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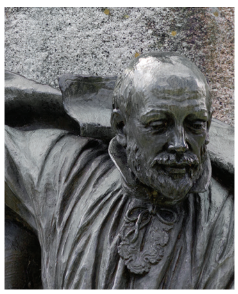
Simcoe Muskoka
Workforce Development Board

OCTOBER 2014 | Local Labour Market Plan

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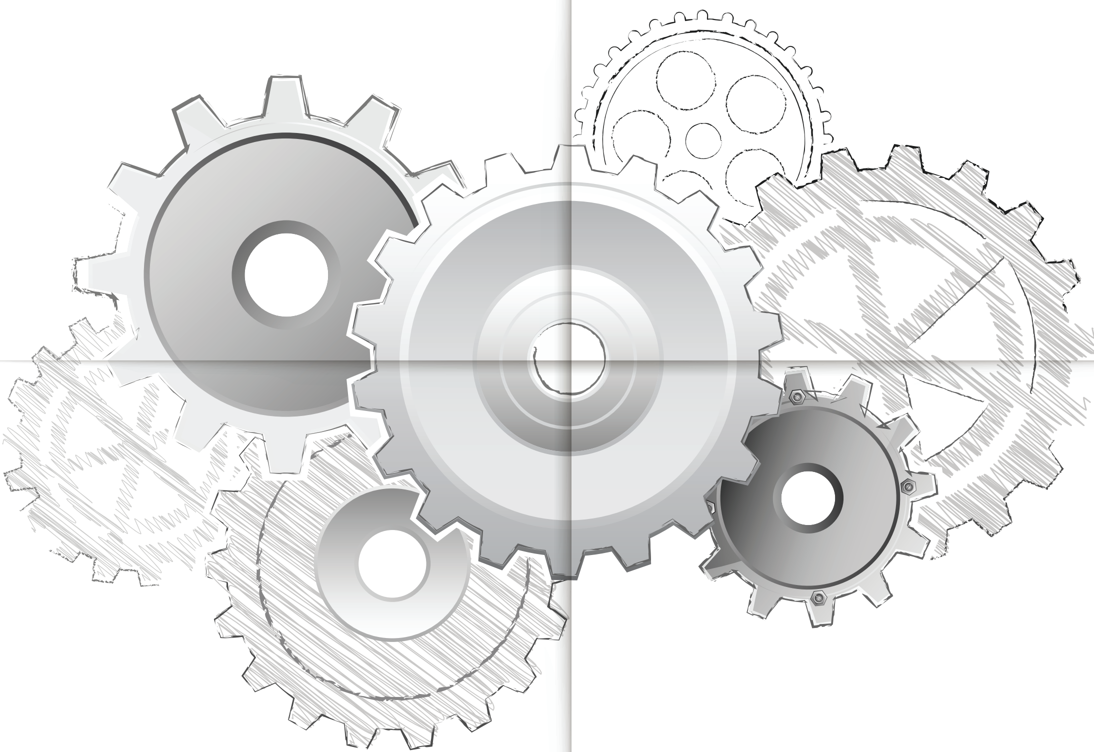
Simcoe Muskoka
Workforce Development Board

WHAT WE DO

RESEARCH
Analyze and identify priorities and opportunities

CONVENE
Bring groups together



EVALUATE
Measure, refine and add value

COLLABORATE
Take action through partnerships

About the Simcoe Muskoka Workforce Development Board Local Labour Market Plan

Simcoe Muskoka Workforce Development Board (SMWDB) Local Labour Market Plan for October 2014 is an annual review of the progress on our area's partnership projects and up-to-date information on employment conditions in our community. Our evidence based process includes:

- Analysis of data from Canadian Business Patterns and National Household Survey
- Insights from Employment Ontario data, describing clients and their outcomes.
- Sector based information from local employers
- Workforce information from Community Partners
- Review of local media and new literature reports

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.

We thank all employers, community partners and organizations who have contributed through consultations, conversations, and/or data sharing. Additionally, we would like to thank Tom Zizys for his work in analyzing data and developing tables for this report.

We trust this compiled, local information is a valuable tool for your organization, and welcome questions, comments and suggestions regarding our future partnerships, projects or resources.

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Simcoe Muskoka
Workforce Development Board

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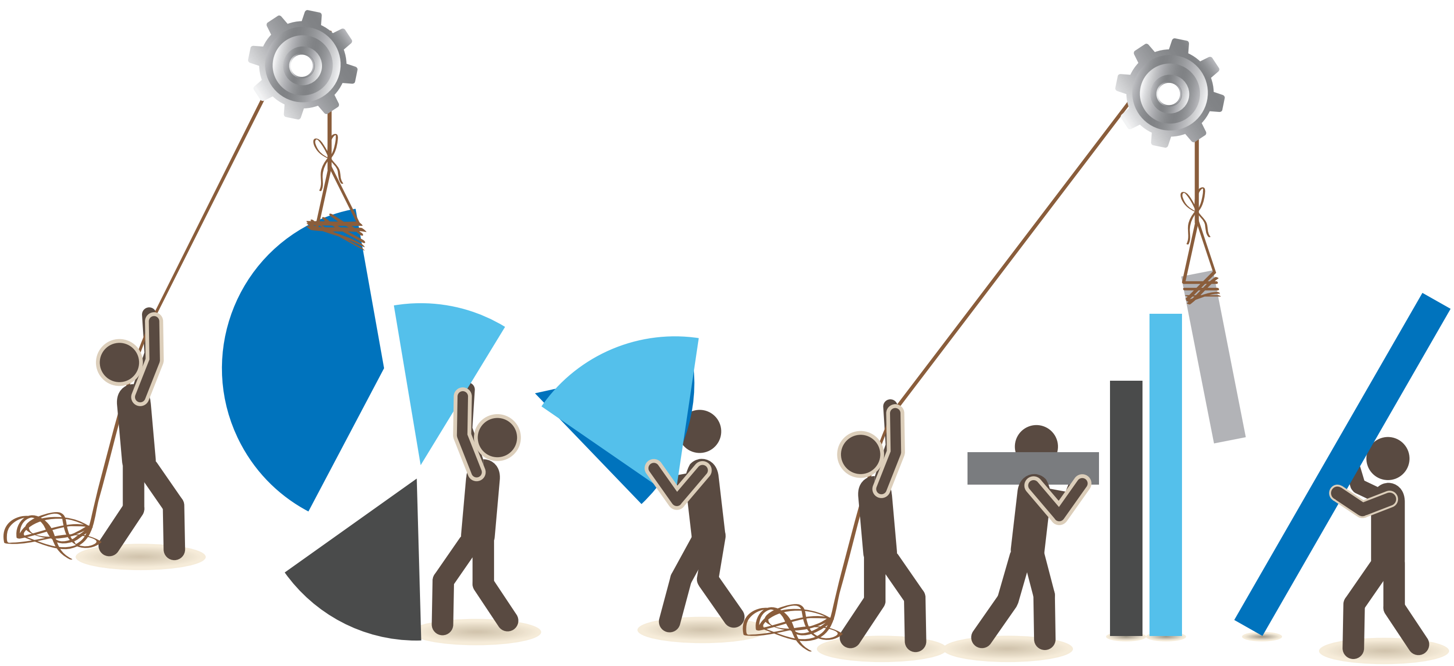

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Summary of Labour Market Overview

The following summary, charts and analysis have been prepared by Tom Zizys.

Number of employers

As is the case throughout Ontario, most businesses have no employees, that is, they are solo operations. Among the industries with many such businesses are Construction (individual tradespersons), Real Estate and Rental & Leasing (real estate agents), Professional, Scientific & Technical Services (individual consultants) and Transportation & Warehousing (truck drivers).

In Simcoe, the three industries with the highest number of employers are Construction; Professional, Scientific & Technical Services; and Real Estate and Rental & Leasing. But among larger businesses, other industries dominate the ranks: Retail Trade; Manufacturing; Health Care & Social Assistance; and Accommodation & Food Services.

In Muskoka, the three industries with the highest number of employers are Construction; Real Estate and Rental & Leasing; and Retail Trade. Among larger businesses, the higher number of employers is found among Retail Trade; Health Care & Social Assistance; and Accommodation & Food Services.

Since 2008, in both Simcoe and Muskoka the number of businesses has been increasing in most size categories: those with “0” employees, with 1-19 employees and 20-99 employees. In Simcoe, the number of larger businesses (100+ employees) stayed relatively flat between 2008 and 2013, while in 2014 it dipped somewhat (from 221 to 212). In Muskoka, there has been a steady decline in the number of larger businesses, from 46 in 2008 to 39 in 2014.

When examining the trends by both employee size and industry, in most categories Simcoe experienced increases, except among larger businesses in Construction; Manufacturing; Information & Cultural Industries; and Accommodation & Food Services.

Overall, the pattern for Muskoka suggests a sideways movement, with some gains and some losses overall, and gains and losses within many individual industries likely cancelling each other out as far as net employment impacts are concerned.

Analysis of the 2011 National Household Survey data

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

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

The average employment income for all employed residents in each of Simcoe and Muskoka falls short of the Ontario average, 91% for Simcoe and 82% for Muskoka. Among the 49 census divisions in Ontario, Simcoe’s average employment income stands 19th and Muskoka’s is 39th.

> Average employment incomes for Simcoe and Muskoka are lower than the Ontario averages.

If one adds up the average employment incomes of all occupations by skill levels (what educational attainment is required for each job), one finds the average employment incomes for Simcoe and Muskoka are lower than the Ontario averages, even where the figures for Toronto are deducted from the Ontario figures. The one exception is for Simcoe jobs requiring a high school education. Muskoka has a noticeably higher proportion of Management jobs, but this is likely a reflection of a larger number of small operators, as evidenced by their considerably lower average income. Simcoe and Muskoka have a much smaller proportion of residents working in jobs that require a university degree, compared to the rest of Ontario and to Toronto.

Occupations by age groups. In Simcoe, youth (aged 15-24 years old) make up 13.0% of all workers, and residents aged 55 years and older account for 19.5%. In Muskoka, youth account for 11.9% (only slightly less), but older workers (55 years or older) represent 25.7% of the workforce, considerably more.

There are a number of occupations where youth make up at least 25% of all workers in that job. Among the prominent youth occupations in both Simcoe and Muskoka are:

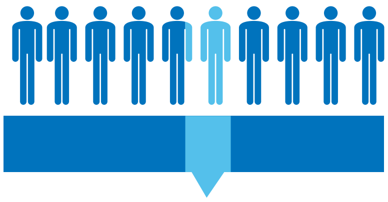
- Food counter attendants and kitchen helpers
- Cashiers
- Cooks
- Food and beverage servers
- Store shelf stockers
- Landscaping labourers
- Program leaders and instructors in recreation
- Construction trade helpers

Youth also make up a large proportion of retail salespersons (29% in Simcoe and 24% in Muskoka).

In a similar way, there are certain occupations which have a higher proportion of workers aged 55 years and older. The following six occupations have at least 30% of their workers aged over 55:

- Transport truck driver
- Janitors and building superintendents
- Accounting technicians and bookkeepers
- Bus drivers, subway operators
- Real estate agents and salespersons
- Financial auditors and accountants

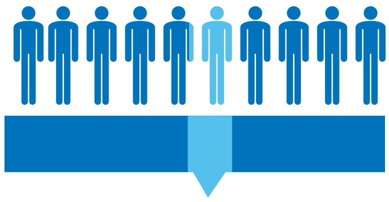
SIMCOE EMPLOYED YOUTH



13%

of all workers

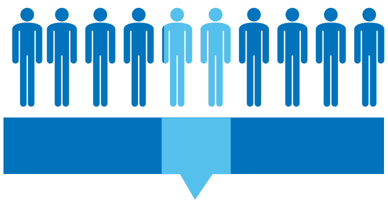
MUSKOKA EMPLOYED YOUTH



11.9%

of all workers

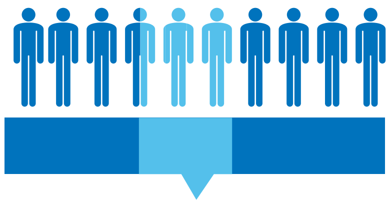
SIMCOE EMPLOYED 55+



19.5%

of all workers

MUSKOKA EMPLOYED 55+



25.7%

of all workers

Survey of employers

This year, SMWDB together with many community partners, administered an on-line survey to employers. In total, almost 200 responses were received. The main highlights of the survey were:

- Almost six out of ten (58%) employers said it was very challenging to recruit for senior level positions in their companies; on the other hand, only one out of ten said it was very challenging to recruit for entry-level positions
- When comparing different population groups, employers rated the job readiness of individuals with university and college education highest, somewhat above those with two years of work experience; those with the lowest ratings were newcomers and high school students, with private vocational college coming in third from the bottom
- The three most common reasons for not hiring a job candidate were: lack of relevant work experience; poor attitude or presentation; and lack of technical skills
- Overall, employers are not yet feeling the impact of the baby boom generation, and 4 out of 10 do not expect to feel it
- 10% of employers are currently employing immigrants in their workforce. The survey indicated that an increasing number of employers are considering immigrants to meet, their labour force needs.
- Employers who currently rely on newcomers for their new hires express less concerns regarding their skills compared to those employers who currently do not rely much on newcomers
- In most cases, over half of employers felt their workforce could benefit from various forms of training; two-thirds of employers felt their entry-level staff could benefit from basic skills and employability training, and half felt their intermediate and senior level staff would benefit from management training
- By far, most of the training occurs informally on-the-job, followed by on-line courses and reliance on industry associations
- The two biggest barriers to undertaking workplace training are cost and scheduling challenges

Insights from Employment Ontario client data

- The share of Employment Services ES Assisted Clients served in the SMWDB area is very similar to the area's share of the total Ontario population
- While youth are under-represented among assisted ES clients compared to their share of the unemployed, the proportion of youth who make up the ES client base has increased over last year (from 21% to 24%), perhaps due to the extra support available through the Ontario Youth Employment Fund
- The gender split among ES Assisted Clients tilts slightly more towards women, compared to their

men make up roughly
55% of the unemployed

Employment Services (ES) Assisted Clients
WHO REPORTED OUTCOMES

67% find employment

13% pursue training

overall share of the unemployed. Overall, men make up roughly 55% of the unemployed, yet they make up half of the ES Assisted Clients

- Visible minorities appear somewhat under-represented among ES Assisted Clients compared to their share of the unemployed; this may be because this designation is self-reported; a suggestion from ES providers is that clients be given the same range of categories for self-identification as is found in the census, as this may result in more self-identification
- There is a much higher proportion of ES Assisted Clients in the SMWDB area with only a high school diploma, considerably higher than the Central Region figures, and higher than the provincial average, and a much lower proportion of clients with a university degree. Compared to the Region and provincial numbers, there is also a higher proportion of clients with less than a Grade 12 education
- In the case of SMWDB, ES Assisted Clients who have been unemployed for more than 12 months (21%) make up a larger proportion of all clients compared to their share of all unemployed in Ontario (8%). However, that figure is less than the proportion found at the Central Region and provincial levels. Instead, SMWDB has a somewhat higher share of clients who have been unemployed for less than 3 months
- Of ES Assisted Clients reported outcomes, 67% find employment and a further 13% pursue training. These results are consistent with the rest of the province
- When it comes to detailed employment outcomes, the ES providers felt that the categories of reporting should be changed to incorporate firstly a basic outcome (employed full-time, part-time or self-employed) and secondly qualitative assessments of the employment (for example, in a field of their choice or related to their training, in a more suitable job, and so on); it might also be relevant to collect information on the wage level of the employment
- The ES providers felt there was less clarity regarding a number of the training outcome categories; it would be beneficial to have a broader consultation regarding what data would be useful to collect and to ensure greater clarity regarding the categories being used
- There is a fair degree of similarity between the lay-off occupations and industries and the occupations and industries of the employment outcomes; this is not surprising, because employment services will typically look to a person's past experience for guiding their suitability for a job; as well, some of the positions are seasonal (such as construction), therefore individuals may be requiring ES Assisted services more than once, while other positions (particular in retail trade and in food services) experience high levels of turn-over; the patterns were relatively similar at the regional and provincial levels

- The SMWDB area's share of the Literacy (LBS) Services Client population is slightly larger than its share of ES Assisted Clients (4.5% compared to 3.3%). The age profile of LBS clients in the SMWDB area has a higher proportion of 15-24 year olds than is the case across the Region or at the provincial level, with a lower proportion of 25-44 year olds. Females slightly out-number men among Literacy Service Clients
- The SMWDB area accounts for a smaller share of the Second Career client population (1.7%) compared to their share of ES Assisted Clients (3.3%); the SMWDB has a much higher proportion of Second Career clients who have less than Grade 12 or only a high school diploma, compared to the Region and the province

Because of the limited number of Second Career clients, there is restricted data regarding their areas of training; nevertheless, three fields top the list: Transport Truck Drivers; Home Support Workers and Housekeepers; and Social and Community Service Workers; these careers are also prominent choices at the regional and provincial levels (Transport Truck Drivers is by far the largest training category for Second Career at the provincial level)

ES providers noted that the benefits for living expenses were rather low and made it more difficult for an individual to enroll in a two-year program if they required income support; Transport Truck Driving is typically a 6-8 week program and so is more manageable

Labour Market Analysis – 2011 National Household Survey Data – Simcoe County and District of Muskoka

Introduction

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

A note of caution

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

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

Employment income by occupation

Comparisons of employment income are best made by removing part-time workers from the equation, so that one only compares wages based on employment that is full-time and full-year. Tables 1 and 2 provide the average employment income of Simcoe and Muskoka residents in 2010 by major occupation categories and compares the figures to the Ontario averages. In addition, for each occupational category, the employment incomes for Simcoe and Muskoka are expressed as a percentage of

Table 1: Average employment income, full-time/full-year employees, Simcoe and Ontario residents, 2010

	AVG EMP INCOME		% of ON	RANK in ON
	ONTARIO	SIMCOE		
ALL OCCUPATIONS	$ 61,496	$ 55,763	91%	19th
Management occupations	$ 87,806	$ 71,732	82%	20th
Business, finance and administration occupations	$ 57,499	$ 48,815	85%	26th
Natural and applied sciences and related occupations	$ 75,215	$ 72,222	96%	18th
Health occupations	$ 69,844	$ 67,693	97%	18th
Education, law, social, community, government services	$ 70,506	$ 67,676	96%	12th
Occupations in art, culture, recreation and sport	$ 47,466	$ 38,034	80%	23rd
Sales and service occupations	$ 40,730	$ 40,043	98%	14th
Trades, transport and equipment operators and related	$ 50,471	$ 51,526	102%	19th
Natural resources, agriculture and related production	$ 40,510	$ 31,390	78%	37th
Occupations in manufacturing and utilities	$ 48,810	$ 51,933	106%	20th

the Ontario average (110% means that the Simcoe or Muskoka figure is 10% higher than the Ontario average). Finally, for each category, the ranking for Simcoe and Muskoka among the 49 census divisions in Ontario is provided.

THE AVERAGE EMPLOYMENT INCOME FOR ALL EMPLOYED RESIDENTS IN EACH OF SIMCOE AND MUSKOKA, FALLS SHORT OF THE ONTARIO AVERAGE

SIMCOE 91%

MUSKOKA 82%

The average employment income for all employed residents in each of Simcoe and Muskoka falls short of the Ontario average, 91% for Simcoe and 82% for Muskoka. Among the 49 census divisions in Ontario, Simcoe's average employment income stands 19th and Muskoka's is 39th.

It is often the case that in each occupational category the Simcoe's ranking is close to its overall employment income ranking: in 5 of the 10 occupational categories, its' rank is within one position of its average score (that is, it ranks either 18th, 19th or 20th). In Muskoka's case, the variance is greater, in part due to the smaller population size, resulting in differences exaggerated by a smaller sample size. Muskoka's high ranking for Occupations in Education, Law and Social, Community and Government Services is largely due to the fact that it has proportionately far fewer home child care providers, home support workers and elementary and secondary school teacher assistants who are working full-time, full-year. In Ontario, these occupations make up a larger proportion of this occupation's workers, and their lower salaries draw down the average figures for this occupation.

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

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

Table 2: Average employment income, full-time/full -year employees, Muskoka and Ontario residents, 2010

	AVG EMP INCOME ONTARIO	AVG EMP INCOME MUSKOKA	% of ON	RANK in ON
ALL OCCUPATIONS	$ 61,496	$ 50,675	82%	39th
Management occupations	$ 87,806	$ 64,588	74%	28th
Business, finance and administration occupations	$ 57,499	$ 44,280	77%	45th
Natural and applied sciences and related occupations	$ 75,215	$ 60,185	80%	44th
Health occupations	$ 69,844	$ 64,889	93%	28th
Education, law, social, community, government services	$ 70,506	$ 69,620	99%	6th
Occupations in art, culture, recreation and sport	$ 47,466	$ 29,222	62%	44th
Sales and service occupations	$ 40,730	$ 33,160	81%	36th
Trades, transport an d equipment operators and related	$ 50,471	$ 43,862	87%	47th
Natural resources, agriculture and related production	$ 40,510	$ 38,031	94%	21st
Occupations in manufacturing and utilities	$ 48,810	$ 53,238	109%	17th

Table 3: Average employment income by skill level, full-time/full-year employees, residents of Simcoe, Muskoka, Ontario minus Toronto and Toronto, 2010								
	SIMCOE		MUSKOKA		ON MINUS TORONTO		TORONTO	
	%	$	%	$	%	$	%	$
Management	15%	$ 71,732	18%	$ 64,588	13%	$ 83,161	13%	$ 107,479
University – other	15%	$ 76,740	14%	$ 71,889	31%	$ 79,545	38%	$ 91,093
College or trade	35%	$ 54,751	34%	$ 47,019	28%	$ 55,180	23%	$ 53,042
High school	28%	$ 43,476	24%	$ 41,194	22%	$ 42,603	20%	$ 40,277
No formal education	7%	$ 32,256	10%	$ 32,792	6%	$ 34,333	6%	$ 32,636
ALL OCCUPATIONS	100%	$ 55,763	100%	$ 50,675	100%	$ 60,019	100%	$ 67,499

Table 3 lists the proportion of each of these jobs, as well as their corresponding average employment incomes. These figures are provided for Simcoe and Muskoka. For the sake of comparison, the figures for Ontario minus Toronto are listed, because the high incomes among the higher-skilled occupations in Toronto distort the provincial averages. The data for Toronto is provided as well.

For most of the different skill levels, the average employment incomes for Simcoe and Muskoka are lower than the Ontario averages (except for Simcoe jobs requiring a high school education). Muskoka has a noticeably higher proportion of Management jobs, but this is likely a reflection of a larger number of small operators, as evidenced by their considerably lower average income.

Simcoe and Muskoka have a much smaller proportion of residents working in jobs that require a university degree, compared to the rest of Ontario and to Toronto.

Toronto presents a striking circumstance: Toronto residents employed in management or other jobs requiring a university degree make considerably more than their counterparts in the rest of the province, yet Toronto residents in the other three occupation categories make less than what is earned in the rest of Ontario, including, in a number of instances, less than what is earned in Simcoe or Muskoka. Toronto also has a much higher proportion of residents working in those jobs requiring university degrees.

To make the comparisons easier, Table 4 expresses each income entry as a percentage of the Ontario average.

Table 4: Average employment income by skill level, full-time/full-year employees as a percentage of Ontario average, residents of Simcoe, Muskoka, Ontario minus Toronto and Toronto, 2010				
	SIMCOE	MUSKOKA	ON MINUS TORONTO	TORONTO
Management	82%	74%	95%	122%
University – other	93%	87%	97%	111%
College or trade	100%	86%	101%	97%
High school	103%	98%	101%	96%
No formal education	95%	97%	101%	96%
ALL OCCUPATIONS	91%	82%	98%	110%

While Simcoe and Muskoka often fall below the average for Ontario minus Toronto, the biggest gap occurs among Management Occupations, followed by other occupations requiring a university degree, although Muskoka residents working in jobs that require a college diploma or trades certificate also fall considerably short of the other areas profiled.

Occupations by age groups

Simcoe and Muskoka differ when it comes to the age profile of their employed workforce. In Simcoe, youth make up 13.0% of all workers, and residents aged 55 years and older account for 19.5%. In Muskoka, youth account for 11.9% (only slightly less), but older workers (55 years or older) represent 25.7% of the workforce, considerably more. Different occupations employ a different mix of workers by age. To take an obvious example, there are no youth among Senior Management Occupations in either Simcoe or Muskoka, while 36% are aged 55 years and older.

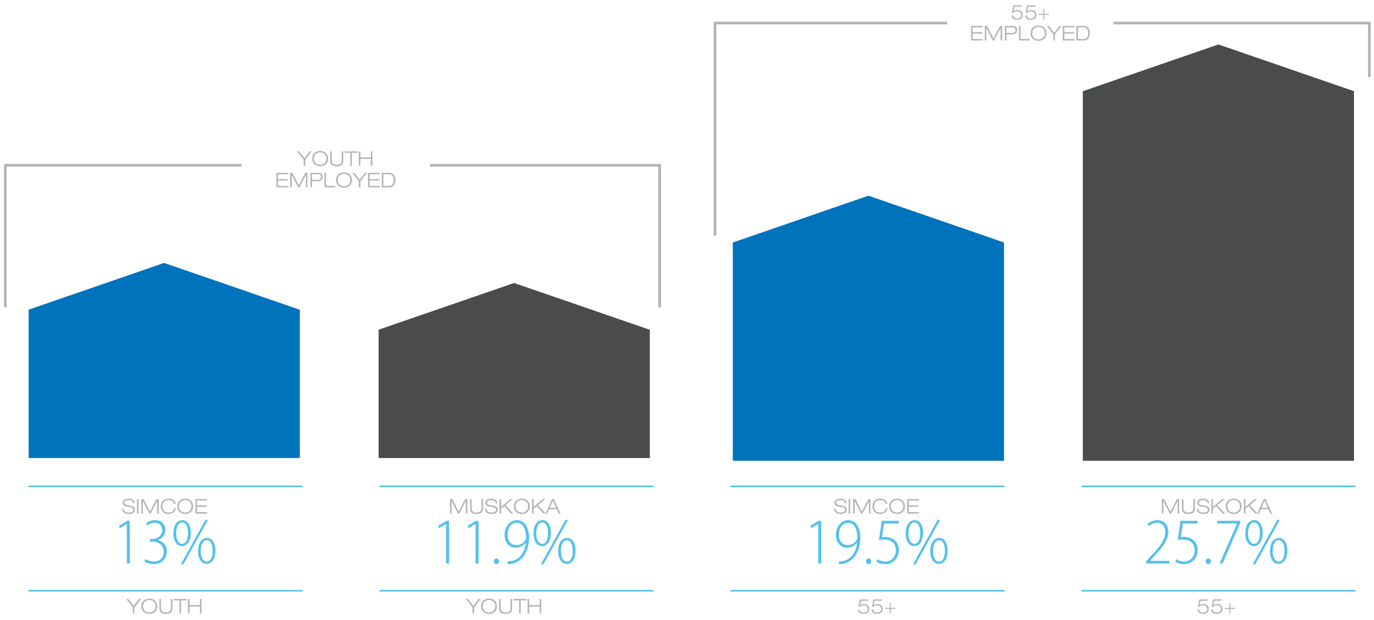


Table 5: Percentage of youth aged 15-24 years old in select occupations, Simcoe residents, 2011	Number	% that are youth	% of all youth
Food counter attendants, kitchen helpers	3,335	63.4%	11.7%
Retail salespersons	3,105	29.5%	10.9%
Cashiers	1,935	47.9%	6.8%
Cooks	1,100	48.2%	3.9%
Food and beverage servers	955	44.9%	3.4%
Store shelf stockers, clerks and order fillers	880	46.9%	3.1%
Landscaping and grounds maintenance labourers	855	38.8%	3.0%
Program leaders and instructors in recreation, sport	705	52.0%	2.5%
Construction trades helpers	560	25.1%	2.0%
Maîtres d'hôtel and hosts/hostesses	350	93.3%	1.2%

Table 6: Percentage of youth aged 15-24 years old in select occupations, Muskoka residents, 2011			
	Number	% that are youth	% of all youth
Food counter attendants, kitchen helpers	355	55.5%	11.0%
Landscaping and grounds maintenance labourers	190	49.4%	5.9%
Cashiers	170	34.7%	5.3%
Construction trades helpers	160	29.6%	5.0%
Store shelf stockers, clerks and order fillers	140	38.4%	4.3%
Program leaders and instructors in recreation, sport	110	57.9%	3.4%
Food and beverage servers	110	27.2%	3.4%
Cooks	90	31.0%	2.8%
Painters and decorators	80	28.6%	2.5%
Home child care providers	45	75.0%	1.4%

Tables 5 and 6 highlight what are the youth occupations in Simcoe and Muskoka, where at least 25% of all workers are between 15 and 24 years of age. The top ten occupations by number of youth are presented. The table lists the number of youth working in that occupation, the percentage of that occupation filled by youth, and the percentage of all employed youth who work in that occupation.

There is a high level of similarity among the top ten youth occupations in Simcoe and Muskoka. The retail salesperson occupation just failed to make the cut in Muskoka, because its workforce was 24% comprised of youth. Together these ten occupations accounted for 48% of youth employment in Simcoe and 45% in Muskoka. In quite a few instances in Simcoe and somewhat less so in Muskoka, youth accounted for almost 50% or more of all workers in the profiled occupations.

Simcoe Education and Training

Table 7 Highest Level of Education Attainment	Simcoe		Immigrants		Recent Immigrants	
	#	%	#	%	#	%
No Certifcate	72,495	20%	9,005	18%	370	12%
High School	108,655	30%	12,900	26%	820	27%
Trades	36,550	10%	6,230	13%	200	7%
College	83,940	23%	11,065	22%	590	19%
University	49,955	14%	8,125	16%	875	29%
University Certifcate	10,205	3%	2,135	4%	200	7%
Total	361,800	100%	49,450	100%	3,055	100%

In Simcoe County, a much higher percentage of recent immigrants have attained a university education than the general population. In 2011, the National Household Survey (Statistics Canada), reported that 14% of the residents in Simcoe County had a university degree. 29% of recent immigrants residing in Simcoe County had a university degree, more than double the representation of residents as a whole.

Tables 8 and 9 list those occupations which have a high proportion of workers aged 55 years and older in each of Simcoe and Muskoka. The tables list the 10 top occupations which have at least 30% of their workforce in this category, in order of the number of older workers, which is then further broken down by narrower age categories.

Interestingly, six occupations make the top ten list in both areas, suggesting that certain occupations attract older individuals in much the same way with jobs that attract youth.

Those six occupations are:

- Transport truck driver
- Janitors and building superintendents
- Accounting technicians and bookkeepers
- Bus drivers, subway operators
- Real estate agents and salespersons
- Financial auditors and accountants

Among bus drivers and subway operators, over 70% are over 55 years of age in Muskoka, as are over 45% in Simcoe. As well, over 40% of real estate agents in Simcoe and Muskoka are over 55 years old.

Table 8: Percentage of adults aged 55 years and older in select occupations, Simcoe residents, 2011					
	Number, by years of age				% in job
	55+	55-64	65-74	75+	55+
Transport truck drivers	1,205	910	240	55	30.9%
Janitors and building superintendents	820	740	80	0	30.7%
Managers in agriculture	785	325	335	125	52.5%
Accounting technicians and bookkeepers	720	525	170	25	36.6%
Bus drivers, subway operators	710	530	180	0	46.1%
Real estate agents and salespersons	530	345	155	30	46.1%
Financial auditors and accountants	430	315	65	50	30.6%
College and other vocational instructors	390	340	50	0	33.8%
Delivery and courier service drivers	365	280	85	0	31.3%
Senior managers - trade, broadcasting	235	135	100	0	44.3%

Table 9: Percentage of adults aged 55 years and older in select occupations, Muskoka residents, 2011					
	Number, by years of age				% in job
	55+	55-64	65-74	75+	55+
Transport truck drivers	210	155	55	0	40.0%
Accounting technicians and bookkeepers	160	115	45	0	36.8%
Cashiers	150	125	25	0	30.6%
Janitors and building superintendents	145	125	20	0	30.5%
Financial auditors and accountants	130	95	35	0	43.3%
Bus drivers, subway operators	125	85	40	0	71.4%
Real estate agents and salespersons	115	95	20	0	41.8%
Program officers unique to government	90	90	0	0	72.0%
General office support workers	90	60	30	0	30.0%
Material handlers	75	75	0	0	32.6%

Canadian Business Patterns – Labour Market Indicators

Number of businesses

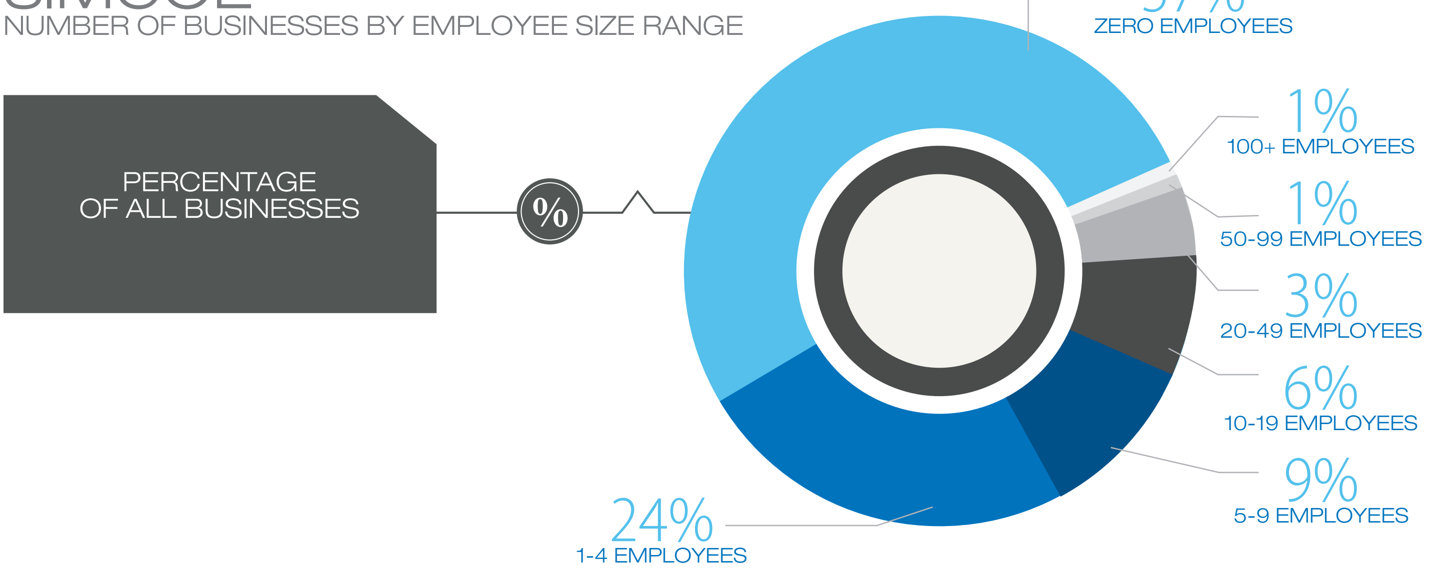
Tables 1 and 2 provide the number of businesses present in Simcoe County and the District of Muskoka in June 2014, and breaks down the figures by industry and by employee size ranges (each area is represented by a separate table). The highlighted cells identify the three industries with the largest number of businesses for each employee size category column.

Simcoe County. The broad portions describing the collection of businesses in Simcoe has stayed exactly the same as last year, in terms of the proportions of different size businesses, the ranking of industries by number of businesses and the percentage of businesses by industry, and the top three industries by each size category:

- Number of small businesses: Businesses are by far made up of small businesses. 57% of the businesses in Simcoe have no employees,[1] and another 24% have 1-4 employees; this exactly matches the pattern for Ontario as a whole;
- Highest number of businesses by industry: The second to last column provides the percentage distribution of all businesses by industry. Construction accounts for the largest proportion of businesses and, at 17% (rounded up from 16.7%), is considerably higher than the provincial average of 11.2%. Professional, Scientific and Technical Services comes in second at 11.1%, somewhat smaller than the provincial average of 15.1%. This category is made up of many professionals and consultants, many of whom are likely to be self-employed;
- Highest number of businesses by size and industry: The three largest industries by each employee size category have also been highlighted. These are not changed at all for the last two years. The table demonstrates how the large number of businesses in the smaller size categories drives the total numbers (for example, in Construction; Real Estate and Rental & Leasing; and Professional, Scientific & Technical Services). In the mid-size and large ranges, Manufacturing, Retail Trade and Accommodation & Food Services come to the fore.

SIMCOE

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE



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

TABLE 1 – SIMCOE
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2014

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	977	232	61	46	12	6	1	1335	4	10
21 Mining	25	15	7	15	5	2	0	69	0	18
22 Utilities	29	6	4	9	4	0	1	53	0	19
23 Construction	3053	1341	415	225	83	19	3	5139	17	1
31-33 Manufacturing	438	257	132	92	70	39	41	1069	4	13
41 Wholesale Trade	486	301	137	97	68	20	8	1117	4	12
44-45 Retail Trade	1212	755	489	363	181	73	49	3122	10	4
48-49 Transportation/Warehousing	948	354	70	37	40	13	7	1469	5	8
51 Information and Cultural	218	68	25	15	13	4	1	344	1	16
52 Finance and Insurance	931	269	67	68	77	2	0	1414	5	9
53 Real Estate	2822	412	97	35	24	3	1	3394	11	3
54 Professional Scientific Tech	2220	912	167	79	39	6	3	3426	11	2
55 Management of Companies	681	67	11	7	7	6	1	780	3	14
56 Administrative Support	877	390	148	68	40	18	15	1556	5	7
61 Educational Services	174	61	36	28	8	1	4	312	1	17
62 Health Care & Social Assist	569	705	306	177	82	15	33	1887	6	6
71 Arts, Entertainment & Rec	330	91	49	36	32	9	7	554	2	15
72 Accommodation & Food	329	230	209	220	185	53	18	1244	4	11
81 Other Services	1292	775	282	102	32	6	2	2491	8	5
91 Public Administration	8	1	0	2	1	5	17	34	0	20
TOTAL	17619	7242	2712	1721	1003	300	212	30809		
Percentage of all employers	57%	24%	9%	6%	3%	1%	1%	100		
Cumulative percentage	57%	81%	89%	95%	98%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

District of Muskoka There have been a few small changes in the ranking of industries by number of businesses, where the smaller number of businesses in Muskoka means that a few changes here and there resulted in some re-ordering, but nothing that suggests significant changes to the local economy:

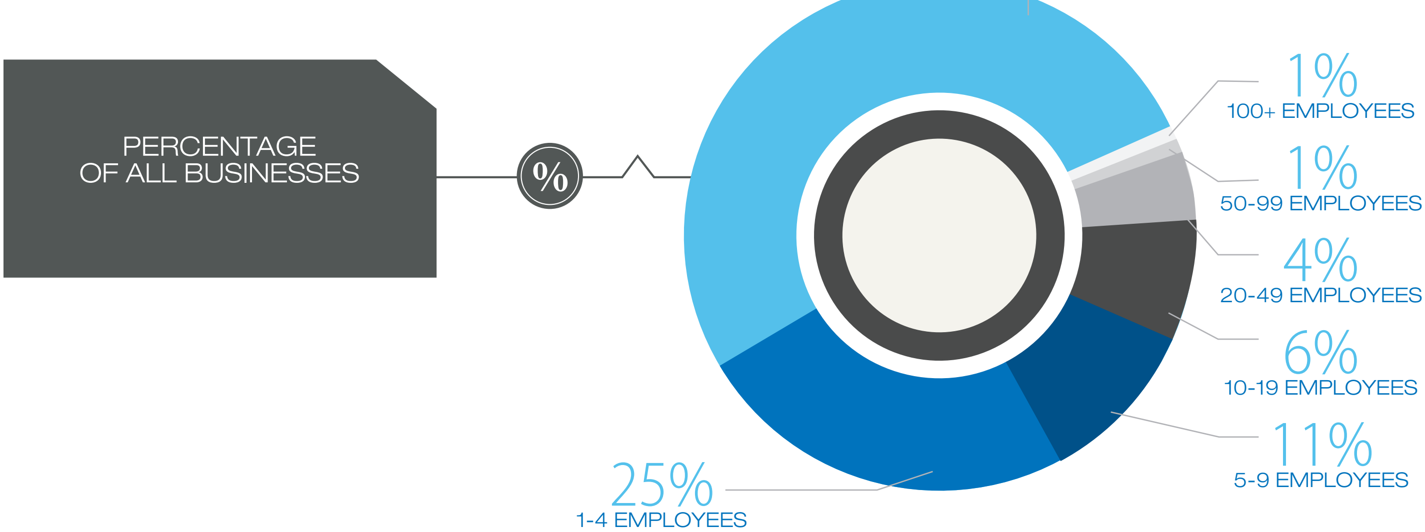
- Number of small businesses: Compared to the Ontario average, Muskoka has a slightly smaller proportion of businesses with no employees,[2] with the difference spread across businesses with 1-4, 5-9 and 10-19 employees;

- Highest number of businesses by industry: The second to last column provides the percentage distribution of all businesses by industry. Similar to Simcoe, Construction accounts for the largest proportion of businesses, with an even higher share of all businesses (22.0%), almost double the provincial average of 11.2%. Real Estate and Rental & Leasing moved up last year to second place, overtaking Retail Trade, and while both sectors added businesses this year, the spread has remained; Professional, Scientific and Technical Services comes in at fourth place with 9.2% of all businesses, significantly smaller than the provincial average of 15.1%; almost all of these businesses are single operators or businesses with 1-4 employees;

> MUSKOKA
>
> 22%
>
> CONSTRUCTION ACCOUNTS FOR THE LARGEST PROPORTION OF EMPLOYERS

- Highest number of businesses by size and industry: The three largest industries by each employee size category have also been highlighted. Among businesses with no employees, the main sectors are Construction; Real Estate and Rental and Leasing; and Professional, Scientific and Technical Services. Among businesses with employees, three industries dominate the Top Three list: Construction; Retail Trade; and Accommodation and Food Services.

MUSKOKA
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE



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

TABLE 2 – MUSKOKA
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2014

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	63	19	12	2	3	0	0	99	2	15
21 Mining	4	3	2	3	1	0	0	13	0	18
22 Utilities	4	2	3	1	1	0	0	11	0	19
23 Construction	665	360	153	72	25	1	1	1277	22	**1**
31-33 Manufacturing	82	57	17	14	13	6	2	191	3	10
41 Wholesale Trade	66	43	17	12	6	0	0	144	3	13
44-45 Retail Trade	229	155	125	83	41	6	10	649	11	**3**
48-49 Transportation/Warehousing	92	50	10	4	4	2	3	165	3	11
51 Information and Cultural	41	15	10	4	2	1	0	73	1	16
52 Finance and Insurance	195	52	11	13	13	2	0	286	5	
53 Real Estate	555	99	27	10	4	2	0	697	12	**2**
54 Professional Scientific Tech	338	144	37	14	3	1	0	537	9	**4**
55 Management of Companies	122	15	4	1	2	1	0	145	3	12
56 Administrative Support	154	83	37	17	12	1	1	305	5	7
61 Educational Services	27	6	5	1	2	1	0	42	1	17
62Health Care & Social Assist	81	101	49	34	11	3	6	285	5	9
71 Arts, Entertainment & Rec	60	24	17	10	13	4	4	132	2	14
72 Accommodation & Food	101	50	52	43	43	15	6	310	5	6
81 Other Services	227	146	41	16	4	0	1	435		**5**
91 Public Administration	1	0	1	0	3	0	5	10	0	20
TOTAL	3107	1424	630	354	206	46	39	5806		
Percentage of all employers	54%	25%	11%	6%	4%	1%	1%	100		
Cumulative percentage	54%	78%	89%	95%	98%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Change in the number of businesses by size of business.

One indicator of local economic activity and employment trends is the number of businesses, including the size of their business, present in the local community. Tables 3 and 4 provide the numbers of businesses aggregated by several size categories for Simcoe and Muskoka:

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

TABLE 3: SIMCOE
NUMBER OF BUSINESSES BY EMPLOYEE SIZE
DECEMBER 2008 TO JUNE 2014

	0	1-19	20-99	100+
December 2008	15,318	10,387	1,151	219
June 2009	14,990	10,388	1,163	220
June 2010	14,878	10,561	1,109	220
December 2010	15,566	10,741	1,148	219
June 2011	15,413	10,746	1,136	210
June 2012	15,192	10,883	1,191	219
June 2013	16,788	11,413	1,214	221
June 2014	17,619	11,675	1,303	212

Statistics Canada, Canadian Business Patterns

TABLE 4: MUSKOKA
NUMBER OF BUSINESSES BY EMPLOYEE SIZE
DECEMBER 2008 TO JUNE 2014

	0	1-19	20-99	100+
December 2008	2,871	2,235	217	46
June 2009	2,779	2,209	230	45
June 2010	2,898	2,354	228	42
December 2010	3,010	2,366	225	45
June 2011	2,975	2,369	219	41
June 2012	2,967	2,473	236	43
June 2013	3,044	2,344	235	42
June 2014	3,107	2,408	252	39

Statistics Canada, Canadian Business Patterns

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

The trends in both Simcoe and Muskoka in terms of changes in the number of businesses by size of business are much the same: apart from large businesses (100+ employees), all other businesses experienced tepid growth or a slight decline around the time of the recession (2008-2009), followed by growth. In Simcoe that growth has been consistent and solid across businesses with “0” employees, 1-19 and 20-99 employees.

Chart 1: Change in the number of businesses by size of business, December 2008 to June 2014, Simcoe Region (December 2008 = 100)

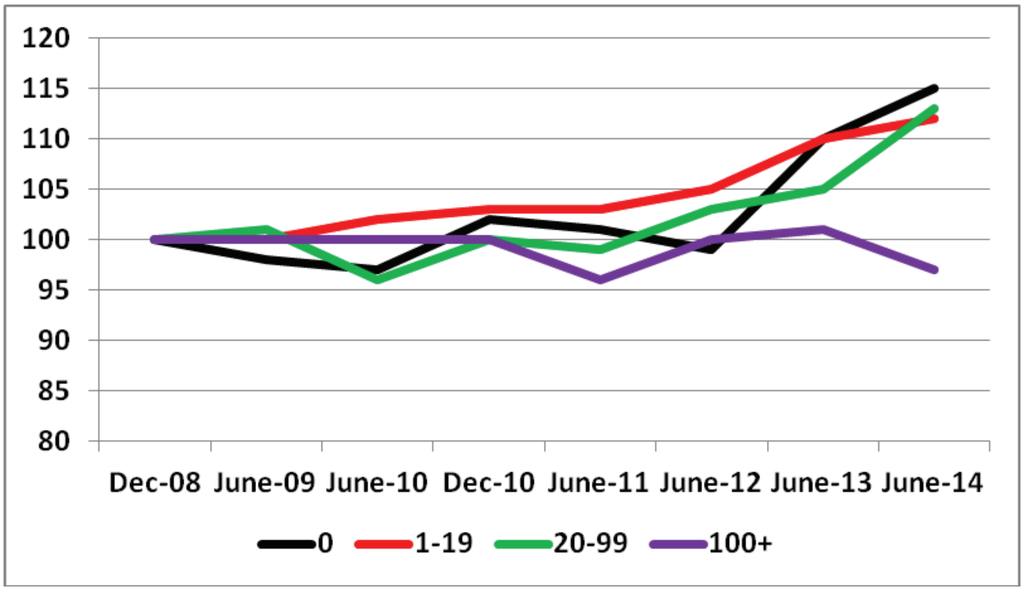
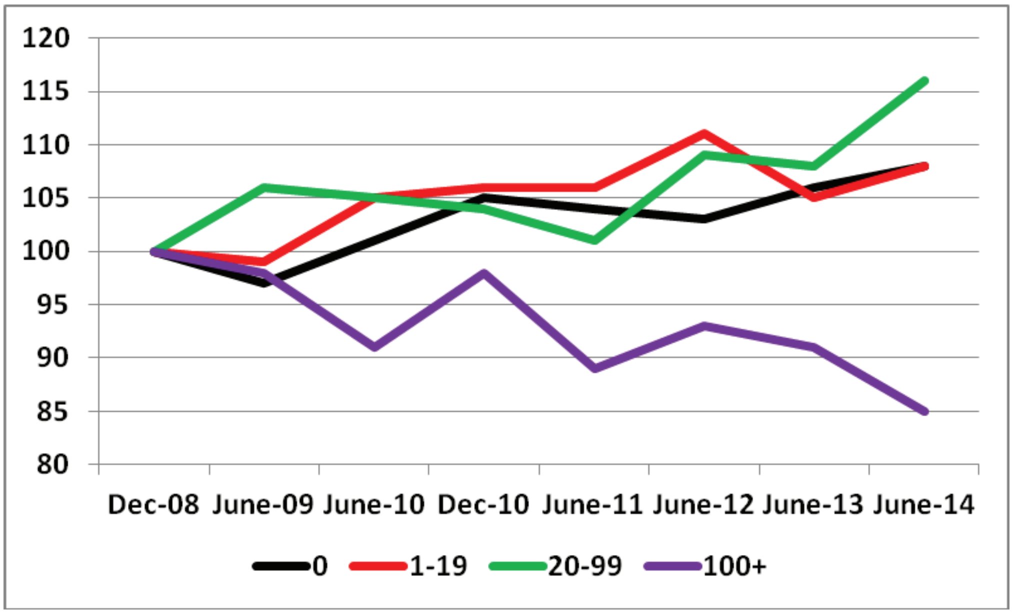


Chart 2: Change in the number of businesses by size of business, December 2008 to June 2014, District of Muskoka (December 2008 = 100)



In Muskoka that growth has been most pronounced among businesses with 20-99 employees. Among businesses with "0" employees, the growth has been steady but not as great, while among businesses with 1-19 employees, the growth has been up and down.

The story is somewhat different among businesses with 100 or more employees. In Simcoe, the trend has been relatively flat, with the number of such businesses hovering around 220 for the last five years, and in 2014 that number dropping to 212. In Muskoka, the number of larger businesses has witnessed a steady decline, dropping 15% since 2008, from 46 businesses in December 2008 to 39 businesses in June 2014.

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

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

The colour-coding of the tables (green where there is an increase, red where there is a decrease) helps to illustrate any pattern.

Simcoe. The first impression one gets from Table 5 is a generally positive one, with a large majority of cells shaded green, indicating growth. Moreover, every single industry saw a net increase in the number of businesses.

Several industries clearly had broad growth in the number of businesses and growth in net jobs:

- Mining and oil and gas extraction
- Wholesale trade
- Management of companies and enterprises
- Administrative and support services
- Educational services
- Health care and social assistance
- Arts, entertainment and recreation
- Public administration

Last year also saw a large number of industries registering such increases, but only one industry showed such growth in both years, namely Health care and social assistance.

The apparent positive trend is largely driven by growth among the smaller business categories. As one moves from left to right across Table 5, more red cells and more blank cells emerge. Among the 100+ employee businesses, red cells outnumber green cells, and there is a net loss of 9 businesses.

THERE IS A POSITIVE TREND THAT IS DRIVEN BY growth AMONG THE SMALLER BUSINESS CATEGORIES

INDUSTRY	Business size (number of employees)					Total number of businesses June-14
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	47	-13	-3	0	31	1335
Mining and oil and gas extraction	0	2	1	0	3	69
Utilities	10	1	-4	0	7	53
Construction	128	80	9	-5	212	5139
Manufacturing	16	17	10	-4	39	1069
Wholesale trade	21	20	9	2	52	1117
Retail trade	5	-16	15	3	7	3122
Transportation and warehousing	26	41	1	-2	66	1469
Information and cultural industries	17	6	2	-4	21	344
Finance and insurance	28	0	4	0	32	1414
Real estate and rental and leasing	173	0	-5	0	168	3394
Professional, scientific and technical services	45	7	-1	0	51	3426
Management of companies and enterprises	3	0	0	1	4	780
Administrative and support	52	19	14	0	85	1556
Educational services	23	5	3	0	31	312
Health care and social assistance	35	48	9	3	95	1887
Arts, entertainment and recreation	36	-2	4	2	40	554
Accommodation and food services	16	18	26	-4	56	1244
Other services	149	29	-6	-1	171	2491
Public administration	1	0	1	0	2	34
TOTAL	831	262	89	-9	1173	30809

TABLE 5: SIMCOE CHANGE IN THE NUMBER OF BUSINESSES, BY INDUSTRY AND BY BUSINESS SIZE, JUNE 2013 TO JUNE 2014

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

In some industries there are likely job losses:

- Other services
- Transportation and warehousing
- Information and cultural industries
- Real estate and rental and leasing

Two industries indicate the loss of a number of larger businesses: Construction and Manufacturing. However, in both of these instances, there is very significant growth among each of the smaller business categories, which likely balances out the loss of employment among the larger businesses.

Muskoka. The pattern in Muskoka was different, where there are a significant number of cells with losses or with no change, and where almost a third of industries show a net loss in the number of businesses. This pattern is very similar to last year as well, where there was a near even mix of gains, losses and no change.

A number of categories have registered growth (some of which is very slight):

- Utilities
- Construction
- Information and cultural industries

INDUSTRY	Business size (number of employees)					Total number of businesses June-14
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	3	1	-1	0	3	99
Mining and oil and gas extraction	-1	0	0	0	-1	13
Utilities	3	1	0	0	4	11
Construction	-13	28	1	0	16	1277
Manufacturing	-10	0	3	-1	-8	191
Wholesale trade	-4	2	1	0	-1	144
Retail trade	15	-1	0	0	14	649
Transportation and warehousing	-9	5	1	-1	-4	165
Information and cultural industries	4	0	0	0	4	73
Finance and insurance	10	-3	0	0	7	286
Real estate and rental and leasing	12	12	0	0	24	697
Professional, scientific and technical services	20	7	2	0	29	537
Management of companies and enterprises	-3	0	1	0	-2	145
Administrative and support	8	15	3	0	26	305
Educational services	1	-1	-1	0	-1	42
Health care and social assistance	6	-7	2	1	2	285
Arts, entertainment and recreation	-3	0	2	-1	-2	132
Accommodation and food services	0	0	1	-1	0	310
Other services	23	5	2	0	30	435
Public administration	1	0	0	0	1	10
TOTAL	63	64	17	-3	141	5806

Table 6: Muskoka — Change in the number of businesses, by industry and by business size, June 2013 to June 2014

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

- Real estate and rental and leasing
- Professional, scientific and technical services
- Administrative and support services
- Other services
- Public administration

In most cases where losses in the number of businesses have occured, the drop is small and the net impact on employment often appears muted because of growth in other size categories.

Overall, the pattern for Muskoka suggests a sideways movement, with some gains and some losses overall, and gains and losses within many individual industries likely cancelling each other out as far as net employment impacts are concerned.

Employment Ontario

Program Related Data (2013-2014)

Background to the data

This document is based on data that has been provided by the Ontario Ministry of Training, Colleges and Universities to the various workforce planning boards, including the area covered by the Simcoe Muskoka Workforce Development Board (SMWDB). This data was specially compiled by MTCU and has program statistics related to Apprenticeship, Employment Service, Literacy and Basic Skills and Second Career for the 2013-14 fiscal year.

Background to the data analysis

Table 1 compared the data via broad, demographic descriptions of the clients of these services and some information about outcomes. The data provided to each local board consists of three sets of data:

- Data at the Local level (in the case of the Simcoe Muskoka Workforce Development Board, the geography covers the County of Simcoe and the District of Muskoka);
- Data at the regional level (in this case, the Central Region, which consists of Peel, Halton, Toronto, Durham, York, Simcoe and Muskoka); and
- Data at the provincial level.
- These unemployment figures slightly undercount the total number of unemployed in the Central Region, because the Census Metropolitan Areas (CMA) miss a few municipalities, together with the entire Muskoka Region, which constitute the Central Region.

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 last year's release.

Table 1: ES Clients, Number and Percent of all ES Clients; Compared to Total Population and Unemployed

	SMWDB	Central	Ontario
2013-14 UNASSISTED R&I* CLIENTS			
Number	17, 598	255,768	488,402
As % of Ontario	3.6%	52.4%	100%
2013-14 ES ASSISTED CLIENTS			
Number	6,523	91,563	196,558
As % of Ontario	3.3%	46.6%	100%
2012-13 ES ASSISTED CLIENTS			
Number	5,817	86,826	184,947
As % of Ontario	3.1%	46.9%	100%
2011 TOTAL POPULATION			
As % of Ontario	3.7%	51.0%	100%
2013 UNEMPLOYED			
As % of Ontario	3.8%	53.6%	100%

Population figures from StatCan 2011 Census. Unemployed figures from Labour Force Survey, 2013: Central Region are based on sum of Barrie, Oshawa and Toronto CMAs; Board figures based on extrapolating Barrie CMA figures to entire Region.

*Research and Information.

The following analysis looks at the four program categories (Employment Services (ES), Literacy Services, Second Career and Apprenticeship). The number of data sub-categories for each of these programs varies considerably.

EMPLOYMENT SERVICES

ES Assisted Clients

Table 2 demonstrates that the share of assisted ES Clients served in the SMWDB area is very similar to the area's share of the total Ontario population (3.3% versus 3.7%) and is almost equal to the share of assisted ES Clients in 2013 (3.1%).

This pattern is opposite the pattern for the Central Region areas, where the share of the assisted ES Clients is less than the share of the total population (46.6% versus 51.0%). The Central Region client share is also lower than the Region's share of the unemployed (53.6%).

Clients by age group

The following table compares 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 2012-13 figures to the 2011-12 numbers.

Comparing the Ontario figures first, one can see that youth are under-represented among ES Assisted Clients, compared to their share of the unemployed population (23% compared to 31%). However, there has been a very slight improvement in the youth share of ES Assisted Clients over last year (21%), when their share of the provincial unemployment numbers was roughly the same.

Ontario adults aged 25-44 years, meanwhile, are over-represented among ES Assisted Clients. The 45-64 years and 65 years and over adult categories are almost equally represented among ES Assisted Clients as among the total unemployed population.

The pattern is slightly different in SMWDB: youth are also under-represented, but the difference is not as great as for the rest of the Central Region, and the youth share increased notably from last year. There is almost an equal proportion of 25-44 and 45-64 year olds (as was the case last year), unlike the Central Region and provincial numbers.

Table 2: Distribution by age of ES Assisted Clients and unemployed

2013-14	ES ASSISTED CLIENTS			ALL UNEMPLOYED	
ES ASSISTED	SMWDB	Region	Ontario	Region	Ontario
15-24 years	24%	20%	23%	30%	31%
25-44 years	39%	50%	47%	39%	37%
45-64 years	35%	29%	30%	28%	30%
over 65 years	1%	1%	1%	1%	2%
2012-13	ES ASSISTED CLIENTS				
ES ASSISTED	SMWDB	Region	Ontario		
15-24 years	21%	19%	21%		
25-44 years	41%	50%	47%		
45-64 years	37%	31%	31%		
over 65 years	1%	1%	1%		

Unemployed are 2013 Labour Force Survey data. Central Region represented by Barrie, Oshawa and Toronto CMA figures.

Gender

Table 3 provides the data for the gender split among ES Assisted Clients tilts slightly more towards women, compared to their overall share of the unemployed. Overall, men make up roughly 55% of the unemployed, yet they make up half of the ES Assisted Clients (in Ontario: 51%; in the Central Region: 48%; at the SMWDB level: 49%).

These proportions are the same as last year, both for the ES Assisted Client numbers and the unemployed figures.

Designated groups

The ES Assisted Client data collects information on designated groups, namely: newcomers, visible minorities, persons with disabilities, and members of Aboriginal groups. This information is self-reported.

Table 4 provides the data for the SMWDB, Region and Ontario levels, and calculates the percentage of each group, based on the total number of clients. There is no way of knowing how many clients declined to self-identify.

To make an appropriate comparison, as itemized in Table 5, we need to rely on the 2011 National Household Survey data, the same data that was used last year to provide a context (while the unemployment rate varies, the share of unemployment by designated groups is less likely to vary greatly year to year).

The first point to make is that we do not have accurate labour market data regarding persons with disabilities, and so it is not possible to make any judgment regarding this category. That being said, the proportion of SMWDB ES Assisted Clients reporting a disability is considerably higher than the same proportion for the Central Region and for Ontario. This was the same case last year (9.1%).

Secondly, the most obvious data discrepancy is with respect to the Visible Minority category at the Region and provincial levels. It would appear that this carries over to a lesser extent in SMWDB, where visible minorities make up 6.2% of the unemployed (2011 figures), whereas they only make up 2.4% of the ES Assisted Client population.

Thirdly, in the case of the newcomer proportions, it would appear that newcomers are somewhat over-

Table 3: Distribution by gender of ES Assisted Clients and unemployed

2013-14	ES ASSISTED CLIENTS			ALL UNEMPLOYED	
ES ASSISTED	SMWDB	Region	Ontario	Region	Ontario
Females	51%	52%	49%	45%	45%
Males	49%	48%	51%	55%	55%
2012-13	ES ASSISTED CLIENTS				
ES ASSISTED	SMWDB	Region	Ontario		
Females	51%	52%	49%		
Males	49%	48%	51%		

Unemployed are 2013 Labour Force Survey data. Central Region represented by Barrie, Oshawa and Toronto CMA figures.

Table 4: Distribution of designated groups among ES Assisted Clients

	NUMBER 2013-14			PERCENTAGE 2013-14		
Designated group	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Newcomer	161	12,901	17,577	2.5%	14.1%	8.9%
Visible minority	154	14,109	19,119	2.4%	15.4%	9.7%
Person w/disability	573	3,180	8,883	8.8%	3.5%	4.5%
Aboriginal group	301	1,063	5,221	4.6%	1.2%	2.7%

represented among ES Assisted Clients at the Central Region and Ontario levels, compared to their share of the unemployed population, but only somewhat so at the SMWDB level.

Definition of Newcomers and Immigrants

- In this report, a newcomer is defined a recent immigrant who has moved to Canada in the last five years.
- In this report, an immigrant is defined as a resident who was born in another country.

The Aboriginal share of ES Assisted Clients is more or less equal to their share of unemployed population at the Central Region level, but slightly lower at the SMWDB and provincial levels. That figure for SMWDB has, however, climbed significantly since last year (from 3.2% to 4.6% this year).

Internationally trained professionals

The ES data indicates how many ES Assisted Clients served are classified as Internationally Trained Professionals. This includes not only newcomers but all immigrants who have overseas professional education or training. Table 6, below, compares the SMWDB area and the other four boards in the Central Region, and with the total Central Ontario and Ontario numbers.

VISIBLE MINORITIES MAKE UP **6.2%** OF THE UNEMPLOYED

WHEREAS THEY ONLY MAKE UP **2.4%** OF THE ES ASSISTED CLIENT POPULATION

Unemployment rate 2011

	SMWDB
All immigrants	7.90%
Newcomers 2006-2011	12.80%

Table 5: Comparison of share of designated groups

2013-14	ES ASSISTED CLIENTS			UNEMPLOYED in 2011		
Designated group	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Newcomer	2.5%	14.1%	8.9%	1.5%	10.2%	6.7%
Visible minority	2.4%	15.4%	9.7%	6.2%	49.4%	31.5%
Aboriginal group	4.6%	1.2%	2.7%	5.1%	1.2%	3.4%
2012-13	ES ASSISTED CLIENTS					
Designated group	SMWDB	Region	Ontario			
Newcomer	2.3%	13.1%	8.6%			
Visible minority	2.5%	15.2%	9.6%			
Aboriginal group	3.2%	0.9%	2.5%			

Unemployed data for newcomers and visible minorities is from National Household Survey Cat. No. 99-012-X2011038. For Aboriginal peoples the data is from National Household Survey Cat. No. 99-012-X2011039.
Central Region data represents Oshawa, Toronto, Barrie, Collingwood, Orillia and Midland CMAs.

Table 6: Number and percentage of Internationally Trained Professionals among ES Assisted Clients

	SIMCOE-MUSKOKA	TORONTO	PEEL-HALTON	YORK	DURHAM	CENTRAL	ONTARIO
2013/4 # ITP	349	14,442	6,593	3,281	812	25,477	35,188
2013/4 % ITP	5%	32%	35%	25%	10%	28%	18%
2012/3 % ITP	6%	34%	38%	23%	10%	29%	19%

Educational attainment

Over the last few years, there has been a consistent trend in terms of the profile of the unemployed by educational attainment: the proportion of those with no high school diploma has been declining, while the proportion of those with a university degree has been increasing.

As one can see from Chart 1, the share of the unemployed among those with a high school diploma or a trades certificate or college diploma has more or less remained steady. The shift in the proportions is largely between those with no high school diploma and those with a university degree.

Looking at the same trends on Chart 2 in terms of the number (as opposed to the percentage) of unemployed, one sees that the growth in the number of unemployed university grads has been a steady upward trend, while in the other categories, there was a sharp spike during the recession, followed by a gradual reduction in those numbers.

Table 7 provides the breakdown by educational attainment of clients served in the ES Assisted Client profile.

THE GROWTH IN THE NUMBER OF **unemployed university grads** HAS BEEN A STEADY UPWARD TREND

Chart 1: Percentage share of unemployed by educational attainment, Ontario, 2006-13

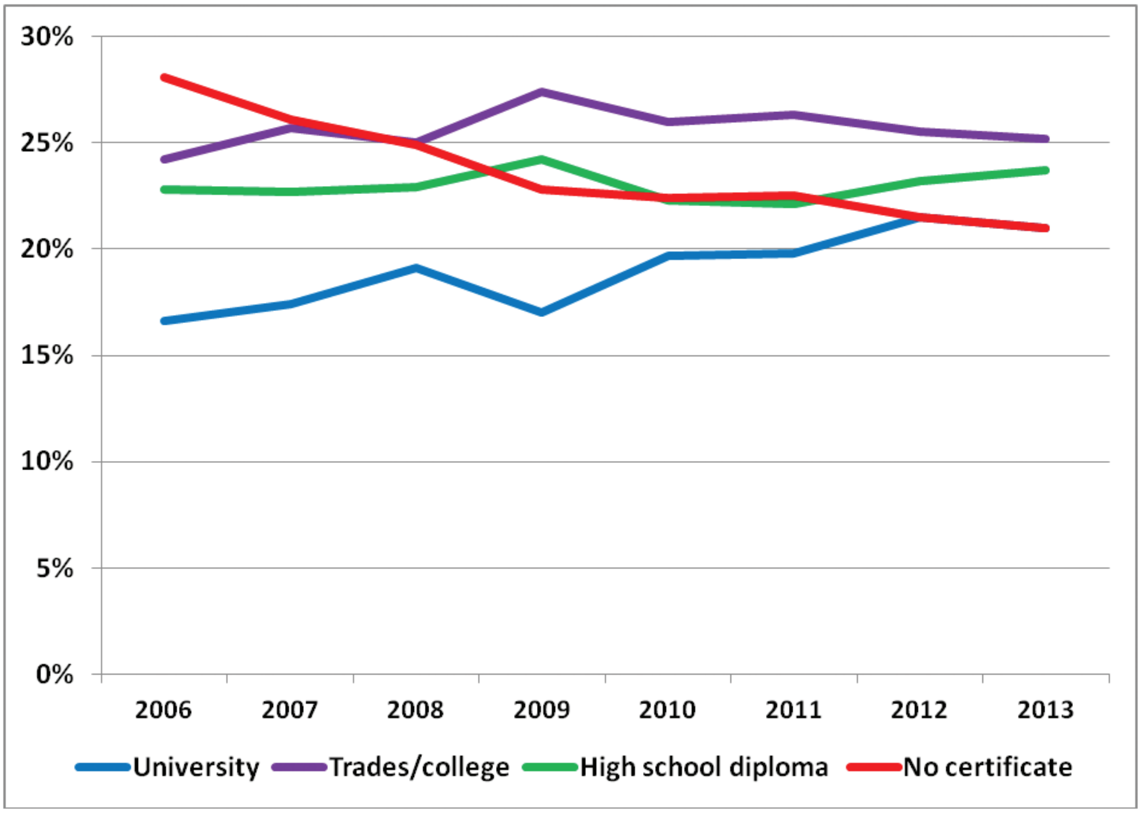


Chart 2: Number of unemployed by educational attainment, Ontario, 2006-13

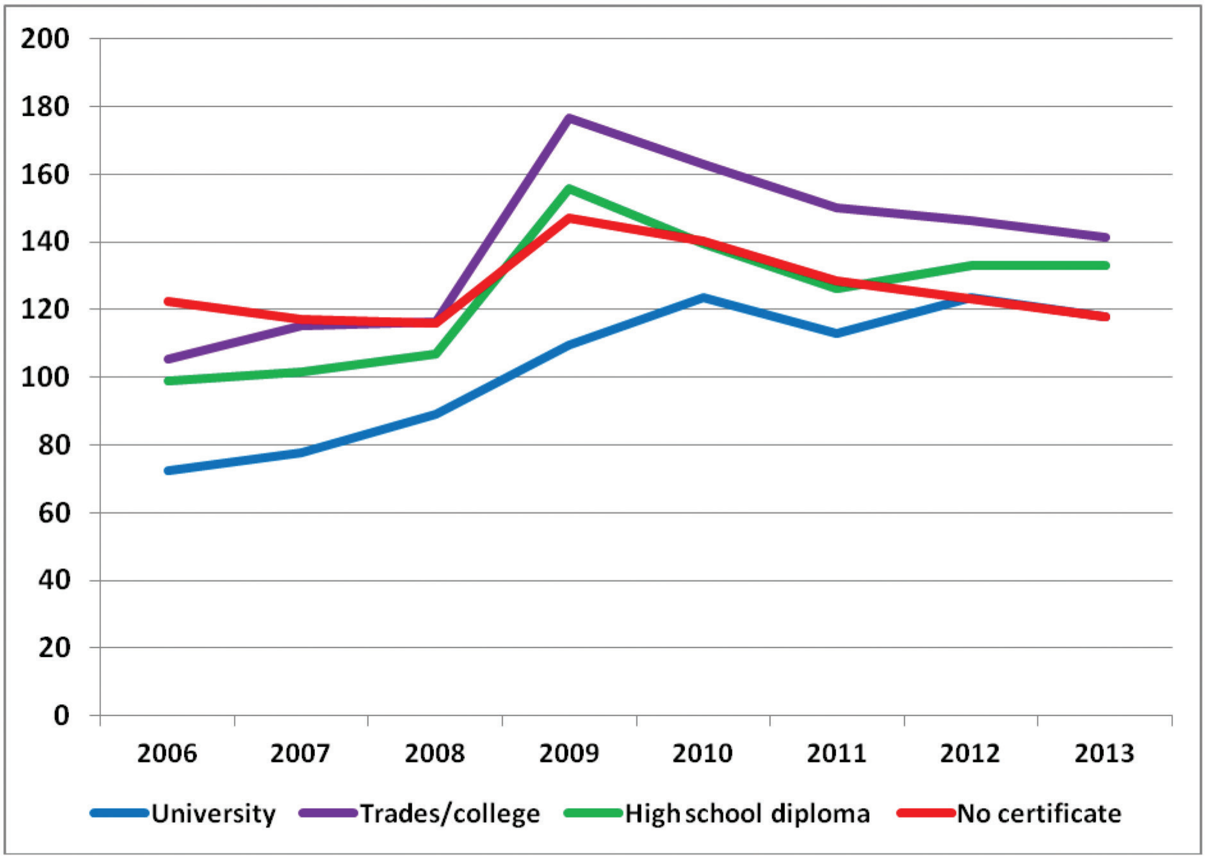
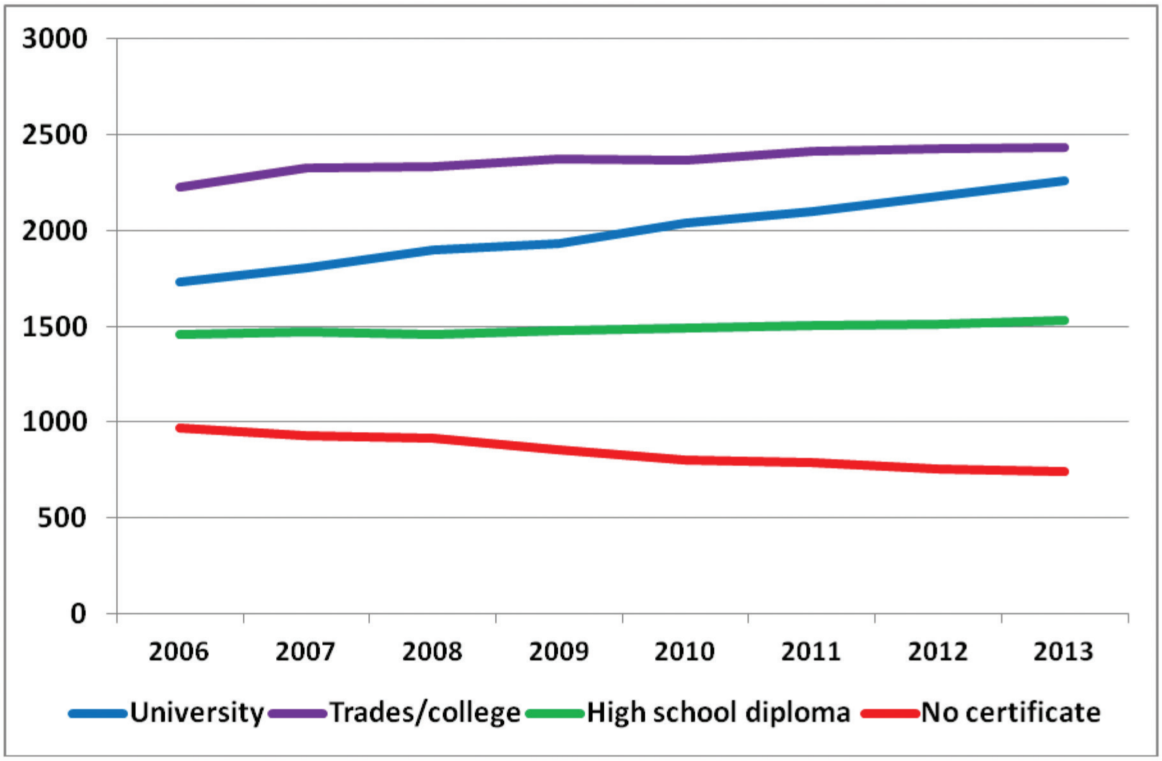


Table 7: Comparison of educational attainment levels among 2013-14 ES Assisted Clients and unemployed in 2013

	ES ASSISTED CLIENTS			UNEMPLOYED in 2013		
EDUCATION LEVEL	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Less than Grade 8	1.5%	0.7%	1.2%			2.2%
Less than Grade 12	16.9%	7.5%	11.8%			17.8%
High school	35.6%	25.1%	29.8%			23.7%
“Other”	10.5%	6.5%	6.6%			10.0%
Trades or college	27.1%	25.9%	27.4%			25.2%
University	8.3%	34.2%	23.2%			21.0%

“Other” includes some college, some university or some apprenticeship.

Chart 3: Number in labour force by educational attainment, Ontario, 2006-13



The essential story here is the changing composition of the labour force, with a growing number of individuals with university degrees, and a shrinking number of those with no high school diploma, as illustrated by Chart 3.

Comparing the Ontario figures first, one sees that there is a broad alignment between the educational attainment levels of ES Assisted Clients and those of the unemployed in Ontario, except that fewer unemployed with less than a Grade 12 education use ES, while a greater proportion of those with a high school diploma or some post-secondary education use these services.

Looking at the SMWDB figures, there is a much higher proportion of ES Assisted Clients with only a high school diploma, considerably higher than the Central Region figures, and higher than the provincial average, and a much lower proportion of clients with a university degree. Compared to the Region and provincial numbers, there is also a higher proportion of clients with less than a Grade 12 education. These proportions are very similar to the same data for 2012-13.

Table 8: Percentage distribution of source of income of ES Assisted Clients, SMWDB, Region and Ontario

	2013-14			2012-13		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employment Insurance	23%	18%	20%	28%	20%	23%
Ontario Works	12%	10%	13%	11%	10%	13%
ODSP	2%	1%	2%	1%	1%	2%
No Source of Income	44%	49%	41%	39%	45%	38%
Other	19%	23%	24%	21%	24%	24%

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

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

Source of income

Table 8 indicated there has been a drop in the percentage of ES Assisted Clients in the SMWDB area who claim Employment Insurance, greater than that witnessed at the Region and provincial levels, with a corresponding increase in the proportion who claim no source of income. All the other categories have pretty much stayed the same.

Length of time out of employment/ training

The proportion of long term unemployed rose significantly in Ontario as a result of the recession and has since stayed relatively high (Chart 4).

Table 9 illustrates in the case of SMWDB, ES Assisted Clients who have been unemployed for more than 12 months (21%) make up a larger proportion of all clients compared to their share of all unemployed in Ontario (8%). However, that figure is less than the proportion found at the Central Region and provincial levels. Instead, SMWDB has a somewhat higher share of clients who have been unemployed for less than 3 months. These proportions are much the same as last year.

Chart 4: Percentage of unemployed who have been unemployed for 27 weeks or more, Ontario, 2006-13

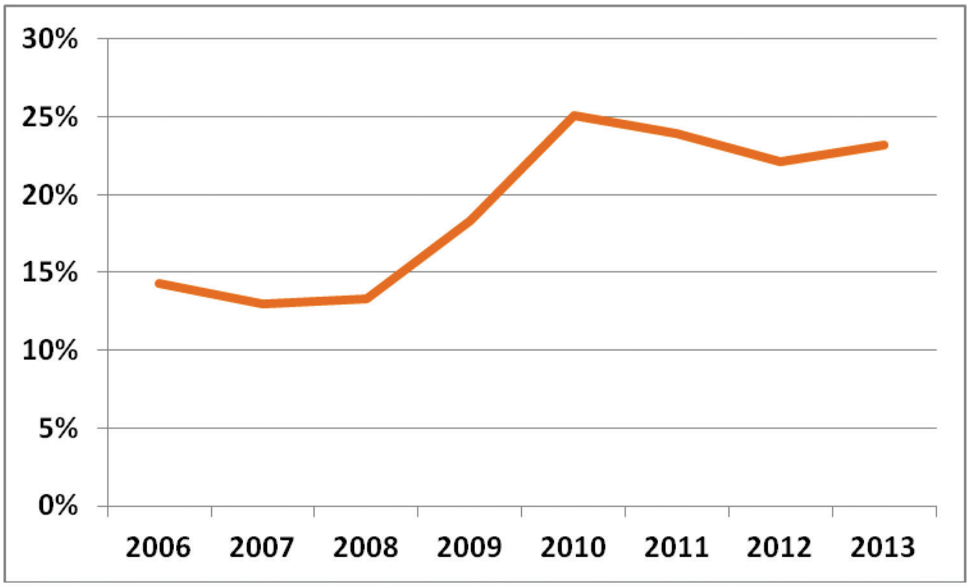


Table 9: Percentage distribution by length of time out of employment for 2013-14 ES Assisted Clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2013

	2013-14 ES ASSISTED CLIENTS			2012-13 ES ASSISTED CLIENTS			LFS
	SMWDB	Region	Ontario	SMWDB	Region	Ontario	ONTARIO
< 3 months	49%	43%	46%	47%	41%	44%	58%
3 – 6 months	15%	17%	16%	17%	17%	17%	15%
6 – 12 months	15%	16%	15%	15%	16%	15%	16%
> 12 months	21%	25%	24%	21%	26%	24%	8%

Outcomes at Exit

There has been minimal change in the distribution of outcomes among SMWDB ES Assisted Clients from last year, unlike the results for the Region and province, where there was a more noticeable increase in the proportion of clients with an "Employed" outcome.

Employment outcomes

The Employment Outcomes listed in Table 10 are further detailed by sub-category. Table 11 provides the percentage breakdown by sub-category and compares the 2013-14 results to the 2012-13 figures.

The only significant difference at the SMWDB level has been an increase in the percentage of clients finding full-time work and a corresponding drop in the share of those ending up in part-time work. At the Region and provincial levels, there was an increase in the proportion of those finding work in their area of choice or training, yet at the SMWDB level that percentage actually dropped.

It should be noted that the figures by column add up to 100% -- the optional answers are exclusive, even though the first six options refer to a specific type of outcome, while the last three items speak to a qualitative element of that outcome.

Table 10: Percentage figures for ES Assisted Client outcomes at exit, SMWDB, Region and Ontario

	2013-14 ES ASSISTED CLIENTS			2012-13 ES ASSISTED CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed	67%	68%	66%	66%	64%	63%
Training	13%	14%	15%	12%	14%	15%
Other	20%	18%	20%	22%	22%	22%

"Other" outcomes at exit include "Independent," "Unable to work," "Unemployed," "Unknown" and "Volunteer."

Table 11: ES Assisted client employment outcomes, SMWDB, Region and Ontario

	2013-14 ES ASSISTED CLIENTS			2012-13 ES ASSISTED CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed Full Time	65%	57%	56%	62%	61%	58%
Employed Part Time	17%	16%	17%	20%	16%	17%
Self-employed	4%	3%	3%	5%	3%	3%
Employed + education	1%	1%	1%	1%	1%	1%
Employed + training	1%	2%	2%	1%	1%	1%
Employed apprentice	1%	1%	1%	1%	1%	1%
Area of training/choice	7%	14%	14%	9%	11%	13%
More suitable job	2%	3%	3%	1%	3%	3%
Prof occupation/trade	1%	3%	3%	1%	3%	3%

Training and education outcomes

Table 12 provides a similarly detailed breakdown for the Education and Training outcomes category. There has been virtually no change from last year. Second Career accounts for 21% of training and education outcomes (notably less than the Region and provincial figures), followed by 19% for EO training initiatives, a figure somewhat higher than the Board and provincial numbers. Apprenticeship and other training at the SMWDB level is considerably lower than the Region and provincial figures, while OSSD or equivalent is slightly higher.

Lay-off industry – employed industry

Last year, data was provided regarding the employment outcomes of ES Assisted Clients by broad industry categories (2-digit NAICS). This year, MTCU has made available the industry the client had previously been employed in, together with the industry employment outcomes, at a detailed 4-digit NAICS level.

With such greater detail, the data categories become much smaller and, as a consequence, any data category with less than 10 clients has been supressed, on account of confidentiality. Thus, while one gets far more detailed

insight regarding unemployment and employment dynamics relating to detailed industry categories, the total numbers suffer because many data cells have a “zero,” when in fact that number could be anywhere from “0” to “9.”

The data set is also somewhat weaker because less data is collected, particularly with respect to employment outcomes (in part, possibly, because clients finding employment may not check back in with the Employment Services agency). A rough sense of the shortfall in data collection is represented in Tables 13 and 14. It is important to emphasize that the total numbers for Lay-off Industry and Employed Industry undercount the true number because of the supression of any entries under 10.

Table 12: ES Assisted Client training and education outcomes, SMWDB, Region and Ontario

<table>
<tr><th rowspan="2"></th><th colspan="3">2013-2014 ES ASSISTED CLIENTS</th><th colspan="3">2012-2013 ES ASSISTED CLIENTS</th></tr>
<tr><th>SMWDB</th><th>REGION</th><th>ONTARIO</th><th>SMWDB</th><th>REGION</th><th>ONTARIO</th></tr>
<tr><td>OSSD or equivalent</td><td>7%</td><td>3%</td><td>5%</td><td>8%</td><td>3%</td><td>5%</td></tr>
<tr><td>Postsecondary</td><td>16%</td><td>16%</td><td>15%</td><td>17%</td><td>15%</td><td>14%</td></tr>
<tr><td>Academic upgrading</td><td>10%</td><td>5%</td><td>5%</td><td>8%</td><td>5%</td><td>5%</td></tr>
<tr><td>Other education</td><td>5%</td><td>6%</td><td>5%</td><td>3%</td><td>7%</td><td>6%</td></tr>
<tr><td>Second Career</td><td>21%</td><td>30%</td><td>31%</td><td>22%</td><td>30%</td><td>33%</td></tr>
<tr><td>EO training initiatives</td><td>19%</td><td>12%</td><td>14%</td><td>18%</td><td>13%</td><td>15%</td></tr>
<tr><td>EO literacy training</td><td>2%</td><td>1%</td><td>2%</td><td>1%</td><td>1%</td><td>1%</td></tr>
<tr><td>ESL/FSL</td><td>0%</td><td>5%</td><td>4%</td><td>1%</td><td>5%</td><td>4%</td></tr>
<tr><td>MCI Bridge Programs</td><td>0%</td><td>1%</td><td>1%</td><td>0%</td><td>1%</td><td>1%</td></tr>
<tr><td>Federal</td><td>14%</td><td>5%</td><td>6%</td><td>16%</td><td>6%</td><td>7%</td></tr>
<tr><td>Apprenticeship</td><td rowspan="2">6%</td><td rowspan="2">15%</td><td rowspan="2">12%</td><td>1%</td><td>1%</td><td>1%</td></tr>
<tr><td>Other skills training</td><td>5%</td><td>14%</td><td>10%</td></tr>
</table>

It is possible, indeed likely, that the lower rates of available lay-off data at the SMWDB and Central Region levels are a result of the greater likelihood of suppressed data, given that one is dealing with smaller client numbers than the province.

The considerably lower amount of industry employment data is likely a result of two factors: first, it is harder to collect the employment outcome details, and second, the lower amount of data collected increases the likelihood of suppression, resulting in low data availability. It is likely for this reason that the Region industry employment data numbers are such a lower proportion of the total Ontario numbers (32%) compared to their proportion of lay-off industry data (44%).

With these data limitations in mind, the following tables summarize the data that has been provided.

The very low numbers in the employment outcome industry category cannot support a valid analysis.

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

	SMWDB	REGION	ONTARIO
Clients with lay-off data	2,669	38,238	87,581
As % of Ontario	3%	44%	
ES Assisted clients	6,523	91,563	196,558
As % of Ontario	3%	47%	
Lay-off data as % of all clients	41%	42%	45%

Table 14: Number of clients with industry employment outcome data

	SMWDB	REGION	ONTARIO
Clients with industry employment data	199	3,591	11,098
As % of Ontario	2%	32%	
ES Assisted clients with employment outcomes	4,390	61,874	129,296
As % of Ontario	3%	48%	
Industry employment data as % of all clients	5%	6%	9%

Otherwise, while the aggregated data produces some anomalous results, there are some tentative observations which can be made:

- There is a fair degree of similarity between the distribution of layoff industries among SMWDB ES Assisted Clients and the distribution of unemployed Ontario residents by industry;
- The greatest disparity is the much higher proportion of SMWDB ES Assisted Clients coming from the Accommodation & Food Services sector;
- There are also slightly higher proportions of ES Assisted Clients coming from Construction and from Administrative & Support Services; in the case of Construction in particular, the percentage is notably higher than the Region or provincial averages.

Table 15: Industry lay-off and industry employment outcomes, SMWDB, Central Region and Ontario; Ontario resident employment and unemployment profile

	SMWDB		REGION		ONTARIO			
	ES lay-off industry	ES industry outcome	ES lay-off industry	ES industry outcome	ES lay-off industry	ES industry outcome	Unemployed residents	Employed residents
Construction	14%	---	6%	5%	9%	9%	11.2%	6.1%
Manufacturing	9%	---	12%	8%	14%	13%	12.5%	10.4%
Wholesale trade	0%	---	3%	1%	3%	2%	3.5%	4.6%
Retail trade	16%	---	12%	15%	12%	14%	13.1%	11.1%
Transportation and warehousing	2%	---	3%	4%	4%	4%	4.5%	4.7%
Information & cultural industries	1%	---	3%	3%	2%	2%	2.4%	2.7%
Finance and insurance	0%	---	3%	6%	2%	3%	2.9%	5.6%
Real estate and leasing	0%	---	2%	1%	1%	1%	1.1%	2.0%
Professional, scientific, technical	5%	---	9%	9%	6%	5%	6.8%	7.7%
Administrative support	13%	---	12%	16%	11%	13%	9.6%	4.4%
Educational services	3%	---	5%	4%	4%	3%	7.4%	7.5%
Health care and social assistance	7%	---	8%	11%	7%	10%	5.4%	10.6%
Arts, entertainment, recreation	4%	---	2%	2%	2%	2%	4.2%	2.0%
Accommodation & food services	19%	---	11%	7%	12%	9%	9.9%	6.0%
Other services	6%	---	8%	6%	7%	6%	3.0%	4.4%
Public administration	2%	---	2%	1%	2%	2%	1.0%	7.0%

Ontario employed data is 2011 National Household Survey. Unemployed data is 2013 Labour Force Survey data.

Findings from Business Survey

Between the end of June and the end of July, SMWDB administered an on-line survey to businesses to get their views on a number of labour market challenges. The dissemination of this survey was greatly assisted by over 30 community partners, representing municipalities, chambers of commerce, employment services agencies, educators and various non-profit organizations. In total, results from 199 businesses form the basis for this survey analysis.

The distribution of businesses by industry provided a good mix of different types of businesses, in many cases reflecting the actual 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 businesses with one or more employees in Simcoe and Muskoka in June 2014 and thus the responses came from across the target area.

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

	SURVEY		ACTUAL
Industry sector	#	%	
Accommodation and Food Services	15	8%	7%
Administrative & Support, Waste Management	0	0%	5%
Agriculture, Forestry, Fishing and Hunting	1	1%	3%
Arts, Entertainment and Recreation	6	3%	2%
Construction	29	15%	17%
Educational Services	14	7%	1%
Finance and Insurance	4	2%	4%
Health Care and Social Assistance	22	11%	10%
Information and Cultural Industries	4	2%	1%
Management of Companies and Enterprises	0	0%	1%
Manufacturing	25	13%	5%
Mining and Oil & Gas Extraction	0	0%	0%
Other Services (except Public Administration)	29	15%	9%
Professional, Scientific & Technical Services	9	4%	9%
Public Administration	11	6%	0%
Real Estate and Rental and Leasing	2	1%	5%
Retail Trade	17	8%	15%
Transportation and Warehousing	9	4%	4%
Utilities	2	1%	0%
Wholesale Trade	0	0%	5%
TOTAL	199	100%	100%

In a few instances, there is an over-representation of businesses, notably Educational Services, Manufacturing, Other Services and Public Administration. Similarly, certain sectors are under-represented: Administrative & Support, Waste Management; Professional, Scientific & Technical Services; Retail Trade; and Wholesale Trade.

Table 2: Survey respondents by location

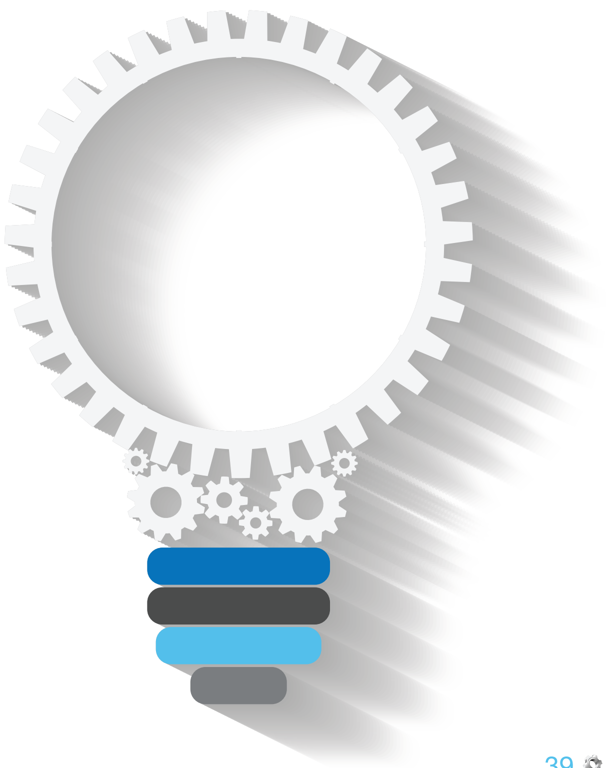
Location	#	%
Barrie	46	24%
Orillia	33	17%
Gravenhurst	29	15%
Midland/Penetanguishene	28	15%
Bracebridge	24	13%
Collingwood	20	11%
Huntsville	15	8%
Essa	12	6%
Innisfil	11	6%
New Tecumseth	9	5%
Springwater	6	3%
Wasaga Beach	6	3%
Oro-Medonte	5	3%
Other	20	
190 Responses – 264 answers	264	139%

The total number of responses is greater than the number of businesses who completed the survey because some businesses provided more than one location.

Results from 199 businesses form the basis for this survey analysis.

Made up of over 30 community partners

(representing municipalities, chambers of commerce, employment services agencies, educators and various non-profit organizations)



In terms of the size of business, the survey had a significantly larger share of responses from larger businesses. The fact is that businesses with no employees make up over 50% of all businesses in Simcoe and Muskoka. This being a survey regarding labour market issues, the target group were businesses that had employees. Table 3 below illustrates the distribution of respondents by employee size and compares it to the figures for each of Simcoe and Muskoka.

Businesses with no employees make up over 50% of all businesses in Simcoe and Muskoka

Finding qualified candidates.

Businesses were asked to indicate the degree of difficulty they experienced in finding qualified job candidates by different occupational skill levels as shown in Chart 1.

Businesses are very clearly challenged to find senior-level employees. Almost 6 out of 10 businesses (58%) claimed that it was very challenging, compared to 13% who said the same thing about entry-level positions.

Businesses were further asked to name which occupations were most difficult to fill. 140 businesses listed an occupation. In addition, 108 listed a 2nd most difficult to fill occupation, and a further 78 listed a 3rd. Evidently businesses have no shortage of recruitment challenges.

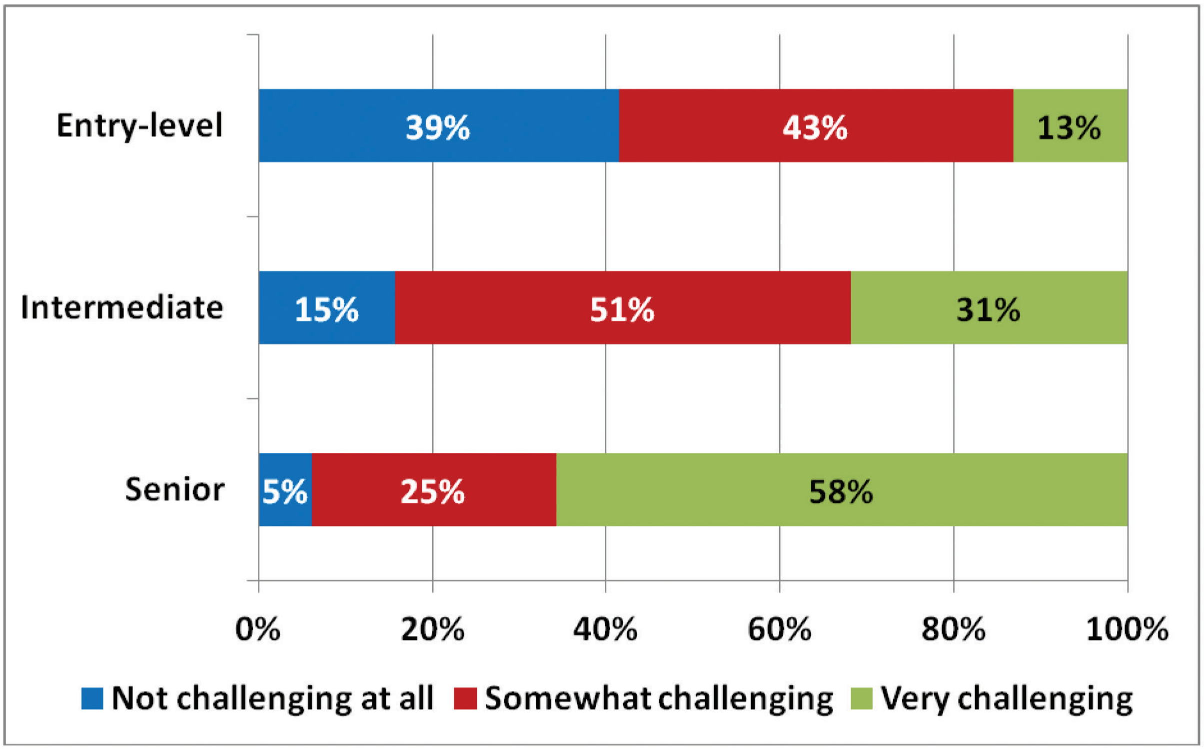
When it came to classifying these difficult to fill occupations, they represented the diverse range of possible jobs, from accounting to window and door service technician. Skilled tradespersons of various sorts represented the most common cluster of occupations among the most difficult to fill (named by 21 businesses), followed by engineers (7 businesses) and general labourers (7 businesses). After that, the list is widely scattered.

Table 3: Survey respondents by location

Number of employees	Survey			
	#	%	Simcoe	Muskoka
No employees	8	4%	56%	53%
1-4 employees	35	18%	24%	25%
5-19 employees	57	29%	15%	17%
20-49 employees	28	14%	3%	3%
50-99 employees	20	10%	1%	1%
100-199 employees	19	10%		
200-499 employees	13	7%	1%	1%
500 or more employees	14	7%		
TOTAL	194	99%	100%	100%

The target group was those businesses that had employees

Chart 1: Degree of difficulty finding qualified job candidates



Readiness of job candidates.

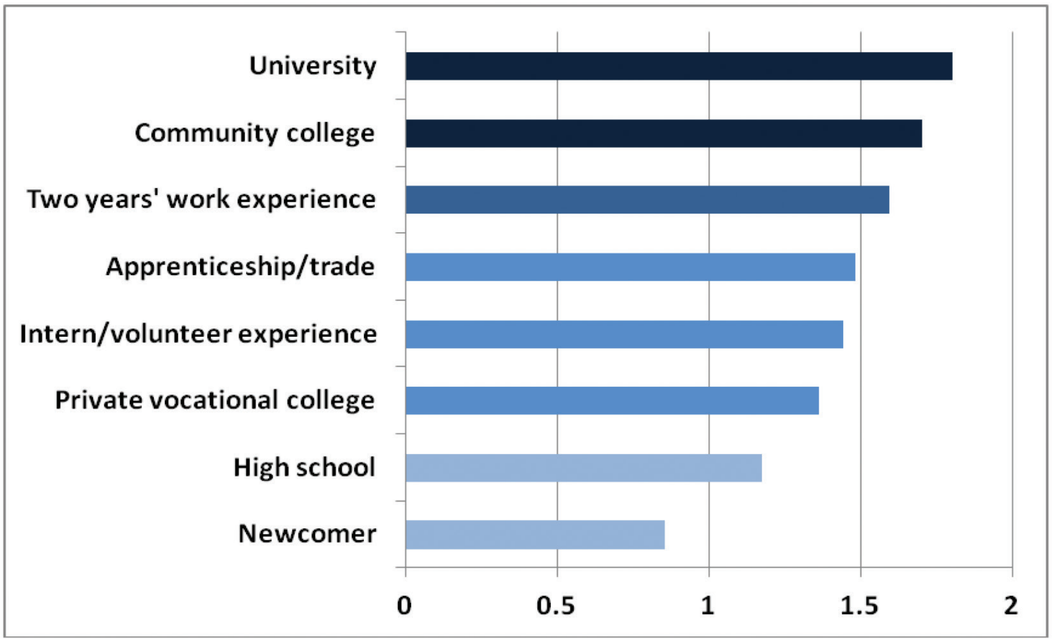
Businesses were asked to rate the job readiness of candidates (how well prepared they were for the job) based on different candidate characteristics as shown in Chart 2.

In order to compare the results, the answers were compiled into a single number, using the following formula:

3 Excellent, 2 Good, 1 Fair, -1 Poor

The total score was then divided by the number of respondents who provided a rating for that population category.

Chart 2: Job readiness of candidates with different characteristics



Overall, university and community college students receive the highest rating for job readiness, while those with two years of work experience come in close behind. Newcomers and high school students receive the lowest ratings, with private career college students coming third.

Reasons for not hiring. Businesses were probed for the reasons why they turned down job candidates. The choices they were offered were scored as follows:

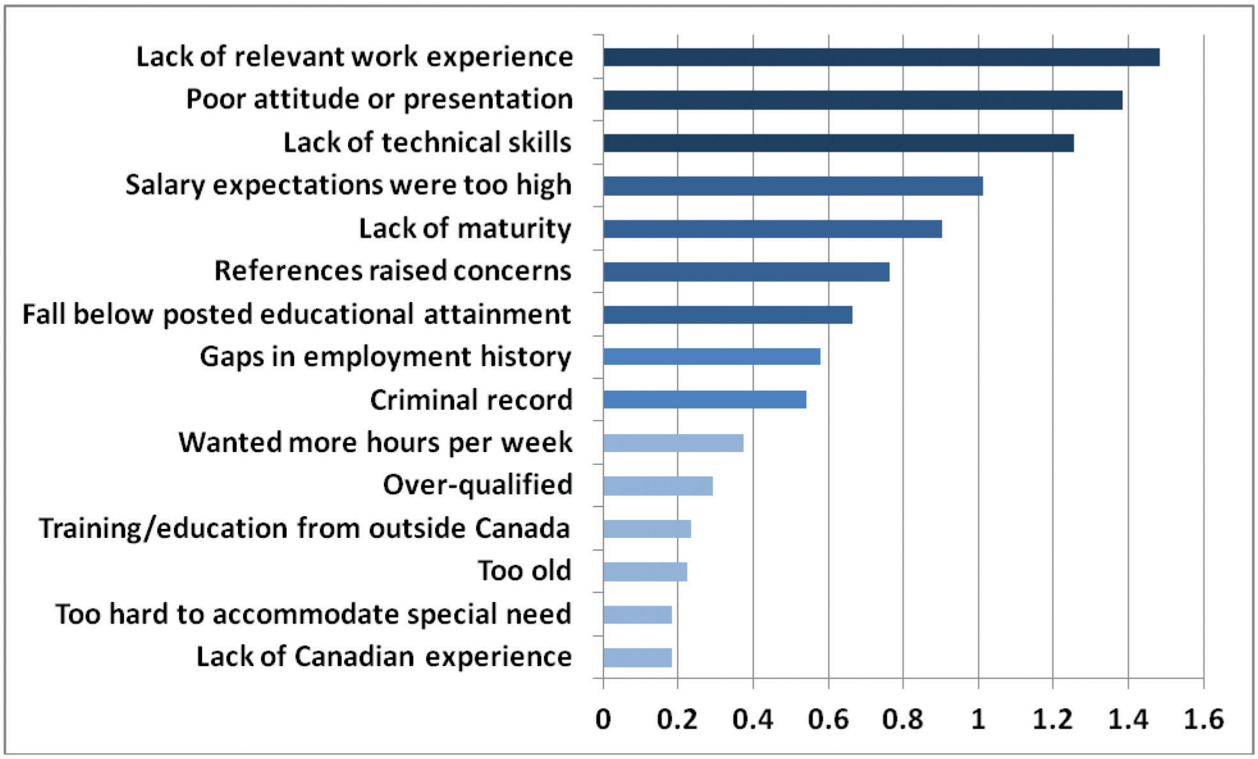
2	Often a primary reason
1	Often a secondary reason
0	Usually not an issue

The total score was then divided by the number of respondents who provided a rating for that reason as seen below in Chart 3.

By far, the three most common reasons were:

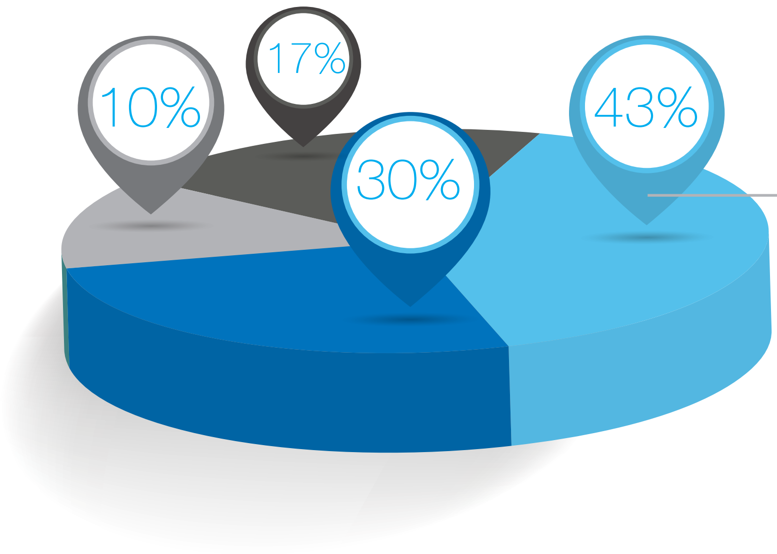
- Lack of relevant work experience
- Poor attitude or presentation
- Lack of technical skills

Chart 3: Main reasons why job applicants were not hired



Impact of baby boom retirements. Overall, businesses are not yet feeling the impact of the baby boom generation, and 4 out of 10 do not expect to feel it.

Question: There has been a lot of talk about the impact on the labour market of the retirement of the baby boom generation, that big demographic bulge of people born between 1946 and 1965. Please indicate which statement below best reflects the circumstances of your establishment.	
I am already feeling the impact of the retirement of the baby boom generation	17%
I expect in the next one to five years to start feeling the impact of the retirement of the baby boom generation	30%
I only expect to start feeling the impact of the retirement of the baby boom generation beyond five years from now	10%
For a number of reasons, I currently do not feel nor do I expect the baby boom retirement will have an impact on my establishment	43%



43% of businesses are not expecting to feel the impact of baby boomers' retirement

10% of employers are currently employing immigrants in their workforce. The survey indicated that an increasing number of employers are considering immigrants to meet, their labour force needs.

Question: Please choose the statement that best reflects the role that newcomers to Canada (arrived in last five years) play in your employee hiring decisions:	
Newcomers have already become an increasingly important source of new hires for our company	10%
We foresee that in the near future newcomers will become an increasingly important source of new hires for our company	23%
Newcomers are not a particularly significant source of new hires for our company and we do not foresee this changing any time soon	63%
We expect that we will be hiring fewer newcomers in the near future	4%

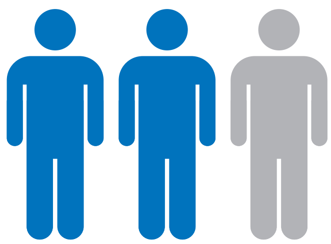
Evaluating newcomers for employment. Businesses were further asked to evaluate newcomers in terms of a number of work-related abilities. The results were tabulated by providing a numerical score to the following responses:

0	Almost never a concern
1	Sometimes a concern
2	Often a concern
4	Almost always a concern

The responses were further divided depending on the degree to which businesses rely on newcomers for their new hires.

The results tabulated in Table 4 are colour-coded – the deeper the red colour, the greater the expression of concern. Overall, the biggest concerns businesses have regarding the abilities of newcomers relate to their language skills (both everyday speech as well as higher level English) as well as their soft skills. Interestingly, businesses who currently rely on newcomers for their new hires have less concerns compared to those who currently do not rely much on newcomers.

Training. Businesses were asked to identify what their training needs were for their current workforce, having regard for different skill levels. In many instances, notably where the training matched the skill level, over half of businesses felt that their workers required the requisite training. In fact, two-thirds of businesses felt that their



2/3 BUSINESSES FELT THAT THEIR ENTRY-LEVEL WORKERS WOULD BENEFIT FROM TRAINING IN BASIC SKILLS (LITERACY AND NUMERACY)

Table 4: Evaluation of newcomers for employment by reliance on newcomers for new hires

	Already important source for hiring	Will become important source for hiring	Not important and do not expect this will change	Expect will rely less on
Everyday English conversational ability	1.23	1.70	1.52	1.00
Higher level English conversational skills (technical vocabulary, slang/nuance)	1.00	1.70	1.41	1.20
Soft skills (interpersonal communication, team approach, taking the initiative)	1.00	1.27	1.18	0.60
Assessing their foreign work experience	0.77	1.13	1.14	0.50
Their "fit" or familiarity with Canadian business culture, practices and norms	0.69	1.17	1.17	1.00
Technical skills related to the job	0.69	1.07	1.17	1.00
Assessing their educational credentials	0.31	1.20	1.05	0.60
Getting recognition of their professional designation	0.38	1.10	0.92	0.75

entry-level workers would benefit from training in basic skills (literacy and numeracy) and in employability skills (basic work habits). Similarly, over half of businesses felt that their entry-level and intermediate-level workers would benefit from training in workplace skills (teamwork, interpersonal communications) and business or industry-specific skills. Finally, over half of businesses also felt their intermediate and senior-level workers would benefit from managerial training.

Roughly a third of businesses felt that their investment in training would increase in the coming year, while less than 5% thought that it might decrease. The rest estimated that it would stay about the same as last year.

By far, the major reason why businesses train is in relation to health and safety issues – close to 80% cite this reason. Almost half cite technical work skills as the purpose of training, and slightly over a third train for management purposes or to introduce new equipment or new procedures.

By far, most of the training occurs informally on-the-job. Other more common means of delivering training include on-line courses, reliance on industry associations, apprenticeship programs, and training provided by a vendor.

In the case of entry-level workers, the biggest reason why businesses might not train is cost, followed by scheduling difficulties. In the case of intermediate or senior level staff, cost and scheduling are tied as the main barriers to training.

Most training occurs informally, on-the-job.

2014- 2015

Action Plan Update

Regional Employment Website

A regional employment website for job seekers & employers.

A complete one-stop source for local job postings is being developed by The Simcoe Muskoka Workforce Development Board in partnership with the County of Simcoe Economic Development Office.

Looking for jobs and finding employees can be difficult and confusing. There are simply too many websites for job seekers and employers to use. Some are restricted to certain sectors, available only to social or print media, involve fees, or have any variety of complications which limit the success rate of finding that perfect job or new employee.

The new site will gather and list current available jobs in Simcoe County and District of Muskoka in one place.

By simplifying the information into one website, it will amplify the local labour market and attract top talent.

Benefits of this new website include:

- No costs or hassles for employers to post job vacancies
- Tips and links for resumes, cover letters and other job search information
- Information and resources for employers to write effective job postings
- Links to Employment Ontario Employment and Training Services

Community Directory

The updated editions of the Simcoe & Muskoka Community Directories will be coming in 2015. The directories are the most in-demand publications in SMWDB's resource library.

The directories (formally known as the "Youth Directories") are being updated to be overall guides to services in our region. We are consulting our community to insure that the directories are both comprehensive and inclusive.

The directory will continue to be an indispensable tool, which will allow the general public, community workers and organizations in our region to effectively refer their clients. It will provide listings and groups in the area including thousands of local resources for health, employment and education .

Employability Skills

Background. Through an Employability Skills Training Project, identification of best practices in soft skills training at the local, national and global level were examined and utilized to inform the development and validation of an employability skills training framework. Employers and other key stakeholder groups were surveyed to elicit feedback on the importance of employability skills and the potential for an accreditation program.

Based on this research, a key objective for 2014-2015 includes striking a task force to provide expertise on the development of the framework using a broader cross-section of stakeholders from other regions.

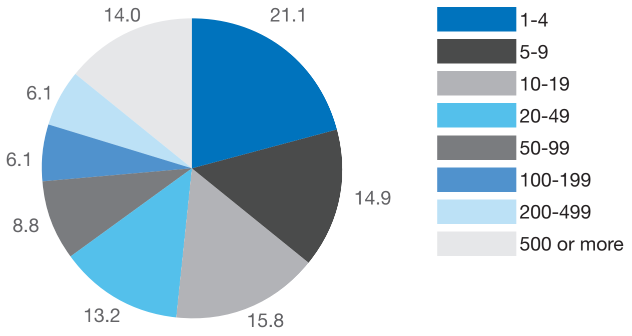
"This study supports a proposed curriculum framework to deliver an employability skills program" as summarized by the final report from Miller Dickinson Blais

Outputs. Using feedback from the task force, a comprehensive employability skills training framework will be developed and piloted for job seekers or those who are underemployed. Further, this project will strive to inform and share this employability skills training framework with provincial stakeholders.

Key Partners This project is being lead by the Simcoe Muskoka Workforce Development Board, in consultation with Employment Ontario (EO) programs including Employment Service providers, Literacy Service providers, Apprenticeship and various employers. "A formal training would upgrade skills and provide assurance to employers" says Charlotte Parliament, SMWDB Board Director, adding, "Job seekers would be better able to demonstrate their enhanced skill sets and employers would have access to a labour pool trained in essential skills."

Figure 1 Surveyed Employer Characteristics

Employer Size by Number of Employees

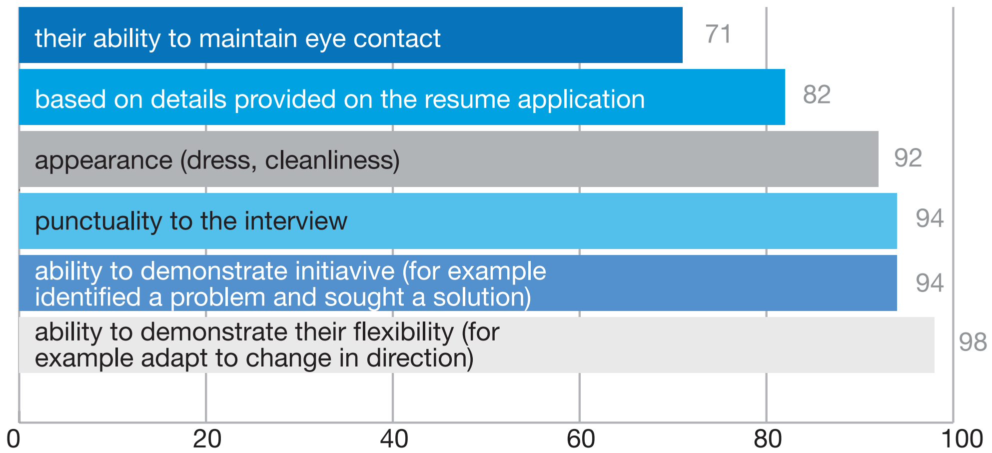


Issues Addressed. SMWDB is tackling a common challenge identified by local and national employers. Ten attributes Canadian CEOs say they're most looking for in new hires per a new survey by the Canadian Council of Chief Executives http://www.ceocouncil.ca/wp-content/uploads/2014/01/Preliminary-report-on-skills-survey-Jan-20-2014-2.pdf include:

- People skills/relationship-building
- Communication skills
- Problem solving skills
- Analytical abilities
- Leadership skills
- Industry-specific knowledge & experience
- Functional knowledge
- Technological literacy
- Project management skills
- Creative thinking

Measurement of Success. Job seekers will find securing the job an easier task due to their enhanced skill sets, and employers will be more likely to hire and retain workers who are better able to meet the employability skill requirements of today's workforce.

Figure 2 Measuring Employability Skills - Employer Survey Results



Breakfast and Learn

Myth Verses Reality in the Trades

In partnership with Georgian College, Ontario Youth Apprenticeship Program and Rogers TV there will be a broadcast, a combination of live and videotaped success stories across five college campuses.

The Breakfast and Learn will tackle issues on Myth Versus Reality regarding the skilled trades, including the cost, tax benefits, and financial incentives in hiring and training an apprentice and retention of skilled labourers. Success stories will be shared by local businesses and employees.

Central Region Partnership

SMWDB in conjunction with workforce boards, Peel Halton Workforce Development Group and Workforce Planning Board of York Region and Bradford West Gwillimbury, will be developing a report on best practices for youth employment including an analysis with recommendations for Employment Ontario Service Providers. This report will collect and analyze promising practices in other jurisdictions and examine what might work best for service providers.

2014- 2017
Action Plan

PRIORITY #1

Goal: Foster employer investment in on-the-job training and skills development in employees. Increase computer skill competencies to strengthen navigation and computer software proficiency.

Rationale: Regional Tourism Organization 7 published a Tourism Workforce Study in 3013 in which they identified that the number one challenge for their sector is customer service training. Further, a primary finding of the Digging Deeper Report compiled by Employment Ontario service providers identified that one-third of the employers who responded indicated that they expected as much as 2 – 4 years work experience for a candidate seeking an entry-level job. And finally, based on a ranking of participants at the 2013 County of Simcoe Community summit, the following goal was placed at number two in a field of twelve listed priorities.

Strategies for action:

Short:

1. Breakfast and Learn Simulcast Part One–will be focused on the sharing of information with employers with an apprenticeship theme. As well it will be utilized to disseminate information about SMWDB's Employability Skills Project.

Medium:

2. SMWDB is proposing a Breakfast and Learn Simulcast Part Two – the theme of which would be to raise the awareness of investing in employees

Long:

The community can:

3. create a marketing campaign that highlights employer benefits of investment in employee training. This could leverage an Award/Designation that recognizes employers who demonstrate investment in skills and knowledge development among staff.

4. develop or identify learning modules for employees or potential employees that could be delivered on-line.

5. utilize the Excellence in Manufacturing model to aggregate demand, facilitate access and reduce cost.

6. explore the development of "career ladders" for common occupations For example, not all CNC work needs a fully-qualified CNC operator in all companies. A worker could start with the basic certificate, get a job, and work toward higher lever certificates while employed - the employer gives them time off for the short-term training portions as required, or even contribute to the cost of the training. Essential/soft skills upgrading can be built into the first level of training.

PRIORITY #2 FOR 2014 - 2017

Goal: Foster partnerships between education and business.

Rationale: To ensure that education being provided is relevant to current job market needs. County of Simcoe Labour Market Partnership Initiative: Phase 1 5.3.3.1, shared that when asked 'are post-secondary institutions engaging with the business community to inform and influence program delivery and training/' the majority of employers answered "no" and said "post-secondary institutions need to pay attention to employer's' current and future needs."

Strategies for action:

Medium:

The Community can:

1. establish a conduit between education and business through existing entities: Business Improvement Areas (BIAs), Chambers, Destination Marketing Organizations (DMOs) etc.

2. work with human resources networks to raise awareness and to facilitate connections between post-secondary streams and businesses. This would help ensure that the education being provided is relevant to current job market needs.

3. work with existing advisory committees to inform training and ensure it is relevant to the local employer needs, and use these advisory committees to find other areas for improvement in these industries.

Long:

The Community can:

4. develop secondary and post-secondary industry introduction courses to provide information on the broader industry, an entrance to a specialized field. For example; for manufacturing a certificate program that would include health and safety, blueprint reading and learn processes, instruction, etc. The healthcare and tourism sectors could have similar introductory programs.

5. fully leverage students' individual program pathway plans to align students with business (pathway plans bring out students capabilities and match them better with what they will excel doing in their careers, including co-op experiences). This is a win-win for employers because they will have job seekers who are effectively pre-screened for the requisite aptitude.

6. leverage programs from post-secondary institutes (co-op programs as well as applied research project opportunities)

education
\+ business
= success

PRIORITY #3 FOR 2014 - 2017

Goal: Enhance Simcoe County's and the District of Muskoka's transportation network to facilitate worker mobility across the regions.

Rationale: "Job seekers and employment service providers consistently cited the county's transportation network as a barrier to employment." per the County of Simcoe Labour Market Partnership Initiative: Phase 1. 5.3.1.1 It was, in fact, chosen as the number one priority at the County of Simcoe's Community Summit.

Strategies for action:

Long:

The County of Simcoe is refining the master Transportation Plan which was presented to County Council in March 2014. This plan will have a number of action items that will guide and support the continued coordination of transportation initiatives across the County of Simcoe.

Current Transit Initiatives:

1. Corridor Highway 11 Transit initiative between Bracebridge and Orillia

2. Collingwood/Wasaga Beach Transit Link

3. Barrie/Essa Transit Link

4. Penetanguishene/Midland - feasibility study underway that will examine transit patterns and requirements for a link between these two communities

PRIORITY #4 FOR 2014 - 2017

Goal: Advance Economic Development Initiatives to create and sustain local jobs.

Rationale: Per the County of Simcoe's ten year economic development strategy: The County of Simcoe has experienced significant growth in recent years. Its population has risen nearly 30% in the last 15 years, and as the Greater Toronto Area continues to expand north into South Simcoe, this growth should be expected to continue. This is reinforced by the Growth Plan for the Greater Golden Horseshoe, which forecasts the County to add an additional 131,000 residents by the year 2031. This growth is expected to create significant opportunities for the County to attract new business investment and employment opportunities.

Strategies for action:

Short:

1. Proposed Simcoe Muskoka Workforce Development Board Employer Council

2. Build on regional EDO network, EDAC committees, etc.

3. Recognize the stakeholders and develop champions

Medium:

The Community can:

4. investigate the development of an Business Ambassador program.

5. develop creative partnerships that improve accessibility.

Long:

The Community can:

6. establish a one-stop communication network/forum where labour market stakeholders can meet/discuss/share ideas/collaborate.

7. support self-employment for individuals and adjust initiatives for others who are not EI eligible.

8. provide cost saving initiatives to help market new business or promote local business.

9. provide training incentives for existing employees.

10. create business incubator sites.

11. develop “landing sites” where companies could initially establish with the goal of moving them to more permanent sites as the business expands.

12. encourage collaboration and support for local economic development offices working groups to include employers and other key stakeholders in creating and sustaining employment opportunities.

13. create a “centre of excellence” for international skills upgrading where newcomers can come to upgrade skills and to meet Canadian requirements for credentials.

14. encourage immigrants to establish businesses in Simcoe County and the District of Muskoka.

15. highlight immigrant success stories.

PRIORITY #5 FOR 2014 - 2017

Goal: Work to align the expectations of job seekers with local employers with respect to wages and compensation.

Rationale: The Human Resource Professionals Association (HRPA), Barrie and District Chapter provides a Total Rewards Survey annually for the County of Simcoe and the District of Muskoka to compile local wage, salary and executive compensation data to provide the information local businesses need to attract and retain an optimal work force.

Strategies for action:

Short:

1. Promote Job Central (a regional employment website) to link to jobseekers and employers

Medium:

The Community can:

2. educate and raise awareness of the benefits/costs for employees and employers of employing and working locally.

3. promote the importance of a living wage.

4. make the business case for increased wages (what is the cost to hire and train new employees versus the cost of retaining through increased wages etc.)

5. encourage employers to hire employees at a lower wage to permit employees to be trained and gain experience (development positions).

Long:

The Community can:

6. develop a communications platform (portal) that connects employers to the existing information about job expectations and wages. Track site traffic, site views, and send out labour market updates to job seekers through email notices. Also send out information notices to employers regarding wage levels of similar jobs in various regions.

7. work to align the expectations of both the employer and the employee. Research wage comparisons between the County of Simcoe, the District of Muskoka and City of Toronto and compare cost of living/living wage formula.

8. research to see if there are more residents in Simcoe County and the District of Muskoka earning minimum wage as compared to other municipalities.

9. encourage and support entrepreneurship through public policy strategies (i.e. tax incentives).

10. coordinate with other jurisdictions in Ontario who are working on Living Wage initiatives and to develop consistent methodologies of calculation and employer recognition.

11. identify characteristics of the Simcoe County and District of Muskoka population leaving for other provinces (age, education, country of origin, technical skills).

employer education about inclusion

PRIORITY #6 FOR 2014 - 2017

Goal:

1. Facilitate employment transition support for local job seekers facing barriers to employment with individualized supports and attention for job seeker development and job coaching.

2. Increase awareness of available employment supports and programs

3. Improve collaboration among local employment service providers to effectively engage with local employers.

Rationale: Per the Employment Ontario client data provided by the Ministry of Training Colleges and Universities: There is a much higher proportion of ES Assisted clients in the SMWDB area with only a high school diploma, considerably higher than the Central Region figures, and higher than the provincial average, and a much lower proportion of clients with a university degree. Compared to the Region and provincial numbers, there is also a higher proportion of clients with less than a Grade 12 education.

Additionally, while youth are under-represented among assisted ES clients compared to their share of the unemployed, the proportion of youth who make up the ES client base has increased over last year (from 21% to 24%), perhaps due to the extra support available through the Ontario Youth Employment Fund.

Strategies for action:

Short:

1. Proposed establishment of regional Virtual Job Fair

2. Proposed workshops for those working with clients experiencing mental health issues

3. Employability Skills project

Medium:

The Community can:

4. offer employer education about inclusion (disabilities, age, etc.); incentives to assist employers to be inclusive (capital cost for accommodations).

5. create a video that shows real employers with real people who have had success.

6. submit proposals for Bridge Training programs in areas where labour shortages are predictable (for example, nursing).

7. develop mentoring and networking programs for skilled and educated immigrants to support employment connectivity.

Long:

The Community can:

8. increase subsidized child care for working individuals; perhaps by having a sliding scale of cost (care geared to income).

9. introduce a business incubation program for individuals with barriers who want to start their own business rather than look for a job. This helps individuals starting the business, but also leads to other people with barriers being hired.

10. integrate soft skill development into the education system starting from Grade 1. Provide opportunities for practice of these skills in school and identify these skills in co-op placements for experiential learning. Incorporate these activities into existing projects and resource developments

PRIORITY #7 FOR 2014 - 2017

Goal: Strengthen local employers success in recruiting and retaining suitable employees.

Rationale: In a 2013 employer sampling survey conducted by the Simcoe Muskoka Workforce Development Board and the County of Simcoe Economic Department, Simcoe and Muskoka employers said that they did not post job openings because of one or more of the following:

1. Too costly (28.6%)

2. Ineffective (7.1%)

3. Too many candidates (no time to review applications (21.4%)

4. Too many underqualified candidates (57.1)

5. Not Technologically Saavy (35.7%)

6. Bad Experience (7.1%)

Strategies for action:

Short:

1. Job Central (a regional employment website)

Long:

The Community can:

2. create a clearing house for policies, procedures and forms.

3. leverage Employment Ontario sites to deliver regular ongoing educational opportunities.

4. develop education workshops for small firms on a variety of HR topics.

PRIORITY #8 FOR 2014 – 2017

Goal: Improve information about the local labour market.

Rationale: Per the County of Simcoe Labour Market Partnership Initiative: Phase 1 5.3.11.1 “Sector specific and qualified job leads were cited by job seekers as important to maximizing their career potential. To this end, the creation of a single, reliable, local job aggregator online portal that draws on job postings would increase job seeker awareness and support opportunity access, while also assisting employers in effectively advertising and recruiting for vacant positions.”

Strategies for action:

Short:

1. Job Central (a regional employment website)

2. A proposed Simcoe Muskoka Workforce Development Board Data Council

maximizing career potential

working together

Simcoe Muskoka
Workforce Development Board

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The views expressed in this document do not necessarily reflect those of Employment Ontario.
Ce projet Emploi Ontario est financé par le gouvernement de l'Ontario.
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OCTOBER 2014

Local Labour Market Plan