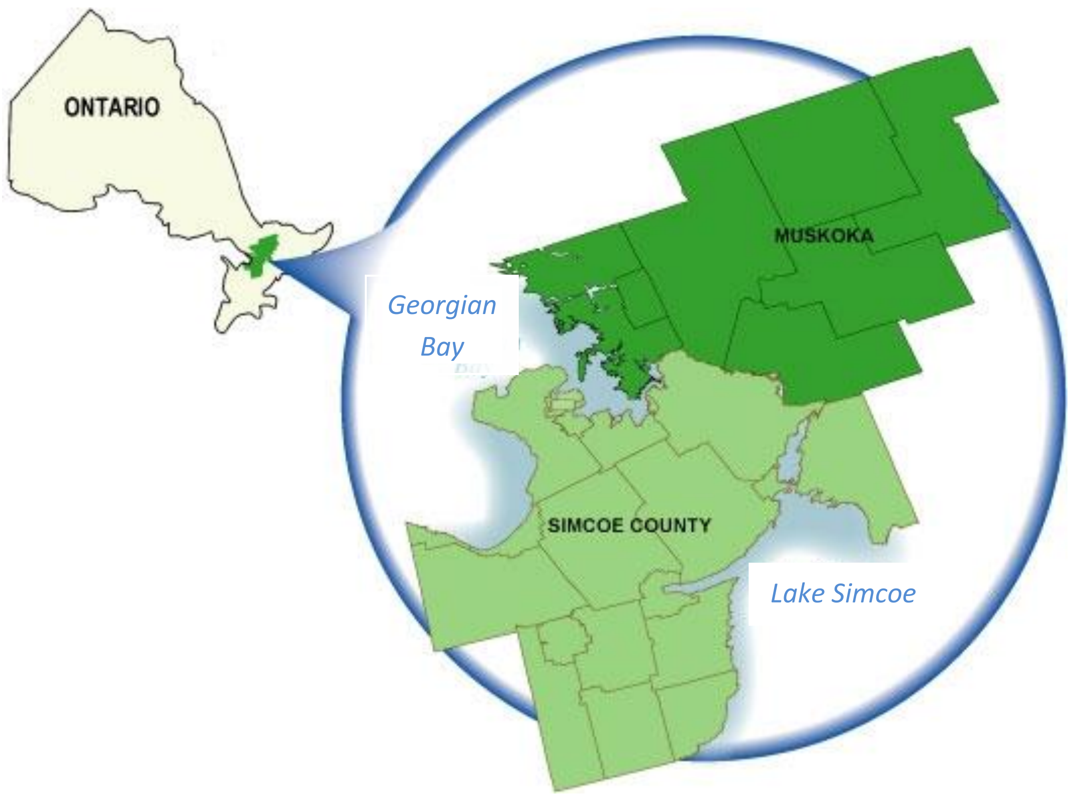
# 2013 LOCAL LABOUR MARKET PLAN

Simcoe Muskoka Workforce Development Board

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# Simcoe Muskoka Workforce Development Board

Simcoe Muskoka Workforce Development Board, 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.

As a neutral broker we engage our community in labour market research and planning; and facilitate the collaboration of local solutions to local issues via

- Identifying local labour market needs and issues
- Engaging community members, experts and influencers to proactively address identified issues
- Analyzing information and data
- Initiating workforce development strategies
- Developing tools and resources
- Communicating with stakeholders to support the implementation of local solutions

In order to align our Local Labour Market Plan with community planning needs, the month in which it will be provided has been changed to October. The following document is therefore an update to our regular plan which was distributed in March of this year. Additionally this report includes insights from Employment Ontario data, describing clients and their outcomes.

Readers should note that Statistics Canada states: “Caution must be exercised when National Household Survey estimates are compared with estimates produced from the 2006 Census long form, especially when the analysis involves small geographies. Users are asked to use the NHS's main quality indicator, the global non-response rate, in assessing the quality of the NHS estimates and determining the extent to which the estimates can be compared with the estimates from the 2006 Census long form.” SMWDB attempts to make observations based on close approximations of all available data. The information in this report should be used as part of an analysis from other sources and in collaborating with other like-minded organizations. For further information, see http://goo.gl/wOYrlZ.

We thank all employers, community partners and organizations who have contributed through consultations, conversations, and/or data sharing as well as the Ministry of Training, Colleges and Universities. Additionally, we would like to thank Tom Zizys for his work in analysing data and developing tables for this report. Tom has worked for 20 years as a policy researcher and project consultant in the community sector, focusing on labour market analysis.

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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## Summary of Labour Market Overview

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

On the basis of data from the 2011 National Household Survey:

### Simcoe

Employment among Simcoe Region residents between 2006 and 2011 in the manufacturing sector dropped 23%, equal to the drop for all Ontario, as Manufacturing fell to being the second largest industry behind Retail Trade. The actual jobs lost in Manufacturing numbered 7,615; other significant declines included 1,105 fewer employed in Wholesale Trade and 950 less jobs in Other Services.

Five industries witnessed large increases of employment among Simcoe residents:

- Health Care and Social Assistance (2,965 jobs, +14.5%)
- Public Administration (+2,585 jobs, +19.2%)
- Professional, Scientific and Technical Services (+1,335 jobs, +13.6%)
- Finance and Insurance (+1,105 jobs, +19.9%)
- Retail Trade (+1,055 jobs, +4.0%)

When it comes to occupations, Simcoe residents are particularly more likely than elsewhere to be employed in Trades, Transport and Equipment Operators and Related Occupations.

Between 2006 and 2011, across all age categories of Simcoe residents, there were advances in the levels of educational attainment; the biggest gains in education in Simcoe Region were registered by the 25-44 year olds, the prime working-age adult population.

### Muskoka

Muskoka residents experienced a loss of 1,865 jobs between 2006 and 2011, a decline of 6.4%, led by losses in Manufacturing (-1,070 jobs, -37.5%), Retail Trade (-635 jobs, -14.0%) and Accommodation & Food Services (-365 jobs, -12.9%).

There were, however, larger increases in employment in two industries:

- Health Care and Social Assistance (495 jobs, +18.5%)
- Public Administration (+490 jobs, +36.3%)

When it comes to occupations, Muskoka residents are even more likely than elsewhere (including Simcoe) to be employed in Trades, Transport and Equipment Operators and Related Occupations. And as with Simcoe residents, there were advances in the levels of educational attainment for all age categories in Muskoka between 2006 and 2011, and similarly the biggest gains were registered by the 25-44 year olds.

Comparing Canadian Business Pattern data on number of employers:

### Simcoe

Like the rest of the province, most employers have few employees; in Simcoe Region, 57% have no employees, 90% have less than 10. The Construction sector makes up the largest sector, accounting for 17% of all employers in Simcoe, considerably higher than the provincial average of 11%. Among firms with 100 or more employees, the two sectors with the most employers are Retail Trade and Manufacturing.

In terms of changes in the number of employers, following the recession of 2008, the number of employers shrunk among firms with 20-99 employees and with no employees; in 2011, there was a dip in the number of firms with 100 or more employees; 2012 started showing positive recovery, and in 2013 that recovery appeared confirmed, as the number of firms in each size category was greater than that in December 2008. Between 2012 and 2013, there have been increases in the number of employers by different categories of employee size in almost all industries, such as Real Estate and Rental & Leasing; Construction; and Professional, Scientific and Technical Services; however, Manufacturing saw a loss of 2 firms from the 100+ employee category, Administrative and Support experienced a larger number of losses, and Other Services saw declines, except among firms with no employees.

### Muskoka

Following the pattern elsewhere, among employers in the District of Muskoka, 54% have no employees, 89% have less than 10. Construction accounts for the largest proportion of employers, with an even higher share of all employers (22.3%), double the provincial average; Real Estate and Rental & Leasing has moved up in size in Muskoka as well, taking second place, and Retail Trade has dropped to third. Among firms with 100 or more employees, Retail Trade and Accommodation & Food Services take first and second positions.

In terms of changes in the number of employers, following the recession, Muskoka experienced a general upward trend in most employee size categories, except for firms with more than 100 employees, whose ups and downs trended downward; in 2013, there were slight decreases in the number of firms in all categories except those with no employees; that being said, the number of firms in all categories is greater than the figures for December 2008, except for firms with 100 or more employees (currently 42 firms, in December 2008: 46 firms).

Between 2012 and 2013, when analyzing changes in the number of firms by different categories of employee size and by industry, in most instances there have either been declines or no change, with losses in Construction; Manufacturing; Wholesale Trade; Transportation & Warehousing; Professional, Scientific and Technical Services; and Administrative & Support; some gains: Accommodation & Food Services in all categories; and gains among smaller establishments in: Agriculture, Forestry, Fishing and Farming; Real Estate and Rental & Leasing; and Health Care & Social Assistance.

Insights from Employment Ontario data that describes clients and their outcomes suggest:

- Youth make up a considerably smaller share of the EO Employment Services clientele compared to their share of all unemployed in the province; while the client data suggest the same for the Simcoe and Muskoka area, agencies consulted on this finding assert that they encounter a larger proportion of youth among their clients.
- Women use EO services in slightly higher proportions than their share of the unemployed.
- For most other population groups, such as newcomers and visible minorities, as well as by educational attainment, the EO client numbers appear to match the proportions found among the unemployed locally.
- ES clients represent significantly fewer people who have been out of employment for less than three months and significantly more people who have been out of employment for more than 12 months; while individuals may in some instances be seeking to maximize their EI benefit payments, there can also be a downstream harm, as individuals unemployed for longer periods of time have greater difficulty finding work.
- Among closed cases, EO clients in Simcoe and Muskoka have a slightly higher rate of finding employment and a slightly lower rate of engaging in training, compared to provincial averages.
- Among all training results, 22% become enrolled in Second Career, the largest training outcome, but a figure lower than the 33% provincial average.
- EO Employment Services clients in Simcoe and Muskoka are more likely to end up working in the Retail Trade; Management & Administrative Support; and Accommodation & Food Services industries (although there is a view among service providers that the high numbers in Management & Administrative Support reflect a misclassification of outcomes).
- EO Employment Services clients are less likely to end up working in Wholesale Trade; Finance and Insurance: Professional, Scientific and Technical Services; Educational Services; and Public Administration, compared to the share of Simcoe and Muskoka residents employed in those industries.

## NATIONAL HOUSEHOLD SURVEY – LABOUR MARKET INDICATORS

### Introduction

Every five years, Canada carries out a national survey, the most recent being in 2011. In addition to the standard 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 (NHS) 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.*

The NHS labour market data that has been released by Statistics Canada relates to the employment characteristics of residents, that is, the industries and occupations in which they work. This is not the same as describing what jobs exist in a given locality, as people sometimes commute to neighbouring locales for work.

The data describing the labour market characteristics of residents at a provincial level does indeed pretty much describe what jobs are present in Ontario, as a relatively small percentage of Ontarians work in another province. But at a more local scale, describing what industries or occupations the residents of a municipality or district or region work in is not a substitute for data which focuses on the jobs present within a given locality.

With this caution in mind, the following analysis provides some relevant labour market characteristics of residents of Ontario generally, and of Simcoe County and the District of Muskoka, from the year 2011, and makes some comparisons to the 2006 Census findings.

### Employment by Industry

One way to profile the labour market is look at in which industries residents are employed. The proportion of residents employed in a given industry provides a sense of scale for that industry's importance, and changes in the employment mix by industry suggest which industries are growing and which are shrinking.

Ontario. Table 1 profiles this information for Ontario. The second column provides the actual number of people employed in each of the industries in 2011.

The third and fourth columns show the percentage change in the number of employed individuals, from 2001 to 2006, and from 2006 to 2011. Despite an overall growth in the employment numbers, the rate of growth and of decline varies considerably by industry. And compared to 2001 to 2006, the period between 2006 and 2011 saw many more industries showing employment losses.

**Table 1: Employment by Industry; Comparisons between 2001, 2006 and 2011; Ontario**

| | Number | % Change | | % Distribution | | |
|---|---|---|---|---|---|---|
| | **2011** | **01-06** | **06-11** | **2001** | **2006** | **2011** |
| **ALL INDUSTRIES** | 6,297,000 | 7.9% | 2.2% | 100% | 100% | 100% |
| **Agriculture, forestry, fishing, farming** | 95,220 | -7.1% | -12.6% | 2.1% | 1.8% | 1.5% |
| **Mining and oil and gas extraction** | 28,190 | 21.9% | 16.3% | 0.3% | 0.4% | 0.4% |
| **Utilities** | 55,215 | 8.3% | 13.5% | 0.8% | 0.8% | 0.9% |
| **Construction** | 382,570 | 15.7% | 5.6% | 5.5% | 5.9% | 6.1% |
| **Manufacturing** | 657,625 | -8.3% | -23.0% | 16.3% | 13.9% | 10.4% |
| **Wholesale trade** | 291,215 | 10.1% | -1.4% | 4.7% | 4.8% | 4.6% |
| **Retail trade** | 701,300 | 6.5% | 3.2% | 11.2% | 11.0% | 11.1% |
| **Transportation and warehousing** | 294,020 | 10.2% | -1.1% | 4.7% | 4.8% | 4.7% |
| **Information and cultural industries** | 169,540 | 0.7% | 3.2% | 2.9% | 2.7% | 2.7% |
| **Finance and insurance** | 353,230 | 8.2% | 15.0% | 5.0% | 5.0% | 5.6% |
| **Real estate and rental and leasing** | 128,355 | 16.1% | 4.9% | 1.8% | 2.0% | 2.0% |
| **Professional, scientific, technical** | 486,775 | 10.3% | 7.5% | 7.2% | 7.3% | 7.7% |
| **Management of companies** | 6,230 | 5.6% | -23.2% | 0.1% | 0.1% | 0.1% |
| **Administrative and support** | 277,785 | 21.2% | -3.2% | 4.1% | 4.7% | 4.4% |
| **Educational services** | 474,205 | 16.1% | 13.8% | 6.3% | 6.8% | 7.5% |
| **Health care and social assistance** | 668,435 | 14.8% | 12.6% | 9.1% | 9.6% | 10.6% |
| **Arts, entertainment and recreation** | 128,705 | 14.4% | -1.3% | 2.0% | 2.1% | 2.0% |
| **Accommodation and food services** | 377,605 | 8.3% | -1.1% | 6.2% | 6.2% | 6.0% |
| **Other services** | 279,405 | 10.8% | -3.5% | 4.6% | 4.7% | 4.4% |
| **Public administration** | 441,370 | 13.5% | 30.2% | 5.2% | 5.5% | 7.0% |

Two industries registered a decline in employment over both periods. Manufacturing had major losses, especially between 2006 and 2011. The losses represented 77,695 jobs between 2001 and 2006, and 196,755 jobs between 2006 and 2011. Agriculture, Forestry, Fishing and Faming also posted large percentage decreases, but with a smaller employment base the losses were smaller (8,300 jobs lost between 2001 and 2006, and 13,710 between 2006 and 2011).

A number of industries saw strong increases over both five-year periods; among the larger employers: Construction; Finance & Insurance; Professional, Scientific & Technical Services; Educational Services; Health Care & Social Assistance; and Public Administration.

Several industries experienced small losses between 2006 and 2011, after posting gains between 2001 and 2006; among the larger employers: Wholesale Trade; Transportation & Warehousing; Administrative & Support, Waste Management & Remediation Services; Arts, Entertainment & Recreation; Accommodation & Food Services; and Other Services.

The last three columns show the percentage distribution of employed residents by industry in Ontario for each of 2001, 2006 and 2011. Many industries have maintained a relatively consistent share of the total employed labour force over this ten-year period. By far the biggest change has been the decline in the share of persons employed in the Manufacturing sector, dropping from 16.3% in 2001 to 13.9% in 2006, then to 10.4% in 2011, falling from the largest industry in 2001 and 2006 to third place in 2011.

Several industries have seen a steady increase over the past 10 years: Educational Services (from 6.3% share to 7.5%); Health Care and Social Assistance (from 9.1% to 10.6%); and Public Administration (from 5.2% to 7.0%). Meanwhile, Retail Trade, by maintaining the same share, now represents the largest proportion of employed persons in Ontario, followed by Health Care and Social Assistance.

Tables 2 and 3 provide the industry employment numbers for 2011, with comparisons to 2006, for the Simcoe and Muskoka. It bears emphasizing again that this data represents in what industries residents of these communities are employed, not the actual jobs that are present in each region.

<u>Simcoe</u>. The decline in Manufacturing across the province was similarly evident in Simcoe, with the same 23% drop in employment (minus 7,615 jobs), led by a loss of 2,800 jobs (-27%) in transportation equipment manufacturing and 1,510 jobs (-37%) in fabricated metal product manufacturing. Other notable losses were experienced in Wholesale Trade (-1,105 jobs, -10.7%), largely due to a loss of 615 jobs (-41%) in motor vehicle and parts wholesalers, and in Other Services (-950 jobs, -9.7%), with a loss of 525 jobs in personal care services and another 400 jobs in repair and maintenance.

On the plus side, significant employment increases occurred in Health Care and Social Assistance (+2,965 jobs, +14.5%), with 2,150 jobs in the offices of health care practitioners and a further 850 jobs in nursing homes (in this industry, all employment increase happened on the health side; in the social assistance subsector, 370 jobs were lost). As well, 2,505 jobs were added in Public Administration (+19.2%), with most of these in regional and local governments. Professional, Scientific and Technical services added a further 1,335 jobs (+13.6%).

In terms of the industries employing the largest number of Simcoe workers, Retail Trade has moved into top place, as Manufacturing has dropped to second. Health Care & Social Assistance and Construction have maintained third and fourth place respectively, while Public Administration has risen from seventh place to fifth place.

**Table 2: Employment by Industry; Comparisons between 2006 and 2011; Simcoe Region**

| | Number | % Change | % Distribution | |
|---|---|---|---|---|
| | 2011 | 06-11 | 2006 | 2011 |
| **ALL INDUSTRIES** | 218,510 | 0.5% | 100.0% | 100.0% |
| **Agriculture, forestry, fishing, farming** | 3,165 | -16.2% | 1.7% | 1.4% |
| **Mining and oil and gas extraction** | 620 | 40.9% | 0.2% | 0.3% |
| **Utilities** | 2,100 | 25.7% | 0.8% | 1.0% |
| **Construction** | 18,675 | 0.8% | 8.5% | 8.5% |
| **Manufacturing** | 25,265 | -23.2% | 15.1% | 11.6% |
| **Wholesale trade** | 9,180 | -10.7% | 4.7% | 4.2% |
| **Retail trade** | 27,490 | 4.0% | 12.2% | 12.6% |
| **Transportation and warehousing** | 11,335 | 7.7% | 4.8% | 5.2% |
| **Information and cultural industries** | 4,030 | 2.8% | 1.8% | 1.8% |
| **Finance and insurance** | 6,655 | 19.9% | 2.6% | 3.0% |
| **Real estate and rental and leasing** | 4,075 | -4.3% | 2.0% | 1.9% |
| **Professional, scientific, technical** | 11,125 | 13.6% | 4.5% | 5.1% |
| **Management of companies** | 110 | -40.5% | 0.1% | 0.1% |
| **Administrative and support** | 9,795 | 0.9% | 4.5% | 4.5% |
| **Educational services** | 14,830 | 5.6% | 6.5% | 6.8% |
| **Health care and social assistance** | 23,435 | 14.5% | 9.4% | 10.7% |
| **Arts, entertainment and recreation** | 7,030 | 3.5% | 3.1% | 3.2% |
| **Accommodation and food services** | 14,645 | -2.0% | 6.9% | 6.7% |
| **Other services** | 8,885 | -9.7% | 4.5% | 4.1% |
| **Public administration** | 16,080 | 19.2% | 6.2% | 7.4% |

Muskoka. Unlike Simcoe, which had a miniscule increase in overall employment among its residents, Muskoka residents experienced a loss of 1,865, a decline of 6.4%. A major part of that decline was due to Manufacturing (-1,070 jobs, -37.5%), with losses of 680 jobs in transportation equipment manufacturing and 265 jobs in wood product manufacturing. There were also notable losses in Retail Trade (-635 jobs, -14.0%), due to a decline of 215 jobs in building materials and garden equipment and supplies dealers and 190 jobs in sporting goods, hobby, book and music stores. Accommodation and Food Services lost 365 jobs, almost all in food services: 180 jobs in limited-service restaurants and 145 jobs in full-service restaurants.

There were some advances: Health Care and Social Assistance added 495 jobs (+18.5%), mainly in nursing homes (+240 jobs) and offices of health care practitioners (+175 jobs); and Public Administration increased by 490 jobs (+36.3%), equally divided between federal government jobs (+245) and jobs in regional and local governments (+240).

These changes have resulted in some re-ordering of the top five industries providing employment for Muskoka residents. Retail Trade and Construction continue to place first and second. Manufacturing has dropped from third to sixth place, replaced by Health Care & Social Assistance, up from fifth. Accommodation & Food Services stays in fourth, and Public Administration has moved from seventh into fifth place.

**Table 3: Employment by Industry; Comparisons between 2006 and 2011; District of Muskoka**

| | Number | % Change | % Distribution | |
|---|---|---|---|---|
| | 2011 | 06-11 | 2006 | 2011 |
| **ALL INDUSTRIES** | 27,175 | -6.4% | 100.0% | 100.0% |
| **Agriculture, forestry, fishing, farming** | 210 | -17.6% | 0.9% | 0.8% |
| **Mining and oil and gas extraction** | 100 | 5.3% | 0.3% | 0.4% |
| **Utilities** | 205 | -19.6% | 0.9% | 0.8% |
| **Construction** | 3,795 | -8.0% | 14.2% | 14.0% |
| **Manufacturing** | 1,780 | -37.5% | 9.8% | 6.6% |
| **Wholesale trade** | 695 | 7.8% | 2.2% | 2.6% |
| **Retail trade** | 3,895 | -14.0% | 15.6% | 14.3% |
| **Transportation and warehousing** | 985 | -23.0% | 4.4% | 3.6% |
| **Information and cultural industries** | 370 | -8.6% | 1.4% | 1.4% |
| **Finance and insurance** | 745 | 39.3% | 1.8% | 2.7% |
| **Real estate and rental and leasing** | 675 | -16.1% | 2.8% | 2.5% |
| **Professional, scientific, technical** | 1,340 | 4.7% | 4.4% | 4.9% |
| **Management of companies** | 0 | -100.0% | 0.1% | 0.0% |
| **Administrative and support** | 1,240 | -5.7% | 4.5% | 4.6% |
| **Educational services** | 1,550 | 3.7% | 5.1% | 5.7% |
| **Health care and social assistance** | 3,170 | 18.5% | 9.2% | 11.7% |
| **Arts, entertainment and recreation** | 980 | -8.4% | 3.7% | 3.6% |
| **Accommodation and food services** | 2,455 | -12.9% | 9.7% | 9.0% |
| **Other services** | 1,135 | -8.5% | 4.3% | 4.2% |
| **Public administration** | 1,840 | 36.3% | 4.6% | 6.8% |

## Employment by Occupation

Between 2006 and 2011, the classification system for occupations has changed, and so a straight comparison between 2006 and 2011 is not easily done. Instead, a comparison of the distribution of occupations will be provided. Simcoe and Muskoka will be profiled separately, and will be compared to the general Greater Toronto Area (Peel, Halton, Toronto, Durham and York) and to Ontario minus these GTA figures, because there are significant differences between these two geographies that warrant unpacking.

**Table 4: Employment by Occupation; Simcoe residents, 2011**

| | Number in 2011 | Distribution of occupations | | |
|---|---|---|---|---|
| | | Simcoe | GTA | Ont-GTA |
| **ALL OCCUPATIONS** | 218,515 | 100.0% | 100.0% | 100.0% |
| Management occupations | 25,150 | 11.5% | 12.6% | 11.2% |
| Business, finance, administration | 31,895 | 14.6% | 19.3% | 15.3% |
| Natural and applied sciences | 10,575 | 4.8% | 8.6% | 6.6% |
| Health occupations | 13,875 | 6.3% | 5.2% | 6.8% |
| Education, law, social, government | 25,250 | 11.6% | 11.6% | 12.7% |
| Art, culture, recreation and sport | 5,345 | 2.4% | 3.7% | 2.4% |
| Sales and service occupations | 53,355 | 24.4% | 22.6% | 22.9% |
| Trades, transport, equipment operators | 36,320 | 16.6% | 10.8% | 14.6% |
| Natural resources, agriculture | 3,780 | 1.7% | 0.8% | 2.2% |
| Manufacturing + utilities occupations | 12,955 | 5.9% | 4.8% | 5.4% |

*For this table, GTA refers to Peel, Halton, Toronto, York and Durham.*
*Ont-GTA means figures for Ontario minus the GTA numbers.*

Simcoe Region. In general, the distribution of employed Simcoe residents by occupation is more similar to the profile for Ontario minus the GTA than it is to the GTA. The most prominent occupation category among Simcoe residents is Sales and Service Occupations, making up 24.4% of Simcoe residents' jobs, slightly higher than the share in the GTA and the rest of the province. Simcoe residents are particularly more likely than elsewhere to be employed in Trades, Transport and Equipment Operators and Related Occupations.

**Table 5: Employment by Occupation; Muskoka residents, 2011**

| | Number in 2011 | Distribution of occupations | | |
|---|---|---|---|---|
| | | Muskoka | GTA | Ont-GTA |
| **ALL OCCUPATIONS** | 27,170 | 100.0% | 100.0% | 100.0% |
| Management occupations | 3,395 | 12.5% | 12.6% | 11.2% |
| Business, finance, administration | 3,560 | 13.1% | 19.3% | 15.3% |
| Natural and applied sciences | 955 | 3.5% | 8.6% | 6.6% |
| Health occupations | 1,945 | 7.2% | 5.2% | 6.8% |
| Education, law, social, government | 2,805 | 10.3% | 11.6% | 12.7% |
| Art, culture, recreation and sport | 610 | 2.2% | 3.7% | 2.4% |
| Sales and service occupations | 6,770 | 24.9% | 22.6% | 22.9% |
| Trades, transport, equipment operators | 5,615 | 20.7% | 10.8% | 14.6% |
| Natural resources, agriculture | 635 | 2.3% | 0.8% | 2.2% |
| Manufacturing + utilities occupations | 875 | 3.2% | 4.8% | 5.4% |

*For this table, GTA refers to Peel, Halton, Toronto, York and Durham.*
*Ont-GTA means figures for Ontario minus the GTA numbers.*

District of Muskoka. As was the case with Simcoe, the distribution of employed Muskoka residents by occupation is more similar to the profile for Ontario minus the GTA than it is to the GTA. Once again, Sales and Service Occupations make up the most prominent occupation category for Muskoka residents (24.9%). Muskoka residents are even more likely than elsewhere to be employed in Trades, Transport and Equipment Operators and Related Occupations (20.7%). The slightly higher proportion of residents employed in Management Occupations is as a result of the presence of many small operators, as opposed to the many large corporations to be found in the GTA.

## Educational attainment

Education is regularly cited as a necessary prerequisite to labour market success. Between 2006 and 2011, residents of Ontario, and of Simcoe and Muskoka, upped their game. Across all age categories, there was advancement in the levels of educational attainment (Table 6).

Among 15-24 year olds, compared to 2006, there were significantly fewer individuals with no certificate, and a larger proportion of youth with high school diplomas. In Simcoe there were slightly more youth with university degrees, and in Muskoka with apprenticeship certificates and college diplomas.

Among 25-44 year olds, there were fewer individuals with no certificate or with a high school diploma, and more residents with a college or university diploma or degree. However, there were also slightly fewer individuals with an apprenticeship or trade certificate.

Among 45 to 64 year olds, there were fewer individuals with no certificate and slightly more with a high school diploma. Across this age group there were more residents with a college or university diploma or degree (in Simcoe the same proportion for university degrees). Once again, there were also slightly fewer individuals with an apprenticeship or trade certificate.

The biggest gains in education, in Ontario and in Simcoe and Muskoka, were registered by the 25-44 year olds, the prime working-age population. And for the adult population (25-64 years old), Muskoka residents improved their levels of educational attainment at a slightly faster pace than those in Simcoe.

**Table 6: Level of educational attainment, all residents, Simcoe, Muskoka and Ontario, 2006 and 2011**

| 2006 | | | | 2011 | | |
|---|---|---|---|---|---|---|
| Ontario | Simcoe | Muskoka | | Ontario | Simcoe | Muskoka |
| | | | **15 to 24 year olds** | | | |
| 40% | 48% | 47% | No certificate, diploma or degree | 35% | 39% | 40% |
| 39% | 35% | 37% | High school certificate or equivalent | 41% | 41% | 41% |
| 2% | 3% | 2% | Apprenticeship certificate or equivalent | 2% | 3% | 3% |
| 10% | 10% | 8% | College certificate or diploma | 10% | 10% | 10% |
| 9% | 5% | 6% | University certificate, diploma or degree | 12% | 7% | 6% |
| | | | **25 to 44 year olds** | | | |
| 10% | 12% | 14% | No certificate, diploma or degree | 8% | 10% | 10% |
| 24% | 28% | 28% | High school certificate or equivalent | 22% | 27% | 27% |
| 8% | 10% | 12% | Apprenticeship certificate or equivalent | 6% | 9% | 11% |
| 24% | 30% | 28% | College certificate or diploma | 25% | 31% | 32% |
| 35% | 19% | 18% | University certificate, diploma or degree | 39% | 23% | 21% |
| | | | **45 to 64 year olds** | | | |
| 18% | 19% | 18% | No certificate, diploma or degree | 14% | 15% | 13% |
| 26% | 29% | 28% | High school certificate or equivalent | 27% | 30% | 29% |
| 10% | 13% | 14% | Apprenticeship certificate or equivalent | 9% | 12% | 12% |
| 20% | 23% | 21% | College certificate or diploma | 22% | 26% | 26% |
| 26% | 17% | 20% | University certificate, diploma or degree | 28% | 17% | 21% |

### Number of employers

Tables 7 and 8 provide the number of employers present in Simcoe County and the District of Muskoka in June 2013, and breaks down the figures by industry and by employee size ranges (each area is represented by a separate table). The highlighted cells identity the three industries with the largest number of firms for each employee size category column.

Simcoe County. The broad generalizations that applied last year still hold:

- *Number of small firms*: Businesses are by far made up of small establishments. 57% of the firms 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 firms by industry*: The second to last column provides the percentage distribution of all firms by industry. Construction accounts for the largest proportion of employers and, at 17% (rounded up from 16.6%), is considerably higher than the provincial average of 11.2%. Professional, Scientific and Technical Services comes in second at 11.4%, somewhat smaller than the provincial average of 15.1%. This category is made up of many professionals and consultants, many of whom would be self-employed;
- In terms of the ranking of the five industries with the largest number of employers, while Retail Trade added many more establishments, its growth was out-paced by Real Estate and Rental & Leasing, which has moved into third spot overall, and Retail Trade has dropped to fourth; that growth was entirely driven by approximately 300 more firms with no employees and almost 90 more firms with 1-4 employees in the Real Estate subsector;
- *Highest number of firms by size and industry*: The three largest industries by each employee size category have also been highlighted. These are not changed at all from last year. The table demonstrates how the large number of firms 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.

[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 7 – SIMCOE
## NUMBER OF EMPLOYERS BY EMPLOYEE SIZE RANGE
## JUNE 2013

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES | | | | | | | | % | RANK |
|---|---|---|---|---|---|---|---|---|---|---|
| | 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | | |
| 11 Agriculture | 930 | 242 | 74 | 36 | 15 | 6 | 1 | 1304 | 4 | 10 |
| 21 Mining | 25 | 16 | 6 | 13 | 4 | 2 | 0 | 66 | 0 | 18 |
| 22 Utilities | 19 | 6 | 5 | 7 | 8 | 0 | 1 | 46 | 0 | 19 |
| 23 Construction | 2925 | 1298 | 411 | 192 | 80 | 13 | 8 | 4927 | 17 | **1** |
| 31-33 Manufacturing | 422 | 248 | 133 | 83 | 63 | 36 | 45 | 1030 | 4 | 13 |
| 41 Wholesale Trade | 465 | 286 | 130 | 99 | 59 | 20 | 6 | 1065 | 4 | 12 |
| 44-45 Retail Trade | 1207 | 748 | 510 | 365 | 173 | 66 | 46 | 3115 | 11 | **4** |
| 48-49 Transportation/Warehousing | 922 | 326 | 63 | 31 | 38 | 14 | 9 | 1403 | 5 | 8 |
| 51 Information and Cultural | 201 | 57 | 26 | 19 | 12 | 3 | 5 | 323 | 1 | 16 |
| 52 Finance and Insurance | 903 | 264 | 73 | 67 | 74 | 1 | 0 | 1382 | 5 | 9 |
| 53 Real Estate | 2649 | 417 | 91 | 36 | 29 | 3 | 1 | 3226 | 11 | **3** |
| 54 Professional Scientific Tech | 2175 | 913 | 168 | 70 | 36 | 10 | 3 | 3375 | 11 | **2** |
| 55 Management of Companies | 678 | 65 | 13 | 7 | 9 | 4 | 0 | 776 | 3 | 14 |
| 56 Administrative Support | 825 | 379 | 138 | 70 | 28 | 16 | 15 | 1471 | 5 | 7 |
| 61 Educational Services | 151 | 64 | 31 | 25 | 5 | 1 | 4 | 281 | 1 | 17 |
| 62Health Care & Social Assist | 534 | 674 | 313 | 153 | 74 | 14 | 30 | 1792 | 6 | 6 |
| 71 Arts, Entertainment & Rec | 294 | 91 | 54 | 33 | 25 | 12 | 5 | 514 | 2 | 15 |
| 72 Accommodation & Food | 313 | 235 | 200 | 206 | 160 | 52 | 22 | 1188 | 4 | 11 |
| 81 Other Services | 1143 | 771 | 252 | 107 | 37 | 7 | 3 | 2320 | 8 | **5** |
| 91 Public Administration | 7 | 1 | 1 | 1 | 1 | 4 | 17 | 32 | 0 | 20 |
| **TOTAL** | 16788 | 7101 | 2692 | 1620 | 930 | 284 | 221 | 29636 | | |
| Percentage of all employers | 57% | 24% | 9% | 5% | 3% | 1% | 1% | 100 | | |
| Cumulative percentage | 57% | 81% | 90% | 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. As was the case with Simcoe, there have not been major changes from last year, but there are a few variations:

- *Number of small firms*: Muskoka has had a slightly smaller proportion of firms with no employees,[2] but that percentage has increased from 52% to 54% in the last year, with a corresponding decline in the percentage of firms with 1-4 employees (from 26% to 24%);
- *Highest number of firms by industry*: The second to last column provides the percentage distribution of all firms by industry. Similar to Simcoe, Construction accounts for the largest proportion of employers, with an even higher share of all employers (22.3%), considerably higher than the provincial average of 11.2%. Real Estate and Rental & Leasing has moved up in size in Muskoka as well, taking second place, and Retail Trade has dropped to third, due both to a slightly more moderate increase in firms with no employees in the Real Estate sector and a slight decline in the number of stores with 1-19 employees. Professional, Scientific and Technical Services comes in at fourth place with 9% of all employers, significantly smaller than the provincial average of 15.1%;
- *Highest number of firms by size and industry*: The three largest industries by each employee size category have also been highlighted. These have barely changed from last year, the main difference being a growth in the number of firms with 5-9 employees in the Health Care & Social Assistance industry.

[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 8 – MUSKOKA
## NUMBER OF EMPLOYERS BY EMPLOYEE SIZE RANGE
## JUNE 2013

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | % | RANK |
|---|---|---|---|---|---|---|---|---|---|---|
| 11 Agriculture | 60 | 23 | 9 | 0 | 4 | 0 | 0 | 96 | 2 | 15 |
| 21 Mining | 5 | 4 | 1 | 3 | 1 | 0 | 0 | 14 | 0 | 18 |
| 22 Utilities | 1 | 1 | 2 | 2 | 1 | 0 | 0 | 7 | 0 | 20 |
| 23 Construction | 678 | 341 | 153 | 63 | 21 | 4 | 1 | 1261 | 22 | **1** |
| 31-33 Manufacturing | 92 | 54 | 20 | 14 | 10 | 6 | 3 | 199 | 4 | 10 |
| 41 Wholesale Trade | 70 | 40 | 17 | 13 | 5 | 0 | 0 | 145 | 3 | 13 |
| 44-45 Retail Trade | 214 | 154 | 123 | 87 | 38 | 9 | 10 | 635 | 11 | **3** |
| 48-49 Transportation/Warehousing | 101 | 44 | 15 | 0 | 3 | 2 | 4 | 169 | 3 | 11 |
| 51 Information and Cultural | 37 | 15 | 11 | 3 | 2 | 1 | 0 | 69 | 1 | 16 |
| 52 Finance and Insurance | 185 | 55 | 12 | 12 | 13 | 2 | 0 | 279 | 5 | 8 |
| 53 Real Estate | 543 | 90 | 23 | 11 | 4 | 2 | 0 | 673 | 12 | **2** |
| 54 Professional Scientific Tech | 318 | 139 | 39 | 10 | 2 | 0 | 0 | 508 | 9 | **4** |
| 55 Management of Companies | 125 | 15 | 4 | 1 | 2 | 0 | 0 | 147 | 3 | 12 |
| 56 Administrative Support | 146 | 73 | 32 | 17 | 9 | 1 | 1 | 279 | 5 | 8 |
| 61 Educational Services | 26 | 5 | 6 | 2 | 3 | 1 | 0 | 43 | 1 | 17 |
| 62Health Care & Social Assist | 75 | 108 | 49 | 34 | 9 | 3 | 5 | 283 | 5 | 7 |
| 71 Arts, Entertainment & Rec | 63 | 18 | 21 | 12 | 14 | 1 | 5 | 134 | 2 | 14 |
| 72 Accommodation & Food | 101 | 55 | 44 | 46 | 42 | 15 | 7 | 310 | 6 | 6 |
| 81 Other Services | 204 | 137 | 46 | 15 | 2 | 0 | 1 | 405 | 7 | **5** |
| 91 Public Administration | 0 | 1 | 0 | 0 | 2 | 1 | 5 | 9 | 0 | 19 |
| **TOTAL** | 3044 | 1372 | 627 | 345 | 187 | 48 | 42 | 5665 | | |
| Percentage of all employers | 54% | 24% | 11% | 6% | 3% | 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 employers by size of firm

One indicator of local economic activity and employment trends is the number of employers, including the size of their firms, present in the local community. Tables 9 and 10 provide the numbers of employers aggregated by several size categories for the County of Simcoe and the District of Muskoka:

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

**TABLE 9: SIMCOE**
**NUMBER OF FIRMS BY EMPLOYEE SIZE**
**DECEMBER 2008 TO JUNE 2013**

| | 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 |

Statistics Canada, *Canadian Business Patterns*

**TABLE 10: MUSKOKA**
**NUMBER OF FIRMS BY EMPLOYEE SIZE**
**DECEMBER 2008 TO JUNE 2013**

| | 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 |

Statistics Canada, *Canadian Business Patterns*

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

**Chart xx: Change in the number of employers by size of firm, December 2008 to June 2013, Simcoe Region (December 2008 = 100)**

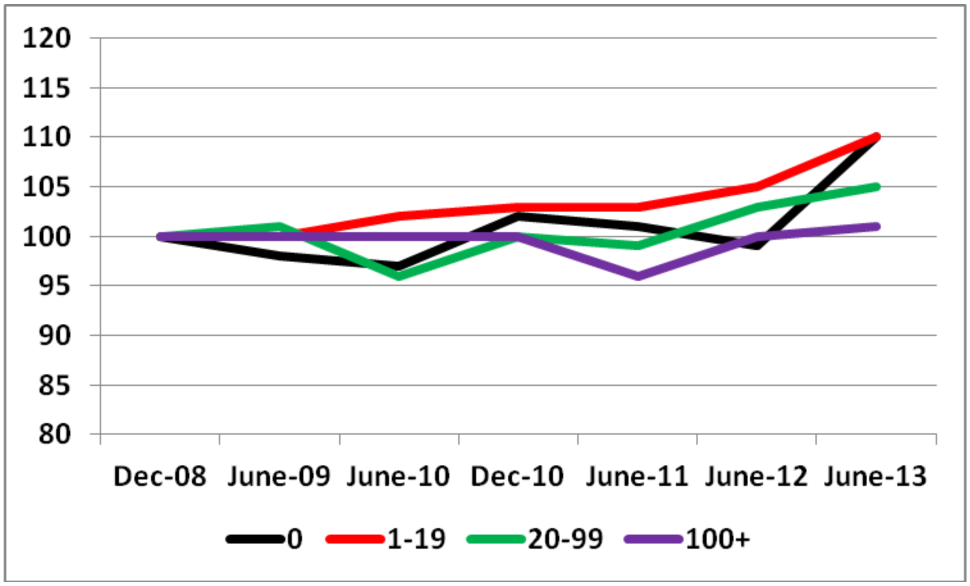
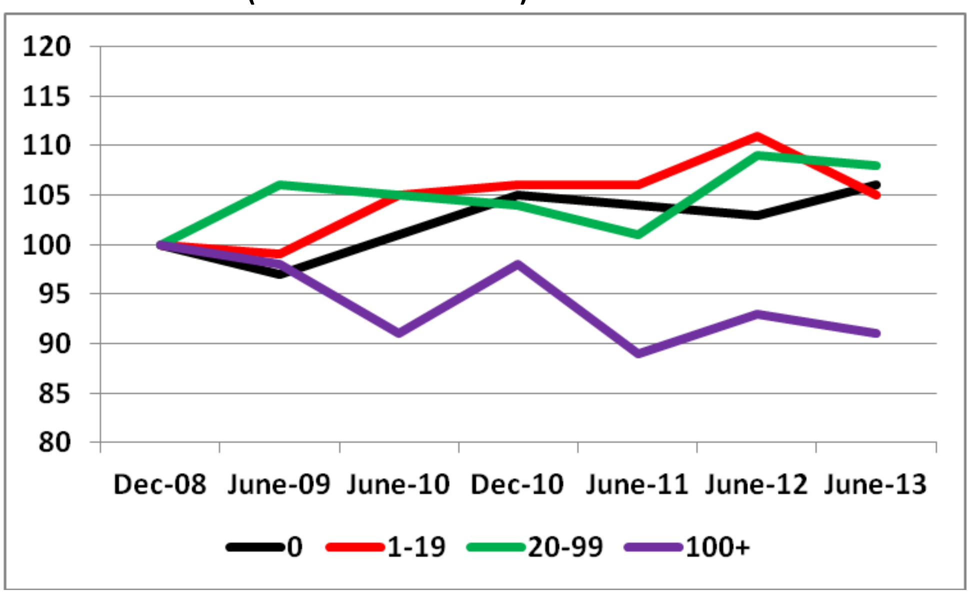



**Chart yy: Change in the number of employers by size of firm, December 2008 to June 2013, District of Muskoka (December 2008 = 100)**



In the case of Simcoe, immediately following the recession that started at the end of 2008 there was a slight drop or no change in most categories, a slight recovery, a second stumble in 2011, and since then growth, especially over the last year.

Muskoka followed a slightly different pattern, with a decline among large firms (100+ employees) and growth elsewhere, however except that in the last year there has been a slight drop among firms with 1-19 employees as well as with 20-99 employees.

## Change in the number of firms by industry, June 2012 to June 2013

Changes in the number of employers are experienced differently across the various industries. Tables 11 and 12 highlight the change in the number of firms by industry and by employee size between June 2012 and June 2013 for Simcoe and Muskoka. The tables also list the total number of firms in each industry in June 2013, to provide a context.

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

Simcoe. Overall, the pattern is generally positive, with growth occurring among most industries and among many employee size categories. Even where there are declines, these may not be as problematic as first appear. For example, while Wholesale Trade has seen large declines in the number of firms in the no employee and 1-19 employee categories, it also added firms in the 20-99 and 100+ employee categories. The loss in Management of Companies and Enterprises (holding companies and head offices) is limited to firms with no employees, and the same applies to Educational Services.

Three areas of losses do warrant attention: Manufacturing saw a loss of 2 firms from the 100+ employee category, Administrative and Support experienced a larger number of losses, and Other Services saw declines, except among firms with no employees.

Many industries witnessed increases in three and sometimes all four employee-size categories:

- Agriculture, Forestry, Fishing and Farming
- Utilities
- Construction
- Retail Trade (though a loss of 3 firms among 100+ employees)
- Transportation and Warehousing
- Real Estate and Rental & Leasing
- Professional, Scientific and Technical Services
- Health Care & Social Assistance
- Accommodation & Food Services

| TABLE 11: SIMCOE<br>CHANGE IN THE NUMBER OF EMPLOYERS,<br>BY INDUSTRY AND BY FIRM SIZE, JUNE 2012 TO JUNE 2013 | | | | | | |
|---|---|---|---|---|---|---|
| | Firm size<br>(number of employees) | | | | | Total number of firms |
| INDUSTRY | 0 | 1-19 | 20-99 | 100+ | Total | June-13 |
| Agriculture, forestry, fishing and farming | 66 | 20 | 1 | -1 | 86 | 1304 |
| Mining and oil and gas extraction | 12 | -2 | -1 | 0 | 9 | 66 |
| Utilities | 4 | -2 | 1 | 1 | 4 | 46 |
| Construction | 238 | 95 | -3 | 2 | 332 | 4927 |
| Manufacturing | -9 | 34 | 4 | -2 | 27 | 1030 |
| Wholesale trade | -53 | -24 | 6 | 3 | -68 | 1065 |
| Retail trade | 195 | 29 | 15 | -3 | 236 | 3115 |
| Transportation and warehousing | 138 | 29 | 9 | 1 | 177 | 1403 |
| Information and cultural industries | 44 | 0 | -1 | 0 | 43 | 323 |
| Finance and insurance | 80 | 26 | -4 | 0 | 102 | 1382 |
| Real estate and rental and leasing | 300 | 109 | 6 | 0 | 415 | 3226 |
| Professional, scientific and technical services | 193 | 67 | 0 | 1 | 261 | 3375 |
| Management of companies and enterprises | -19 | 3 | 1 | 0 | -15 | 776 |
| Administrative and support | 66 | -21 | -8 | 2 | 39 | 1471 |
| Educational services | -11 | 2 | 0 | 0 | -9 | 281 |
| Health care and social assistance | 147 | 109 | 1 | -2 | 255 | 1792 |
| Arts, entertainment and recreation | 3 | 32 | -7 | 0 | 28 | 514 |
| Accommodation and food services | 40 | 58 | 5 | 2 | 105 | 1188 |
| Other services | 161 | -35 | -1 | 0 | 125 | 2320 |
| Public administration | 1 | 1 | -1 | -2 | -1 | 32 |
| TOTAL | 1596 | 530 | 23 | 2 | 2151 | 29636 |

Statistics Canada, Canadian Business Patterns, June 2012 and June 2013

Muskoka. The pattern in Muskoka was much different, with a slight preponderance of categories where losses have occurred, together with no change. Only a few categories have seen growth:

- Agriculture, Forestry, Fishing and Farming added 9 firms with no employees;
- Real Estate and Rental & Leasing added large numbers among smaller sized firms;
- Health Care & Social Assistance also saw growth among smaller establishments;
- Accommodation & Food Services experienced increases in all categories.

On the other hand, there were substantial declines in:

- Construction
- Manufacturing (a loss of 2 firms in the 100+ employee category)
- Wholesale Trade (all among small operations);

- Transportation & Warehousing (across three categories);
- Professional, Scientific and Technical Services;
- Administrative & Support (the three largest employee categories saw losses);
- Other Services.

**TABLE 12: MUSKOKA**
**CHANGE IN THE NUMBER OF EMPLOYERS,**
**BY INDUSTRY AND BY FIRM SIZE, JUNE 2012 TO JUNE 2013**

| INDUSTRY | Firm size (number of employees) | | | | | Total number of firms June-13 |
|---|---|---|---|---|---|---|
| | 0 | 1-19 | 20-99 | 100+ | Total | |
| Agriculture, forestry, fishing and farming | 9 | 0 | 0 | 0 | 9 | 96 |
| Mining and oil and gas extraction | 0 | -6 | 1 | 0 | -5 | 14 |
| Utilities | -1 | 0 | 0 | 0 | -1 | 7 |
| Construction | 26 | -52 | 0 | -1 | -27 | 1261 |
| Manufacturing | 4 | -12 | 1 | -2 | -9 | 199 |
| Wholesale trade | -8 | -12 | 0 | 0 | -20 | 145 |
| Retail trade | 9 | -22 | 1 | 2 | -10 | 635 |
| Transportation and warehousing | -26 | -2 | -1 | 0 | -29 | 169 |
| Information and cultural industries | -2 | 1 | 0 | 0 | -1 | 69 |
| Finance and insurance | 3 | -1 | 1 | 0 | 3 | 279 |
| Real estate and rental and leasing | 38 | 22 | -2 | 0 | 58 | 673 |
| Professional, scientific and technical services | -6 | -19 | 0 | 0 | -25 | 508 |
| Management of companies and enterprises | -3 | -3 | 0 | 0 | -6 | 147 |
| Administrative and support | 3 | -21 | -2 | -1 | -21 | 279 |
| Educational services | -5 | -2 | 2 | 0 | -5 | 43 |
| Health care and social assistance | 18 | 8 | 1 | -1 | 26 | 283 |
| Arts, entertainment and recreation | 3 | -1 | -2 | 1 | 1 | 134 |
| Accommodation and food services | 5 | 2 | 1 | 1 | 9 | 310 |
| Other services | 10 | -10 | -1 | 0 | -1 | 405 |
| Public administration | 0 | 1 | -1 | 0 | 0 | 9 |
| TOTAL | 77 | -129 | -1 | -1 | -54 | 5665 |

Statistics Canada, Canadian Business Patterns, June 2012 and June 2013

# EMPLOYMENT ONTARIO DATA – PROFILE OF SERVICE USERS

## EO data

This year, as part of the annual update of the labour market situation locally, the Ministry of Training, Colleges and Universities made available to workforce planning boards across the province selected data from the Employment Ontario database which contains demographic and outcome information on users of EO services. Workforce planning boards were asked to analyze the data and to consult with EO service providers, in order to identify issues relevant to service delivery locally.

## Background to the data analysis and report on the consultation

This data on program statistics related to Apprenticeship, Employment Service, Literacy and Basic Skills and Second Career for the 2012-13 fiscal year.

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

- Data at the Local Board level (in the case of the Simcoe Muskoka Workforce Development Board, the geography covers the County of Simcoe, minus Bradford West Gwillimbury,[3] 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.

For the purposes of making comparisons, only in the case of data on Employment Services was there a natural context, namely the population of individuals unemployed. In the following tables, comparisons are made between the individuals seeking services to find employment and the unemployed.

Feedback on the actual data from the consultation is reported in *italics* in this section of the report.

## ES clients

The first relevant data relates to the total number of EO cases closed in the local area. While this does not include all individuals who receive some services from EO agencies, it does provide a measure for comparing the number of individuals assisted in the local area compared to other parts of the province.

[3] It is not possible to get Labour Force Survey data at the level of Bradford West Gwillimbury; therefore, when making comparisons, the Simcoe Region data will have to serve as the approximation for that part of the board's geography.

Table 13 provides the raw data, as well as some comparisons. The 5,817 cases closed among Simcoe Muskoka Workforce Development Board area's EO Employment Service providers represent 3.1% of all cases closed in Ontario during this period. As a measure of comparison, Simcoe County and Muskoka District residents make up 3.7% of the province's population. Another comparison would be to the area's share of the unemployed. Unfortunately, the only reliable figure we have for the unemployment rate is for the Barrie Census Metropolitan Area. If we extrapolate that rate in 2012 to the entire area's population, we would arrive at a figure of 24,000 unemployed, which would represent 4.2% of Ontario's unemployed. Thus, the share of EO cases appears slightly lower than the area's share of total population or total unemployed.

**Table 13: ES Clients, Number and Percent of all ES Clients; Compared to Total Population**

| | Board | Central | Ontario |
|---|---|---|---|
| **ES CLIENTS** | | | |
| **Number** | 5,817 | 86,826 | 184,947 |
| **As % of Ontario** | 3.1% | 46.9% | 100% |
| **TOTAL POPULATION** | | | |
| **Number** | 476,033 | 6,558,301 | 12,851,821 |
| **As % of Ontario** | 3.7% | 51.0% | 100% |
| **TOTAL UNEMPLOYED** | | | |
| **Number** | 24,000 | 309,400 | 573,000 |
| **As % of Ontario** | 4.2% | 54.0% | 100% |

Population figures from StatCan 2011 Census. Unemployed figures from Labour Force Survey, 2012; Central Region is based on sum of Peel, Halton, Toronto, Durham, York Census Division figures, and Barrie CMA.
Unemployed figures for Board: unemployed number for Barrie CMA extrapolated to SMWDB area, applying ratio of total populations for both areas, so the figure is a rough estimate only.

## Clients by age group

When comparing the EO client base to the profile of the unemployed by age, the one age category that stands out is youth.

**Table 14: Distribution by age of ES clients and unemployed, SMWDB, Central Region and Ontario**

| | ES CLIENTS | | | ALL UNEMPLOYED | | |
|---|---|---|---|---|---|---|
| **Age range** | **Board** | **Region** | **Ontario** | **Board** | **Region** | **Ontario** |
| **15-24 years** | 17.4% | 18.6% | 21.1% | 28.5% | 29.0% | 31.7% |

The figures for the unemployed in Ontario are from the Labour Force Survey for Ontario, 2012, StatCan CANSIM Table 282-0002; figures for the unemployed for the Region and the Board area are from StatCan Labour force estimate by age group, Canada, Province, CMA/CA/CD, 2012.
Region estimated unemployed figure is from data for Peel, Halton, Toronto, Durham, York and Barrie CMA.
Board estimate is from Barrie CMA data.

Youth make up a considerably smaller share of the EO clientele compared to their share of all unemployed, not only locally but across the region and throughout the province.

*From the consultation: In the view of the service providers present at the consultation, the number of youth accessing their services was generally high, so that these figures did not accord with their experience .*

## Other client characteristics

A few other notable demographic and personal characteristics of Simcoe and Muskoka EO clients:

- Even though men make up a larger proportion of the unemployed (in the Barrie area, around 59%), women make up a larger share of EO clients (51%) (*From the consultation: one hypothesis was that men are more able to access cash jobs, so that they may be officially unemployed but not needing to seek EO services*);
- Newcomers use Employment Services in very slightly higher proportions than their share of the unemployed (3.6% compared to 1.9%);
- On the other hand, visible minorities appear to use Employment Services in very slightly lower proportions than their share of the unemployed (10.8% versus 13.4%) (*From the consultation: a general view that because this designation relies on self-reporting, it undercounts the actual number*);
- These proportions for newcomers and visible minorities are still, relatively speaking, well within the range;
- As far as educational attainment goes, the breakdown of EO clients by their highest level of education pretty much matches the educational attainment profile of the unemployed (for the Barrie CMA); the only category where the EO client numbers were higher was in the “Other” category (*From the consultation: there was some disagreement among different service providers regarding what goes into the “Other” category – from trades certificates to some college or some university or even truck driving school; the consensus was that this was a category that should be better defined for service providers*).

## Length of time out of employment/training

The ES data identifies how long a client was out of employment or out of training at the time of intake. Table 15 compares this data for ES clients at the Board, Region and Ontario level with the length of time of all unemployed individuals in Ontario for 2012.

**Table 15: Percentage distribution by length of time out of employment/training of ES clients, Board, Region and Ontario, and unemployed individuals, Ontario, 2012**

| | ES CLIENTS 2012-13 | | | ONTARIO |
|---|---|---|---|---|
| | Board | Region | Ontario | UNEMPLOYED |
| Less than 3 months | 47% | 41% | 44% | 60% |
| 3 – 6 months | 17% | 17% | 17% | 17% |
| 6 – 12 months | 15% | 16% | 15% | 15% |
| More than 12 months | 21% | 26% | 24% | 8% |

ES clients represent significantly fewer people who have been out of employment for less than three months and significantly more people who have been out of employment for more than 12 months. This is less the case in the SMWDB area, compared to the proportions for EO clients in the Central Region or the province as a whole, but still notably higher than the provincial average for the unemployed.

(*From the consultation: the general view was that some people are waiting a longer period before availing themselves of services so that they can use up their EI financial assistance.*)

### Outcomes at exit

The ES data indicates the outcomes at exit for clients. The following table compares the proportions in terms of these outcomes, between the SMWDB area, the Central Region and Ontario. The split in terms of outcomes is virtually identical across all three areas, because agencies are directed to meet certain targets.

**Table 16: ES client outcomes at exit, Board, Region and Ontario**

| | BOARD | REGION | ONTARIO |
|---|---|---|---|
| Employed | 66% | 64% | 63% |
| Training | 12% | 14% | 15% |
| No outcome | 22% | 22% | 22% |

### Employment outcomes

The ES data provides further details on employment and/or training outcomes. Table 17 takes all the clients that had an “Employed” outcome in Table 16 and further subdivides the outcomes.

**Table 17: ES client employment and training outcomes, Board, Region and Ontario**

| | BOARD | REGION | ONTARIO |
|---|---|---|---|
| Employed Full Time | 62% | 61% | 58% |
| Employed Part Time | 20% | 16% | 17% |
| Self-employed | 5% | 3% | 3% |
| Both employed and in education | 1% | 1% | 1% |
| Both employed and in training | 1% | 1% | 1% |
| Employed apprentice | 1% | 1% | 1% |
| Employed in area of training/choice | 9% | 11% | 13% |
| Employed in a more suitable job | 1% | 3% | 3% |
| Employed in a prof occupation/trade | 1% | 3% | 3% |

*From the consultation: There was much discussion regarding how these results should be entered, when the menu choice allowed only one response yet the options were not mutually exclusive.*

*The view was that these outcome categories are unclear as they are subjective to the choice of the service provider; the consensus was that these categories need to be more clearly defined, and that a distinction be made between what type of employment on the one hand, and some specific feature of that employment (such as whether it was a more suitable job or related to their field of training).*

## Training and education outcomes

Training and education is a smaller percentage of all outcomes (12%). In terms of the detailed outcomes under this heading, there are a number of variations from the provincial averages:

- While Second Career has the highest number of client placements among training and education outcomes, the percentage (22%) is lower than the provincial average (33%); in terms of all closed cases, Second Career in the SMWDB area represents approximately 2.6% of cases, compared to the provincial average of 4.9%, almost half (*From the consultation: the view was that there have been fewer plant closures locally and thus less need for wholesale re-tooling in terms of a different degree; in moving from job to job, more of the skills are transferable*);
- There is high proportion placed in federal programs (16% locally compared to 7% for the province) (*From the consultation: this is due to the presence of a Skills Link project*);
- There is a slightly higher proportion placed in EO training initiatives (18% locally compared to 15% for the province) (*From the consultation: this is due to greater take-up of self-employment programming*).

## Employment outcomes by industry

Table 18 looks at the distribution of EO Employed Outcomes by industry for the Simcoe Muskoka Workforce Development Board area, the Central Region area (Peel, Halton, Toronto, Durham, York, Simcoe and Muskoka) and Ontario and compares it to the distribution of employed residents for these areas (figures derived from the 2011 National Household Survey), as well as to the distribution of unemployed residents by the industry they are associated with (figures only available at the Ontario level).

Several observations about the data:

- The Retail Trade; Other Services; and Accommodation & Food categories account for a notably higher proportion of EO employed outcomes than their share of local employed residents or those unemployed at the provincial level;
- The Management & Administrative Support category has a higher proportion of EO employment outcomes compared to their share of local employed residents;
- Wholesale Trade; Finance & Insurance; Professional, Scientific & Technical Services; and in particular, Educational Services; and Public Administration, account for a considerably lower share of EO employed outcomes than their share of local employed residents or those unemployed at the provincial level;
- Health Care & Social Assistance has a lower proportion of EO employment outcomes compared to their share of local employed residents.

*From the consultation: there was an acknowledgement that certain industries are easier to get into, such as Retail Trade and Accommodation & Food Services, and this may be the priority for those seeking a survival job or hoping to get some work experience that might allow them to seek other work. With the funding formula emphasizing getting a job, this sometimes means a typical entry-level job.*

*With regards to the far higher proportion of EO clients placed in "Management, administrative support," some acknowledged that this could be a misclassification, whereby a person's occupation (management or administrative position) was confused with an industry (Management of companies is largely an industry largely made up of holding companies, while Administrative and Support refers largely to services to businesses and buildings); however, for some, this seemed to be less of an anomaly, because there are a number of call centres in the local area and placement in such jobs qualifies for this category.*

**Table 18: Comparison by industry of distribution of EO Employed Outcomes to employed residents, Board, Region and Ontario, and unemployed residents by industry for Ontario**

| | BOARD | | REGION | | ONTARIO | | |
|---|---|---|---|---|---|---|---|
| | EO employed outcomes | Employed residents | EO employed outcomes | Employed residents | EO employed outcomes | Employed residents | Unemployed residents |
| Agriculture, forestry, fishing, mining | 1.1% | 1.7% | 0.4% | 0.6% | 2.1% | 2.0% | 2.5% |
| Utilities | 0.1% | 0.9% | 0.3% | 0.8% | 0.3% | 0.9% | 0.5% |
| Construction | 9.9% | 9.1% | 5.2% | 5.7% | 7.2% | 6.1% | 10.1% |
| Manufacturing | 10.8% | 11.0% | 9.9% | 10.0% | 11.1% | 10.4% | 12.3% |
| Wholesale trade | 2.2% | 4.0% | 2.3% | 5.6% | 2.1% | 4.6% | 3.2% |
| Retail trade | 16.9% | 12.8% | 15.8% | 10.9% | 15.5% | 11.1% | 12.6% |
| Transportation and warehousing | 4.8% | 5.0% | 4.2% | 5.0% | 4.5% | 4.7% | 4.1% |
| Finance and insurance | 1.6% | 3.0% | 2.6% | 2.6% | 1.8% | 5.6% | 3.1% |
| Real estate and leasing | 1.4% | 1.9% | 1.5% | 1.5% | 1.3% | 2.0% | 1.4% |
| Professional, scientific and technical | 3.9% | 5.1% | 6.8% | 6.5% | 5.0% | 7.7% | 6.1% |
| Management, administrative support | 10.0% | 4.5% | 13.4% | 4.8% | 12.1% | 4.5% | 9.6% |
| Educational services | 2.5% | 6.7% | 4.5% | 7.1% | 3.8% | 7.5% | 6.8% |
| Health care and social assistance | 7.6% | 10.8% | 10.0% | 9.3% | 9.2% | 10.6% | 4.2% |
| Information, culture and recreation | 5.6% | 5.1% | 5.0% | 5.6% | 4.3% | 4.7% | 6.3% |
| Accommodation and food services | 14.3% | 7.0% | 9.9% | 5.7% | 11.6% | 6.0% | 10.0% |
| Other services | 5.8% | 4.1% | 6.7% | 4.4% | 6.4% | 4.4% | 3.9% |
| Public administration | 1.5% | 7.3% | 1.5% | 4.9% | 1.9% | 7.0% | 3.3% |

Notes:

- *Agriculture, forestry, fishing, mining* combines two industry sectors: *Agriculture, forestry, fishing and hunting* and *Mining, quarrying, and oil and gas extraction*
- *Management, administrative support* combines two industry sectors: *Management of companies and enterprises* and *Administrative and support, waste management and remediation services*
- *Information, culture and recreation* combines two industries: *Information and cultural industries* and *Arts, entertainment and recreation*
- The major industry employment categories under *Management, administrative support* are: *Services to buildings and dwellings* (cleaning, landscaping); *Business support services* (call centres, copy shops); and *Employment services* (temp agencies)

*From the consultation: A major portion of the discussion focused on the far higher proportion of EO clients placed in "Management, administrative support":*

- *There was a widespread view that in part this represented misclassification, whereby a person's occupation (management or administrative position) was confused with an industry*

*(Management of companies is largely an industry largely made up of holding companies, while Administrative and Support refers largely to services to businesses and buildings);*

*As well, there was a general view that lack of certainty regarding how to code some of the outcomes for this category could undermine the veracity of the data.*

## Overall observations arising from the consultation

Several themes that were not limited to a particular set of data emerged from the consultation:

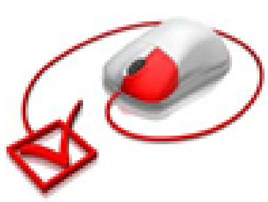
1) ***Access to services:*** It may be necessary to invest in more technological ways of delivering employment services, in order to reach those who cannot and do not wish to use physical services; it would also help to create hubs of services, so that one could have a range of different services that a client needs accessible under one roof – it would make referrals easier and more convenient for the client;
2) ***Funding that recognized the other tasks:*** There needs to be support for other services that are not directly related to employment, particularly mental health issues and anxiety related to being out of work for a longer period of time; counselling would be of better use in such an instance, not employment services, yet it is necessary to bring that person on to the path to employment; there should be recognition of an outcome result where a person is referred to a service more appropriate to their immediate need; also, there are no resources for general services but the information is expected to be available by employers and clients; there is no capacity to fund the extra general services; there is need to fund pre-employment programs, to move individuals closer to being job ready; and generally more time needs to be spent with more and more clients;
3) ***Recognition for sharing of job posts:*** Organizations are not inclined to share job postings unless they absolutely cannot find one of their own clients to fill that position; there needs to be a way to share those postings so that the best job candidates can be put forward (more likely to get the job) and where the agency responsible for locating the vacancy can get more credit;
4) ***Provincial marketing of program:*** Marketing would increase the profile of services available. It was suggested that the province should market the brand recognition of EO service providers not each service location individually;
5) ***Data integrity:*** In order to ensure the validity of the data, there needs to be a detailed glossary of terms explaining the meaning of various categories and headings, as well as further training regarding data entry and coding.

## 2013- 2014 Action Plan Update

### Labour Market Analysis

In August 2012 the County of Simcoe announced that they would be embarking on a Labour Market Partnership Initiative which would be jointly administered by The County of Simcoe Ontario Works Department, the County of Simcoe Economic Development Department, and Simcoe Muskoka Workforce Development Board. The purpose of the initiative is to develop a multi-level action plan that will identify local issues facing the current and future labour market in Simcoe County, as well as pinpoint training opportunities that will adequately support both current and future job seekers across the County.

**Phase one** focused on the development of timely labour market information through a community needs assessment, exploring issues faced by both the supply and demand sides of the labour market.  Through the services of a consultant key informant interviews and consultation sessions were completed that involved input from residents of Simcoe County who have been effected by changes in their employment circumstances.  The review also developed a detailed employer questionnaire that was used to determine current and future labour force needs and issues.



Key informant interviews were conducted by the consultant with a focus on education services, health care and social assistance, manufacturing, construction (including green careers), environmental and waste management, professional and scientific, and tourism. The research will inform community stakeholders regarding the challenges that need to be addressed in re-skilling/upgrading unemployed individuals for current and projected labour market vacancies.

**Phase two** The report and community recommendations provided through Phase 1 of this initiative provided a framework that will inform community stakeholders about the current and projected changes in the local labour market and provide an evaluation of local labour market supply. This phase of the project will focus on facilitated discussions with community stakeholders intended to develop local solutions to bridge current and future gaps between labour market supply and demand.

The County of Simcoe expects that this phase of the project will be challenging. Historically, community service providers appreciate new data for their organizational planning processes, but tend to understand planning as a corporate activity, as opposed to a community endeavour.

This phase requires a catalyst to facilitate this paradigm shift in thinking, and this project will engage Millier, Dickinson and Blais (MDB) to facilitate a community discussion as part of the change paradigm. This preliminary session will guide selected community leaders in the preliminary steps needed to develop short term community responses to the reports developed in Phase 1 of the project.

This phase of the project will hinge on data compilation and recommendations from the report developed in Phase 1, but the County of Simcoe expects that this process will examine existing training programs, identify training delivery gaps (certificate, diploma, apprenticeship, credential recognition processes, university education, and employability skills development initiatives).

Additionally, this group will need to examine opportunities for improved labour force participation, including attraction/retention strategies for newcomers and youth. Economic development officers will be able to consider strategies for further business development needed to support growing community needs.

This phase of the community consultation will wrap up with a process to secure organizational endorsements for the commitments made in the development of the community plan. These endorsements will provide a level of accountability to the other stakeholders involved in the community planning process, and will underline the importance of this activity for community development.

The final three months of phase 2 will be dedicated to project evaluation. The project coordinator will work with key County of Simcoe staff to identify key strategic directions acceded to through the stakeholder discussions, and will develop a survey to assess the steps taking by community partners to implement these directions.

## Regional Employment Website

Simcoe Muskoka Workforce Development Board (SMWDB) in partnership with the County of Simcoe Economic Development Office is working towards developing and maintaining a website which will be a central, complete, and free one-stop vehicle of job postings in Simcoe County and the District of Muskoka to support job seekers and employers.

We received feedback from our community that finding the right job or employee can be difficult due to the vast array of locations and styles of job postings.

For example: job postings can be found on dedicated sites such as Workopolis, they can be found on private employment agency websites such as Manpower, or public employment website such as Employment Service Providers or on the employers websites themselves. The employer may share the posting via their social media network or purchase an advertisement in print media.

Many of these sites are limited geographically or restricted to certain employment sectors, which complicates the search process for job seekers and the advertising process for employers.

The site will address the current need and be in place and widely used for the anticipated labour shortage. Regional economic development offices and employers have already expressed challenges filling vacant skilled positions.

At the same time, employment service providers are indicating that skilled job seekers are not able to find suitable positions within the region. Any job seeker and employer will benefit from expanded reach to match skills sets with positions available. Employees currently commuting outside their home region will have the opportunity to lessen their environmental impact and improve their quality of life through finding meaningful local employment opportunities.

It could provide a streamlined process for employers and job seekers to access Employment Ontario services who can support their employment needs at no cost. We want this site to be the go to website for job postings in Simcoe County and the District of Muskoka. The site could include:

- message boards
- networking opportunities
- attraction
- retention
- partnerships
- job sharing
- much more.....

Project Timeline:

- Surveys: On-going
- Focus Groups: Late October, Early November
- RFP for Website Design Issued: Mid-December
- Beta Testing: Q1 2014
- Website Launch: Q1 2014

## Simcoe County Manufacturing Association Launch and trade show of Employment Ontario Service Delivery Programs

A manufacturing association is a collection of manufacturing businesses, that have organized together to support their industry typically in a defined geographic area. Depending on the structure of the association, it can also include organizations outside of the manufacturing sector, such as those that service the manufacturing sector. Currently the County of Simcoe Economic Development Office is working towards the development of a regional manufacturing association and would like to partner with SMWDB to launch this new entity to the over 500 business across the County classified under this North American Industry Classification System (NAICS) code.

Without the presence of a manufacturing association it is likely that regional manufacturing businesses will miss out on opportunities to integrate into the regional supply chain, opportunities to share costs for a variety of different expenses, such as training, and shipping, current best practices knowledge, valuable networking, and opportunities for joint product development.

Region-wide awareness of a newly-created Simcoe County – wide manufacturing association focused on building capacity (both through purchasing and other mechanisms), providing education and networking opportunities, and closing gaps in the regional supply chain will be announced to local manufacturers.

Employment Service Providers and Literacy Service Providers will have an opportunity to share their services with the manufactures in attendance.
The association will have an opportunity to begin to build communication and trust between regional manufacturers and allow them to identify opportunities for joint development.

### Lunch and Learn - Success Stories from Under-employed People now in Today's Workforce

Our Government's 2013 Budget—A Prosperous and Fair Ontario focuses on "Improving labour market participation of all segments of society (which) is vital to increase the supply of available workers and enhance the provinces' long-term economic potential. A number of vulnerable groups have more difficulty in entering the workforce."

*Brad Duguid Minister of Training Colleges and Universities*

This event was facilitated by Sherry Lawson, a Mnjikaning/ Rama First Nation Band member and author who welcomed us to Rama.

Max Valiquette was once again our keynote speaker. Max was named one of Canada's "Most Influential Marketers" by Marketing magazine. Valiquette founded Youthography, one of North America's foremost youth-research and marketing firms. He has also made a name for himself as a television host, pundit, and media personality: he was the host of TVOntario's weekly, youth-oriented current affairs show, VoxTalk, he is regularly heard on CBC Radio's Day Six, and he can be read in the pages of Canadian Business magazine. His insights and opinions have also been featured in The Wall Street Journal and The Globe and Mail.

SMWDB presented a panel of successful employees who shared their stories so employers can better understand how to engage diverse groups.

Our speakers included:

- Jamie Hall ( a deaf student who successfully worked a Co-op with SMWDB).
- Kim Newby (a Mi'Kmaq from Eskasoni First Nation. She has a B.A. in Law and Justice and an Honours Diploma Native Cultural Studies and also shared a jingle dance with our attendees).
- Peter Sundborg (Executive Director of the Barrie Food Bank for whom attendees collected over 3 barrels of donations).
- Dayana Lamas (a newcomer to our community having immigrated from Venezuela in January 2013.
- Trudy Parsons of Millier, Dickinson Blais on our on-going Simcoe County Labour Market Partnership
- Catherine Oosterbaan, County of Simcoe Economic Development on our Regional Employment Website Project.

An Exhibitor's Area with Simcoe Muskoka Employment and Literacy Service Providers was available to provide employment support information for employers.

### HR Directory for Persons with Disabilities Distribution Vehicles

Phase two this year included strategic dissemination methods to ensure as many employers as possible have access to this information. We worked with Employment Ontario service provider network to disseminate this directory.


SME don't have the resources or the expertise to understand or implement specialized HR practices

This project supports employers in identifying local labour market issues and contributing to a better understanding of employment opportunities and workforce development needs in the community.

## Employability Skills Training/Accreditation

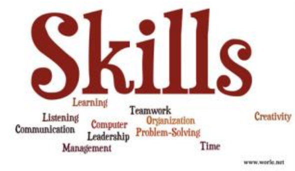
In today's competitive job market, technical competencies no longer ensure employment. The workplace has evolved and soft skills such as effective communication, organization, teamwork, initiative, and conflict resolution are paramount. Employers across many sectors are experiencing difficulties finding and retaining employees who possess non-technical employability skills (Bloom & Kitagawa, 1999; Business Council of British Columbia, 2006, Prism Economics and Analysis, 2007)

All industries require employees to have some level of competence with what are commonly referred to as employability skills. Employers realize that gaps in technical skills can be learned on the job; soft skills, on the other hand, are often seen as difficult and onerous to teach. While soft skills can be learned on the job, individuals without these skills often fail to advance through an interview process or are dismissed before the end of a probationary period. Those who may have strong technical skills are ending up unemployed or underemployed, lacking the ability or opportunity to develop these essential employability skills.

This project hopes to improve the employability of their workforce.

To develop a comprehensive understanding and analysis of related curriculum in Ontario Research has begun with examining what is currently offered by Ontario Ministry of Training, Colleges and Universities programs; the Ontario Secondary Curriculum for Guidance and Career Education; and community colleges. Then Programs such as the Employability Skills 2000+, as well as the job retention services offered will provide insight into what resources are already available to the public. This examination will provide the consulting team with an understanding of the strengths and gaps of the programs currently available and shape the curriculum development.

In outlining this information it is the hopes of this project to determine the most popular and most effective ways to deliver employability skills. Furthermore, we will identify local trends, themes in content, areas already covered, and gaps in delivery. Through this analysis we can ensure the program being created will be relevant, meaningful and effective.




Expanding on the research and analysis of Ontario's services and broadening our lens to global and national practices, this project will apply the best and most promising practices to our curriculum design and delivery framework. Programs of this nature are being offered in most developed Countries and much can be learned by examining how they have executed such programs.

Specific areas focused on include:

- the methodologies used in delivering soft skills, including:
    - in-class, work-integrated learning, and mixed approaches
    - length of programs
    - educational theories
    - delivery methods (on-line or in-class)
    - tools and resources
    - trends in the field
- themes in content
- audience
- barriers in delivery, including:
    - complications in teaching and assessing soft skills
    - difficulties in student buy-in

## Central Region Collaboration

The Central Region workforce planning boards (Durham Workforce Authority; Peel Halton Workforce Development Group; Simcoe Muskoka Workforce Development Board; Toronto Workforce Innovation Group and Workforce Planning Board of York Region & Bradford West Gwillimbury) are collaborating on a study of how in and out migration in their communities have effects on their labour market.

This study will highlight trends of migration in each of the five Central Region areas and would provide labour market information to a variety of stakeholders that would impact their planning.

The study will look at the effects of migration on population growth/decline; analyze migration characteristics between 2006 and 2011; understand migration by age cohort; study the types of migration and dissect migration flows by origin and destination.

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*Thank you to the Simcoe Muskoka District Health unit for usage of their map on our cover*