted clients by these designated groups and by their share of the unemployed in these areas, the figures are roughly equivalent, certainly not out of proportion, except for visible minorities (Table 6). The share of newcomers as a proportion of Assisted clients is higher than their share of the unemployed at all levels. The share of Aboriginal groups at the SMWDB and regional level is consistent with their share of the unemployed and has been increasing.

One notable discrepancy is the share of ES clients who are visible minorities at all levels. At the provincial level, their share of 14.1% 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, such as the Greater Toronto area. This under-reporting in the GTA greatly affects the provincial figures. The figures for the SMWDB level may partly represent that. As well, the figure for the share of the unemployed only reflects Barrie data, which would not reflect the demographic mix of the rest of Simcoe and Muskoka.

Table 6: Comparison of share of designated groups

2017-18 Designated group	ASSISTED CLIENTS SMWDB	ASSISTED CLIENTS Region	ASSISTED CLIENTS Ontario	% of UNEMPLOYED in 2016 SMWDB	% of UNEMPLOYED in 2016 Region	% of UNEMPLOYED in 2016 Ontario
Newcomer	3.1%	19.4%	13.7%	1.2%	8.7%	5.9%
Visible minority	3.6%	21.5%	14.1%	10.1%	54.3%	35.7%
Aboriginal group	6.0%	1.4%	3.9%	7.3%	1.5%	4.2%

2016-17 Designated group	ASSISTED CLIENTS SMWDB	ASSISTED CLIENTS Region	ASSISTED CLIENTS Ontario
Newcomer	2.8%	18.2%	12.3%
Visible minority	3.6%	19.8%	13.1%
Aboriginal group	5.7%	1.4%	3.5%

2015-16 Designated group	ASSISTED CLIENTS SMWDB	ASSISTED CLIENTS Region	ASSISTED CLIENTS Ontario
Newcomer	2.5%	15.4%	9.9%
Visible minority	2.5%	18.1%	11.7%
Aboriginal group	5.2%	1.3%	3.4%

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 minorities, it is represented only by Barrie.

The share of newcomers as a proportion of Assisted clients is higher than their share of the unemployed at all levels.

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 four years is also included.

Overall, there has been a slight increase in the share of ITPs of all Assisted clients in Ontario, the Central Region and Durham and Simcoe-Muskoka. The percentage has stayed steady or slightly dropped in the high immigrant areas of Toronto, Peel-Halton and York.

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

	SIMCOE-MUSKOKA	TORONTO	PEEL-HALTON	YORK	DURHAM	CENTRAL	ONTARIO
2017/8 #ITP	326	14,648	7,262	3,339	1,000	26,738	36,909
2017/8 % ITP	6%	33%	39%	26%	13%	30%	20%
2016/7 % ITP	5%	33%	39%	27%	11%	29%	19%
2015/6 % ITP	5%	31%	35%	26%	9%	27%	18%
2014/5 % ITP	5%	29%	30%	25%	8%	25%	16%
2013/4 % ITP	5%	32%	35%	25%	10%	28%	18%

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 with, 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. This

Table 8: Comparison of educational attainment levels between 2017-18 ES Assisted clients and unemployed in 2016

	ES ASSISTED CLIENTS			UNEMPLOYED		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
No certificate	15%	7%	12%	21%	13%	15%
High school	39%	23%	29%	38%	34%	35%
Apprenticeship	3%	1%	2%	7%	4%	5%
College	27%	25%	26%	22%	17%	19%
Bachelor	9%	26%	18%	9%	20%	16%
Above Bachelor	2%	12%	8%	3%	10%	8%
Other	7%	6%	6%	1%	2%	2%

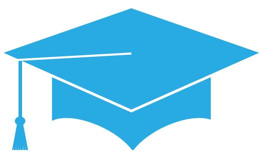
Data for unemployed from 2016 Census

category for ES Assisted clients is noticeably larger than this other category for the unemployed.

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 fewer ES Assisted clients with only a high school diploma.

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, educational mix is quite different from the region (because the region's figures are driven by the high levels of educational attainment in Peel, Halton, York and Toronto). Yet at the SMWDB level, there is a relative match between the profile of educational attainment among Assisted 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.



There are more ES Assisted clients with college diplomas than there are among the unemployed.

Source of Income

Table 9 shows that there has been a slight decrease at all levels of ES Assisted clients who rely on Employment Insurance as their source of income and a slight increase in the proportion of clients who rely on Ontario Works.

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

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employment Insurance	16%	12%	14%	18%	14%	16%
Ontario Works	14%	13%	16%	13%	12%	15%
ODSP	4%	2%	3%	4%	2%	3%
No Source of Income	45%	54%	46%	45%	53%	46%
Other	19%	18%	20%	19%	20%	21%

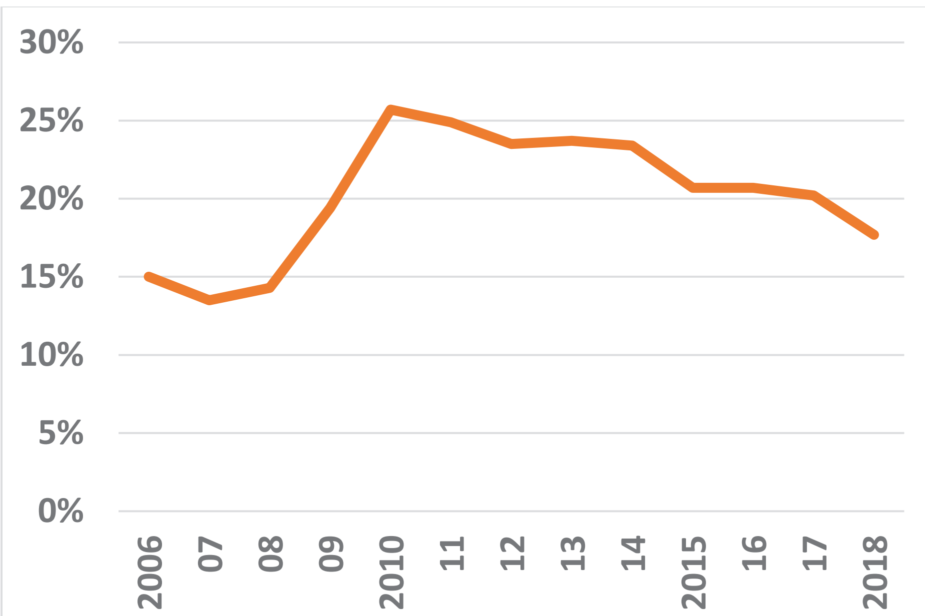
Length of Time Out of Employment/ Training

The proportion of longer-term unemployed (unemployed for six months or more) rose significantly in Ontario as a result of the recession and stayed relatively high (Chart 1), with a very slow decline until recently. Still, even in 2018, the percentage of unemployed Ontarians who have been unemployed for more than six months (27 weeks) sits at 17.7%, when before the recession the figure was below 15%.

The largest different between the length of time unemployed among ES Assisted clients and the unemployed population is the far fewer numbers 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 SMWDB, regional, and provincial levels.

For the SMWDB level, there has been no change in the proportions by length of time unemployed, and only minor changes at the region and provincial levels.

Chart 1: Percentage of unemployed who have been unemployed for 27 weeks or more, Ontario, 2006-2018



Labour Force Survey

Table 10: Percentage distribution by length of time out of employment for 2017-18 and 2016-17 ES Assisted clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2017

	2017-18 ES CLIENTS			2016-17 ES CLIENTS			LFS
	SMWDB	Region	Ontario	SMWDB	Region	Ontario	ONTARIO
< 3 months	48%	43%	46%	48%	44%	47%	64%
3 – 6 months	15%	15%	15%	15%	16%	15%	16%
6 – 12 months	15%	16%	15%	15%	16%	15%	14%
> 12 months	22%	26%	24%	22%	25%	23%	6%

Outcomes at Exit

This year, the Ministry has provided two more categories for the Outcome at Exit data. Whereas before there were three categories (Employed, Training and Other, where Other included Independent, Unable to Work, Unemployed, Unknown and Volunteer), this year there are five categories, where Other is limited to Independent, Unable to Work and Volunteer.

Apart from this added detail, there has been virtually no change at the SMWDB, 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

	2017-18 ES CLIENTS			2016-17 ES CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed	72%	70%	70%	72%	69%	69%
Training	11%	13%	12%	10%	13%	13%
Other	4%	4%	4%	18%	18%	18%
Unemployed	6%	7%	7%			
Unknown	7%	6%	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, which this year have been provided as one single group of both Employment and Training Outcomes.

Compared to last year's figures (which do not have all the detailed categories), one sees there is hardly any change. Although the figure for employed full-time for the SMWDB area has dropped by 9 percentage points, it is made up by an almost equal increase in Employed – Other, which represent a better quality of employment outcome.

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

	2017-18 ES CLIENTS			2016-17 ES CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed Full-Time	45%	39%	37%	46%	41%	39%
Employed Part-Time	15%	12%	12%	15%	12%	12%
Employed Apprentice	1%	0%	1%	1%	0%	1%
Employed – Other*	7%	15%	16%	7%	13%	13%
Employed and in education	1%	1%	1%	1%	1%	1%
Employed and in training	1%	1%	1%	1%	1%	1%
Self-Employed	2%	2%	2%	3%	2%	2%
In Education	5%	4%	4%	5%	4%	4%
In Training	6%	8%	8%	6%	9%	9%
Independent	2%	2%	2%			
Volunteer	0%	0%	0%			
Unable to Work	2%	2%	3%			
Unemployed	6%	7%	7%			
Unknown	7%	6%	7%			
(blank)	0%	0%	0%			

*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 the previous year.

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

	SMWDB	REGION	ONTARIO
% 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 considerable drop in the proportion of clients for whom lay-off industry data has been collected, across all three areas. The figures for the previous four years have been provided to show just how much a reversal has occurred in the collection of this data. At the local level, it represents a drop of 19 percentage points, while at the region and provincial levels, it is a drop of 14 percentage points. This certainly warrants some exploration to understand why this has happened.

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 13). At the local level, there is data reported for 27% of those clients with employment outcomes, slightly down from the year before. The collection of this data at the region and provincial levels has plateaued, after increasing across all areas the year previous.

Table 14: Number of clients with industry employment outcome data

	SMWDB	REGION	ONTARIO
Clients with industry employment data	1,134	9,000	26,437
ES Assisted clients with employment outcomes	4,211	63,162	131,523
Industry employment data as % of all clients with employment data, 2017-18	27%	14%	20%
Industry employment data as % of all clients with employment data, 2016-17	29%	15%	20%
Industry employment data as % of all clients with employment data, 2015-16	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.

The big picture story for Ontario is fairly straight-forward: there is considerable reliance in terms of employment outcomes on 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 (52% 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, these same four industries still account for around half (49%) of the employment outcomes, when they account for only 31% of all employment.

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

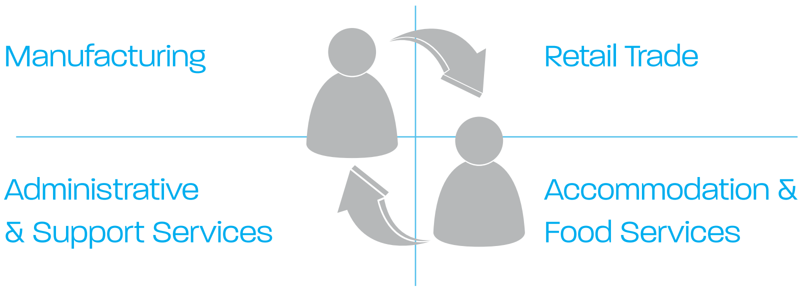
	SMWDB			REGION			ONTARIO		
	EO lay-off industry	EO industry outcome	Employed – 2016	EO lay-off industry	EO industry outcome	Employed – 2016	EO lay-off industry	EO industry outcome	Employed – 2016
Agriculture, forestry, fishing	1%	2%	1%	0%	1%	0%	2%	1%	2%
Mining & oil and gas extraction	0%	0%	0%	0%	0%	0%	0%	1%	0%
Utilities	0%	0%	1%	0%	0%	1%	0%	0%	1%
Construction	12%	12%	10%	6%	6%	6%	9%	8%	7%
Manufacturing	13%	12%	11%	11%	10%	9%	14%	15%	10%
Wholesale trade	2%	2%	4%	3%	2%	5%	2%	2%	4%
Retail trade	15%	16%	13%	12%	14%	11%	13%	14%	11%
Transportation & warehousing	3%	4%	4%	4%	6%	5%	4%	5%	5%
Information & cultural industries	1%	0%	2%	2%	2%	3%	1%	1%	3%
Finance and insurance	1%	1%	3%	3%	3%	8%	2%	2%	6%
Real estate & rental and leasing	1%	1%	2%	1%	1%	3%	1%	1%	2%
Professional, scientific, technical	4%	5%	5%	10%	8%	10%	6%	5%	8%
Management of companies	0%	0%	0%	0%	0%	0%	0%	0%	0%
Administrative and support	11%	10%	5%	12%	14%	5%	11%	12%	5%
Educational services	2%	1%	7%	4%	3%	7%	3%	2%	8%
Health care and social assistance	6%	7%	11%	7%	9%	10%	7%	8%	11%
Arts, entertainment & recreation	3%	4%	3%	2%	2%	2%	2%	2%	2%
Accommodation & food services	18%	17%	7%	12%	11%	6%	14%	13%	7%
Other services	6%	5%	4%	7%	6%	4%	6%	5%	4%
Public administration	2%	1%	7%	1%	1%	4%	1%	2%	6%

The employment data is from the 2016 Census.

At the local level, these four industries account for 55% of all employment outcomes, while only representing 36% of all employment. A fifth industry can be added to this list, namely Construction. The total employment outcomes for these five industries amount to 67%, two-thirds of all job outcomes.

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, quite a few 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.

Over half (54%) of employment outcomes are in four industries. These are also the four sectors from which come the largest proportion of clients. Yet, among all Ontario residents, only 33% are employed in these industries, which suggests these industries have higher rates of turnover.



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.)

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

- Service support occupations
- Trades helpers, construction labourers and related occupations
- Service supervisors
- Salespersons - wholesale and retail
- Service representatives
- Sales support occupations
- Office support occupations
- Administrative supervisors and administrative occupations

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 supressed because they have less than 10. Nevertheless, there are similarities across the SMWDB, 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.

Eight 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. Totalling all the reported employment outcome occupations at the region and provincial levels, (the data for the local area has too many supressed cells); the large majority of these jobs require a high school diploma or less. At region level, these occupations amount to 63% of all reported outcomes and for the province the figure is 71%.

Table 16: Top 10 occupations for lay-offs

RANK	SMWDB Occupation	#	Region Occupation	#	Ontario Occupation	#
1.	Service support and other service occupations, n.e.c.	359	Service representatives and other customer and personal services occupations	2,930	Service support and other service occupations, n.e.c.	8,495
2.	Trades helpers, construction labourers and related occupations	246	Service support and other service occupations, n.e.c.	2,647	Service representatives and other customer and personal services occupations	6,291
3.	Service supervisors and technical service occupations	210	Administrative and financial supervisors and administrative occupations	2,381	Labourers in Processing, Manufacturing and Utilities	5,753
4.	Sales representatives and salespersons – wholesale and retail trade	198	Office support occupations	2,124	Trades helpers, construction labourers and related occupations	5,022
5.	Service representatives and other customer and personal services occupations	197	Sales support occupations	1,721	Sales support occupations	4,507
6.	Industrial, electrical and construction trades	173	Sales representatives and salespersons – wholesale and retail trade	1,719	Sales representatives and salespersons – wholesale and retail trade	4,240
7.	Sales support occupations	171	Labourers in Processing, Manufacturing and Utilities	1,488	Administrative and financial supervisors and administrative occupations	4,179
8.	Office support occupations	156	Service supervisors and technical service occupations	1,222	Office support occupations	3,890
9.	Other installers, repairers and servicers and material handlers	146	Technical Occupations Related to natural and applied sciences	1,042	Service supervisors and technical service occupations	3,605
10.	Administrative and financial supervisors and administrative occupations	130	Trades helpers, construction labourers and related occupations	1,038	Transport and heavy equipment operation and related maintenance occupations	2,785

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

Table 17: Top 10 occupations for employment outcomes

RANK	SMWDB Occupation	#	Region Occupation	#	Ontario Occupation	#
1.	Service support and other service occupations, n.e.c.	162	Service representatives and other customer and personal services occupations	961	Service support and other service occupations, n.e.c.	3030
2.	Trades helpers, construction labourers and related occupations	92	Service support and other service occupations, n.e.c.	812	Labourers in Processing, Manufacturing and Utilities	2433
3.	Sales support occupations	72	Administrative and financial supervisors and administrative occupations	637	Service representatives and other customer and personal services occupations	2264
4.	Sales representatives and salespersons – wholesale and retail trade	71	Office support occupations	613	Trades helpers, construction labourers and related occupations	1628
5.	Transport and heavy equipment operation and related maintenance occupations	67	Sales representatives and salespersons – wholesale and retail trade	543	Sales support occupations	1605
6.	Labourers in Processing, Manufacturing and Utilities	67	Sales support occupations	539	Sales representatives and salespersons – wholesale and retail trade	1489
7.	Service representatives and other customer and personal services occupations	63	Labourers in Processing, Manufacturing and Utilities	516	Office support occupations	1284
8.	Industrial, electrical and construction trades	59	Paraprofessional occupations in legal, social, community and education services	342	Administrative and financial supervisors and administrative occupations	1283
9.	Service supervisors and technical service occupations	55	Transport and heavy equipment operation and related maintenance occupations	298	Transport and heavy equipment operation and related maintenance occupations	1222
10.	Office support occupations	49	Trades helpers, construction labourers and related occupations	294	Service supervisors and technical service occupations	967

Literacy

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 dropped from 5.5% to 4.4%, while the share of the region rose slightly, from 40.1% to 40.8%.

The total number of in-person learners declined locally, while the comparable figure for the region and province increased.

4.4%

SMWDB's area share of all In-Person Learners in the province dropped from 5.5% to 4.4%

Table 18: Number of Literacy and Basic Skills Learners

	SMWDB	REGION	ONTARIO
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2017-18)	**1,738**	**15,926**	**39,061**
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2016-17)	**2,059**	**14,885**	**37,126**
Number of In-Person Learners (New) (2017-18)	**1,187**	**10,113**	**24,372**
Number of In-Person Learners (New) (2016-17)	**1,382**	**9,280**	**22,715**
Number of In-Person Learners (Carry-Over) (2017-18)	**551**	**5,813**	**14,689**
2017-18 In-Person Learners as % of Province	**4.4%**	**40.8%**	
2016-17 In-Person Learners as % of Province	**5.5%**	**40.1%**	
Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel)			4,118
Number of E-Channel Learners (New)			1,620
Number of E-Channel Learners (Carry-Over)			5,738
Total Number of Learners (In-Person + E-Channel)	**1,738**	**15,926**	**44,799**

Table 19 shows the distribution of learners by service provider stream. In the local area, there are only clients in the Anglophone (92%) and Francophone (8%) streams. The local area has a higher proportion of Francophones than the region level, while deaf and native figures show up at the region and provincial levels.

Table 19: Distribution of clients by service provider stream

	NUMBER OF LBS CLIENTS			% BY SERVICE PROVIDER STREAM		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Anglophone	1,605	15,165	38,591	92%	95%	86%
Francophone	133	445	3,364	8%	3%	8%
Deaf	0	143	391	0%	1%	1%
Native	0	173	2,453	0%	1%	5%
Non-Designated	0	0	0	0%	0%	0%
TOTAL	1,738	15,926	39,061	100%	100%	100%

DISTRIBUTION OF LEARNERS IN SMWDB

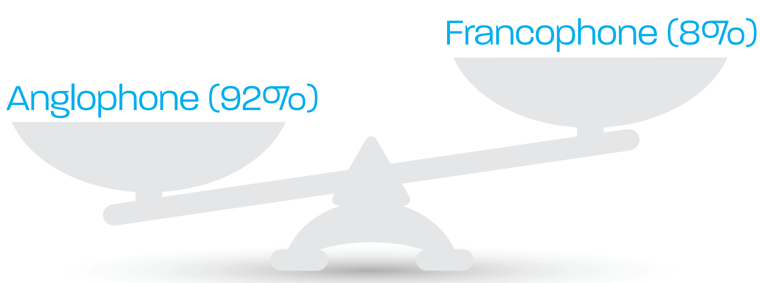


Table 20 shows the distribution by service provider sector. The profile of the distribution of clients by service provider sector is generally similar across the SMWDB, regional, and provincial levels, except that the local level has a lower proportion of clients being served through the community college sector. This share has seen a drop from last year of 11%, which otherwise would make the local level distribution the same as the region and the province.

Table 20: Distribution of clients by service provider sector

	SMWDB	Region	Ontario
Community Agency Sector	33%	28%	31%
School Board Sector	36%	29%	29%
Community College Sector	30%	43%	40%

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 from last year. Compared to the region and province, the SMWDB area has slightly larger proportions of clients aged 45-64 years old, while having fewer in the 25-44 years old range.

Table 21: Literacy and Basic Skills clients by age, 2017-18

	NUMBER OF LBS CLIENTS			% BY AGE		
2017-18	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
15-24 year olds	478	4,195	12,276	28%	26%	27%
25-44 year olds	675	7,517	20,148	39%	47%	45%
45-64 year olds	516	3,790	10,600	30%	24%	24%
65 years and older	69	424	1,775	4%	3%	4%
Unknown	0	0	0	0%	0%	0%
TOTAL	1738	15,926	44,799	101%	100%	100%
2016-17	**15-24 year olds**			31%	28%	29%
	25-44 year olds			40%	46%	44%
	45-64 year olds			26%	23%	23%
	65 years and older			2%	2%	4%

Women make up a larger proportion of learners at the local level (55%), and even more so at the regional (59%) and provincial (60%) levels (Table 22). These figures are very similar to those of last year.

Table 22: Literacy and Basic Skills clients by gender, 2017-18

	SMWDB	Region	Ontario
Females	55%	59%	60%
Males	45%	40%	40%
Undisclosed	0%	0%	0%

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 particularly 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 region and provincial levels.

Table 23: Literacy and Basic Skills clients by designated groups, 2017-18

	NUMBER OF LBS CLIENTS			PER CENT		
2017-18	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
Newcomer	71	2144	4686	4%	13%	10%
Visible Minority	61	2838	5384	4%	18%	12%
Person with Disability	527	2464	10132	30%	15%	23%
Aboriginal Group	138	528	4509	8%	3%	10%
Deaf or Deaf/Blind	12	190	588	1%	1%	1%
Francophone	152	618	3965	9%	4%	9%

The local area has a particularly higher proportion of clients with a disability, compared to the region or provincial levels.

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 SMWDB, the region and the province. The main difference is that at the SMWDB level, almost half (49%) of clients have less than a Grade 12 education, a notable contrast to the region figure, which has more high school as well as more university graduates. There has been little change from last year.

Table 24: Literacy and Basic Skills clients by educational attainment, 2017-18 and 2016-17

	2017-2018			2016-2017		
2016-17	**SMWDB**	**Region**	**Ontario**	**Region**	**Ontario**	**Region**
No certificate	49%	35%	40%	47%	38%	42%
High school	25%	30%	28%	29%	31%	28%
Apprenticeship	1%	1%	1%	1%	1%	1%
College	13%	13%	13%	13%	11%	13%
University	6%	11%	9%	5%	11%	8%
Other	5%	9%	9%	5%	9%	9%

In terms of sources of income (Table 25), the SMWDB area has a slightly larger proportion of learners who report no source of income, and a slightly lower proportion of clients who receive Employment Insurance. There has been almost no change in the proportions by source of income from last year.

Table 25: Literacy and Basic Skills clients, percent distribution by source of income, 2017-18 & 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Other	11%	10%	13%	8%	10%	15%
Employed	26%	25%	26%	26%	26%	26%
Employment Insurance	5%	8%	7%	6%	7%	7%
No Source of Income	25%	23%	18%	25%	22%	16%
ODSP	11%	9%	11%	11%	10%	12%
Ontario Works	21%	23%	21%	22%	24%	23%
Self Employed	2%	2%	2%	2%	2%	2%

"No source of income" refers to personal income, not household income.
"Other" includes "Crown Ward," "Dependant of EI/OW/ODSP," "Other" and "Unknown."

In terms of Learner's Goal Path (Table 26), at the local level there has been an increase in those seeking a secondary school credit and a slight decline in those aiming for post-secondary, with a similar decrease at the region level. There has been almost no change at the provincial level.

Table 26: Literacy and Basic Skills clients: Learner's Goal Path, 2017-18 & 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Apprenticeship	6%	12%	7%	8%	10%	7%
Employment	35%	28%	31%	36%	26%	30%
Independence	8%	10%	11%	7%	9%	10%
Postsecondary	25%	37%	37%	28%	40%	38%
Secondary School Credit	26%	13%	14%	21%	14%	15%

The SMWDB area has a slightly larger proportion of learners who report no source of income.

By far, the largest proportion of clients is unemployed at point of intake, between 59% to 61% 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 SMWDB, the region and the province. Furthermore, there has been virtually no change from the figures for last year (Table 27).

Table 27: Literacy and Basic Skills clients: Labour force attachment, 2017-18 & 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employed Full Time	17%	15%	17%	16%	15%	17%
Employed Part Time	12%	13%	14%	13%	13%	14%
Full Time Student	0%	7%	4%	1%	5%	4%
Part Time Student	8%	2%	2%	8%	3%	2%
LFA Self Employed	2%	2%	2%	2%	2%	2%
Under Employed	0%	2%	1%	1%	1%	1%
Unemployed	61%	59%	59%	60%	60%	60%

A new set of data this year provides the percentage distribution of goal paths by each labour force attachment category. These figures are presented in Table 28 below.

For those employed full-time or part-time, the primary goal path is post-secondary, although employment does come second. Full-time students at the local level rank employment as a primary goal, followed by a secondary school credit. At the region level, the goal is apprenticeship, while at the provincial level, the top goal is post-secondary. For part-time students at the local level, by far the primary goal is secondary school credit. Among the self-employed, around a third identify employment as their goal, and another third pick post-secondary. For the under-employed, at the local level all identified employment as their goal, although this came second elsewhere, behind the post-secondary goal. For the unemployed, at the local level the main goal is employment, followed by secondary school credit, while at the region and provincial levels, the goals is equally distributed between post-secondary and employment.

For the unemployed, at the local level the main goal is employment.

Table 28: Percentage distribution of career path goals by labour force attachment, 2017-2018

	SMWDB	Region	Ontario
EMPLOYED FULL-TIME			
Apprenticeship Goal Path	9%	14%	10%
Employment Goal Path	29%	24%	30%
Independence Goal Path	7%	11%	9%
Post Secondary Goal Path	44%	39%	39%
Secondary School Credit Goal Path	11%	12%	11%
EMPLOYED PART-TIME			
Apprenticeship Goal Path	10%	7%	5%
Employment Goal Path	28%	27%	27%
Independence Goal Path	2%	7%	8%
Post Secondary Goal Path	45%	49%	50%
Secondary School Credit Goal Path	14%	11%	10%
FULL-TIME STUDENT			
Apprenticeship Goal Path	0%	55%	35%
Employment Goal Path	43%	5%	12%
Independence Goal Path	14%	1%	3%
Post Secondary Goal Path	14%	34%	38%
Secondary School Credit Goal Path	29%	4%	12%
PART-TIME STUDENT			
Apprenticeship Goal Path	1%	10%	6%
Employment Goal Path	6%	14%	23%
Independence Goal Path	9%	10%	8%
Post Secondary Goal Path	1%	24%	28%
Secondary School Credit Goal Path	84%	42%	34%
SELF-EMPLOYED			
Apprenticeship Goal Path	10%	8%	5%
Employment Goal Path	35%	33%	38%
Independence Goal Path	13%	19%	16%
Post Secondary Goal Path	32%	29%	29%
Secondary School Credit Goal Path	10%	10%	11%
UNDER-EMPLOYED			
Apprenticeship Goal Path	0%	15%	10%
Employment Goal Path	100%	33%	37%
Independence Goal Path	0%	8%	11%
Post Secondary Goal Path	0%	42%	35%
Secondary School Credit Goal Path	0%	2%	7%
UNEMPLOYED			
Apprenticeship Goal Path	6%	7%	5%
Employment Goal Path	41%	33%	33%
Independence Goal Path	10%	10%	13%
Post Secondary Goal Path	18%	35%	33%
Secondary School Credit Goal Path	26%	15%	16%

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 of all referrals in each area come through "informal word of mouth/media referral," although at the local level it comes second to "Other Structured/Formal" referrals, at 36%.

Table 29: Top three sources of in-referrals

SMWDB	%	REGION	%	ONTARIO	%
Other - Structured/Formal	36%	Informal Word of Mouth/Media Referral	33%	Informal Word of Mouth/Media Referral	35%
Informal Word of Mouth/Media Referral	34%	Other - Structured/Formal	28%	Other - Structured/Formal	25%
Ontario Works	12%	Employment Service Provider	9%	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 actual number of referrals are provided, the top two in the case of Other Community Resources, and the top three in the case of Other Programs and Services.

Table 30: Top destinations of out-referrals

SMWDB	%	REGION	%	ONTARIO	%
TO OTHER COMMUNITY RESOURCES					
Health/Counselling Services	142	Educational/Academic Services	830	Educational/Academic Services	4188
Educational/Academic Services	97	Multiple	335	Multiple	1502
TO OTHER PROGRAMS AND SERVICES					
EO - Employment Service Provider	68	Multiple	733	EO - Literacy and Basic Skills Service Provider	2084
High School	64	Other - structured/formal referral	591	Multiple	1996
EO - Literacy and Basic Skills Service Provider	53	EO - Employment Service Provider	506	EO - Employment Service Provider	1783
		Post-Secondary Education	506		

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

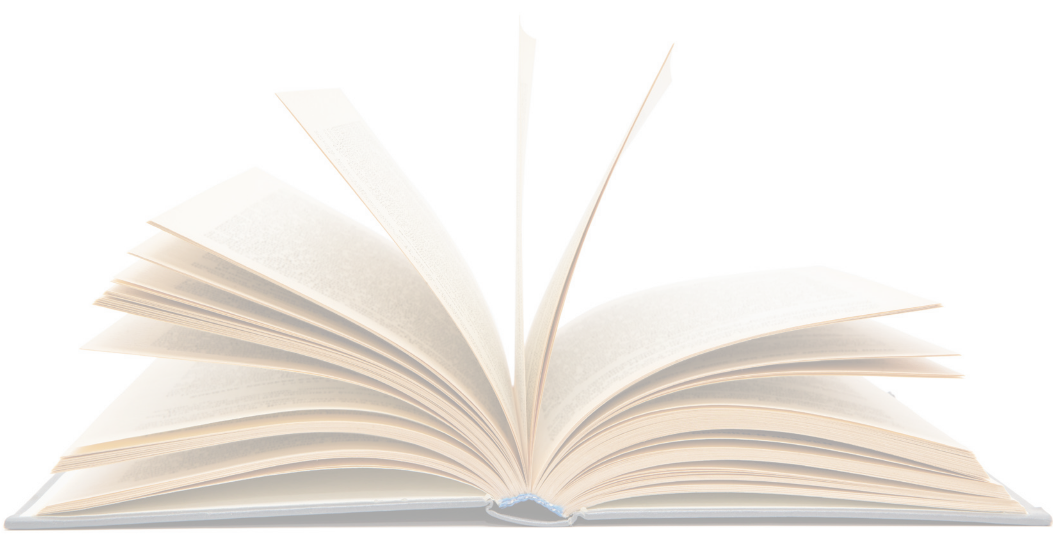
- The local area has a notably higher proportion of clients with an unemployed outcome and a lower proportion of clients with unknown outcomes, compared to the region and the province;

- Clients at the local area also have slightly higher "Employed Full-time" outcomes and lower Employed Apprentice outcomes;

- The local area has seen a slight increase in the "In Education" category, bringing its figure closer to the proportions at the region and provincial levels.

Table 31: Literacy and Basic Skills clients: Employed outcome, 2017-18 & 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employed Apprentice	0%	4%	2%	0%	4%	2%
Employed Full-Time	17%	14%	14%	16%	14%	14%
Employed Part-Time	6%	7%	8%	9%	7%	7%
Employed - Other	0%	1%	1%	1%	1%	1%
Self-Employed	2%	1%	1%	1%	1%	1%
Employed & in Education	4%	3%	2%	3%	2%	2%
Employed & in Training	0%	0%	1%	2%	1%	1%
In Education	17%	20%	19%	14%	23%	20%
In Training	4%	7%	7%	3%	7%	8%
Independent	2%	2%	3%	0%	2%	3%
Volunteer	1%	1%	2%	2%	1%	2%
Unable to Work	6%	3%	4%	6%	3%	4%
Unemployed Outcome	27%	19%	16%	28%	17%	16%
Unknown	13%	18%	20%	16%	17%	19%



Second Career

The Simcoe and Muskoka area enlisted 112 individuals into the Second Career program last year, the second year in which its numbers have dropped (Table 32). However, the number of Second Career clients have declined at all three levels the last two years. As a percentage of all provincial clients, the local level has maintained roughly the same share (2.1%), 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 three years, down to 41.9%.

Table 32: Second Career client numbers, 2017-2018

	SMWDB	REGION	ONTARIO
Number of clients, 2017-18	112	2,254	5,379
Number of clients, 2016-17	148	3,215	7,158
Number of clients, 2015-16	183	3,927	8,626
2017-18 2nd Career clients as % of Province	2.1%	41.9%	
2016-17 2nd Career clients as % of Province	2.1%	44.9%	
2015-16 2nd Career clients as % of Province	2.1%	45.5%	
2014-15 2nd Career clients as % of Province	2.0%	46.7%	
Share of provincial population (2016)	4.0%	49.2%	

As with the other programs, the client demographic data for Second Career provides details for a number of characteristics.

Second Career clients tend to be either younger or middle-aged adults: over half are aged 25 to 44 years and at the local level that figure just jumped to 61%. Around 40% are aged 45 to 64 years old, just like last year. At the local level, no participants this year fell in the youth category of 15-24 years of age (Table 33).

Table 33: Second Career clients by age, 2017-18 and 2016-17

	NUMBER OF 2nd CAREER CLIENTS			% BY AGE		
2017-18	SMWDB	Region	Ontario	SMWDB	Region	Ontario
15-24 year olds	0	51	289	0%	2%	5%
25-44 year olds	65	1221	3083	61%	54%	57%
45-64 year olds	41	957	1967	39%	42%	37%
65 years and older	0	25	40	0%	1%	1%
TOTAL	112	2254	5379	100%	99%	101%
2016-17	15-24 year olds			11%	3%	6%
	25-44 year olds			50%	54%	56%
	45-64 year olds			39%	42%	37%
	65 years and older				1%	0%

In Ontario, a slightly higher proportion of males enrol in Second Career, and that proportion is even higher at the local level, yet at the regional level, the balance tips towards females (Table 34).

Table 34: Second Career clients by gender, 2017-18 and 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Females	42%	53%	46%	45%	54%	47%
Males	58%	47%	54%	55%	45%	53%
Undisclosed	0%	0%	0%	0%	0%	0%

Half (48%) of the Second Career clients at the local level have only a high school diploma, a proportion much higher than the region or provincial figures. Next are college graduates. There were no clients who had a university degree, much unlike the region figures, which largely account for the 17% at the provincial level (Table 35).

Table 35: Second Career clients: Educational attainment at intake, 2017-18 and 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Less than Grade 9	0%	0%	1%	0%	0%	1%
Less than Grade 12	14%	4%	8%	14%	4%	8%
Completion of Secondary	48%	25%	27%	43%	28%	29%
Apprenticeship Certificate	0%	1%	1%	0%	1%	1%
Completion of College	24%	21%	24%	33%	22%	24%
Completion of University	0%	26%	17%	0%	23%	16%
Other Education	14%	9%	10%	10%	8%	10%

In terms of sources of income, almost three-quarters of Second Career clients at the local level cite Employment Insurance as their source of income, 30% higher than the region figure and 13% higher than the provincial numbers. Around a quarter (26%) cite No Source of Income at the local level, as opposed to over a third at the regional level (37%) (Table 36).

Table 36: Second Career clients by source of income, 2017-18 and 2016-17

	2017-18			2016-17		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employment Insurance	74%	44%	61%	67%	46%	49%
Ontario Works	0%	8%	9%	0%	7%	9%
ODSP	0%	2%	2%	0%	1%	2%
No Source of Income	26%	37%	17%	21%	32%	26%
Other	0%	10%	13%	12%	13%	13%

"No source of income" refers to personal income, not household income.
"Other" includes "Crown Ward," "Dependant of OW/ODSP," "Employed" and "Self-Employed."

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. Two-thirds (68%) are unemployed for less than six months, compared to the regional (47%) and provincial (58%) figures. The local Second Career clients are considerably less likely to be unemployed for 12 months or more (10%) compared to local ES Assisted clients (22%). On the other hand, Second Career clients at the regional and provincial levels are as likely as ES Assisted clients to be unemployed for 12 months or more (Table 37).

Table 37: Percentage distribution by length of time out of employment for Second Career clients and ES Assisted clients (2017-18), and unemployed individuals, Ontario, 2015

	2017-18 SECOND CAREER			2017-18 ES CLIENTS			LFS
	SMWDB	Region	Ontario	SMWDB	Region	Ontario	ONTARIO
< 3 months	49%	29%	38%	48%	43%	46%	64%
3 – 6 months	19%	18%	20%	15%	15%	15%	16%
6 – 12 months	22%	24%	20%	15%	16%	15%	14%
> 12 months	10%	29%	22%	22%	26%	24%	6%

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 supressed for being under 10.

At the regional level, there is a more equitable spread across various skills training programs, as opposed to the provincial level, where Transport Truck Drivers is by far the largest, larger than the enrolment numbers for the next three largest programs combined.

Table 38: Top 10 Second Career Approved Skills Training Programs

RANK	SMWDB		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Transport Truck Drivers	41	Transport Truck Drivers	197	Transport Truck Drivers	905
2.			Accounting and Related Clerks	146	Heavy Equipment Operators (Except Crane)	335
3.			Computer Network Technicians	133	Social and Community Service Workers	250
4.			Early Childhood Educators and Assistants	120	Medical Administrative Assistants	219
5.			Social and Community Service Workers	120	Accounting and Related Clerks	208
6.			Medical Administrative Assistants	111	Computer Network Technicians	206
7.			Home Support Workers, Housekeepers and Related Occupations	91	Home Support Workers, Housekeepers and Related Occupations	199
8.			Paralegal and Related Occupations	64	Early Childhood Educators and Assistants	164
9.			Estheticians, Electrologists and Related Occupations	62	Welders and Related Machine Operators	126
10.			Heavy Equipment Operators (Except Crane)	58	Accounting Technicians and Bookkeepers	122
10.					Paralegal and Related Occupations	122

Outcomes at exit are fairly consistent across the local, regional, and provincial areas, with 20%-28% employed and a large number unemployed or unknown. At 12 months, there is a somewhat greater variance: at the local level, a very high 85% are employed and the remaining 15% are listed as unknown. This is in contrast to the figures for the region and the province: at the regional level, 54% are listed as unknown and only 36% are confirmed as employed. The figure is somewhat better at the provincial level, with half (49%) confirmed as employed, but a still very large 42% listed as unknown.

Table 39: Outcomes at exit and at 12 months, 2017-18

	NUMBER			PERCENT		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
OUTCOME AT EXIT						
Employed	24	347	1304	22%	20%	28%
Training/Edn	0	159	357	0%	9%	8%
Other	0	42	85	0%	2%	2%
Unemployed	38	537	1550	36%	31%	33%
Unknown	45	657	1334	42%	38%	29%
TOTAL	107	1742	4630	100%	100%	100%
OUTCOME AT 12 MONTHS						
Employed	81	718	2526	85%	36%	49%
Training/Edn	0	21	59	0%	1%	1%
Other	0	32	79	0%	2%	2%
Unemployed	0	145	337	0%	7%	6%
Unknown	14	1065	2197	15%	54%	42%
TOTAL	95	1981	5198	100%	61%	100%

Apprenticeship

The proportion of all new registrations, all active apprenticeships and number of Certificates of Apprenticeships' (CofAs) issued are roughly in the same proportionate range of all provincial numbers, which remains consistently slightly below the local area's share of the provincial population (Table 40).

Table 40: New registrations and active apprenticeships

	SMWDB	Region	Ontario
Number of New Registrations			
2017-2018	938	10,871	24,991
As % of Ontario: 2017-18	3.8%	43.5%	
As % of Ontario: 2016-17	3.6%	42.0%	
As % of Ontario: 2015-16	3.4%	40.5%	
Number of Active Apprentices			
2017-2018	2,444	31,202	69,576
As % of Ontario: 2017-18	3.5%	44.8%	
As % of Ontario: 2016-17	3.6%	45.2%	
As % of Ontario: 2015-16	2.7%	40.0%	
Number of CofAs Issued			
2017-2018	278	3,604	8,348
As % of Ontario: 2017-18	3.3%	43.2%	
As % of Ontario: 2016-17	3.6%	25.2%	
Population			
As percent of Ontario	4.0%	51.7%	

The distribution by age is heavily skewed towards younger people. Around half of the clients are youth (15-24 years of age), and there are some fluctuations between the percentages by age from last year at the local and region levels.

Table 41: Distribution by age of apprenticeship

Percent	2017-2018			2016-2017		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
15-24 years	48%	53%	50%	55%	47%	50%
25-44 years	46%	43%	46%	40%	47%	45%
45-64 years	6%	4%	4%	4%	6%	5%
over 65 years	0%	0%	0%	0%	0%	0%

The apprenticeship 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). The proportion of females is actually lower at the regional and provincial levels.

Table 42: Distribution by gender of apprenticeship

Percent	2017-2018			2016-2017		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Females	19%	16%	16%	21%	17%	17%
Males	81%	84%	84%	79%	83%	83%
Other/not disclosed/trans	0%	0%	0%	0%	0%	0%

The program is almost exclusively used by clients who have only completed secondary school (76% at the local level), or who have no certification (20%). There has been a significant drop at all three levels of the proportion of clients who have some post-secondary, a college certificate or diploma or a university degree, roughly from around 10% for all three groups combined to around 3%-4%.

Table 43: Distribution by education at intake of apprenticeship

Percent	2017-2018			2016-2017		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
No certificate	20%	15%	14%	24%	18%	16%
High school	76%	82%	82%	66%	72%	74%
Some post-secondary	2%	2%	2%	5%	7%	5%
Certificate/diploma	2%	1%	1%	5%	2%	4%
University degree	0%	0%	0%	0%	1%	1%

Table 44 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 programs, one finds greater proportions of designated group populations.

Table 44: Distribution by designated group of apprenticeship

Percent	APPRENTICESHIP		
	SMWDB	Region	Ontario
Aboriginal Group	1%	1%	1%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	1%	1%	2%
Internationally Trained Professionals	0%	0%	0%
Newcomer	0%	1%	1%
Person with Disability	0%	0%	0%
Visible Minority	1%	2%	1%

Table 45 shows the top 10 trades for new registrations, ranking them in order of the number of clients. Seven trades are found in the top ten across the local, regional, and provincial levels:

- Automotive Service Technician;
- Electrician – Construction and Maintenance;
- Hairstylist;
- Truck and Coach Technician;
- General Carpenter;
- Plumber;
- Child Development Practitioner.

Table 45: Top 10 trades for new registrations

RANK	SMWDB		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Automotive Service Technician	176	Electrician - Construction and Maintenance	1937	Electrician - Construction and Maintenance	3717
2.	Electrician - Construction and Maintenance	143	Automotive Service Technician	1651	Automotive Service Technician	3514
3.	Hairstylist	100	Hairstylist	907	Hairstylist	2099
4.	Truck and Coach Technician	82	General Carpenter	761	General Carpenter	1662
5.	General Carpenter	68	Plumber	661	Truck and Coach Technician	1455
6.	Plumber	42	Truck and Coach Technician	533	Plumber	1408
7.	Child Development Practitioner	35	Child Development Practitioner	425	Industrial Mechanic Millwright	1007
8.	General Machinist	34	Sheet Metal Worker	320	Child Development Practitioner	847
9.	Cook	31	Refrigeration and Air Conditioning Systems Mechanic	316	Sheet Metal Worker	671
10.	Auto Body and Collision Damage Repairer	24	Industrial Mechanic Millwright	245	Refrigeration and Air Conditioning Systems Mechanic	572

Canada Ontario Job Grant (COJG) – Employer

Employers that participate in COJG are mostly smaller firms with less than 50 employees. At the local level, they comprise 80% of all employers, rather higher than the proportions at the regional and provincial levels. On the other hand, not one firm with over 300 employees used the program at the local level, when 11% of the firms at the regional level and 10% of the firms at the provincial level have 300 or more employees.

Table 46: Canada Ontario Job Grant -- Employers

	SMWDB	Region	Ontario
Number of employers	199	1793	4784
Size (percent)			
<50	80%	65%	67%
50-160	14%	18%	17%
151-300	6%	6%	6%
301-500	0%	3%	3%
501-1,500	0%	5%	4%
1,501-10,000	0%	3%	3%
>10,001	0%	0%	0%

Training providers were spread across quite a few different entities at the local level, with four each accounting for at least 15% of the training. At the region and provincial level, almost 70% of the training is provided either by a registered private career college or by a product vendor.

Table 47: Canada Ontario Job Grant – Training provider type

Percentage	COJG		
	SMWDB	Region	Ontario
Private Trainer	25%	15%	14%
Product Vendor	20%	32%	28%
Public College	15%	7%	10%
Registered Private Career College	31%	37%	40%
School Board	0%	0%	0%
Union Based Training Centre	0%	0%	0%
University	10%	9%	7%
Unknown	0%	0%	0%

The outcome at exit details remained consistent across SMWDB, 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 48).

Table 48: Outcome at exit detail

Percent	SMWDB	Region	Ontario
Increase in trainee productivity	93%	93%	92%
Training met workforce needs	97%	97%	97%

Canada Ontario Job Grant – Participant

The number of COJG participants has declined substantially from last year, as has the local share of all participants, from 3.9% of the provincial total to 2.6%.

Table 49: Number of COJG participants

	SMWDB	Region	Ontario
COJG PARTICIPANTS			
2017-2018 Number	666	11,223	25,278
2016-2017 Number	1,397	14,694	35,680
As % of Ontario: 2017-18	2.6%	44.4%	
As % of Ontario: 2016-17	3.9%	41.0%	100%
EO ASSISTED CLIENTS PARTICIPANTS			
As % of Ontario	3.1%	47.9%	100%
2017 TOTAL ONTARIO POPULATION			
As % of Ontario	4.0%	49.2%	100%

Employers that participate in Canada Ontario Job Grant are mostly smaller firms with less than 50 employees.

As Table 50 shows, most of the clients are either young or older adults. Slightly over half of clients are between the ages of 25 and 44, compared to just over 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 10-15%.

Table 50: Distribution by age of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
15-24 years	15%	10%	11%
25-44 years	55%	54%	54%
45-64 years	30%	34%	34%
over 65 years	0%	1%	1%

The distribution of gender was more heavily skewed towards males at the region and provincial levels, but at the local level it was almost in balance.

Table 51: Distribution by gender of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Females	48%	40%	39%
Males	52%	60%	61%
Other/not disclosed/trans	0%	0%	0%

There is a lower degree of certainty when it comes to education at intake for COJG participants, especially at the regional and provincial levels. At those levels, half of the clients have an unknown level of educational attainment, as opposed to the local level, which are much lower at 29% (although this increased from last year's 20%). Of clients with known data, the SMWDB has more clients with a university degree or college certification, totalling 50% of the program's clients. At regional and provincial levels, among known figures the two largest categories are college and university level attainment.

Table 52: Distribution by education at intake of COJG participants

Percent	2017-2018			2016-2017		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
No certificate	2%	1%	1%	3%	25%	19%
High school	10%	6%	8%	19%	19%	21%
Some post-secondary	4%	3%	3%	4%	3%	3%
Certificate/diploma	31%	14%	20%	34%	19%	10%
University degree	19%	25%	19%	20%	1%	2%
Unknown	29%	51%	48%	20%	43%	45%

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

Certificate/diploma include apprenticeship or college certificate or diploma

There are either far fewer clients or far less information about designated groups at the local level for the COJG program. Only 3% of clients have designated group status at the local level, among internationally trained professionals. The figures are both low or non-existent at the region and provincial levels, and one has to assume this is because of inadequate data collection.

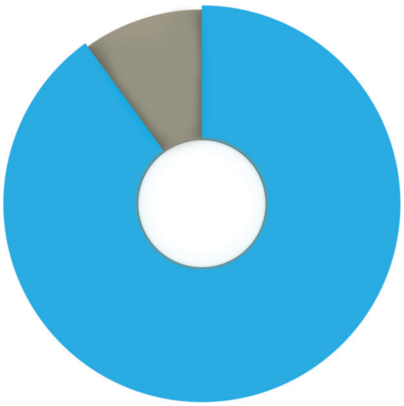
Table 53: Distribution by designated group of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Aboriginal Group	0%	0%	1%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	0%	0%	1%
Internationally Trained Professionals	3%	13%	8%
Newcomer	0%	3%	2%
Person with Disability	0%	0%	1%
Visible Minority	0%	6%	4%

The distribution by labour force attachment, as shown in table 54, reveals the overwhelming proportion of clients who are employed full time, at least 93% across all three levels. This proportion of employed is not only consistent across local, regional, and provincial, but also across the distribution by distribution by source of income (table 55), and outcome at exit (table 56).

Table 54: Distribution by labour force attachment of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Employed Full Time	94%	94%	93%
Employed Part Time	5%	3%	4%
Full Time Student	0%	0%	0%
Part Time Student	0%	0%	0%
Self Employed	0%	0%	0%
Under Employed	0%	0%	0%
Unemployed	2%	2%	2%
Unknown	0%	0%	0%



AT LEAST

93%

OF PARTICIPANTS IN THE CANADIAN ONTARIO JOB GRANT ARE EMPLOYED FULL TIME.

Table 55: Distribution by source of income of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Crown Ward	0%	0%	0%
Dependent of OW/ODSP	0%	0%	0%
Employed	92%	96%	96%
Employment Insurance	2%	1%	1%
No Source of Income	6%	2%	2%
Ontario Disability Support Program	0%	0%	0%
Ontario Works	0%	0%	0%
Other	0%	0%	0%
Self Employed	0%	0%	0%
Dependent of EI	0%	0%	0%
Unknown	0%	0%	0%

Table 56: Outcome at exit COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Employed	94%	98%	98%
In Training/Education	0%	0%	0%
Other (Independent, Unable to Work, Volunteer)	0%	0%	0%
Unemployed	6%	1%	0%
Unknown	0%	1%	2%

94%

of clients are employed when COJG is completed

Youth Job Connection (YJC)

The following tables show the number of Youth Job Connection clients, and their break down by age and gender. Firstly, the total number of clients at all levels has declined from last year. As a percentage share of the province, there is an equal proportion of clients at the local level (3.1%) as there are EO assisted clients at the same level (3.1%). Most of the clients are between the ages of 15 and 24 (roughly 79-80% across all three levels), and all of the remaining clients are 25-44 years old. At all levels, males make up a slightly higher proportion of the participants, between 56% and 61%.

Table 57: Number of YJC participants

	SMWDB	Region	Ontario
YJB PARTICIPANTS			
2017-2018 Number	402	6,106	12,958
2016-2017 Number	469	6,706	14,761
As % of Ontario: 2017-18	3.1%	47.1%	100.0%
As % of Ontario: 2016-17	3.2%	45.4%	100.0%
EO ASSISTED CLIENTS PARTICIPANTS			
As % of Ontario	3.1%	47.9%	100%
2016 TOTAL ONTARIO POPULATION			
As % of Ontario	4.0%	49.2%	100%

Table 58: Distribution by age of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
15-24 years	80%	79%	79%
25-44 years	20%	21%	21%
45-64 years	0%	0%	0%
over 65 years	0%	0%	0%

Most clients are between the ages of 15 and 24

Table 59: Distribution by gender of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
Females	41%	39%	43%
Males	59%	61%	56%
Other/not disclosed/trans	0%	0%	0%

The majority of clients have either no certificates or only have a high school diploma. At the local level, 4% have some post-secondary education, and 4% have either an apprenticeship certificate or a college diploma. Almost a quarter (23%) of clients at the regional have anywhere from some post-secondary education to a university degree.

Table 60: Distribution by education at intake of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
No certificate	45%	23%	33%
High school	47%	51%	48%
Some post-secondary	4%	8%	7%
Certificate/diploma	4%	8%	7%
University degree	0%	7%	5%
Unknown	0%	1%	1%

No certificate includes less than grade 12 and less than grade 9
Certificate/diploma include apprenticeship or college certificate or diploma

All of the clients with designated group status at the local level are either from the aboriginal group (9%) or are persons with disabilities (28%). At the regional level, there is slightly more variation, where 19% of clients belong to visible minority groups, 12% are persons with disabilities, 8% are newcomers, 4% trained professionals, and 2% each belong to an Aboriginal group or are Francophones. The provincial level also reports an array of designated group participants.

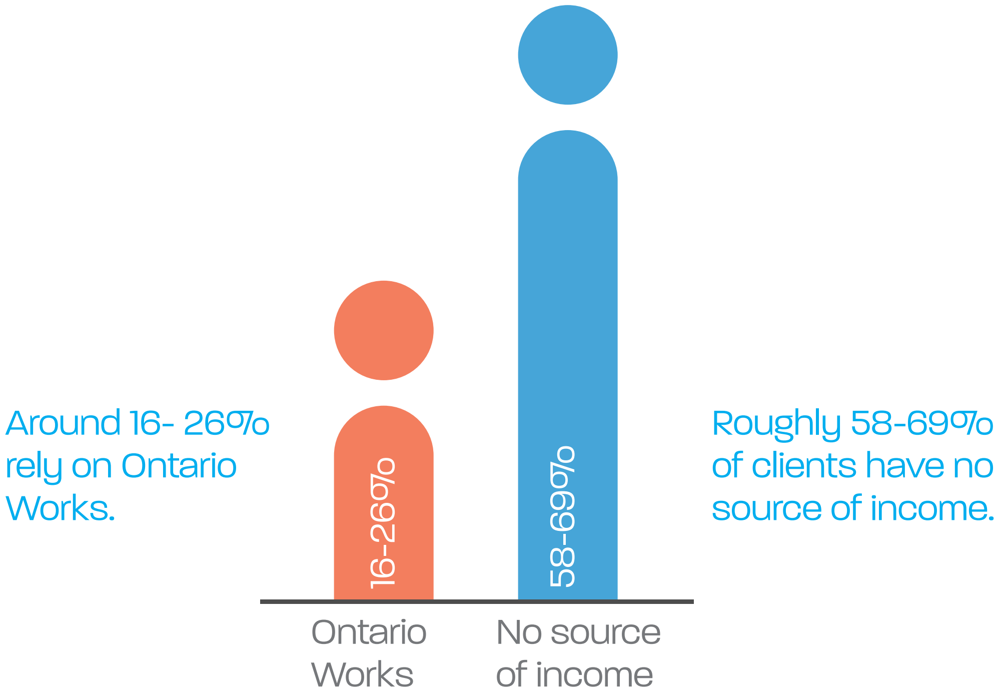
Table 61: Distribution by designated group of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
Aboriginal Group	9%	2%	7%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	0%	2%	3%
Internationally Trained Professionals	0%	4%	3%
Newcomer	0%	8%	6%
Person with Disability	28%	12%	21%
Visible Minority	0%	19%	12%

The distribution by source of income is more consistent across the SMWDB, regional, and provincial levels. Roughly 58-69% of clients have no source of income, and around 16% to 26% rely on Ontario Works. The next largest source of income is ODSP, which is particularly larger at the local level.

Table 62: Distribution by source of income of YJC participants

Percent	Youth Job Connection		
	Board	Region	Ontario
Crown Ward	0%	1%	1%
Dependent of OW/ODSP	3%	3%	3%
Employed	0%	0%	0%
Employment Insurance	0%	1%	1%
No Source of Income	61%	70%	58%
Ontario Disability Support Program	10%	4%	6%
Ontario Works	24%	16%	26%
Other	3%	5%	4%
Self Employed	0%	0%	0%
Dependent of EI	0%	0%	0%
Unknown	0%	1%	1%



Findings from SMWDB Survey 2018

Simcoe Muskoka Workforce Development Board

- In total, 295 employers visited the on-line survey and there were an average of 256 responses per substantive question
- The distribution of employers by provided a relatively good mix of different types of industries from across Simcoe and Muskoka, although there was a significant over-representation of firms in the Manufacturing sector; there was over-representation from Muskoka employers; and by size, far more employers with more than 20 employees and far fewer with 1 to 4 employees
- The survey was completed by one of six firms in Simcoe and Muskoka that has one hundred or more employees
- By far, the most significant issue facing all employers across Simcoe and Muskoka is the number and/or quality of job applicants; this was especially pronounced among larger firms (more than 20 employees) and in the Construction sector;
- The issues which rated lowest in concern among employers were: conflict with unions; coping in the workplace with the legalization of marijuana; and the impact of retirements;
- When it comes to recruitment by occupation as well as for concerns regarding turnover of employees, employers express the greatest concerns in relation to technical/mid-skill jobs (usually requires a college diploma or apprenticeship certificate);
- In probing regarding the challenges in recruiting for entry-level positions, by far the single biggest reason is there are not enough job candidates; this was particularly the case in Muskoka; among factors that did not score high as contributing to labour force woes were: lack of computer skills among job applicants, being in a remote location or not being able to offer sufficient opportunities for advancement;
- These challenges resulted in two kinds of impacts on businesses: it results in other staff working more overtime, (particularly among firms with 100 or more employees) and it contributes to mental stress in the workplace;
- Many employers already rely on various strategies to address these challenges, in particular, through providing workplace learning experiences to students, in being flexible regarding scheduling work hours and in offering retention bonuses;
- Among solutions which employers indicate they are willing to try or willing to hear more about are: participating in a committee to advise schools about workplace needs (53%); providing more workplace learning opportunities (37%); collaborating with other employers on finding transportation solutions (30%); and providing retention bonuses (30%);
- When asked to assess their organization's human resources policies and practices, the area's where respondents felt there was need for a lot of improvement were: "support for commuting/ridesharing;" "support for relocating;" "formal exit interviews;" "regular review of turnover statistics" and "providing incentive bonuses;" in terms of overall assessment of their HR activities, Construction firms and firms with 20-99 employees scored lower;
- When provided with a list of possible solutions, employers scored them in the following way:
    - Muskoka employers felt very strongly that there was a great need to attract newcomers to come

live and work in Muskoka, followed by a need for more financial support for training, then encouraging more students to participate in co-op and internship placements;

- Simcoe employers rated three possible solutions more or less equally: ensuring that local high schools are better connected with employers, ensuring more local youth attend post-secondary education and encouraging more students to participate in co-op and internship placements.

Findings from Employer Survey

From late November 2018 to the first week of January 2019, SMWDB administered an on-line survey to employers to obtain their views on labour market challenges. The dissemination of this survey was greatly assisted by various community partners, representing municipalities, chambers of commerce, employment services agencies, employer organizations, educators and various non-profit organizations.

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 eight substantive questions regarding recruitment and retention issues in the local labour market. In total, 295 employers visited the survey. Twenty surveys were eliminated because there were no answers to any of the substantive questions. On average, the substantive questions received 256 responses.

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 compares them to the distribution of establishments with one or more employees in Simcoe and Muskoka in June 2018.

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	28	10.3%	7.3%
Administrative & Support, Waste Management	4	1.5%	5.5%
Agriculture, Forestry, Fishing and Hunting	5	1.8%	2.0%
Arts, Entertainment and Recreation	10	3.7%	1.9%
Construction	46	16.9%	19.3%
Educational Services	0	0.0%	1.0%
Finance and Insurance	7	2.6%	3.2%
Health Care and Social Assistance	42	15.4%	9.8%
Information and Cultural Industries	4	1.5%	1.2%
Management of Companies and Enterprises	0	0.0%	0.3%
Manufacturing	52	19.1%	4.5%
Mining and Oil & Gas Extraction	0	0.0%	0.3%
Other Services (except Public Administration)	21	7.7%	8.6%
Professional, Scientific & Technical Services	15	5.5%	9.5%
Public Administration	9	3.3%	0.2%
Real Estate and Rental and Leasing	1	0.4%	3.8%
Retail Trade	23	8.4%	13.3%
Transportation and Warehousing	4	1.5%	4.2%
Utilities	1	0.4%	0.2%
Wholesale Trade	1	0.4%	4.1%
TOTAL	273	100%	100.2%

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

In a few instances, there is a significant over-representation of employers in the survey, notably Manufacturing as well as Health Care & Social Assistance. Similarly, certain sectors are under-represented: Administrative & Support, Waste Management; Professional, Scientific & Technical Services; Retail Trade; Transportation & Warehousing; and Wholesale Trade.

The responses came from across the target area:

Table 2: Survey respondents by location

LOCATION	SURVEY #	SURVEY %	ACTUAL
Barrie	45	17%	26%
Collingwood	18	7%	6%
Essa	5	2%	2%
Innisfil	3	1%	6%
Midland/Penetanguishene	30	11%	5%
New Tecumseth	9	3%	6%
Orillia	35	13%	6%
Oro-Medonte	14	5%	4%
Springwater	5	2%	4%
Wasaga Beach	6	2%	2%
Other location in Simcoe County	7	3%	---
Bracebridge	52	19%	5%
Gravenhurst	18	7%	3%
Huntsville	40	15%	5%
Lake of Bays	14	5%	1%
Muskoka Lakes	18	7%	3%
Georgian Bay	9	3%	1%
Other location in Muskoka District	6	2%	---
Other	19	7%	---
268 Respondents – 353 answers	353	100%	100%

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

The total number of responses is greater than the number of employers who completed the survey because some employers provided more than one location, oftentimes including a location that was "Other." There is quite a dispersal of respondents from across the area, with a considerable over-representation of employers from Muskoka compared to Simcoe. The main reason for this is because during the time of the survey, SMWDB was also engaged in a labour market study focused exclusively on Muskoka and awareness of that study resulted in many more employers in Muskoka choosing to participate in this employer survey.

One further comparison for assessing the representativeness of the survey population is to compare the distribution of respondents by number of employees to the actual figures.

Table 3 illustrates the distribution of all businesses with employees by number of employees (the very large proportion of businesses with no employees, solo operators, is excluded from this calculation).[1] By far, 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. Indeed, the 78 survey respondents with 20 to 99 employees represent 4.9% of all employers in Simcoe and Muskoka in that category, thus, roughly one in twenty of these 1,603 employers. Among employers with over 100 employees, one in six participated in the survey. (In addition, there were 10 respondents who had no full-time equivalent staff – they were not included in this number of employee calculation.)

The rest of this report analyzes the substantive responses of the employers to the survey questions.

In some instances, this analysis provides not only the total response for a given question, but also compares responses by categories of employers. These categories are as follows:

- Simcoe: Simcoe employers (number who answered the first question: 149)
- Muskoka: Muskoka employers (122)
- 1-4: Employers with one to four employees (45)
- 5-19: Employers with five to nineteen employees (94)
- 20-99: Employers with 20 to 99 employees (78)
- 100+: Employers with one hundred or more employees (46)
- Construct: Employers from the Construction industry (46)
- MFG: Employers from the Manufacturing industry (52)
- Services: Employers from one of the following service sectors: Accommodation & Food Services; Arts, Entertainment & Recreation; and Retail Trade (61)

Each of these groupings provided an appropriate number of respondents. These categories obviously overall: an employer can be in the Muskoka category, in the 5-19 employee category and in the Construction category. (Indeed, some companies are both in Simcoe and Muskoka). However, by isolating the responses by each category, one can compare which characteristics have a bearing on how an employer responded to a given question.

Table 3: Distribution of survey respondents by number of employees

	NUMBER OF EMPLOYEES			
	1-4	**5-19**	**20-99**	**100+**
Actual number	9,102	5,635	1,603	278
Actual percent	55%	34%	10%	2%
Survey number	46	95	78	46
Survey percent	17%	36%	29%	17%
Survey as percent of actual	**0.5%**	**1.7%**	**4.9%**	**16.5%**

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

(1) In the case of the survey, the figure represents Full Time Equivalent employees.

Labour Market Challenges

The first substantive question asked employers to assess the impact of a series of challenges they are currently facing or anticipate facing over the coming year. For each challenge, they were asked to indicate where it would have no impact, some impact, a large impact or a very large impact.

In order to compare responses, each answer was scored in the following way:

No impact = Zero

Some impact = One

A large impact = Two

A very large impact = Three

The responses in each category were totaled and divided by the number of respondents who provided an answer to arrive at a composite score.

Table 4 presents the calculations. By far, the most significant issue facing all employers across Simcoe and Muskoka is the number and/or quality of job applicants. This was especially pronounced among larger firms (more than 20 employees) and in the Construction sector. The score for all firms was 1.99, which places it squarely as having a large impact (2.00). Muskoka employers scored this slightly higher than Simcoe employers. The next most prominent issue was the pressure to increase wages (at 1.33), which was felt somewhat more strongly by larger firms and employers in the Services sector.

The three issues which were lowest on the scale were: conflict with unions (0.25); coping with the legalization of marijuana; and retirements.

Table 4: Composite score for degree of impact of various labour market challenges

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Number and/or quality of job applicants	1.99	1.95	2.07	1.64	2.03	2.18	2.11	2.14	1.86	1.95
Absenteeism	1.16	1.16	1.18	0.61	1.02	1.40	1.65	1.14	1.24	1.17
Aging affecting workforce (i.e. accommodations, health)	0.90	0.90	0.90	0.62	0.80	0.97	1.35	0.93	0.90	0.81
Retirements	0.61	0.63	0.61	0.36	0.51	0.64	1.09	0.39	0.76	0.48
Pressure to increase wages	1.33	1.37	1.30	1.13	1.30	1.40	1.52	1.20	1.33	1.41
Employee turnover	1.20	1.26	1.13	0.91	1.15	1.40	1.39	1.15	0.90	1.27
Worker physical wellness issues	0.95	1.05	0.84	0.70	0.98	1.05	1.09	0.93	0.88	0.83
Worker mental health issues	0.97	1.10	0.80	0.57	0.95	1.07	1.33	0.77	0.94	0.90
Legalization of marijuana (impact on workplace)	0.41	0.49	0.31	0.24	0.39	0.48	0.52	0.42	0.42	0.34
Generational differences	0.81	0.79	0.82	0.56	0.81	0.92	0.96	0.84	0.77	0.95
Presenteeism (at work but not engaged or productive)	1.02	0.99	1.06	0.78	1.08	1.14	1.02	1.20	0.86	1.12
Job abandonment (workers quit without communication)	0.81	0.78	0.85	0.89	0.81	0.88	0.78	0.93	0.60	1.08
Work life balance (domestic duties impact work attendance)	1.10	1.13	1.06	0.95	1.10	1.14	1.20	1.09	0.98	1.02
Conflict with unions	0.25	0.36	0.12	0.02	0.23	0.25	0.54	0.34	0.04	0.10
Poaching of workers by other employers	0.88	0.92	0.82	0.71	0.82	1.05	0.96	0.95	0.86	0.80
Government regulations (health, safety, employment rules)	1.09	1.16	1.04	0.93	1.13	1.16	1.22	1.40	1.04	0.93
Transportation challenges faced by employees	0.87	0.67	1.13	0.84	0.90	0.84	0.98	1.22	0.78	1.05

Difficulty Recruiting For Different Job Categories

Employers were asked to rate the difficulty they faced in recruiting for different job categories. The job categories were:

- Managerial
- Professional (usually requires a university degree)
- Technical/mid-skill (usually requires a college diploma or apprenticeship certificate)
- Intermediate jobs (usually require a high school diploma)
- Low-skilled jobs (only require some on-the-job training)

Employers were provided with a rating scale, which was scored as follows:

- Not at all difficult: Zero
- Somewhat difficult: One
- Difficult: Two
- Very difficult: Three

The responses in each category were totaled and divided by the number of respondents who provided an answer (excluding those who indicated it was not applicable) to arrive at a composite score.

Table 5: Composite score for degree of difficulty in recruiting for different job categories

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Managerial	1.49	1.31	1.67	1.24	1.43	1.64	1.40	1.41	1.27	1.85
Professional	1.48	1.33	1.69	1.06	1.68	1.49	1.44	1.63	1.15	1.40
Technical	2.03	2.01	2.09	2.17	2.04	2.00	2.05	2.41	2.13	1.88
Intermediate skills	1.57	1.43	1.71	1.48	1.68	1.61	1.45	1.77	1.61	1.80
Low-skilled jobs	1.55	1.41	1.69	1.59	1.83	1.51	1.23	1.85	1.42	1.85

Clearly, employers find the greatest difficulty in recruiting for Technical/mid-skill (usually requires a college diploma or apprenticeship certificate), with an average score of 2.03 (“Difficult”). For most occupations, Construction and Service sector employers have more difficulty, and Muskoka employers always score the difficulty higher than Simcoe employers. The largest employers (100 or more employees) have lower levels of difficulty recruiting for low-skilled workers, and it would appear recruiting for managerial and professional positions is of lower difficulty for Simcoe employers, those with 1 to 4 employees, and for Manufacturers.

Employers find the greatest difficulty in recruiting for technical/mid-skill

(usually requires a college diploma or apprenticeship certificate)

Reasons For Difficulties Filling Entry-Level Positions

A further question probed more deeply the reasons why employers might be having difficulty recruiting for entry-level occupations. The reasons employers were asked to rate are provided in the table below, together with the abbreviated form used in the table to report the results.

REASON	ABBREVIATED FORM
Applicants not meeting motivation, attitude or interpersonal skills requirements	Lack motivation
Not enough applicants	Not enough applicants
Nature of work schedule (seasonal, shift work, irregular hours)	Nature of work schedule
Transportation issues	Transportation issues
Nature of work (temperature, manual work, noise, outdoors, automation, fast-paced, too repetitive)	Nature of work
Applicants not meeting company requirements (criminal record, minimum education, lack proper certificate)	Do not meet requirements
Inability to compete with other employers due to pay and benefits	Cannot match pay/benefits
Applicants not meeting educational requirements	Lack educational requirements
Applicants not meeting technical skills requirements	Lack technical skills
Remote location	Remote location
Inability to compete with other employers due to promotion opportunities	Fewer promotion opportunities
Applicants lack minimum computer skills	Lack minimum computer skills
No applicants at all	No applicants at all

The rating scoring was as follows:
Not an issue: Zero
Sometimes an issue: One
Often an issue: Two
Always an issue: Three

Table 6 displays the composite score that is arrived at as usual, through adding the ratings and dividing by the number of employers who answered the question.

When probed further, the issue is clearly not enough applicants, an issue particularly pronounced for Muskoka employers, employers with 1 to 4 employees, and Services sector employers. For all employers, the average rating was 2.08, clearly "often an issue." It is noteworthy that in response to the reason "No applicants at all" that the Simcoe employer score was 0.92 ("Sometimes an issue") while the Muskoka score was 1.44 (almost half-way between "Sometimes an issue" and "Often an issue").

Table 6: Composite score rating the reasons for difficulties recruiting entry-level workers

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Lack motivation	1.50	1.45	1.52	1.51	1.58	1.47	1.33	1.58	1.56	1.57
Not enough applicants	2.08	1.96	2.21	2.25	2.13	1.96	2.05	2.13	2.02	2.25
Nature of work schedule	1.27	1.12	1.46	1.70	1.23	0.99	1.60	1.32	0.84	1.72
Transportation issues	1.00	0.83	1.20	1.23	1.10	0.83	0.98	1.21	0.84	1.20
Nature of work	1.04	0.95	1.12	1.00	0.76	1.21	1.19	1.41	1.02	1.10
Do not meet requirements	1.05	1.06	1.03	1.24	1.11	0.96	0.95	1.44	1.07	0.72
Cannot match pay/benefits	1.06	1.10	1.05	1.16	1.01	1.00	1.14	0.80	1.04	1.08
Lack educational requirements	0.88	0.97	0.83	0.76	0.99	0.76	0.98	0.88	0.96	0.38
Lack technical skills	1.40	1.43	1.36	1.37	1.53	1.33	1.35	1.89	1.68	0.96
Remote location	0.65	0.46	0.88	0.84	0.70	0.47	0.72	0.87	0.41	0.73
Fewer promotion opportunities	0.78	0.73	0.83	0.97	0.81	0.70	0.70	0.64	0.68	0.76
Lack minimum computer skills	0.45	0.43	0.44	0.17	0.46	0.50	0.51	0.40	0.51	0.52
No applicants at all	1.14	0.92	1.44	1.47	1.22	0.99	1.02	1.26	0.86	1.30

The second reason cited most frequently for the recruitment difficulty was that job candidates were not meeting motivation, attitude or interpersonal skills requirements, and the third reason was that they did not meet technical skill requirements. Both of these reasons scored considerably lower that the first reason.

Among the reasons which did not attract a high score from employers were: applicants lack minimum computer skills (this received a particularly lower score among employers with 1 to 4 employees); a remote location; and an inability to compete with other employers due to promotion opportunities.

Concerns Regarding Turnover For Different Job Categories

Employers were asked to rate the level of their concern regarding turnover of staff by the same job categories as the question regarding requirement.

For this question, the scoring was as follows:

- Not much of a concern: One
- Somewhat of a concern: Two
- A great concern: Three

As in the case of hiring, the Technical/mid-skill positions (usually requires a college diploma or apprenticeship certificate) cause the highest level of concern for employers, with a score of 2.06 ("somewhat of a concern"). This is particularly the case for the largest employers (100 or more employees). The occupation with the next highest level of concern regarding turnover was intermediate skills occupations (higher for large employers and for manufacturers), followed by low-skilled jobs (highest for employers in the Construction sector and the Services sectors).

Table 7: Composite score for concerns regarding turnover of employees in different job categories

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Managerial	1.56	1.52	1.60	1.68	1.45	1.56	1.70	1.42	1.44	1.64
Professional	1.64	1.70	1.57	1.43	1.48	1.70	1.81	1.33	1.48	1.43
Technical	2.06	2.13	2.03	2.04	2.01	2.03	2.26	2.10	2.07	1.78
Intermediate skills	1.91	1.89	1.92	1.97	1.80	1.99	2.05	1.98	2.07	1.87
Low-skilled jobs	1.86	1.80	1.93	1.97	1.83	1.90	1.93	2.05	1.82	2.06

CONCERNS REGARDING TURNOVER

As in the case of hiring, the technical/mid-skill positions cause the highest level of concern for employers, with a score of 2.06.

Impact Of Workforce Challenges On Business

Employers were asked in what ways these various recruitment and retention challenges may be affecting their business. They were presented with a set of impacts and asked to indicate if these happened "not at all" (zero score), "sometimes" (score one) or "often" (score two).

The table below lists the impacts provided in the survey, together with their abbreviated version in Table 8.

IMPACT	ABBREVIATED FORM
We are unable to operate at full capacity (number of hours, number of shifts, full use of facilities)	Not full capacity
We have to turn down business (contracts or customers)	Turn down business
We could expand our business, but do not consider such plans	Cannot expand
Our current operations staff has to work overtime	Staff work overtime
We need to hire contract staff or temp workers to fill the labour gap	Use temp staff
It creates mental stress within our organization which takes our attention away from other issues	Creates mental stress

Table 8: Composite score for impacts of labour market challenges on businesses

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Not full capacity	1.06	1.03	1.08	0.97	1.15	1.11	0.98	1.29	1.00	1.04
Turn down business	0.80	0.69	0.93	0.92	1.04	0.74	0.41	1.20	0.58	0.89
Cannot expand	0.86	0.79	0.95	1.06	1.07	0.72	0.49	1.28	0.70	0.84
Staff work overtime	1.26	1.33	1.19	0.97	1.23	1.36	1.52	1.19	1.46	1.18
Use temp staff	0.80	0.86	0.75	0.59	0.75	0.86	0.95	0.79	0.64	0.76
Creates mental stress	1.26	1.23	1.31	1.21	1.25	1.34	1.29	1.39	1.13	1.12

Two impacts were rated the highest: staff working overtime (especially among firms with 100 or more employees, as well among firms with 20 to 99 employees and manufacturers); and that it creates mental stress (more so among Construction firms and firms with 20-99 employees). Overall, Muskoka firms were slightly more likely than Simcoe firms to indicate that they sometimes end up not operating at full capacity, turn down business or feel they cannot expand as a result of the issues they face.

When it comes to staff working overtime or relying on contract or temp workers, there is a clear trend from lower reliance on these options the smaller the firm, and greater reliance the larger the firms. On the other hand, the smaller firms are more likely to indicate that they may turn down business or feel that they cannot expand.

Employers Contributing To A Solution

Employers were next asked in what ways they could contribute to solutions to some of these challenges. Five options were presented to them:

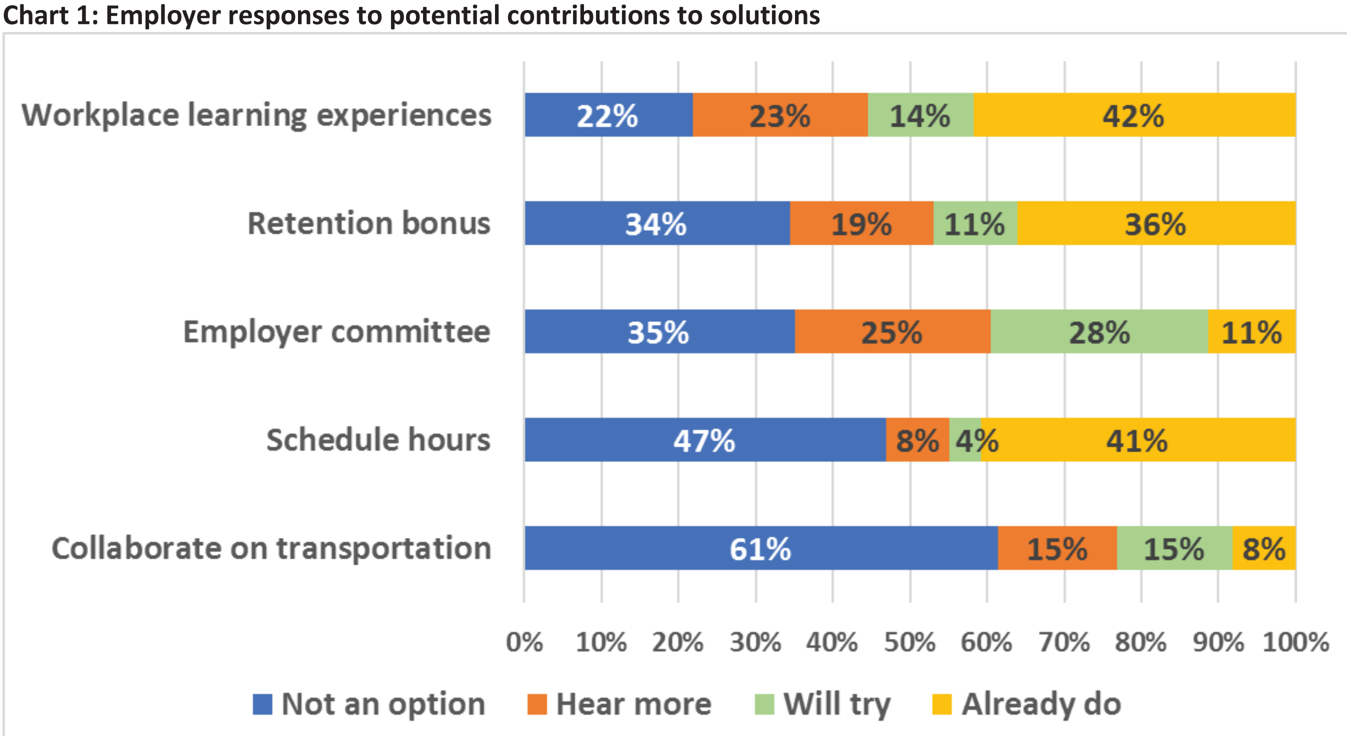
- **Employer committee:** I would be willing to be part of an employer committee advising schools about the practical needs of employers;
- **Schedule hours:** I could try to schedule work hours for different employees that better match their availability and/or their needs;
- **Workplace learning experiences:** I could provide more workplace learning experiences for students or job seekers in training programs;
- **Collaborate on transportation:** I could collaborate with other employers in our local area to find transportation solutions to workers who have to commute;
- **Retention bonus:** I could provide some incentive or bonus for employees who stay with our company a prescribed length of time.

For each of these possible activities, employers were offered the following options for how they could respond:

- This is not an option for me;
- I would like to hear more about this;
- I'm willing to try this;
- I already do this.

Chart 1 presents the responses for all employers.

Chart 1: Employer responses to potential contributions to solutions



Each option has a different mix of responses:

- **Workplace learning experiences:** Over 40% of employers already provide workplace learning experiences, yet this option also had the fewest proportion of employers indicating that this would not be an option for them (22%); 14% were willing to try and another 23% were interested in hearing more;
- **Retention bonus:** Here as well, a significant percentage say they already use this strategy (36%), but another third said this is not an option for them (34%); still, there remains almost a third who wish to hear more or would be willing to try it out;
- **Employer committee:** Of all the options, this one attracted the largest proportions of employers wishing to hear more (25%) or willing to try it (28%); there is clearly an opportunity here to engage employers;
- **Schedule hours:** This option had the fewest employers willing to hear more or willing to try it – a large portion already use this approach (41%) and an even larger proportion say this is not an option for them;
- **Collaborate on transportation:** This option had by far the largest share of employers indicating that this was not an option for them.

There certainly were variations in responses by different sub-categories:

- **Workplace learning experiences**: Small firms were more likely to indicate this was not an option (although they also scored the highest in terms of already doing this);
- **Retention bonus:** The Services sector was most likely already to be doing this, while manufacturers were most likely to state this was not an option for them;
- **Employer committee:** Smaller firms and Services sector firms were more likely to say this was not an option;
- **Schedule hours:** Construction firms were most likely to say this was not an option, while Services sector firms were least likely to say this was not an option; Services sector firms and smaller firms were more likely to already be doing this;
- **Collaborate on transportation:** Construction firms and smaller firms were more likely to say this was not an option; the largest firms were least likely to say this was not an option and were also more likely to already be doing this.

THERE IS CLEARLY AN OPPORTUNITY HERE TO ENGAGE EMPLOYERS

Employer committee: Of all the options, this one attracted the largest proportions of employers wishing to hear more (25%) or willing to try it (28%).

Assessing One's Own Organization's HR Policies And Their Implementation

Employers were asked to assess their own organization's human resources policies and their implementation through rating their performance on the following activities:

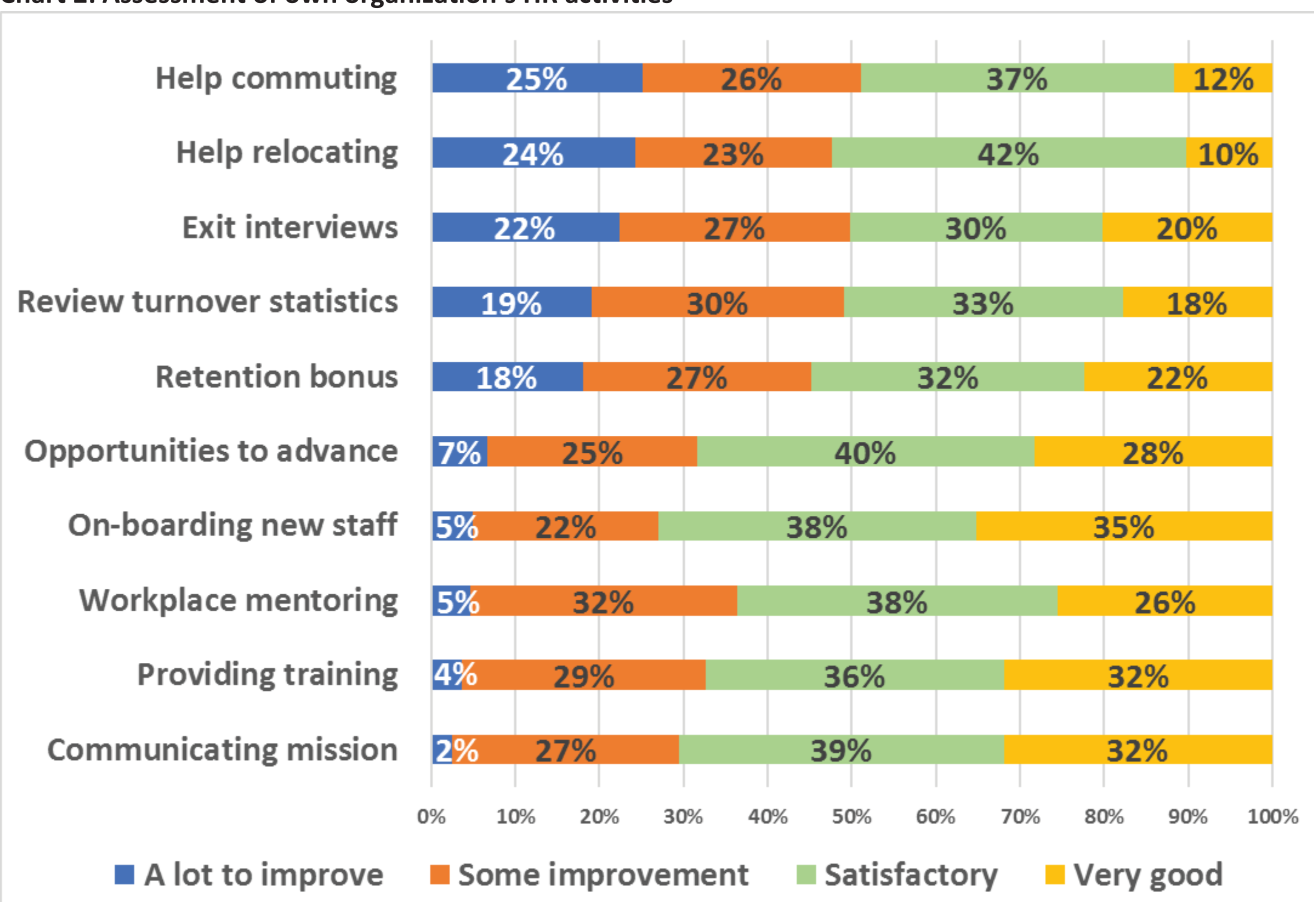
- Providing training to fill gaps in experience/training;
- On-boarding/orientation training for new staff;
- Getting employees to understand the corporation's mission, culture and values;
- Workplace mentoring;
- Support for relocating;
- Support for commuting/ridesharing;
- Incentive or bonus for employees who stay a prescribed period of time;
- Providing opportunities for advancement or for broadening one's skills;
- Formal exit interviews for departing staff;
- Regular review of turnover statistics and identification of issues.

The rating scale was as follows:

- Could use a lot of improvement;
- Could use some improvement;
- Satisfactory;
- Very good.

Overall, the percentage distribution of responses by activity for all employers is presented in Chart 2.

Chart 2: Assessment of own organization's HR activities



The activities are listed in order from those scoring highest on "Needs a lot of improvement" to lowest. Employers have five areas where they are most likely to feel there could be a lot of improvement: "support for commuting/ridesharing;" "support for relocating;" "formal exit interviews;" "regular review of turnover statistics" and "providing incentive bonuses." For the first two activities, few employers (10%) feel their organizations are doing a very good job, while in the third to fifth activity, around 20% feel their organization is doing a good job.

Conversely, there are also five areas where the score for "could improve a lot" is either 7% of less, and where anywhere from a quarter to a third of employers feel that a very good job is being done.

There are considerable variations by categories of firms. In order to make easier comparisons across this data, a composite score was created, this time with the following scoring:

- Could use a lot of improvement: minus three
- Could use some improvement: minus one
- Satisfactory: plus one
- Very good: plus three

One thing to keep in mind: these activities are not a definitive list of HR best practices – some are, such as exit interviews for departing employees. Rather, they represent potential HR strategies which may or may not be applicable in different circumstances. What is relevant is how these employers assess their own practices and how these compare to the average result.

Table 9 provides the results. The table is colour-coded to highlight those scores which are higher than the average (that is, the organization is perceived to be doing well with respect to this activity – shaded light green for somewhat better and darker green for much better) or where the organization is perceived to be doing somewhat worse than the average -- shaded light orange for somewhat worse and darker orange for much worse.

Simply eye-balling the table, one can see that overall, manufacturers and firms with 1 to 4 employees do much better than the average, while firms in the Construction sector and medium-sized firms (20 to 99 employees) do somewhat worse. Large firms score very well on some items and poorly on others – for example, large firms do very well with on-boarding, but score lower when it comes to support for commuting.

Some outlier scores are interesting: Construction firms score well on support for commuting, likely because it is a common practice for the construction crew to be picked up to be taken to a construction site, including being picked up from home.

Table 9: Assessment of own organization's HR activities by employer categories

	ALL	Simcoe	Muskoka	1-4 employees	5-19 employees	20-99 employees	100+ employees	Construction	Manufacturing	Services
Providing training	0.91	0.91	0.93	0.94	0.76	0.94	1.10	0.41	0.91	0.88
On-boarding new staff	1.07	1.15	1.00	1.17	0.86	0.97	1.62	0.37	1.30	1.29
Communicating mission	1.00	1.15	0.89	1.11	0.93	0.66	1.43	0.32	1.26	1.13
Workplace mentoring	0.69	0.72	0.61	1.34	0.83	0.30	0.29	0.35	0.70	0.75
Help relocating	-0.23	-0.11	-0.41	-0.07	-0.21	-0.61	0.22	-0.82	-0.16	-0.02
Help commuting	-0.29	-0.37	-0.21	0.27	-0.01	-0.58	-0.67	0.28	-0.33	-0.48
Retention bonus	0.18	0.01	0.31	0.49	0.13	0.17	-0.02	0.23	0.43	0.22
Opportunities to advance	0.80	0.97	0.53	0.88	0.69	0.94	0.71	0.60	0.96	0.79
Exit interviews	-0.04	0.15	-0.25	0.03	-0.48	-0.14	0.76	-0.80	0.45	-0.57
Review turnover statistics	-0.01	0.14	-0.21	0.27	-0.30	-0.31	0.76	-0.51	0.39	-0.33

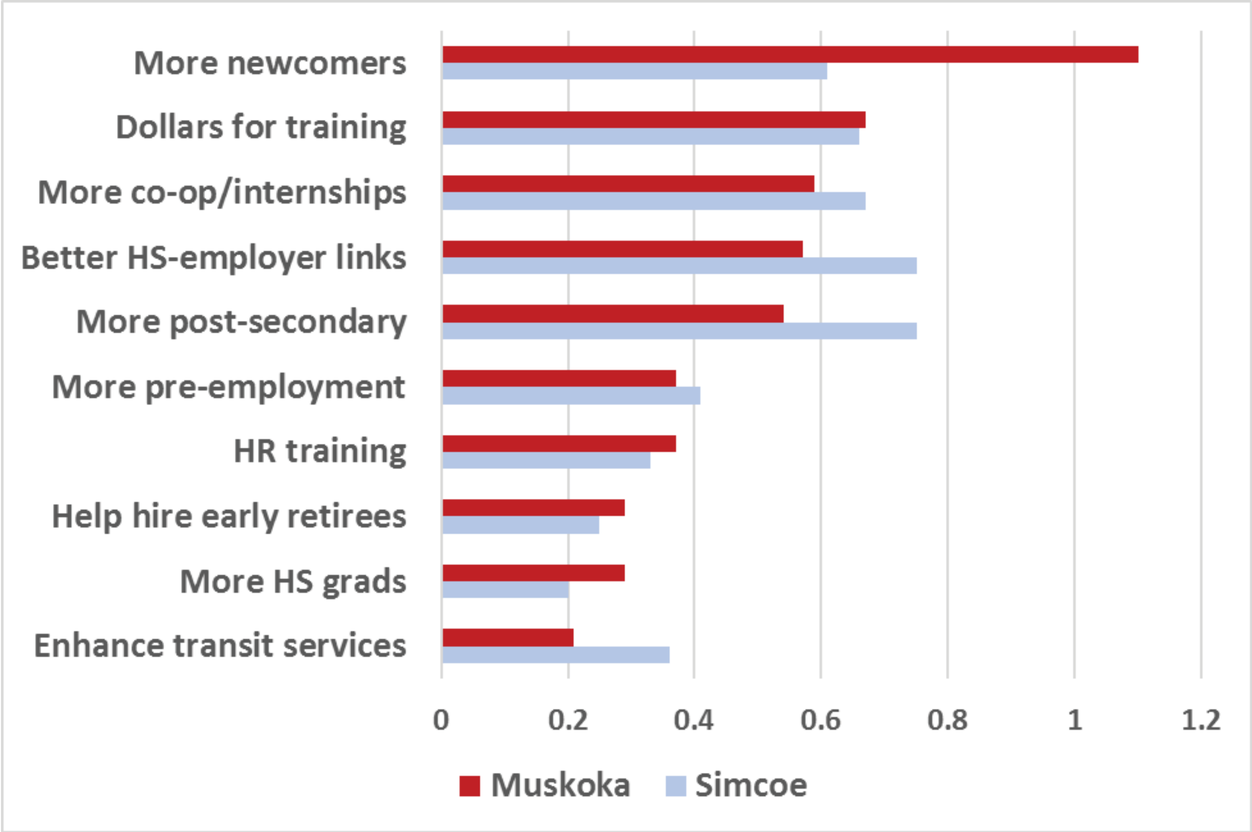
Prioritizing Solutions

Employers were asked to vote on a set of possible solutions to the workforce challenges which had been the focus of the survey. They were provided with 10 potential solutions and they were told they had five votes. They could distribute their votes as they wished, including placing more than one vote with any single solution, if they wished to see greater emphasis place on a particular solution. The votes were added up and the total votes per employer are presented in Chart 3, which compares the voting result between Simcoe and Muskoka employers.

The full text for each solution as expressed in the survey is presented below, together with the abbreviated version used in the reporting.

PROPOSED SOLUTION	ABBREVIATED FORM
Put more effort into ensuring that local youth graduate from high school	More HS grads
Invest in more pre-employment programs which would improve the soft skills of job candidates	More pre-employment
Enhance local transit services to make commuting easier and more economical	Enhance transit services
Attract more newcomers to come live and work in our local community, to increase the pool of available workers	More newcomers
Put more effort into ensuring that local youth attend post-secondary education (either apprenticeship, community college or university)	More post-secondary
Ensure that local high schools are more connected and in tune with the needs of local employers	Better HS-employer links
Offer more financial support so that employers can provide training to workers	Dollars for training
Encourage more students to participate in co-op and intern placements, so that they can experience the expectations of a workplace	More co-op/internships
Develop strategies for employers to recruit early retirees to meet some of their workforce needs	Help hire early retirees
Providing employers with low-cost training to improve their human resources and management functions, to improve job retention and lower staff turn-over	HR training

Chart 3: Votes per employer per each proposed solution, comparing Simcoe and Muskoka



By a wide margin, the Muskoka employers felt there was a great need to attract newcomers to come live and work in Muskoka, scoring 1.1 votes per employer. No other solution attracted more than 0.75 votes.

The next two top items for Muskoka employers were more financial support for training (0.67), followed by encouraging more students to participate in co-op and internship placements (0.59). For Simcoe employers, the top three solutions were: ensuring that local high schools are better connected with employers (0.75), ensuring more local youth attend post-secondary education (0.75) and encouraging more students to participate in co-op and internship placements (0.67).

As is usually the case, there are variations in responses when the answers are analyzed by categories. The responses for two of the solutions are profiled in Charts 4 and 5 to highlight some of these variations.

Muskoka employers felt there was a great need to attract newcomers to come live and work in Muskoka

Chart 4 presents the response for the solution "Put more effort into ensuring that local youth attend post-secondary education (either apprenticeship, community college or university)." There are a number of patterns in the responses: the larger the firm, the more likely they see more post-secondary attendance by resident youth as a solution. Similarly, Construction and Manufacturing firms express greater support for this solution than firms in the Services sector, most likely because a large majority of jobs in the Services sector do not require a post-secondary certificate. Finally, Simcoe employers were more likely than Muskoka employers to express support for this solution.

Chart 4: Votes per employer by category for more post-secondary enrolment

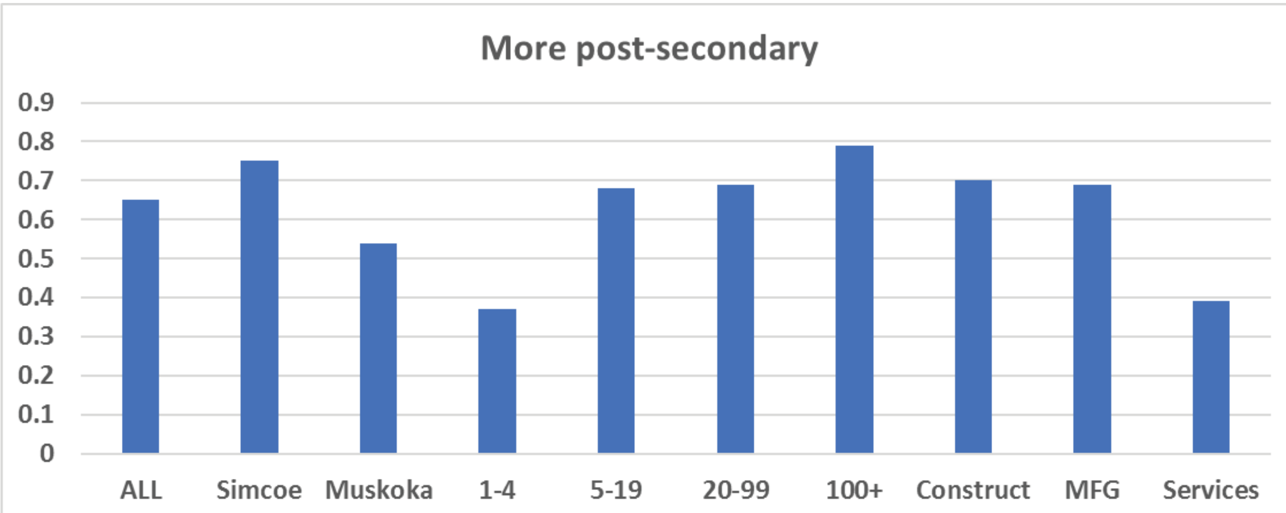


Chart 5 illustrates the response for the solution "develop strategies for employers to recruit early retirees to meet some of their workforce needs." While this solution receiving comparably lower scores across all categories, the one exception was among Services sector employers, who see this as a possible option to address their staffing shortages. In fact, Services sector employers rate this solution (at 0.52) higher than the solution proposing that more youth continue in post-secondary education (0.39). However, there are other solutions that Services sector employers score higher than either of these, such as better high school- employer linkages (0.68) or encouraging more students to participant in co-op or intern placements (also 0.68).

Chart 5: Votes per employer by category for help hire early retirees

Receiving A Copy Of The Survey Results And Analysis

The survey asks employers if they would be interested in receiving a copy of the survey results and accompanying analysis. An interest in this report would indicate a curiosity about what other employers are thinking, perhaps a possible benchmark for assessing one's own practices.

Of those who answered this question, 67% requested a copy of the survey results, considerably higher than the 53% who made a similar request two years ago. This may reflect a growing familiarity with the SMWDB employer survey or a particular interest in the subject-matter of this year's survey. The largest firms (100 or more employees) were far more likely to request a copy of the survey results (85%) than the smallest firms (1 to 4 employees), at 53%.

Other comments

Respondents were invited to submit any additional comments they had regarding the survey or about labour market issues. Comments were received from 76 respondents, with many of them indicating the challenges they face in finding qualified and/or motivated workers. Notably, of the 38 comments provided by Muskoka employers, 10 of them cited the lack of affordable housing as a barrier to securing employees. Other external issues cited by several employers that had an impact on these labour market challenges were transportation challenges and lack of day care. A few employers also mentioned the difficulty as a private employer of competing with government salaries, while a couple also mentioned the challenge of attracting a worker from elsewhere when it was difficult to also find a job for the trailing spouse.

Two industries in particular were mentioned more than once when it came to specific challenges:

- Manufacturing: "There are not enough new entrants into skilled trades. This is a huge detriment to manufacturing in Ontario. Skilled people are at retirement age and there are no people to fill their roles."
  "There is definitely a disconnect between industry needs and government policy. Our governments need to better understand manufacturing human resource needs and respond to them by providing appropriate education starting in grade school. The notion that tradespeople are somehow beneath university educated people needs to be dispelled."
- Health care: "We are facing a shortage of quality front line health care workers such as Personal Support Workers, Developmental Support Workers and Social Workers."
  Several employers specifically cited a shortage of personal support workers (PSWs): "There is a serious Personal Support Worker shortage not only in the Orillia area but the entire North Simcoe Muskoka LHIN. More focus on this is desperately needed to ensure the elderly population continue to receive the care and assistance required."

The comments also often point to broader reasons for the labour market difficulties. An illustrative sample is provided in the boxes below:

Comment #1: Workers are unmotivated and lacking skills

"Society has created an up and coming work force that is lazy and unmotivated. Getting employees that have any skills or even potential for developing skills is almost impossible these days. You can post jobs and offer any amount of money, but still come up without the labour force required to operate your business. People today are all looking for something for nothing and will take advantage of every loop hole the government gives them."

Comment #2: Employers no longer train or invest in their workforce

"Businesses have been maximized profits by abdicating all responsibility for training employees to anyone but themselves. They keep asking for graduates to an exact fit for their working environment. If not an exact fit, they expect government funding for any additional on-site training. Employers accept zero responsibility on-the-job training. No one is willing to take on a raw recruit and mold them into an outstanding employee. Yes, it takes time and effort, but the rewards can be great. Train a person, pay a decent wage, offer rewards and incentives, and you will have no employment issues. And, quit looking for government handouts."

Comment #3: The education system is not adequately preparing the future workforce

"Ontario's education system needs to provide more of the basics for students so that our graduates know their multiplication tables, can spell, and have an understanding of finance and budgeting. Too many 20 to 30 year olds don't have this basic knowledge to succeed in the construction sector where computers aren't available to do the math and spelling for them. their mental math skills are non existent."

Comment #4: Too much education creates unrealistic expectations

"Colleges pumping out too many people with unrealistic expectations of wages for their industry and work conditions - i.e. hours and days of week. Taking a role that historically did not need a college diploma - but now attaching a diploma just makes youth have unrealistic expectations of job availability and wages. Someone has to work weekends and if the customers can't pay the high prices then the staff will never get it either. Realistic expectations on first jobs and even what you can be getting after 3-8 years in the work place."

2018 -2019 Project Updates

Workforce Webisodes

Simcoe Muskoka Workforce Development Board (SMWDB) is producing a series of “Workforce Webisodes” streamed live on our YouTube channel. These webisodes are timely information sessions that cover a variety of useful topics for employers. The webisodes are short and to the point: twenty to thirty minutes packed with important workforce information. Viewers of the live presentations can interact and post questions for our visiting experts in real time. Every webisode is archived and available for viewing after broadcast on our YouTube channel.

To date we have completed four webisodes:

‘Wages in Simcoe and Muskoka: What Does the Census Data Tell Us?’ Part 1 with Tom Zizys

‘The Future of Wages’ Part 2 with Tom Zizys

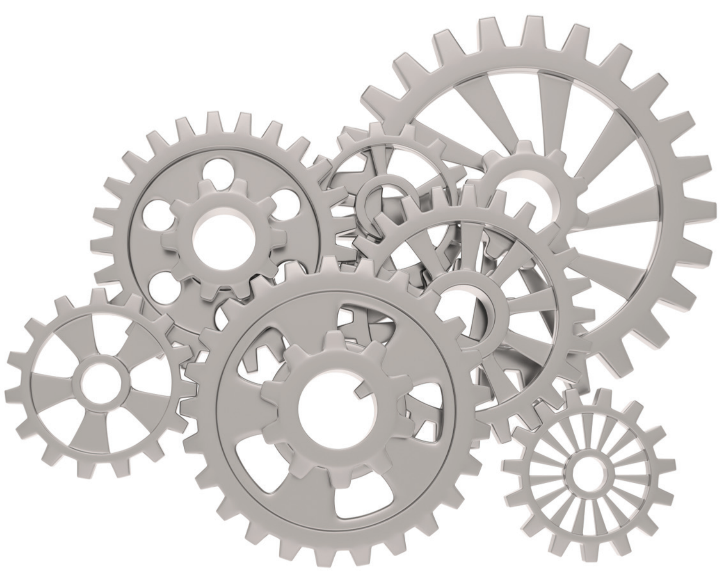
‘The Sharing Economy’ Part 1 with Michael Agema

‘The Sharing Economy’ Part 2 with Michael Agema

Foundational Assessment for Skilled Trades (FAST)

FAST was formerly known as Evaluating Academic Readiness for Apprenticeship Training or EARAT. EARAT was first developed to assist students who wish to pursue apprenticeship training in skilled trades. Each assessment is designed to highlight areas of study where the student 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. We have taken the original paper-based content and created an online digital platform for instructors and students to access. Students can register and take a variety of assessments and see their results immediately. Instructors can follow their registered students, track their results and offer additional assistance when needed. The platform has been released to the Simcoe County District School Board, Simcoe Muskoka Catholic District School Board and instructors at Georgian College for review, testing and feedback before final release.

For more information, email rob@smwdb.com.



Upskilling Marine Mechanic Pilot Project

The recreation and tourism industry, along with the required support services, have been a driving force in Simcoe and Muskoka for over a century. However, like many businesses, marine dealers and service shops are finding it harder to find knowledgeable and enthusiastic candidates to fill the vacant positions. SMWDB, in partnership with Boating Ontario is developing an outreach program specifically for high school students. Volunteer champions from the Boating Ontario membership will travel to area high schools to deliver presentations outlining the lifestyle and career advantages of the marine technical trades. As a follow-up to the in-school presentations, SMWDB will help arrange tours and information sessions at the Georgian College Marine Mechanic facility in Midland. Boating Ontario can utilize the presentation template for potential long-range plans to roll out this program to other areas in the province of Ontario where the marine service industry has a key role to play.

Breakfast & Learn Simulcast: Women in Trades

The news that there is a shortage of experienced workers in the skilled trades is not recent. Retiring Baby Boomers and a focus on university education (among other factors) has led to a critical shortage in these challenging and rewarding careers. Women are now being actively encouraged to seek a future in careers that, in the past, were less accessible to them. Our 2019 Breakfast and Learn Simulcast with our partners will highlight this exciting workforce trend and the opportunities that are available. Our guest speakers will share their firsthand experiences and encourage employers to understand the benefits of welcoming women in the skilled trades environment.

ROGERS™

The event will be recorded by Rogers TV and aired as a one-hour documentary. Additionally, the vignettes created before hand of the speakers will be available at SMWDB.com.

Georgian

Thanks to Georgian College for once again donating five video conferencing rooms for employers to participate in a live simulcast across Simcoe and Muskoka.

Soft Skills Solutions©

SMWDB developed and launched the Soft Skills Solutions© program three years ago to meet a need that was originally identified for job seekers in our area. The program is currently 25 to 30 hours in length and divided into five modules: Communications, Teamwork, Personal Management, Problem Solving & Critical Thinking, and Professional & Skills Development. More information is available on our website: www.smwdb.com or email sss@smwdb.com.

The success of the program has far exceeded our expectations. To date over 600 facilitators have been trained to deliver SSS© within their organizations across the province. Based on demand, we are now initiating a modified version of the program for employers who want to train current staff in all five modules. SMWDB has also received requests to create versions for persons with disabilities, Indigenous participants as well as a French-language version. We have had feedback that this program would be an excellent fit (with some modification) for delivery to high school students. We have engaged the Simcoe County District School Board to pilot the program in their high schools.

Soft Skills Solutions© consists of 5 training modules:

- Communications
- Teamwork
- Personal Management
- Problem Solving & Critical Thinking
- Professional & Skills Development

As we move forward, we monitor the program to ensure that the content remains relevant and engaging.

Soft Skills SOLUTIONS© skills employers want

COUNTY OF SIMCOE EDO ECONOMIC DEVELOPMENT OFFICE

Job Central Simcoe Muskoka

Job Central Simcoe Muskoka is a free one-stop shop for employers to post employment opportunities and for job seekers to find opportunities within Simcoe County, City of Barrie, City of Orillia and the Muskoka Region.

Job Central Simcoe Muskoka launched spring 2015 and has since had over 300 employers register and collectively posted over 900 jobs.

Exciting things are happening in the region! The manufacturing sector in Simcoe County and Muskoka is growing, and there are opportunities for talented workers to help bring these companies to the next level.

Many available positions exist including CNC Machinists, Tool and Die Makers, Heavy Equipment Mechanics, Millwrights, Welders, and General Labourers, just to name a few.

benefits for the job seeker

- Search for jobs in Simcoe County and the District of Muskoka
- Connections to in-person Employment Ontario support services, to help you improve your job search results
- Links to the best online tips and resources for resume and cover letter writing, interviewing and more
- Training calendar with events, workshops, and job fairs to help job seekers improve searching
- Information on transportation options

benefits for the employer

- Free postings for employment opportunities
- Links to the best online tips and resources for screening, interviewing, and hiring new employees
- Strategies to assist with onboarding and retaining your new employees
- Calendar with training opportunities and job fairs to advertise vacancies
- Connections to in person Employment Ontario supports and resources
- Links to labour related grants, tax credits and other resources

Make **Job Central** your go to resource for all things job related.
www.jobcentralsm.ca

JOB central

Simcoe • Muskoka

JOB central

Simcoe • Muskoka

Your Centre for Workforce Success
www.jobcentralsm.ca

Benefits To The County Of Simcoe And The District Of Muskoka

- Compiling information on labour trends
- Providing comprehensive job search tools including job feeds gathered from many sources
- Connecting to local learning opportunities and workshops
- Providing information on living and doing business here

Post Your Training Events On Our Calendar For Free!

Are you an organization which offers training leading to certifications or other desirable job skills? Or, are you hosting an event to provide information or training to employers? If so you can post your training or events on our calendar page free of charge.

working together
Simcoe Muskoka
Workforce Development Board

18 Alliance Blvd. Unit 22
Barrie, ON L4M 5A5
1-705-725-1011
1-800-337-4598
info@jobcentralsm.ca
www.jobcentralsm.ca

Funding for this project provided by EMPLOYMENT ONTARIO
Ontario's employment and training network.

Virtual Job Fair

In partnership with a team of recent Computer Programming graduates from Georgian College, SMWDB is developing a complete, self-contained online platform that will allow companies or organizations to hold online job fair events. The platform will allow employers to post jobs, accept resumes, cover letters and inquiries from applicants during live events. Job seekers will be able to review and apply for available jobs posted. There will be a two-way chat function that will allow employers and job-seekers to communicate in real time to conduct a text-based interview, obtain more information, or to set up an in-person follow-up meeting. Data collected from each event will inform SMWDB on a range of employment areas: the number and types of employers who participate; geographic location of both the employers and job seekers; overall utility and acceptance of a digital job fair model which will drive future expansion and targeting of the platform.

Trillium Research Grant – An In-Depth Labour Study in the District of Muskoka

The launch of our Muskoka Labour Market Environment Scan and Assessment is a five-month initiative that will provide a set of innovative recommendations that will address barriers and issues for job seekers, employees and employers in the District of Muskoka. This will form the basis of future action to address workforce challenges in the region. The project was made possible with the generous support of the Ontario Trillium Foundation. We also want to acknowledge the guidance and support of Catherine Oosterbaan, Rural Economic Development Advisor with the Ontario Ministry of Agriculture, Food and Rural Affairs.

The contract for this project was awarded to the consulting team of Tom Zizys and Mirga Saltmiras. Both consultants have extensive experience in labour market analytics and assessment. Through a combination of research, focus groups and roundtable discussions, SMWDB's consultant team developed a clear picture of the current employment landscape. Based on the data collected the consultant team developed actionable recommendations that will have real impact on the working population and employers in the region. Visit www.smwdb.com mid-April to review the recommendations and full report.

Skilled Trade Expo '18

The Skilled Trades Expo 2018 (held on May 17th) was another successful event with participation from schools across Simcoe County as well as businesses. Our partners included the County of Simcoe, Simcoe County District School Board, Simcoe Muskoka Catholic District School Board, Ontario Youth Apprenticeship Program, City of Orillia, City of Barrie, Springwater Township, and the Flos Agricultural Society. Together, we showcased skilled trades to approximately 2500 Grade 7 and 8 students and we introduced an evening option to the event where 215 parents and members of the general public attended. Representatives from more than 35 trades welcomed students (and parents in the evening) with hands-on interactive displays and information to help them make informed career decisions. Additionally there was a job fair attended by 30 employers and 215 attendees. Plans are already underway for the 2019 event, which will take place on May 16, 2019.

Thanks to all the businesses that took part this year.

Allcoat Painting Inc.
ARO Technologies Inc.
Barrie Welding and Machine
Cakes by Design
Canadian Culinary Federation (CCFCC) Muskoka and District Chefs' Association
Centennial College
Curries Truck Centre
Duncor Enterprises
Georgian College
HapAmp
IBEW Local 353
Infrastructure Health & Safety Association
IUOE Local 793 - Barrie Area Office
KGM Simulation
Kubota
LIUNA Local 183
McNamara Powerline
Napoleon Grills
Ontario College of Trades
Ontario Construction Careers Alliance
Ontario Youth Apprenticeship Program (OYAP)
O'Tools Rent or Buy
Pic It Up Party
Pumpcrete Corporation
Simcoe County District School Board
Weber Manufacturing
Wellspring Equine

Community Consultation “Data and More”

SMWDB’s annual presentation and discussion of the Employment Service Providers and Literacy and Basic Skills Employment Ontario compiled data will be held on March 7th, 2019.

This winter’s presentation will include presentation by: Consultant and Metcalf Foundation Fellow, Tom Zizys providing an update on changes to the labour market and their real-world impacts based on the latest Employment Ontario data.

Steven Stijacic, Service Canada providing information on Building Relationships & Sharing Labour Market Information.

2018 – 2020 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.

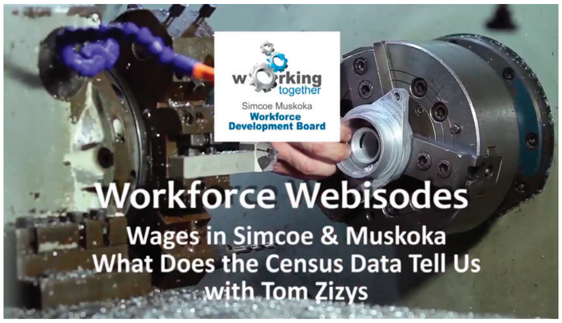
1. Ensure access to accurate, timely and relevant local labour market information as the basis for evidence based analysis and community planning.
2. Engage employers to help identify skill gaps, employment opportunities, training needs and other "demand side" labour market issues and highlight Employment 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.

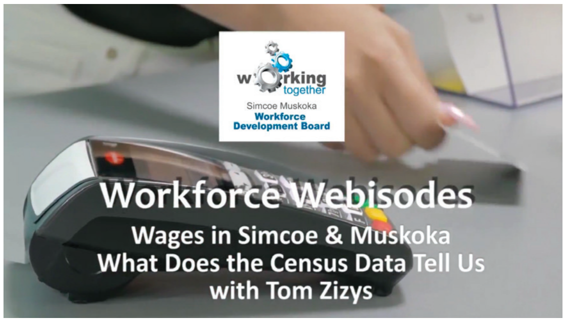
   Whenever possible, SMWDB has endeavoured to create initiatives that can address multiple priorities (i.e. Webisodes, Virtual Job Fair, Soft Skills Solutions©, etc.)

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 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.
- is rolling 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

- is working on this year's Breakfast and Learn simulcast at five Georgian College campuses this year theme is encouraging Women in the Trades.
- 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.
- is working on a current Foundational Assessment for Skilled Trades (FAST). SMWDB's objective in partnership with Georgian College is to develop a digital version (including mobile and tablet format) 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. The long-term goal is to make them available to partners provincially.
- is working on a Marine Mechanic pilot project to develop marketing and champions to work with high schools and Georgian College. The pilot, if successful, can be rolled out to other trades.

Priority #3

"Enhance Simcoe County and the District of Muskoka's transportation network to facilitate worker mobility across the region." i.e. SMWDB

- has embedded and updates transportation information and links on Job Central.
- is developing a Virtual Job Fair platform for our Region to engage job seekers who may have weather and transportation issues around attending events in person and employers who prefer to recruit online.
- has 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.

Priority #4

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

SMWDB is working with The County of Simcoe MLAP to :

- Retool and expand the Job Central platform to accommodate the changing needs of job seekers and employers
- Promote the job board to job seekers and employers
- Development of a back-end job seeker profile
- Refresh of available job seeker and employer resources
- Further development of Manufacturing Job Board

- SMWDB has undertaken a strategic interview process with businesses in Muskoka in partnership with OMAFRA to better address labour force challenges and opportunities within the District.

- 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 Expo showcases skilled trades to approximately 2,500 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.

Priority #5

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

SMWDB is working with The County of Simcoe MLAP to :

- Retool and expand the Job Central platform to accommodate the changing needs of job seekers and employers
- Promote the job board to job seekers and employers
- Development of a back-end job seeker portal to help job seekers upskill to meet employer’s needs
- Refresh of available job seeker and employer resources
- Further development of Manufacturing Job Board

- is working on this year’s Breakfast and Learn simulcast at five Georgian College campuses. This year's theme is encouraging Women in the Trades.

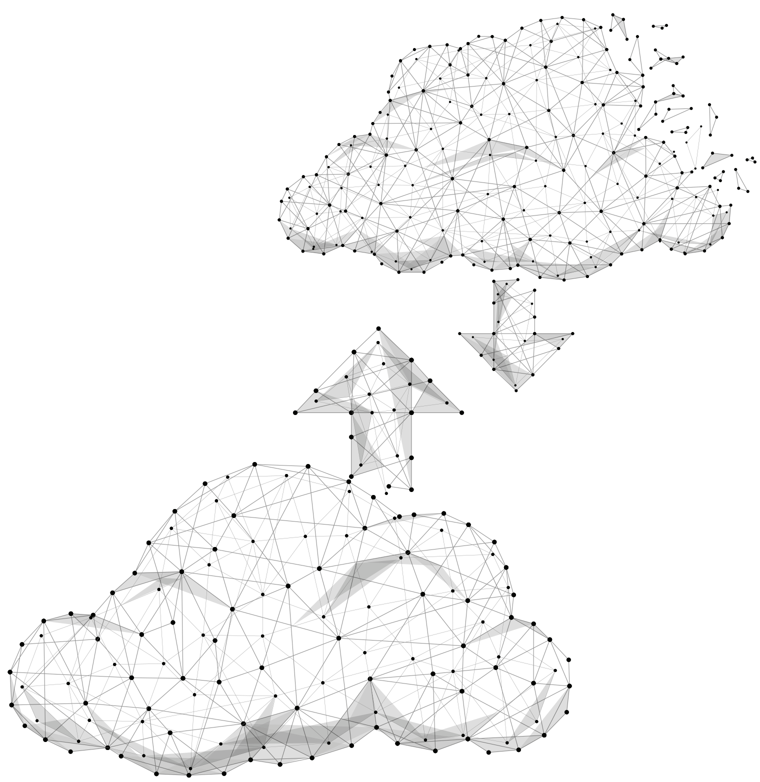
- continues to develop Soft Skills Solutions©, moving into the workplace itself to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The program is now available to and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.

- is developing a Virtual Job Fair platform for our Region to engage job seekers who may have weather and transportation issues around attending events in person and employers who prefer to recruit online.

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 will be housed on the SMWDB to become on-going awareness tools.
- 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.
- anticipates an increased amount of traffic to the re-tooled Job Central job posting board and therefore increased data to be compiled and disseminated.
- is developing a Virtual Job Fair platform for our Region to engage job seekers who may have weather and transportation issues around attending events in person and employers who prefer to recruit online.



working together

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Ontario

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www.workforceplanningontario.ca