2022/2023 LOCAL LABOUR MARKET PLAN

working together

Simcoe Muskoka **Workforce Development Board**

Simcoe/Muskoka Literacy Network

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

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WHAT WE DO

RESEARCH
Analyze and identify priorities and opportunities

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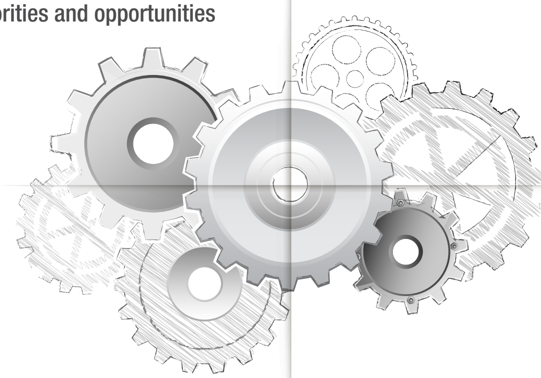
Bring groups together



EVALUATE
Measure, refine and add value

COLLABORATE
Take action through partnerships

working together

Simcoe Muskoka
Workforce Development Board

Simcoe/Muskoka Literacy Network

18 Alliance Blvd. Unit 22, Barrie, ON L4M 5A5 Tel: 705.725.1011 Email: info@smwdb.com Web: smwdb.com

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2022-2023 Labour Market Plan

The Simcoe Muskoka Labour Market Plan (LLMP) is an annual report that highlights changes in local labour market information including industry, demographics, and job trends. It also identifies key workforce opportunities and challenges in the Simcoe Muskoka region. The LLMP offers residents, businesses, and stakeholders a snapshot of our present employment climate by presenting insights for both job seekers, businesses, and for those offering employment services.

2022 was a year of continual restructuring and rebuilding from the impact of the COVID-19 pandemic. The local labour market recovery is ongoing and lingering. Statistics indicate positive trajectories in some sectors; however, the overall local labour market continues to be impacted and continues to work towards a full recovery.

The Simcoe Muskoka Workforce Development Board and Literacy Network amalgamated to deliver training and workforce development needs to Simcoe Muskoka in an effective and fiscally responsible way. A re-branding designed to reflect both organizations in a simplified way will be rolled out in the first quarter of 2023. Simcoe Muskoka Skillforce will be the new identity for our organization and is the start of an exciting new chapter as we collectively work to develop and deliver training and skills development for the Simcoe Muskoka workforce. Look for a new, easy-to-use website and related social media channels designed to make information, trends and resources simple and effortless to access.

Looking forward, this report provides a foundation on which to build local services, programs, and policies. It includes evidence-based data analysis and research, which is corroborated by key stakeholder meetings and consultations. Collectively, this information provides data to support planning, decision-making, partnerships, and action to support the Simcoe Muskoka workforce.

The Simcoe Muskoka Workforce Development Board and Literacy Network continues to work with our employers, local economic development groups, community partners, and government to help support recovery driven by feedback and labour market data. Our collective initiatives will be the key to engaging learning, sharing and collaboration. Together with our partners and collaborators, we will continue to enhance workforce development initiatives, so the labour market remains one of the strong pillars of the Simcoe Muskoka region.

Kelly McKenna

Kelly McKenna
Executive Director, Simcoe Muskoka Workforce Development Board and Literacy Network

Introduction to Local Labour Market Plan (LLMP)

Since COVID erupted in early 2020, our Local Labour Market Plans have chronicled the impact of the pandemic on our local economy, as we tracked changes in the unemployment rate, employment by industry and by occupation, changes in the number of businesses, and the other adjustments which emerged, most notably the increase in remote work.

While COVID remains a public health concern, for this LLMP we can say that its direct impact on the labour market has receded. However, it is hardly the case that our labour market has returned to normal. While in many respects, various labour market indicators, such as employment figures and number of businesses, have returned to pre-COVID levels, other issues have arisen.

The most prominent of these has been the shortage of job candidates, evidenced by increasing job vacancy rates and by the level of difficulty employers have expressed when recruiting for job openings. Almost two-thirds of employers in our survey indicated that they found it very challenging to recruit for all levels of occupations (entry-level, mid-skill level and senior level). Based on the data presented in this report, Muskoka in particular has both a lower unemployment rate and a correspondingly higher job vacancy rate.

This LLMP reports on the various strategies which employers are using to attract new workers, as well as their views on how the system as a whole should respond to growing skills shortages. It is also apparent that even as COVID has receded, the level of remote work is higher than what it was before COVID, with an increase in hybrid work, where non-essential employees roughly split their time between work from home and working in the workplace.

When employers provide additional comments via a survey or offer their opinions during an interview, some common themes emerge. Most notably, a considerable proportion of employers cited the lack of affordable housing as a barrier to recruiting new workers, especially for entry-level occupations. Employers also express concern not just about the lower quantity of job candidates, but also what they perceive as the lack of job readiness among many candidates for entry-level positions. As our labour shortages persist, labour market stakeholders will need to assess whether the system is effectively preparing individuals for employment, in particular those individuals who may have additional barriers to employment, including an intermittent connection to the labour force.

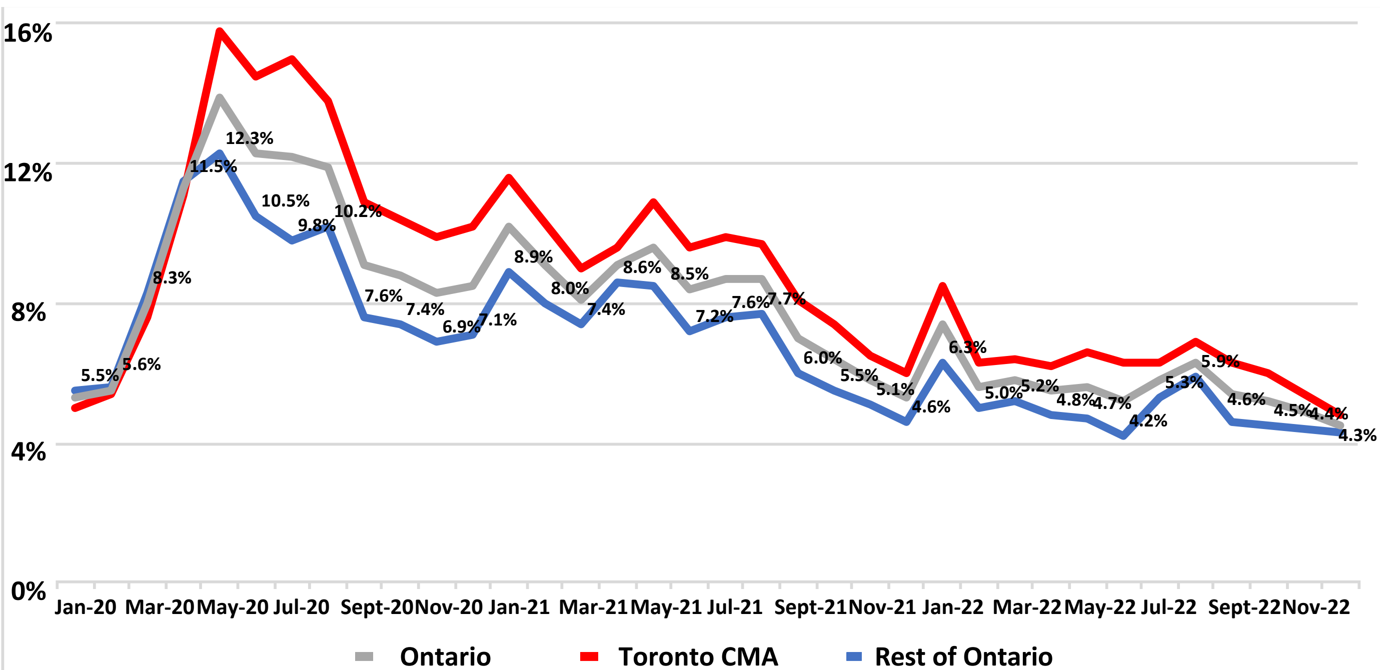
It is clear that employers will continue to need assistance in their employee recruitment efforts as well as in their ability to retain workers. As shortages persist, businesses will need to be able to distinguish themselves as employers of choice if they wish to succeed in securing the workforce they require.

Labour Market Data – Simcoe And Muskoka

Provincial data: Monthly Unemployment Rate

Table 1 provides the monthly unemployment rates for the Toronto Census Metropolitan Area (CMA) and for the Rest of Ontario minus the Toronto CMA numbers, illustrating the broad provincial unemployment trends over the last 36 months. On many labour market issues, the Toronto CMA is distinct from the Rest of Ontario, and this was certainly the case during the COVID period, when restrictions were in place longer in the City of Toronto and Peel Region than in most other parts of the province. If one were only to focus on the Ontario data, one would miss the dynamics that played out somewhat differently between the Toronto CMA and the Rest of Ontario.

Chart 1: Monthly unemployment rates, Ontario, Toronto CMA and the Rest of Ontario, January 2020 – December 2022



Statistics Canada, Table 14-10-0017-01 and Table 14-10-0383-01

Before the pandemic, the unemployment rate in the Toronto CMA was slightly lower than that in the Rest of Ontario. When the pandemic hit, the unemployment rate climbed considerably higher in the Toronto CMA, and while the unemployment rates in the two areas usually moved along the same trend, the gap between the Toronto CMA and the rest of the province increased to as much as five percentage points. As the unemployment rate slowly started coming down, the gap between the Toronto CMA and the Rest of Ontario narrowed as well. By December 2022, the unemployment rate in the Rest of Ontario was 4.3%, below where it was before COVID hit (5.0% in January 2020).

1 The Toronto CMA encompasses the City of Toronto, York Region, Peel Region, all of Halton Region except Burlington, a portion of Durham Region (Pickering, Ajax and Uxbridge), together with New Tecumseth and Bradford West Gwillimbury (Simcoe County) and Mono (Dufferin County). The Toronto CMA accounts for almost half (47%) of Ontario's labour force.

Local Data: Unemployment Rate

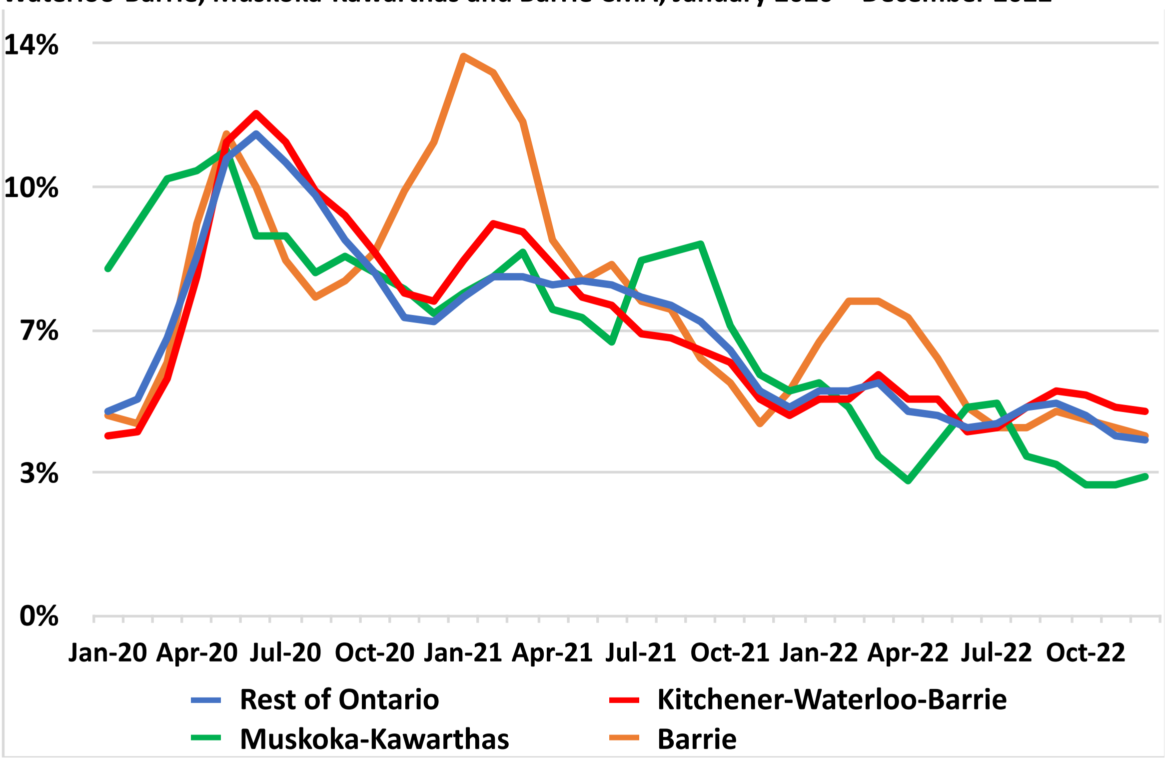
Regional or local data is provided by Statistics Canada by way of two categories of areas, economic regions and census metropolitan areas. Unfortunately, the area of Simcoe and Muskoka is divided into two different economic areas, as follows:

- Kitchener-Waterloo-Barrie (census divisions of Simcoe, Dufferin, Wellington and Waterloo)
- Muskoka-Kawarthas (census divisions of Muskoka, Haliburton, Kawartha Lakes, Peterborough and Northumberland)

The one census metropolitan area in Simcoe and Muskoka for which there is adequate data is the Barrie CMA, which consists of Barrie, Innisfil and Springwater.

In 2021, the population of this area represented 36% of the total population of Simcoe and Muskoka, so that even though this is not the ideal fit, it is a considerable proportion of this area. To examine the unemployment rate at a regional or local level, one needs to rely on three-month moving average data, which provides a more robust sample. Thus, the figure for March is an average of the figures for January, Feburary and March.

Chart 2: Monthly unemployment rates, three-month moving average, Rest of Ontario, Kitchener-Waterloo-Barrie, Muskoka-Kawarthas and Barrie CMA, January 2020 – December 2022



Statistics Canada, Table 14-10-0380-01 and Table 14-10-0387-01

Overall, these local unemployment rates followed the general trend illustrated in Chart 1: a sharp rise in unemployment when COVID hit and a slow return to pre-COVID figures over time. There are, however, variations:

- The data for Barrie especially and, to a lesser extent, for Muskoka-Kawarthas, show greater variability; in part, this is due to smaller population figures for these areas and even the three-month moving average does not smooth out the greater variability that often results from a smaller sample size
- That being said, it would appear that the Barrie CMA unemployment rate was often higher than elsewhere
- Similarly, the unemployment rate for Muskoka-Kawarthas was often lower than elsewhere through much of 2022

THE UNEMPLOYMENT RATE

Barrie, Innisfil & Springwater unemployment rate was often higher than elsewhere

The unemployment rate for **Muskoka-Kawarthas** was often lower than elsewhere through much of 2022

Simcoe Muskoka Population Estimates

Every five years, Statistics Canada administers a census which represents a count of all residents in Canada. This is typically considered the most accurate reflection of the number of people living in Canada. In between each census, Statistics Canada produces annual estimates of the population, using models which consider population growth (births, immigration) and decline (deaths, emigration), as well as changes within Canada (migration).

Table 1 shows the population estimates for 2018 to 2022, as well as the actual 2021 Census count, for Ontario, Simcoe and Muskoka. The estimates for all these years are for July 1 of each year and these estimates were still calculated based on the 2016 Census. The 2021 Census reflects the reference date of May 11, 2021.

It is clear that there are discrepancies in some of the figures, notably for Ontario and for Simcoe. One can assume that future population estimates based on the 2021 Census will align with the 2021 Census data. In the meantime, based on the modelling, it is noteworthy that the estimated population growth between 2021 and 2022 for both Simcoe and Muskoka was above the provincial average.

Table 1: Population estimates, 2018 to 2022 and 2021 Census population, Ontario, Simcoe and Muskoka

	Population estimate July 1			Census May 2021	Population estimate July 1		% change Estimate 2021-22
	2018	2019	2020	2021	2021	2022	
ONTARIO	14,308,697	14,544,701	14,726,022	14,223,942	14,809,257	15,109,416	2.0%
SIMCOE	517,212	528,259	538,678	533,169	550,267	564,946	2.7%
MUSKOKA	64,928	65,977	66,528	66,674	67,870	69,287	2.1%

Statistics Canada, Table 17-10-0139-01, Table 98-10-0001-01 and Table 98-10-0002-01

Based on the modelling, the estimated population growth between 2021 and 2022 for both Simcoe and Muskoka was above the provincial average.

Canadian Business Counts – Labour Market Indicators

Introduction

A regular part of our annual review of labour market indicators includes profiling Statistics Canada's Canadian Business Counts, which reflects the number of business establishments in a community. We also profile how these numbers have changed, by size of establishment and by industry. As a general rule, Statistics Canada recommends against using its semi-annual count of businesses as a longitudinal barometer of whether the number of businesses is growing or shrinking in a given community, and they particularly cautioned against using this data as a way to measure the impact that COVID had on the number of businesses. We note this caution but continue to use comparisons as an additional piece of evidence that contributes to our understanding of local business and employment patterns.

We are also including data from another Statistics Canada program, the Experimental Estimates for Business Openings and Closures, as this provides another perspective regarding how businesses (and, by inference, employment) were affected during and after the pandemic.

Experimental Estimates for Business Openings and Closures

These estimates are derived from the Business Register which Statistics Canada maintains and are supplemented by payroll deduction files from the Canada Revenue Agency. This data provides the following information:

- <u>Business openings:</u> An establishment that had no employee in the previous month but has an employee in the current month
- <u>Business closures:</u> An establishment that had an employee in the previous month but has no employee in the current month
- <u>Active businesses:</u> An establishment that has an employee in the current month
- <u>Continuing businesses:</u> An establishment that had an employee in the previous month and has an employee in the current month

This data is particularly relevant to the circumstances of the pandemic because a business closure can be temporary or permanent (as opposed to an exit). The experience of the pandemic included many businesses which closed for a limited period of time, but then re-opened.

The limitation of the data is that it is not available for smaller geographies, but rather only for provinces and census metropolitan areas. Even for smaller census metropolitan areas, the data is not available for all industries, because the data groups become quite small and cannot be released due to confidentiality requirements.

The data being profiled is up to June 2022, so it has the same end date as the Canadian Business Counts data which is reviewed in the remaining part of this analysis.

<u>Active businesses.</u> The first chart profiles active businesses in the Rest of Ontario (that is, excluding the Toronto Census Metropolitan Area or CMA), and the Toronto CMA. In most respects, the labour market and circumstances for employers in Simcoe and Muskoka have more similarities to what is reported for the Rest of Ontario, as opposed to the Toronto CMA experience.

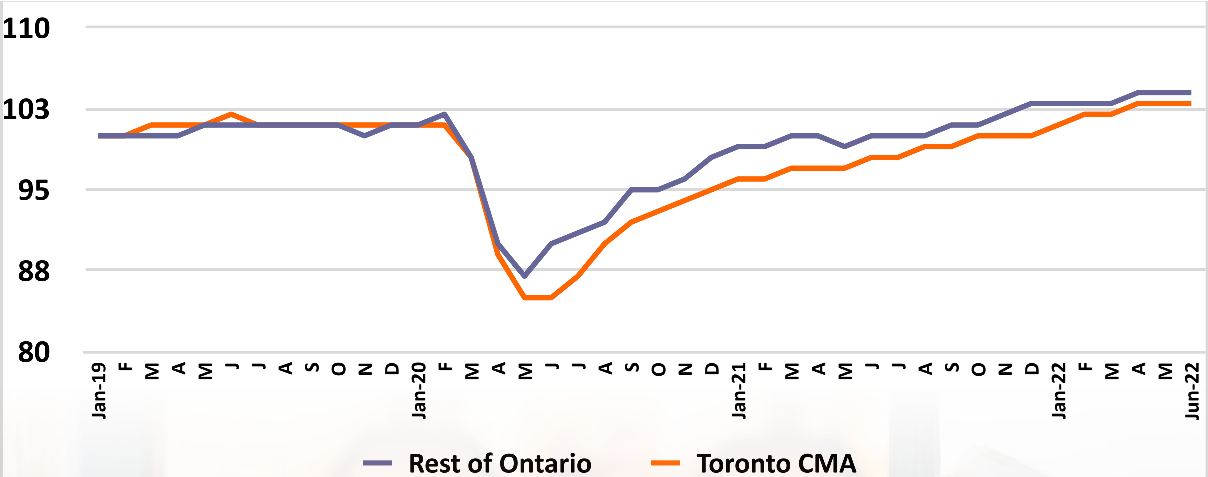
Monthly data is provided from January 2019, to show the pattern before COVID hit (March 2020), up to the most recent available figures (June 2022). All data in the chart is expressed in relation to the number of businesses active in January 2019; that figure is given a value of 100 and all subsequent months are a ratio of that 100. A value of 95 means that the number of businesses is 5% lower than the number present in January 2019.

Both areas followed a roughly similar trend prior to COVID, at which point the number of active businesses dropped precipitously, more so for the Toronto CMA (down to 85 in May 2020) and only somewhat less so for the Rest of Ontario (down to 87 in May 2020). The recovery was in full swing by the fall of 2020. By March 2021, the Rest of Ontario returned to the level of active businesses that had been present in January 2019 and the Toronto CMA returned to that level by October 2021.

In June 2022, the values were as follows: Rest of Ontario – 104, and Toronto CMA – 103.

Industries. Several select industries are presented, to highlight not only different impacts caused by the pandemic depending on the industry, but also slightly different impacts by geography (Rest of Ontario versus Toronto CMA).

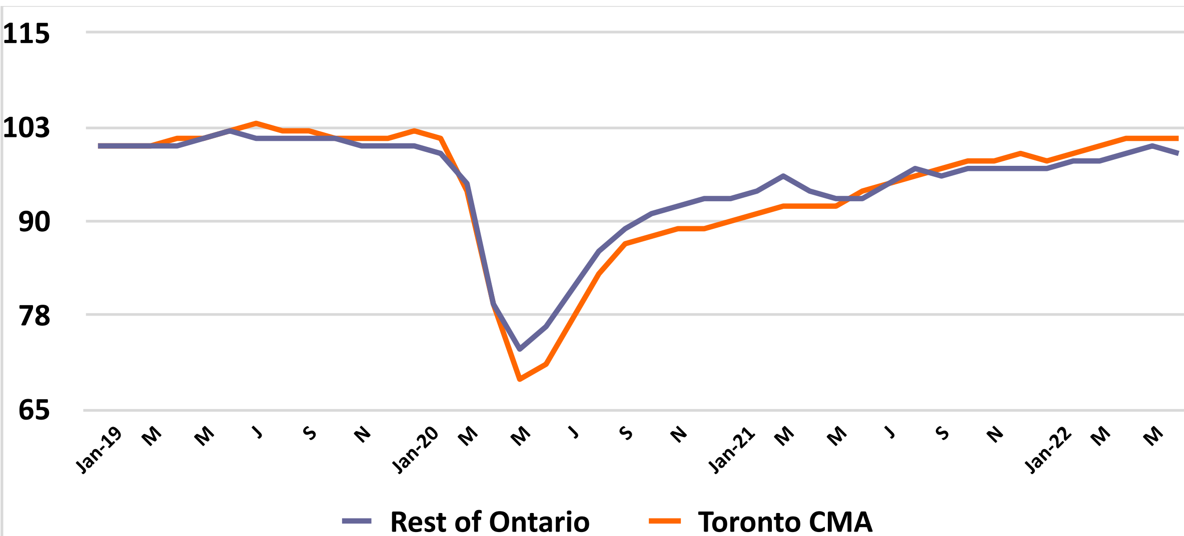
Chart 1: Ratio of active businesses, Rest of Ontario and Toronto CMA, January 2019 to June 2022 (January 2019 = 100)



Statistics Canada, Table 33-10-0270-01

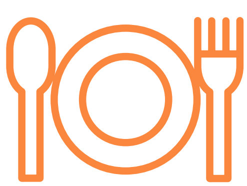
Chart 2 Presents the data for Food and Beverage Services, one of several customized categories available through this dataset (it consists of: Full-service Restaurants; Limited-service Eating Places; and Drinking Places). This was an industry sub-sector which was particularly hard hit by the pandemic (the hardest hit subsector was Travel Services, but this represents a much smaller employment base). The chart presents monthly data from January 2019. In both areas, the drop in the number of active businesses was very severe, in May 2020 reaching 73 in the Rest of Ontario and 69 in the Toronto CMA, a drop of 27% and 31% from January 2019. Both areas experienced a similar recovery trajectory, with the Toronto CMA figures lagging the Rest of Ontario, but by September 2021 Toronto starting to overtake the Rest of Ontario. By March 2022, the number of active businesses in the Toronto CMA finally matched its January 2019 figure, while the Rest of Ontario reached its January 2019 levels in May 2022.

Chart 2: Ratio of active businesses, Food & Beverage Services, Rest of Ontario and Toronto CMA, January 2019 to June 2022 (January 2019 = 100)



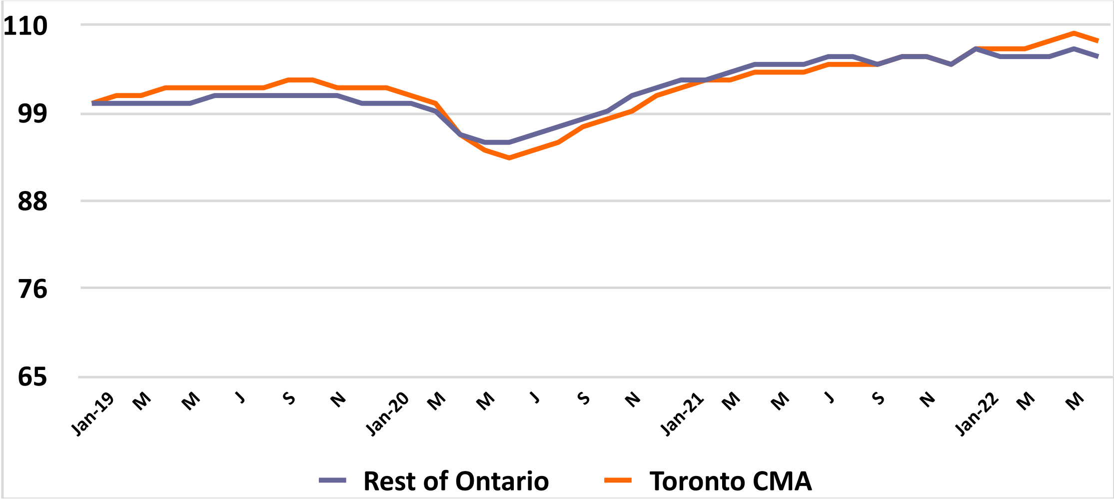
Statistics Canada, Table 33-10-0270-01

Chart 3 illustrates the figures for the Professional, Scientific and Technical Services sector, made up of professional firms such as lawyers, accountants, engineers, management consultants or IT specialists. Overall, this sector was only partly affected by COVID, in large measure because many of these professionals were able to carry on business by working remotely from home. Their lowest level of active businesses occurred in May and June 2020, when the Rest of Ontario fell to 95 (a decline of 5%) and the Toronto CMA numbers fell to 93 in June 2020 (a decline of 7%). By the end of 2020, both areas had already passed the level of active businesses present in January 2019, and by June 2022 the Rest of Ontario figure stood at 106 (6% more active businesses than in January 2019), and the Toronto CMA numbers were at 108, 8% higher than January 2019, in both cases a very healthy rise.



By June 2022 Toronto (8%) and the Rest of Ontario (6%) saw more Food & Beverage Services businesses than in January 2019.

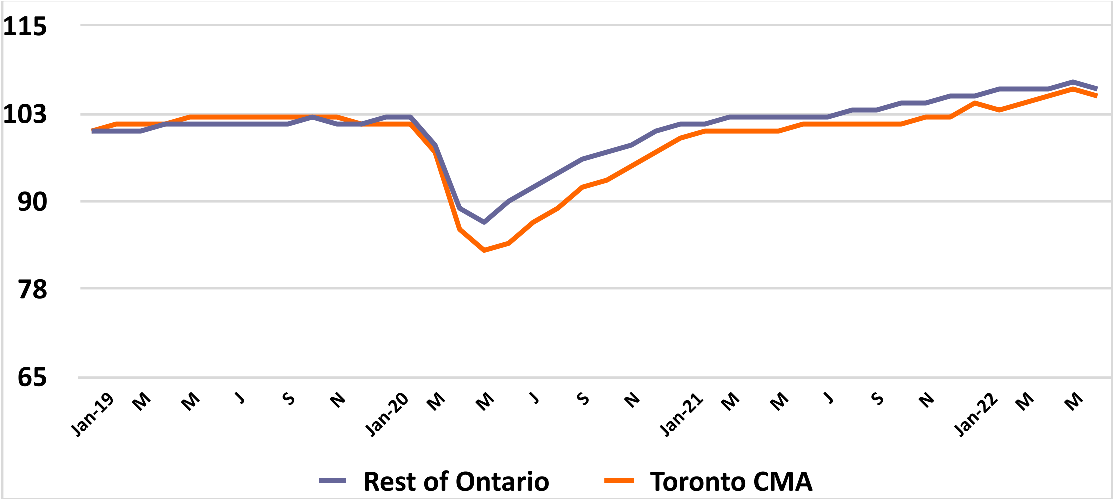
Chart 3: Ratio of active businesses, Professional, Scientific & Technical Services, Rest of Ontario and Toronto CMA, January 2019 to June 2022 (January 2019 = 100)



Statistics Canada, Table 33-10-0270-01

Chart 4 presents the trends for the Construction sector. By May 2020, in the Rest of Ontario the number of active businesses had fallen to 87 (a decline of 13%), while in the Toronto CMA, the fall was greater, down to 83 (a decline of 17%).

Chart 4: Ratio of active businesses, Construction, Rest of Ontario and Toronto CMA, January 2019 to June 2022 (January 2019 = 100)



Statistics Canada, Table 33-10-0270-01

The return to the 100 level did not take very long, in the Rest of Ontario by December 2020 and in the Toronto CMA by February 2021. By June 2022, the level of active businesses in the Rest of Ontario stood at 106 (6% higher than January 2019) and in the Toronto CMA at 105 (5% higher than January 2019).

These three charts show how COVID affected three industries, though at different levels of intensity and with some sectors by June 2022 barely returning to the level of active businesses that were present in January 2019. To illustrate these disparate outcomes, Table 1 shows the figure for each industry as it stood in June 2022 for each of the Rest of Ontario and the Toronto CMA, highlighting (in orange) that there are several sectors where the number of active businesses had not returned to their January 2019 levels (that is, back to 100).

Table 1: Ratio of number of active businesses, Rest of Ontario and Toronto CMA, June 2022 (January 2019 = 100)

	REST OF ONTARIO	TORONTO CMA		REST OF ONTARIO	TORONTO CMA
ALL	104	103			
Forestry, fishing and hunting	89	78	Professional, scientific and technical services	106	108
Mining, quarrying, oil and gas	98	88	Administrative and support, waste management	104	101
Utilities	90	101	Educational services	109	107
Construction	106	105	Health care & social assistance	104	107
Manufacturing	100	97	Arts, entertainment and recreation	102	102
Food manufacturing	106	106	Accommodation and food services	100	101
Beverage and tobacco product manufacturing	114	109	Other services (except public administration)	95	102
Wholesale trade	93	96	Tourism industry	98	98
Retail trade	100	102	Tourism transportation	86	87
Transportation and warehousing	102	96	Travel services (tourism)	80	75
Information and cultural industries	100	107	Recreation and entertainment (tourism)	97	101
Finance and insurance and Management of companies	98	100	Accommodation (tourism)	103	110
Real estate and rental and leasing	105	105	Food and beverage services (tourism)	99	101

The list of industries profiled in Table 1 represent almost all of the major industry sectors. Agriculture as well as Public Administration are not tracked in this data. In addition, two subsectors are included under Manufacturing: Food Manufacturing and Beverage and Tobacco Product Manufacturing. There is also a new sector created: Tourism, which includes five subsectors.

It is clear that apart from Forestry, Fishing and Hunting, the Tourism sector remained the industry that lagged furthest behind in returning to the level of active businesses present in January 2019. The one tourism subsector which had by this time recovered more strongly was the Accommodation subsector.

The rest of this report relies on the familiar Canadian Business Count data which we have focused on for the past several years.

Number of Businesses, by Size of Establishment and by Industry

Tables 1 and 2 provide the summary data for all businesses located in Simcoe Region and the District of Muskoka for June 2022. Each table provides two different counts:

1) Classified businesses: The major part of the table provides the data for all businesses for which the industry classification is known and shows the breakdown by number of employees as well;

2) All businesses, classified and unclassified: The last three rows of the table present the distribution of all businesses (classified and unclassified) by number of employees; roughly 9% of the total count in each of Simcoe and Muskoka represent businesses that are unclassified (that is, Statistics Canada was unable to ascertain the industry of the establishment), in both instances slightly lower than the provincial average of 11%, which simply means that these two areas have somewhat more information on their businesses than the provincial average.

Explanation for specific columns in the tables:

- The second-to-last column in each table shows the percentage distribution of all classified businesses by industry;
- The last column shows the ranking of the total number of classified businesses by industry, from the largest (1) to the fewest (20) number of businesses. The five industries with the most classified businesses have their ranking numbers bolded in red;
- The highlighted cells identify the three industries with the largest number of firms for each employee size category (that is, for each column);
- Where under the percentage distribution a cell has 0%, it does not mean there are no firms in that category, only that the number of firms, when expressed as a percentage of the total, is below 0.5% of the total and has been rounded down to 0%. Also, where the total is slightly less or more than 100%, this is due to rounding of the component percentages.

TABLE 1 – SIMCOE COUNTY NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2022										
INDUSTRY SECTOR 2-DIGIT NAICS	**NUMBER OF EMPLOYEES**								**%**	**RANK**
	0	**1-4**	**5-9**	**10-19**	**20-49**	**50-99**	**100+**	**TOTAL**		
11 Agriculture	1356	178	59	30	15	7	3	1648	4	10
21 Mining	13	10	13	6	6	5	0	53	0	19
22 Utilities	91	13	1	4	5	1	1	116	0	18
23 Construction	4443	1722	558	250	117	21	8	7119	15	2
31-33 Manufacturing	612	235	128	95	84	41	45	1240	3	12
41 Wholesale Trade	625	285	118	99	62	16	8	1213	3	13
44-45 Retail Trade	1575	688	524	359	200	86	57	3489	7	4
48-49 Transportation/Warehousing	1720	562	68	45	42	11	12	2460	5	7
51 Information and Cultural	302	87	46	11	20	6	1	473	1	16
52 Finance and Insurance	1786	252	90	69	63	3	3	2266	5	8
53 Real Estate, Rental, Leasing	9894	549	75	40	17	5	1	10581	22	1
54 Professional Scientific Tech	3376	1152	200	100	63	10	5	4906	10	3
55 Management of Companies	272	20	5	6	8	1	2	314	1	17
56 Administrative Support	1436	461	158	99	68	22	20	2264	5	9
61 Educational Services	340	79	48	28	14	1	5	515	1	15
62 Health Care & Social Assist	1779	827	368	178	120	40	39	3351	7	5
71 Arts, Entertainment & Rec	478	107	53	40	35	22	7	742	2	14
72 Accommodation & Food	533	245	228	232	206	50	13	1507	3	11
81 Other Services	1959	834	315	88	46	6	1	3249	7	6
91 Public Administration	5	0	0	2	0	5	18	30	0	20
CLASSIFIED BUSINESSES	32595	8306	3055	1781	1191	359	249	47536		
Percentage of all classified and unclassified businesses	70	17	6	4	2	1	1	100		
Cumulative percentage	70	87	93	97	99	100	100			
ONTARIO percentage of classified and unclassified businesses	70%	18%	5%	3%	2%	1%	1%			

Statistics Canada, Canadian Business Counts, June 2022

TABLE 2 – MUSKOKA NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2022										
INDUSTRY SECTOR 2-DIGIT NAICS	**NUMBER OF EMPLOYEES**								**%**	**RANK**
	0	**1-4**	**5-9**	**10-19**	**20-49**	**50-99**	**100**	**TOTAL**		
11 Agriculture	77	21	3	2	3	2	0	108	1	14
21 Mining	2	0	1	6	1	1	1	12	0	19
22 Utilities	17	2	1	2	1	1	0	24	0	18
23 Construction	801	438	202	89	35	5	1	1571	19	**2**
31-33 Manufacturing	128	50	19	11	14	6	6	234	3	10
41 Wholesale Trade	62	37	14	10	5	1	0	129	2	13
44-45 Retail Trade	284	134	101	94	38	12	11	674	8	**4**
48-49 Transportation/Warehousing	122	49	9	7	3	2	0	192	2	12
51 Information and Cultural	52	14	14	3	3	0	0	86	1	15
52 Finance and Insurance	326	47	18	11	5	0	0	407	5	8
53 Real Estate, Rental, Leasing	1691	127	18	12	3	1	0	1852	23	**1**
54 Professional Scientific Tech	521	177	39	20	4	1	0	762	9	**3**
55 Management of Companies	64	3	1	3	2	0	0	73	1	16
56 Administrative Support	231	99	52	28	13	3	3	429	5	7
61 Educational Services	51	10	3	6	0	0	0	70	1	17
62 Health Care & Social Assist	202	134	41	37	14	4	6	438	5	6
71 Arts, Entertainment & Rec	107	32	18	16	13	3	4	193	2	11
72 Accommodation & Food	141	55	45	61	44	13	4	363	4	9
81 Other Services	393	131	51	13	6	0	1	595	7	**5**
91 Public Administration	1	1	0	0	4	1	5	12	0	19
CLASSIFIED BUSINESSES	5273	1561	650	431	211	56	42	8224		
Percentage of all classified and unclassified businesses	66	19	7	5	2	1	1	100		
Cumulative percentage	66	84	92	97	99	99	100			
ONTARIO percentage of classified and unclassified businesses	70%	18%	5%	3%	2%	1%	1%			

Statistics Canada, Canadian Business Counts, June 2022

Some observations:

- Number of small firms: Businesses are by far made up of small establishments. 66-70% of the classified and unclassified firms in Simcoe and Muskoka have no employees,[1] in line with the provincial average of 70%; among firms with 1-4 employees, Simcoe has 17% and Muskoka has 19%, also in line with the provincial average of 18%;
- Highest number of firms by industry: The second to last column provides the percentage distribution of all firms by industry. The three industries with the largest number of firms in Simcoe are Real Estate and Rental & Leasing, accounting for 22.3% of all firms (its share has been rising significantly; two years ago it was 20.3% and last year it was 21.1%), followed by Construction at 15.0% (same as last year), then in third, Professional, Scientific & Technical Services at 10.3% (also same as last year); in Muskoka, it is the same three: Real Estate and Rental & Leasing at 22.5% (up from 20.1% two years ago), Construction at 19.1% (down from last year's 19.5%), and at third, Professional, Scientific & Technical Services representing 9.3% (up from last year's 8.9%); by way of context, the five largest industries by number of firms in Ontario are: Estate and Rental & Leasing (22.9%); Professional, Scientific and Technical Services (13.9%); Construction (9.6%); Health Care & Social Assistance (7.1%) and Retail Trade (6.5%);
- Highest number of firms by size and industry: The three largest industries by each employee size category have also been highlighted. The tables demonstrate how the very large number of firms in the no employee size category drives the total numbers (that is, in both Simcoe and Muskoka, for Real Estate and Rental & Leasing, Construction and Professional, Scientific & Technical Services). In the mid-size ranges, Retail Trade and Accommodation & Food Services emerge as industries with larger numbers of firms in both Simcoe and Muskoka, as well as Health Care & Social Assistance in Simcoe; among firms with over 100 employees, Manufacturing joins the list in both Simcoe and Muskoka, as does Health Care & Social Assistance in Muskoka.

The next tables profile the ten largest sub-industries by different employee size categories for each of Simcoe and Muskoka based on their 4-digit North American Industry Classification System (NAICS), which means drilling down deeper into each industry sector.

Among establishments with no employees (Tables 3 and 4), landlords are by far the biggest single sector at this level of industry detail. The construction sector (building finishing contractors, residential building construction, and building equipment contractors) make up a sizeable contribution, and solo professionals are present as real estate agents, financial advisors and management consultants. The top ten list is relatively similar between Simcoe and Muskoka, with eight of the same industry subsectors.

Businesses are by far made up of small establishments

66-70%

of firms in Simcoe and Muskoka have no employees

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

Table 3: Top ten 4-digit NAICS subsectors with zero employees, Simcoe, June 2022

	# of firms
5311 - Lessors of real estate (*i.e., landlords of residential and non-residential buildings*)	7565
5312 - Offices of real estate agents and brokers	1702
2383 - Building finishing contractors	1271
5239 - Other financial investment activities (*provide investment advice/investment services*)	1247
2361 - Residential building construction	1097
5416 - Management, scientific and technical consulting services	1025
6213 - Offices of other health practitioners (*e.g., optometrists, therapists, chiropractors*)	804
4841 - General freight trucking	721
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	703
2382 - Building equipment contractors	595

Statistics Canada, Canadian Business Counts, June 2022

Table 4: Top ten 4-digit NAICS subsectors with zero employees, Muskoka, June 2022

	# of firms
5311 - Lessors of real estate (*i.e., landlords of residential and non-residential buildings*)	1240
5312 - Offices of real estate agents and brokers	316
2361 - Residential building construction	285
5239 - Other financial investment activities (*provide investment advice/investment services*)	252
5416 - Management, scientific and technical consulting services	181
2383 - Building finishing contractors	158
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	136
5313 - Activities related to real estate (*e.g., appraisers*)	111
2389 - Other specialty trade contractors	97
2382 - Building equipment contractors	96

Statistics Canada, Canadian Business Counts, June 2022

Landlords are by far the biggest single sector.

Tables 5 and 6 profile the ten largest sub-industry categories with 1-19 employees. The construction sector continues to represent several categories of employers, in particular, in Muskoka (five of the ten subsectors). Restaurants (both sit-down and fast food) as well as physicians offices are prominent on both lists. Landlords and services to buildings are also present on both lists, as they were among establishments with zero employees.

Table 5: Top ten 4-digit NAICS subsectors with 1-19 employees, Simcoe, June 2022

	# of firms
2382 - Building equipment contractors	610
7225 - Full-service restaurants and limited-service eating places	594
2361 - Residential building construction	574
6211 - Offices of physicians	560
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	478
2383 - Building finishing contractors	465
2381 - Foundation, structure, and building exterior contractors	400
4841 - General freight trucking	375
8111 - Automotive repair and maintenance	354
5311 - Lessors of real estate (*i.e., landlords of residential and non-residential buildings*)	325

Statistics Canada, Canadian Business Counts, June 2022

Table 6: Top ten 4-digit NAICS subsectors with 1-19 employees, Muskoka, June 2022

	# of firms
2361 - Residential building construction	256
2382 - Building equipment contractors	142
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	138
2383 - Building finishing contractors	119
2389 - Other specialty trade contractors	87
7225 - Full-service restaurants and limited-service eating places	86
2381 - Foundation, structure, and building exterior contractors	85
6211 - Offices of physicians	76
5311 - Lessors of real estate (*i.e., landlords of residential and non-residential buildings*)	67
7139 - Other amusement and recreation industries (*e.g., golf courses, marinas*)	53

Statistics Canada, Canadian Business Counts, June 2022

Tables 7 and 8 present the results for establishments with 20 or more employees. They also display the number of establishments by 20-99 employees and 100 or more employees. In Simcoe, five categories of retail stores make the list, but by far the largest single subsector is the restaurant sector, whose total number of firms with over 20 employees is more than the combined total of the five retail trade subsectors. In Muskoka, three retail store subsectors make the list, as do two accommodation services subsectors, as well as other amusement and recreation industries, in addition to the restaurant sector topping the list. The prominence of the tourism industry, including the vacation cottage sector, is evident in Simcoe but particularly so in Muskoka, given the profile of these larger employers.

Table 7: Top ten 4-digit NAICS subsectors with 20 or more employees, Simcoe, June 2022

	Number of employees		
	20-99	**100+**	**20+**
7225 - Full-service restaurants and limited-service eating places	230	5	235
7139 - Other amusement and recreation industries (*e.g., golf courses, marinas*)	50	5	55
4451 - Grocery stores	32	22	54
4411 - Automobile dealers	39	3	42
2382 - Building equipment contractors	37	3	40
4461 - Health and personal care stores (*e.g., pharmacies, health supplement stores)*	38	2	40
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	38	2	40
6241 - Individual and family services	32	5	37
4441 - Building material and supplies dealers	26	7	33
4481 - Clothing stores	29	2	31

Statistics Canada, Canadian Business Counts, June 2022

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RESTAURANTS IN SIMCOE COUNTY WITH OVER 20 EMPLOYEES

By far the largest single subsector is the restaurant sector, which is more than the combined total of the five retail trade subsectors.

Table 8: Top ten 4-digit NAICS subsectors with 20 or more employees, Muskoka, June 2022

	Number of employees		
	20-99	**100+**	**20+**
7225 - Full-service restaurants and limited-service eating places	36	0	36
2361 - Residential building construction	20	0	20
7139 - Other amusement and recreation industries (*e.g., golf courses, marinas*)	16	3	19
4451 - Grocery stores	7	5	12
7211 - Traveller accommodation	9	2	11
7212 - Recreational vehicle (RV) parks and recreational camps	9	2	11
4441 - Building material and supplies dealers	5	4	9
5617 - Services to buildings and dwellings (*e.g., janitorial services, landscaping services*)	9	0	9
2382 - Building equipment contractors	8	0	8
4411 - Automobile dealers	2	8	8

Statistics Canada, Canadian Business Counts, June 2022

Change in the Number of Firms by Industry, June 2021 to June 2022

Changes in the number of employers are experienced differently across the various industries. Tables 9 and 10 highlight the changes in the number of firms by industry and by employee size between June 2021 and June 2022 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2022, to provide a context. The colour-coding in the tables (green where there is an increase, orange where there is a decrease) helps to illustrate any pattern.

A comparison between this year's net changes by employee size and those of the previous two years is included at the bottom of each table, to illustrate what have been the overall changes in the number of businesses over this time period. In the next section, the changes over five years are illustrated in a chart. It should be noted that Statistics Canada discourages comparisons of this sort, on the grounds that their data collection and classification methods change. At the very least, these comparisons can provide the foundation for further inquiry, tested by local knowledge about changes in industries.

It also bears repeating that Statistics Canada made clear that the June 2021 counts cannot be used to measure the impacts of the COVID-19 pandemic, because there would be a delay in the time it takes for a business to close and the administrative paperwork to be completed to register that event, such that the June figures would not be a timely representation of the degree of possible business closures.

Simcoe. In the case of Simcoe (Table 9), it is worth noting the following observations:

- In terms of the pattern over three years: between 2019 and 2020, there was overall net growth in all employee-size categories; between 2020 and 2021, there was a considerable decline within the two largest employee-size categories (20-99 employees and 100 or more employees); between 2021 and 2022, there was a return to the pattern of growth in all employee-size categories
- The increase between 2021 and 2022 were significantly larger than the increases in 2019 and 2020, no doubt in part because of a rebound effect
- Among firms with 100 or more employees, there were 13 industries which registered a net increase in the number of firms, only two which registered a net decrease (in both cases, a decline of one firm), and five sectors where there was no net change
- A number of industries had increases in every employee-size category, often with a considerable increase in the numbers; these included Construction; Retail Trade; Transportation & Warehousing; Real Estate & Rental and Leasing; and Professional, Scientific & Technical Services

The increase between 2021 and 2022 were significantly larger than the increases in 2019 and 2020, no doubt in part because of a rebound effect.

TABLE 9: SIMCOE COUNTY CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2021 TO JUNE 2022						
INDUSTRY	Firm size (number of employees)					Total number of firms June-22
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	47	4	4	0	55	1648
Mining and oil and gas extraction	-8	3	-3	0	-8	53
Utilities	5	-3	0	0	2	116
Construction	52	133	24	1	210	7119
Manufacturing	6	7	-4	3	12	1240
Wholesale trade	2	14	6	-1	21	1213
Retail trade	28	62	6	13	109	3489
Transportation and warehousing	50	45	4	1	100	2460
Information and cultural industries	-9	10	4	1	6	473
Finance and insurance	-1	2	12	2	15	2266
Real estate and rental and leasing	791	57	6	1	855	10581
Professional, scientific and technical services	38	117	7	1	163	4906
Management of companies and enterprises	4	1	-2	0	3	314
Administrative and support	-21	58	19	-1	55	2264
Educational services	-47	14	4	1	-28	515
Health care and social assistance	-138	76	-17	3	-76	3351
Arts, entertainment and recreation	-42	-3	7	2	-36	742
Accommodation and food services	7	-11	21	3	20	1507
Other services	-98	34	4	1	-59	3249
Public administration	-1	-2	1	0	-2	30
NET TOTAL CHANGES, 2021-22	665	618	103	31	1417	
NET TOTAL CHANGES, 2020-21	1058	36	-111	-18	965	
NET TOTAL CHANGES, 2019-20	281	39	22	1	343	

Statistics Canada, Canadian Business Counts, June 2021 and June 2022

Muskoka. Table 10 presents the net change data for Muskoka. There are both similarities and differences in comparison to the trends in Simcoe:

- In terms of the overall trends over three years, the pattern was the same: between 2019 and 2020, there was overall net growth in all employee-size categories; between 2020 and 2021, there was a considerable decline within the two largest employee-size categories (20-99 employees and 100 or more employees); between 2021 and 2022, there was a return to the pattern of growth in all employee-size categories
- Among firms with 100 or more employees, while there was only one industry with a net decline (of one firm), there were only 5 industries which registered net increases, with 14 industries showing no net change (in part, this is due to there being far fewer employers with 100 or more employees)
- There were no industries where there were increases across all employee-size categories (in part, this is also due to there being fewer employers with 100 or more employees); one can highlight industries which clearly had positive growth: Construction; Real Estate & Rental and Leasing; Professional, Scientific & Technical Services; Administrative & Support
- On the other hand, there were other industries where the net outcome in terms of employment was ambiguous, because of the mix of increases and decreases, such as: Retail Trade; Transportation & Warehousing; Arts, Entertainment & Recreation; Accommodation & Food Services

MUSKOKA INDUSTRIES WHICH HAD POSITIVE GROWTH

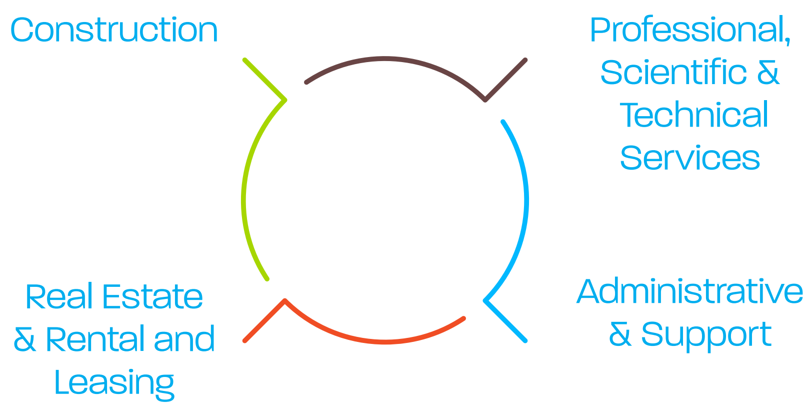


TABLE 10: MUSKOKA CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2020 TO JUNE 2021						
INDUSTRY	Firm size (number of employees)					Total number of firms June-22
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-8	1	1	0	-6	108
Mining and oil and gas extraction	0	-2	0	0	-2	12
Utilities	7	0	0	0	7	24
Construction	-22	33	7	1	19	1571
Manufacturing	9	14	-1	1	23	234
Wholesale trade	-2	0	2	0	0	129
Retail trade	22	-13	0	0	9	674
Transportation and warehousing	2	5	-1	-1	5	192
Information and cultural industries	-4	0	-1	0	-5	86
Finance and insurance	6	-3	2	0	5	407
Real estate and rental and leasing	180	20	1	0	201	1852
Professional, scientific and technical services	28	21	1	0	50	762
Management of companies and enterprises	3	4	-2	0	5	73
Administrative and support	-4	12	3	2	13	429
Educational services	-11	5	0	0	-6	70
Health care and social assistance	-42	25	-4	0	-21	438
Arts, entertainment and recreation	-20	-1	-1	1	-21	193
Accommodation and food services	-4	-7	7	3	-1	363
Other services	1	-18	2	0	-15	595
Public administration	0	1	0	0	1	12
NET TOTAL CHANGES, 2021-22	141	97	16	7	261	
NET TOTAL CHANGES, 2020-21	302	84	-19	-6	361	
NET TOTAL CHANGES, 2019-20	-86	50	1	1	-34	

Statistics Canada, Canadian Business Counts, June 2021 and June 2022

Time Series From June 2018 to June 2022

Changes which occur from year to year can sometimes be the consequence of a change in how a firm is classified or a small increase or decrease in employment resulting in a shift from one employee size category to another.

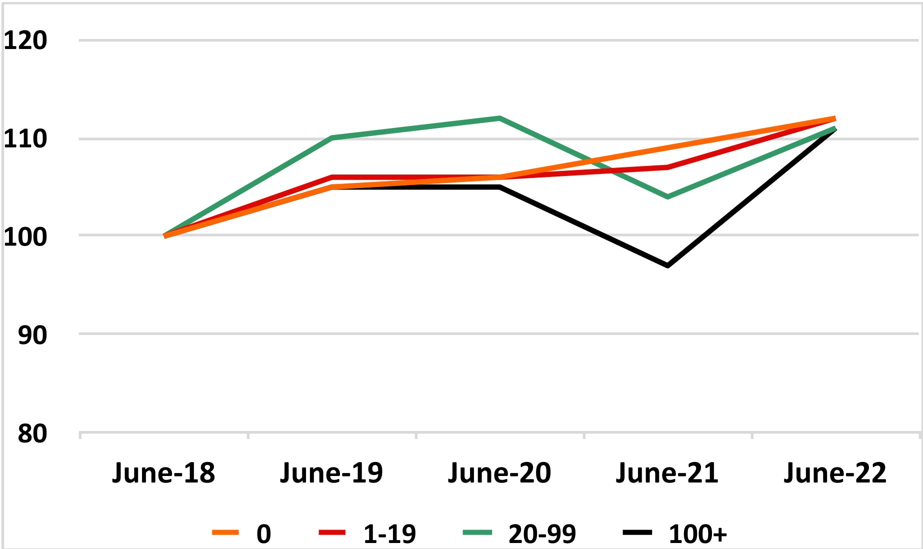
What can be more revealing is the longer-term pattern of changes by size of firm. The following chart tracks these changes for four employee size categories across five years (June 2018 to June 2022):

- Zero employees (0)
- 1-19 employees
- 20-99 employees
- 100 or more employees

The number of firms present in each category in June 2018 is assigned a value of 100 and each subsequent year the number of firms is expressed in relation to that value of 100. For example, if the value is 105, it means that the number of firms rose by 5%. In this way, one can compare the trend when the actual number of firms in each category is vastly different. Charts 5 and 6 show the patterns for Simcoe and Muskoka.

The number of firms overall in Simcoe was between 11% and 12% higher than June 2018.

Chart 5: Ratio of number of firms by employee size categories, Simcoe, June 2018 to June 2022 (June 2018 = 100)

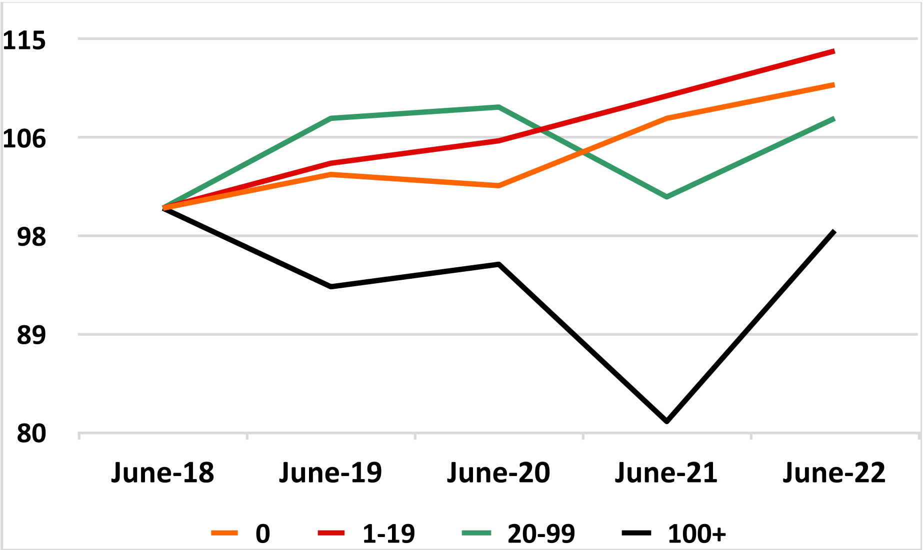


Statistics Canada, Canadian Business Counts, June 2018 to June 2022

In Simcoe (Chart 5), from June 2018 to June 2020, the trends were largely positive; June 2021 shows a drop in the larger sized firms, 20-99 employees and 100 or more, then a significant recovery, such that in all employee-size categories, the actual number of firms was between 11% and 12% higher than it had been in June 2018.

In Muskoka (Chart 6), the trends were slightly different: there was generally positive growth across all years for establishments with zero and 1 to 19 employees. Firms with 20 to 99 employers grew until June 2020, then dropped, with the value in June 2022 still not returning to the level present in June 2020. For firms with 100 or more employees, in proportional terms the declines started earlier and were deeper; however, it should be noted that there were only 43 establishments in this category in June 2018. The decline in June 2021 was down to 35 firms and by June 2022 it was back up to 42 firms.

Chart 6: Ratio of number of firms by employee size categories, Muskoka, June 2018 to June 2022 (June 2018 = 100)



Statistics Canada, Canadian Business Counts, June 2018 to June 2022

Analysis Of Employment Ontario (EO) Program Related Data (2021-2022)

Background To The Data

This document is based on data which has been provided by the Ontario Ministry of Labour, Immigration, Training and Skills Development to workforce planning Boards and Literacy and Basic Skills Regional Networks. This data was specially compiled by the Ministry and has program statistics related to Apprenticeship, Canada Ontario Job Grant, Employment Services, Literacy and Basic Skills, Better Jobs Ontario (formally known as Second Career) and Youth Job Connection (including summer program) for the 2021-2022 fiscal year.

Background To The Data Analysis

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

- Data at the Local level (in the case of the Simcoe Muskoka Workforce Development Board and Literacy Network – SMWDBLN, the geography covers the County of Simcoe and the District of Muskoka);
- Data at the Region level (in this case, the Central Region, which consists of Peel, Halton, Toronto, Durham, York, Simcoe and Muskoka); and
- Data at the provincial level.

However, this year there is an important qualification regarding the EO Employment Services data which has been provided. As part of the Employment Ontario Transformation introduced by the Province, three prototype Service System Managers were selected and were operating by the 2021-2022 fiscal year. Their catchment areas were: Peel; Hamilton-Niagara; and Muskoka-Kawarthas. Part of the transformation involved different classifications of employment services clients for example, instead of Assisted and Unassisted Clients, there were three categories (A, B and C) reflecting different levels of risk for long-term unemployment. For fiscal year 2021-2022, the Ministry chose not to release any client data relating to these prototype Service System Managers. Thus, in the case of data at the local level, we only have data for Simcoe, as well as a small amount of Muskoka data relating to employment services clients from the previous system whose files were closed in 2021-2022. We have not included these cases as part of our analysis, because they represent such a small number.

Analysis

In all instances, some attempt is made to provide a context for interpreting the data. In some cases, this involves comparing the client numbers to the total number of unemployed, in other instances, this may involve comparing this recent year of data to the previous year's release. It needs to be emphasized that when analyzing the employment services data, the 2021-2022 analysis will reflect Simcoe data, while any comparison to 2020-2021 will represent data for both Simcoe and Muskoka.

The following analysis looks at the six program categories (Employment Services, Literacy and Basic Skills, Better Jobs Ontario, Apprenticeship, Canadian Ontario Job Grant, and Youth Job Connection). The number of data sub-categories for each of these programs vary considerably.

The COVID pandemic and the accompanying lockdowns had a very disruptive impact on the lives of all of Ontarians, and that disruption was also reflected in the EO client numbers for 2020-2021, when client numbers dropped (for example, in the case of Employment Services, by 40% to 60%). As will be seen in the following analysis, client numbers have recovered, but not yet to the pre-COVID levels.

EMPLOYMENT SERVICES

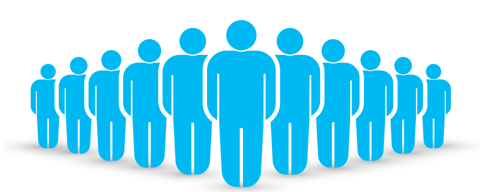
ES clients

Table 1: ES Unassisted Clients, Number and Percent of all Unassisted Clients

	SMWDBLN	Region	Ontario
2021-2022 UNASSISTED CLIENTS			
Number	16,999	186,791	386,909
As % of Ontario	4.4%	48.3%	100%
2020-2021 UNASSISTED CLIENTS			
Number	11,913	208,202	411,557
2019-2020 UNASSISTED CLIENTS			
Number	18,031	260,452	537,403
CLIENT SHARE IN PREVIOUS YEARS			
2020-2021	2.9%	50.6%	
2019-2020	3.4%	48.5%	
2018-2019	3.3%	46.0%	
2017-2018	3.4%	50.0%	
2021 TOTAL POPULATION			
Simcoe % of Ontario	3.7%	51.4%	100%
SMWDBLN % of Ontario	4.2%	51.4%	

Population figures from StatCan 2021 Census.

For 2021-2022, comparisons with previous years and across geographies is made more difficult because of the Employment Ontario transformation and the introduction of Service System Managers in three areas.[1] Under the SSMs, clients are placed into three categories based on their risk of long-term unemployment, so that the previous Unassisted and Assisted Client designations no longer apply. The Ministry has only provided a limited amount of data: total client numbers (not broken down by the three streams) and client demographic information. Thus, in comparing total client numbers, the data does not include any SSM numbers.



Client numbers have recovered, but not yet to the pre-COVID levels.

[1]The three areas were: Hamilton-Niagara (Brant, Haldimand-Norfolk, Hamilton and Niagara); Muskoka-Kawarthas (Haliburton, Kawartha Lakes, Muskoka, Northumberland and Peterborough); and Peel (Peel).

In all areas, the Unassisted Client numbers dipped in 2020-2021, then rebounded in 2021-2022, but not to the levels that were present in 2019-2020. However, with the exclusion of the SSM numbers, the Board area is missing Muskoka figures, the Central Region number is missing Muskoka and Peel, and the Ontario number is missing Muskoka, Peel, Northumberland, Peterborough, Kawartha Lakes, Haliburton, Hamilton, Niagara, Haldimand-Norfolk and Brant.

For the same reason, when we calculate the client share that Simcoe's numbers represent of the Ontario total, it is no longer the Ontario total but Ontario minus those prototype SSM figures. These percentages have been included to show the comparisons in past years. For 2021-2022, we do not have a benchmark against which to make the same kind of comparison.

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

	SMWDBLN	Region	Ontario
2021-2022 ASSISTED CLIENTS			
Number	2,998	51,598	99,810
As % of Ontario	3.0%	51.7%	100%
2020-2021 ASSISTED CLIENTS			
Number	3,184	59,006	117,296
2019-2020 ASSISTED CLIENTS			
Number	5,830	87,428	183,826
CLIENT SHARE IN PREVIOUS YEARS			
2020-2021	2.7%	50.3%	
2019-2020	3.2%	47.6%	
2018-2019	3.3%	47.8%	
2017-2018	3.1%	47.9%	
2021 TOTAL POPULATION			
Simcoe % of Ontario	3.7%	51.4%	100%
SMWDBLN % of Ontario	4.2%	51.4%	

Population figures from StatCan 2021 Census.

As in the case of Unassisted Client numbers, the Assisted Client numbers dropped in 2020-2021, yet the figures were even lower in 2021-2022. It is very likely that these numbers would have surpassed the 2020-2021 figures had the SSM data been included. For example, in 2020-2021 Muskoka had 299 Assisted Clients. The Simcoe numbers for 2021-2022 are 186 below the combined Board data of 3,184. The main point is that the Unassisted Client numbers rebounded much more than the Assisted Client numbers.

In the next sections, the main comparisons rely on the Simcoe data, while the Muskoka SSM data is included to show the percentage distributions under the SSM. It bears emphasizing that the Simcoe data represents Assisted Clients, while the Muskoka data represents all three streams of clients, who under the previous system would have been either Assisted or Unassisted Clients.

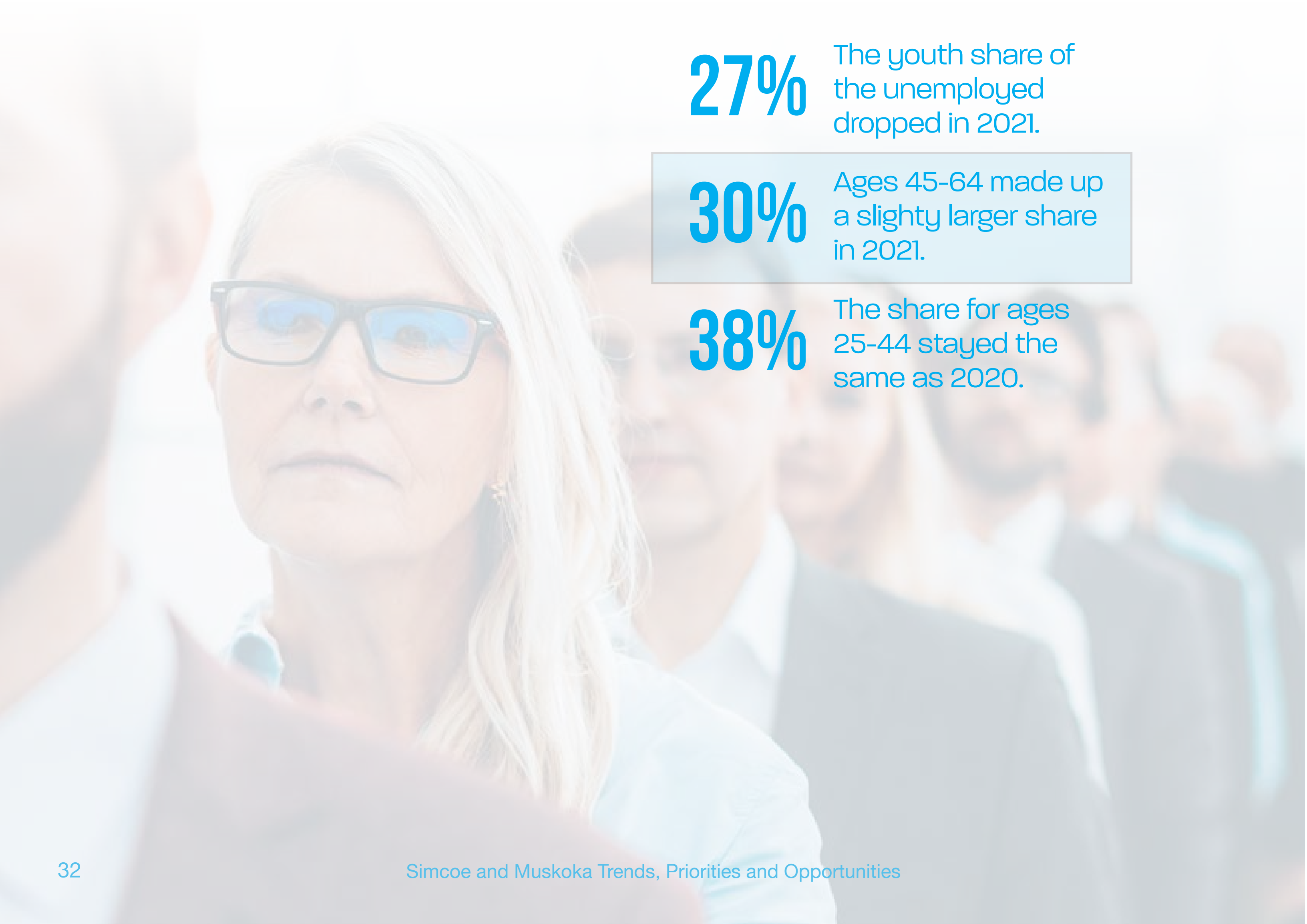
Clients by Age Group

COVID not only caused a significant increase in unemployment, but that increase affected various age groups in a different way. To illustrate this point, Table 3 shows the share of the total unemployed population in Ontario by age groups for the last six years. Overall, the share by age group has stayed relatively steady, but in 2020 (the year COVID started), there was a slightly bigger increase experienced by youth aged 15-24 years old. In 2021, that completely reversed itself, with the youth share of the unemployed dropping, with those aged 45 years and older making up a slightly larger share.

Table 3: Share of Ontario unemployed population by age groups, 2016-2021

	2016	2017	2018	2019	2020	2021
15-24 years	30%	30%	30%	31%	33%	27%
25-44 years	37%	38%	39%	39%	38%	38%
45-64 years	31%	30%	28%	27%	26%	30%
over 65 years	2%	3%	3%	3%	3%	5%

Statistics Canada, Labour Force Survey



27% The youth share of the unemployed dropped in 2021.

30% Ages 45-64 made up a slighty larger share in 2021.

38% The share for ages 25-44 stayed the same as 2020.

Table 4 shows the share of Assisted Clients by age group and compares it by geography and over several years. Comparing the Ontario figures first, one can see that youth are under-represented among Assisted Clients compared to their share of the unemployed population (20% of the Ontario client population in Table 4 compared to 27% of all unemployed in 2021 in Table 3), while there is a much higher proportion of 25-44 years old clients. Overall, the distribution of clients by age did not change much at all from last year, even though there were some changes in the share of the unemployed by age.

At the Region level, there was limited change, particularly among clients aged 25-44 years old, a proportion greater than that of either the Province or the Board area.

At the Board level, the share of youth Assisted Clients has dropped, while the share of those aged 25-44 years of age has increased slightly. What distinguishes the local area is the consistently higher proportion of those aged 45-64 years old. Muskoka has an even higher proportion of older adults (45-64 years old) as well as slightly more youth.

Table 4: Distribution by age of ES Assisted Clients

2021-2022 ES ASSISTED	ASSISTED CLIENTS			SSM
	SMWDBLN	Region	Ontario	Muskoka
15-24 years	18%	19%	20%	21%
25-44 years	46%	55%	52%	39%
45-64 years	33%	25%	27%	37%
over 65 years	3%	1%	2%	---
2020-2021 ES ASSISTED	SMWDBLN	Region	Ontario	
15-24 years	21%	17%	19%	
25-44 years	44%	57%	53%	
45-64 years	33%	25%	27%	
over 65 years	3%	1%	2%	
2019-2020 ES ASSISTED	SMWDBLN	Region	Ontario	
15-24 years	22%	21%	23%	
25-44 years	40%	52%	48%	
45-64 years	35%	26%	27%	
over 65 years	3%	1%	2%	

No entry (---) means the figure was smaller than 10 and to ensure confidentiality, the figure was supressed.

Muskoka has an even higher proportion of older adults (45-64 years old) as well as slightly more youth.

Gender

In Ontario, males usually make up a slightly larger share of the unemployed. Table 5 provides this data for the previous six years. The proportion of unemployed females increased in 2020, then dropped back somewhat in 2021.

Table 5: Share of unemployed population by gender, Ontario, 2016-2021

	2016	2017	2018	2019	2020	2021
Females	45.5%	45.5%	47.8%	46.2%	49.0%	47.2%
Males	54.5%	54.5%	52.2%	53.8%	51.0%	52.8%

Statistics Canada, Labour Force Survey

There was virtually no change at the Board level in the proportions by gender. There was a very slight increase in the proportion of female clients at the Region and provincial levels (Table 6). As a general pattern, the Central Region has a higher proportion of female clients, primarily because of the Greater Toronto Area. This increases the provincial percentages. For the Board area, the mix is very close to 50-50, whereas in Muskoka, there is a considerably higher proportion of males.

Table 6: Distribution by gender of ES Assisted Clients

2021-2022 ASSISTED	ES ASSISTED CLIENTS			SSM
	SMWDBLN	Region	Ontario	Muskoka
Females	49.7%	55.4%	51.9%	42.8%
Males	49.8%	43.9%	47.4%	55.0%
Trans	0.0%	0.0%	0.0%	---
Other	0.5%	0.3%	0.4%	---
Undisclosed	---	0.3%	0.3%	---
2020-2021 ES ASSISTED	**ES ASSISTED CLIENTS**			
	SMWDBLN	**Region**	**Ontario**	
Females	49.2%	54.0%	50.9%	
Males	50.4%	45.6%	48.7%	
Trans	0.0%	0.0%	0.0%	
Other	0.4%	0.2%	0.2%	
Undisclosed	---	0.2%	0.2%	

No entry (---) means the figure was smaller than 10 and to ensure confidentiality, the figure was supressed.

In Muskoka, males make up a larger share of the unemployed.

Designated Groups

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

Table 7 provides the data for the Board, 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.

In comparison to the percentages at the Region and provincial levels, the local area has a higher proportion of members of an Aboriginal group and of persons with a disability, and lower proportions of ITPs (internationally trained professionals), newcomers and members of a racialized group. The figures for Muskoka are smaller and consequently more categories are suppressed. However, one notable feature of the Muskoka data is the very high proportion of persons with a disability: 53.8%. This designation is not self-reported but rather is a consequence of the new Common Assessment Tool which the SSMs administer on intake.

Table 7: Distribution of designated groups among ES Assisted Clients

Designated group	NUMBER 2021-2022			PERCENTAGE 2021-2022			SSM
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario	Muskoka
Indigenous Group	167	877	4,815	5.6%	1.7%	4.8%	---
Deaf	---	56	96	0.0%	0.1%	0.1%	5.1%
Deaf/Blind	---	14	23	0.0%	0.0%	0.0%	---
Francophone	88	874	4,251	2.9%	1.7%	4.3%	---
ITP	199	16,507	23,158	6.6%	32.0%	23.2%	---
Newcomer	141	11,907	17,750	4.7%	23.1%	17.8%	---
Person w/disability	601	4,268	13,345	20.0%	8.3%	13.4%	53.8%
Racialized	138	9,519	14,379	4.6%	18.4%	14.4%	8.3%

No entry (---) means the figure was smaller than 10 and to ensure confidentiality, the figure was supressed.

Table 8 provides the comparisons with previous years, as well as comparisons to the actual share of the unemployed by these different designated populations. To do so, we need to rely on different sources. For newcomers and Indigenous persons, Statistics Canada has been measuring that data for years via the Labour Force Survey, and so we have made comparisons for 2021. For racialized populations, Statistics Canada only started measuring this data in 2022, and so the comparison is an average for the first five months of 2022. For persons with a disability, we have had to make use of the Statistics Canada Survey on Disability, which was carried out in 2017. Relying on these different sources and different reporting years should not be a major problem, for while the unemployment rate may vary from year to year, the proportion of the unemployed by different demographic categories, whether by gender, age or designated population, does not change as drastically.

Starting with the share of newcomers, at the Region and Province levels, their proportion of Assisted Clients is much higher than their share of the unemployed. At the local level, the percentage is much lower, and this must be a function of there being a much smaller number of newcomers in Simcoe compared to the Greater Toronto Area. That being said, this proportion has grown.

The figures for racialized persons (previously visible minority) warrant further discussion. At the provincial level, their share of 14.4% is much lower than their share of the unemployed, at 45.1%. This is very much a consequence of the self-reported nature of this data – clients are less likely to identify themselves as a racialized person where they make up a significant proportion of the population, such as in the Greater Toronto area. This under-reporting in the GTA greatly affects the provincial figures. The figures for the Board level (4.6%) likely reflect this to some extent as well.

The share of clients who are Indigenous persons in all three areas is roughly consistent with their share of the unemployed, except the Board level is slightly higher at 5.6%.

With regards to disabled persons, we can make use of the Statistics Canada Survey on Disability, from which we can estimate that disabled persons made up 17.6% of Ontario's unemployed in 2017. The Board level has had a share of persons with disabilities which has been slightly higher than that proportion for the last three years, whereas both the Region and provincial share of clients who have disabilities is much lower than their share of the unemployed.

At the SMWDBLN and Province levels, the share of newcomers and their proportion of Assisted Clients is much higher than their share of the unemployed.

Table 8: Comparison of share of designated groups

2020-2021 Designated group	ASSISTED CLIENTS			Share of unemployed
	SMWDBLN	Region	Ontario	Ontario
Newcomer	4.7%	23.1%	17.8%	4.6% (2021)
Racialized	4.6%	18.4%	14.4%	45.1% (2022)
Indigenous Group	5.6%	1.7%	4.8%	2.9% (2021)
Person w/disability	20.0%	8.3%	13.4%	17.6% (2017)
2019-2020 Designated group	**ASSISTED CLIENTS**			
	SMWDBLN	**Region**	**Ontario**	
Newcomer	3.8%	28.7%	20.4%	
Racialized	3.8%	16.7%	12.5%	
Indigenous Group	5.5%	1.2%	3.8%	
Person w/disability	20.7%	7.8%	12.0%	
2018-2019 Designated group	**ASSISTED CLIENTS**			
	SMWDBLN	**Region**	**Ontario**	
Newcomer	4.2%	28.3%	19.8%	
Racialized	2.7%	16.3%	11.5%	
Indigenous Group	6.2%	1.4%	4.3%	
Person w/disability	19.9%	8.1%	12.4%	

Internationally Trained Professionals

The ES data indicates how many ES Assisted Clients are classified as Internationally Trained Professionals (ITPs). This includes not only newcomers (that is, those who arrived in Canada in the last five years) but all immigrants who have education or training in a profession overseas. Table 9 lists the number of ITPs and their share of all ES Assisted Clients for each of the Boards in the Central Region, as well as the cumulative figures for the Central Region and the Province. In addition, the percentage share of IEPs from the previous seven years is also included.

In every area, the number of ITPs dropped between 2020/21 and 2021/22. This included areas where there were no SSMs and so all data was available. One must assume that the decline in immigration caused by COVID had its impact by 2021/22. It should be pointed out that the SSMs no longer collect data on ITPs. Thus, in Peel-Halton, the numbers are lower still without any ITP data for Peel. Since Peel is a high immigrant area, the remaining numbers for Halton appear much smaller.

In the local area, the 2021/22 ITP number of 199 is for Simcoe only. It is larger than the combined 2020/21 Simcoe-Muskoka number, but lower than previous years. The lack of Muskoka data does not explain this drop, as Muskoka typically accounts for only 25-30 ITP Assisted Clients a year.

Table 9: Number and percentage of Internationally Trained Professionals among ES Assisted Clients

	SIMCOE	TORONTO	PEEL-HALTON	YORK	DURHAM	CENTRAL	ONTARIO
2021/22 #ITP	199	11,723	1,079	2,911	632	16,507	23,158
2020/21 #ITP	195	12,287	6,016	3,016	809	22,318	30,526
2019/20 #ITP	310	16,952	8,908	3,843	1,382	31,395	44,005
2018/19 # ITP	313	15,424	8,310	3,748	1175	28,970	40,336
2021/22 %ITP	7%	36%	34%	34%	14%	32%	23%
2020/21 %ITP	6%	41%	50%	36%	17%	38%	26%
2019/20 %ITP	5%	39%	49%	33%	17%	36%	24%
2018/9 %ITP	5%	35%	44%	29%	14%	32%	21%
2017/8 %ITP	6%	33%	39%	26%	13%	30%	20%
2016/7 %ITP	5%	33%	39%	27%	11%	29%	19%
2015/6 %ITP	5%	31%	35%	26%	9%	27%	18%
2014/5 %ITP	5%	29%	30%	25%	8%	25%	16%

In every area, the number of Internationally Trained Professionals dropped between 2020/21 and 2021/22.

Educational Attainment

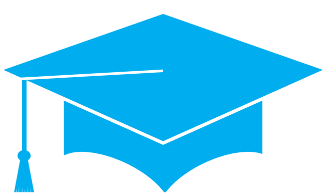
Table 10 displays the percentage of Ontario unemployed residents by educational attainment, which reveals a curious result. By and large, there has been little change in the distribution of the unemployed by educational attainment. Yet it is known that COVID resulted in far greater unemployment among those occupations requiring a high school diploma or less. The explanation for the results in Table 11 may be the following:

- On the one hand, individuals with no certificate are a shrinking part of the labour force and thus a shrinking proportion of the unemployed as well;
- On the other hand, there is an increasing proportion of individuals with a post-secondary degree who are working in jobs which require a high school diploma or less; this is esepcially so in the Greater Toronto Area, which accounts for a large share of the Ontario population;
- As a result, it may be that the loss of jobs among occupations which require a high school diploma or less was being equally experienced across the range of educational attainment.

Table 10: Share of unemployed by educational attainment, Ontario, 2016-2021

	2016	2017	2018	2019	2020	2021
No certificate	9%	10%	7%	9%	7%	7%
High school	21%	22%	22%	21%	21%	21%
College/Apprenticeship	33%	32%	31%	31%	32%	35%
Bachelor	20%	20%	24%	23%	23%	22%
Above Bachelor	12%	11%	12%	12%	12%	11%
Other	6%	5%	4%	5%	5%	5%

Statistics Canada, Labour Force Survey; “Other” refers to those with some post-secondary after high school



There is an increasing proportion of individuals with a post-secondary degree who are working in jobs which require a high school diploma or less

Table 11 provides the breakdown by educational attainment of Assisted Clients served.

Table 11: Educational attainment levels of ES Assisted Clients

	Assisted Clients, 2021-2022			Assisted Clients, 2020-2021			SSM
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario	Muskoka
No certificate	15%	6%	10%	14%	5%	9%	---
High school	37%	22%	28%	39%	20%	27%	32%
Apprenticeship	1%	1%	1%	2%	1%	1%	---
College	27%	24%	25%	26%	22%	24%	19%
Bachelor	10%	27%	20%	9%	29%	21%	---
Above Bachelor	2%	15%	10%	2%	18%	12%	---
Other	8%	6%	6%	8%	5%	6%	17%

No entry (---) means the figure was smaller than 10 and to ensure confidentiality, the figure was supressed.

There has not been much change between 2020-2021 and 2021-2022 in terms of the distribution of Assisted Clients by educational attainment, at either the Board, Region or provincial levels, which was also the case the previous year. But there are differences between the geographies.

At the provincial level, there is a higher proportion of clients with a high school diploma, followed by clients with a college diploma.

At the Region level, there is a much higher proportion of clients with a university degree, either a Bachelor or above Bachelor, which reflects the far higher proportion of university graduates in the Greater Toronto Area. There are also comparatively fewer ES Assisted Clients with only a high school diploma or no certificate.

At the Board level, there is a very high proportion of clients with a high school diploma or less, together with a considerable proportion with a college diploma. However, there are far fewer with a university degree, either bachelor's or higher. In the case of Muskoka, there is a significant amount of data supression. It appears that in the case of Muskoka, the proportion of high school as well as college diploma holders is lower than what has been reported for the Board area for both 2021-2022 and 2020-2021.

There is a far higher proportion of university graduates in the Greater Toronto Area.

At the Board level, there is a very high proportion of clients with a high school diploma or less.

Source of Income

Between 2019/20 and 2020/21, there was a significant change in the source of income of Assisted Clients, with the share of those who cited Employment Inusrance doubling across all three areas. This higher proportion of EI recipients stayed steady in 2021/22 (Table 12). The shift was largely felt in a decline of those who cited No Source of Income. In the case of Muskoka, there is a much higher proportion of clients who are in receipt of OW (three times that for Simcoe) or in receipt of ODSP (twice that of Simcoe). This is a consequence of the SSM emphasis to serve more individuals who are at risk of longer term unemployment.

Table 12: Percentage distribution of source of income of ES clients, Board, Region and Ontario

	Assisted Clients, 2021-2022			Assisted Clients, 2020-2021			SSM
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario	Muskoka
Employment Insurance	24%	19%	21%	24%	16%	19%	11%
Ontario Works	11%	11%	12%	14%	12%	13%	35%
ODSP	6%	3%	4%	6%	2%	4%	12%
No Source of Income	35%	48%	42%	34%	50%	43%	17%
Other	11%	8%	9%	8%	6%	8%	22%

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

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

Length Of Time Out Of Employment/Training

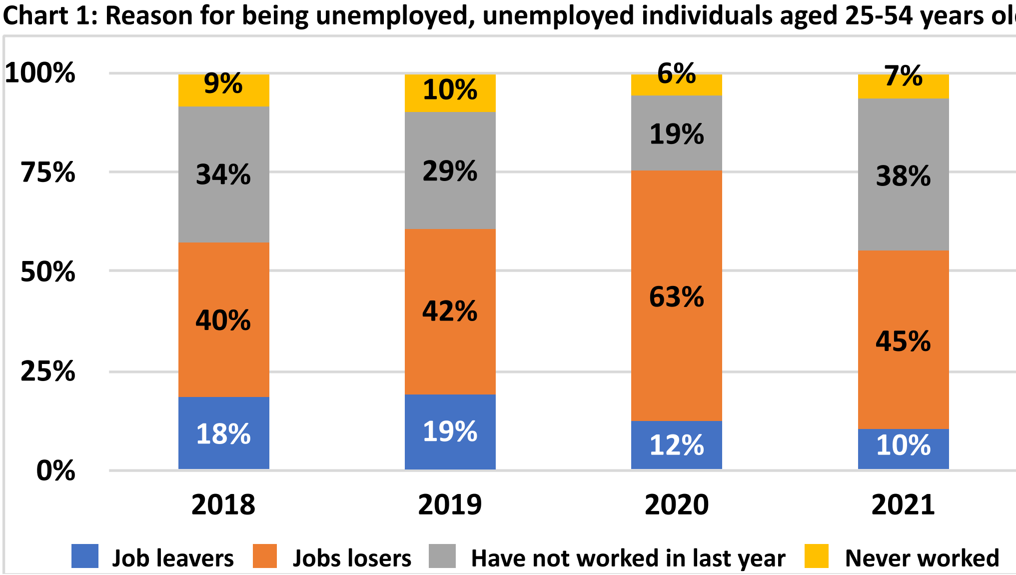
The Labour Force Survey tracks the reasons for why individuals become unemployed; these reasons can include leaving a job or that one had not worked for the past year or that one had never worked and had just joined the labour force. In 2020, because of COVID, the proportion of the unemployed who were laid off increased significantly. In 2021, this contributed to a higher proportion of the unemployed who had not worked in the previous year.

Chart 1 shows the reason why a person became unemployed, focusing on unemployed individuals aged 25 to 54 years of age (prime working age), for the years 2018 to 2021. While the proportions were similar between 2018 and 2019, in 2020 the proportion of individuals who lost their job (either by permanent or temporary layoff) increased from 42% to 63% (the total number of unemployed also increased significantly). By 2021, that proportion almost returned to past figures, but the proportion who had not worked in the past year increased significantly.

This contributed to an increase in the proportion of the unemployed who became long-term unemployed (six months or more). When COVID struck in 2020, many individuals became unemployed all at once, so that the proportion of long-term unemployed decreased, with so many just recently unemployed. By 2021, a larger share of these unemployed had now been unemployed for a longer period. Chart 2 illustrates these changes and compares the trajectory to the increase among the long-term unemployed which occurred because of the 2008 recession.

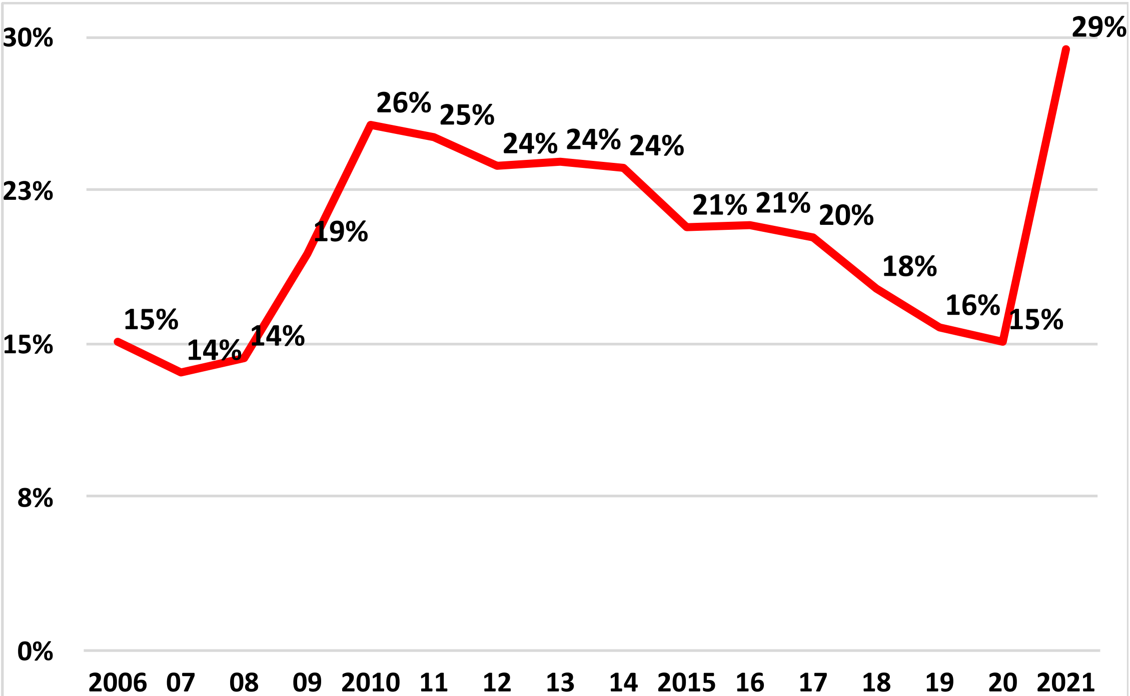
38% The proportion who had not worked in the past year increased significantly.

Chart 1: Reason for being unemployed, unemployed individuals aged 25-54 years old, Ontario, 2018-2021



Statistics Canada, Labour Force Survey, Table 14-10-0126-01

Chart 2: Annual proportion of unemployed who are unemployed for more than six months, Ontario, 2006-2021



Statistics Canada, Table 14-10-0057-01

In 2006, the proportion of the unemployed who were long-term unemployed stood at 15.1% and was still falling. When the recession hit in late 2008, that proportion started increasing, rising to 25.7% in 2010. As the recession receded, the proportion of long-term unemployed fell, but slowly, still at 20.2% in 2017, some eight years after the recession started. The figure dropped to 15.1% in 2020, in part because so many individuals became unemployed all at once in the spring of that year. By 2021, the proportion of long-term unemployed had jumped to 29.4%, higher than the share caused by the 2008 recession.

For the 2021-2022 Assisted Client data, there has been a notable increase in the proportion of clients who have been unemployed for 12 months or more (Table 13). At all three levels, this category represents at least three out of every ten Assisted Clients. The share of those recently unemployed (less than three months) has only slightly dropped. Instead, there are fewer clients who have been unemployed three to six months, whereas those unemployed six to twelve months is almost the same as the previous year.

Table 13: Percentage distribution by length of time out of employment for 2021-2022 and 2020-2021 ES Assisted Clients, Board, Region and Ontario, and unemployed individuals, Ontario, 2020

	2021-2022 ES CLIENTS			2020-2021 ES CLIENTS			LFS ONTARIO
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario	
< 3 months	36%	32%	35%	38%	37%	39%	55%
3 – 6 months	14%	14%	14%	21%	21%	20%	15%
6 – 12 months	17%	20%	19%	19%	20%	19%	20%
> 12 months	34%	33%	33%	22%	22%	22%	10%

Labour Force Survey data is from 2021.

Outcomes at Exit

Between 2019/20 and 2020/21, Employed Outcomes dropped by 5% at the Region and provincial levels, and 10% at the Board level. There has been almost full recovery at the Region and provincial levels, while the Board level lags a little, at 67%. There has been an improvement in the proportion of Unknown outcomes at the Board level.

Table 14: Percentage figures for ES Assisted Client outcomes at exit, Board, Region and Ontario

	2021-2022 ES CLIENTS			2020-2021 ES CLIENTS		
	SMWDBLN	REGION	ONTARIO	SMWDBLN	REGION	ONTARIO
Employed	67%	69%	69%	60%	65%	65%
Education/Training	16%	14%	14%	14%	13%	13%
Other	4%	4%	4%	6%	5%	5%
Unemployed	4%	6%	6%	7%	8%	8%
Unknown	8%	7%	8%	14%	8%	9%

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

Detailed Employment and Training Outcomes

The Outcomes listed in Table 15 are further detailed by sub-category in Table 14. At the Board level, all the improvement in Employed outcomes is among those employed full-time, a much more significant jump than in the other two areas. The local area has a notably smaller proportion of outcomes which fall in the "Other" category, which includes becoming employed in one's area of trainign or choice, in a more suitable job or in a professional occupation or trade.

Table 15: ES Assisted Client employment outcomes, Board, Region and Ontario

	2021-2022 ES CLIENTS			2020-2021 ES CLIENTS		
	SMWDBLN	REGION	ONTARIO	SMWDBLN	REGION	ONTARIO
Employed Full-Time	45%	39%	39%	38%	36%	35%
Employed Part-Time	13%	10%	10%	13%	10%	10%
Employed Apprentice	1%	0%	1%	0%	0%	0%
Employed – Other*	4%	15%	15%	5%	15%	15%
Employed and in education	1%	1%	1%	1%	1%	1%
Employed and in training	1%	1%	1%	1%	1%	1%
Self-Employed	2%	2%	2%	2%	3%	2%
In Education	6%	5%	5%	6%	6%	5%
In Training	11%	9%	9%	8%	8%	8%
Independent	1%	2%	1%	1%	2%	2%
Volunteer	0%	0%	0%	0%	0%	0%
Unable to Work	3%	2%	2%	4%	3%	3%
Unemployed	4%	6%	6%	7%	8%	8%
Unknown	8%	7%	8%	14%	8%	9%

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

Lay-off Industry – Employed Industry

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

Table 16 lists the percentage of clients for which industry employment history is available, and compares the results to previous years.

Table 16: Percentage of clients with lay-off industry data

	SMWDBLN	REGION	ONTARIO
% of 2021-2022 ES Assisted Clients with industry lay-off data	50%	45%	52%
% of 2020-2021 ES Assisted Clients with industry lay-off data	55%	46%	51%
% of 2019-2020 ES Assisted Clients with industry lay-off data	58%	46%	52%
% of 2018-2019 ES Assisted Clients with industry lay-off data	65%	49%	54%
% of 2017-2018 ES Assisted Clients with industry lay-off data	52%	36%	43%
% of 2016-2017 ES Assisted Clients with industry lay-off data	73%	50%	57%
% of 2015-2016 ES Assisted Clients with industry lay-off data	65%	51%	58%
% of 2014-2015 ES Assisted Clients with industry lay-off data	69%	52%	55%
% of 2013-2014 ES Assisted Clients with industry lay-off data	41%	42%	45%

At the local level, lay-off industry data has dropped from 55% to 50%

The proportion of clients for whom lay-off industry data has been collected has dropped over time in all three areas (the high level mark was in 2015/16 and 2016/17). Compared to last year, the Region and provincial percentages did not change much, but they did at the local level, dropping from 55% to 50%. The figures for the previous eight years have been provided to show what the trends have been.

When it comes to employment outcome data and in which industries individuals found employment, there is a lower proportion of clients for which data has been collected (Table 17). There had been a decrease in the proportion of clients for whom industry employment outcome data has been collected over the past three years, resulting in there being data for only 14% of employed clients at the Board level. The drop since 2018-2019 has been significant, as the proportion has been cut in half, from 32% to 14%.

Table 17: Number of clients with industry employment outcome data

	SMWDBLN	REGION	ONTARIO
Clients with industry employment data	283	3,960	10,157
ES Assisted Clients with employment outcomes	1,901	38,554	75,899
Industry employment data as % of all clients with employment data, 2021-2022	14%	11%	15%
Industry employment data as % of all clients with employment data, 2020-2021	17%	11%	15%
Industry employment data as % of all clients with employment data, 2019-2020	23%	12%	17%
Industry employment data as % of all clients with employment data, 2018-2019	32%	15%	22%
Industry employment data as % of all clients with employment data, 2017-2018	27%	14%	20%
Industry employment data as % of all clients with employment data, 2016-2017	29%	15%	20%
Industry employment data as % of all clients with employment data, 2015-16	12%	6%	7%

Table 18 summarizes the industry lay-off and outcome data that has been provided and shows comparisons to the actual employment of residents by industry, for the Board, Region and provincial levels. The comparison to actual employment distribution by industry relies on 2021 Census data.

The big picture story for Ontario is straight-forward: there are several industries where the proportion of Assisted Clients who have been laid off from that industry and who have an employment outcome in that industry is higher than the share of residents employed in those industries. These industries are: Manufacturing; Retail Trade; Administrative & Support; and Accommodation & Food Services.

At the Regional level, the top six industries for employment outcomes are: Manufacturing; Retail Trade; Professional, Scientific & Technical Services; Administrative & Support Services; Health Care & Social Assistance; and Accommodation & Food Services. But three of these industries (Retail Trade; Administrative & Support Services; and Accommodation & Food Services) are in higher proportions than the distribution of employed residents in this area.

At the local level, three industries represent a considerably higher share of employed outcomes (46% - almost half) than their share of local employment (21%). These three industries are: Manufacturing; Administrative & Support Services; and Accommodation & Food Services.

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

Table 18: Industry lay-off, industry employment outcomes and resident employment (2021), Board, Region and Ontario, 2021-2022

	SMWDBLN			REGION			ONTARIO		
	EO lay-off industry	EO industry outcome	Employed – 2021	EO lay-off industry	EO industry outcome	Employed – 2021	EO lay-off industry	EO industry outcome	Employed – 2021
Agriculture, forestry, fishing	1%	0%	1%	0%	0%	0%	2%	1%	2%
Mining & oil and gas extraction	0%	0%	0%	0%	0%	0%	1%	1%	1%
Utilities	0%	0%	1%	0%	1%	1%	0%	0%	1%
Construction	9%	11%	12%	4%	4%	7%	7%	7%	8%
Manufacturing	15%	15%	11%	10%	10%	9%	13%	12%	9%
Wholesale trade	3%	0%	3%	2%	2%	4%	2%	2%	4%
Retail trade	16%	9%	12%	13%	13%	10%	14%	15%	11%
Transportation & warehousing	7%	4%	5%	7%	6%	6%	6%	6%	5%
Information & cultural industries	0%	0%	2%	3%	3%	3%	2%	2%	2%
Finance and insurance	1%	0%	3%	4%	7%	8%	3%	4%	6%
Real estate & rental and leasing	2%	0%	2%	2%	1%	3%	1%	1%	2%
Professional, scientific, technical	3%	5%	6%	11%	9%	12%	7%	6%	10%
Management of companies	0%	0%	0%	0%	0%	1%	0%	0%	0%
Administrative and support	10%	14%	5%	11%	12%	5%	10%	10%	4%
Educational services	2%	0%	7%	5%	4%	7%	4%	3%	8%
Health care and social assistance	10%	14%	13%	8%	11%	11%	9%	12%	13%
Arts, entertainment & recreation	3%	5%	2%	2%	2%	1%	2%	2%	1%
Accommodation & food services	11%	17%	5%	8%	8%	4%	10%	9%	5%
Other services	4%	6%	4%	7%	5%	3%	6%	4%	4%
Public administration	2%	0%	7%	2%	3%	4%	2%	3%	6%

The employment data is from the 2021 Census.

Red-shaded cell means the number was under 10 and therefore was suppressed.

Lay-off Occupation – Employed Occupation

The lay-off and employment outcome data for occupations has been aggregated at the 2-digit NOC level. Table 19 provides the lay-off occupation data. (The number below each occupation is the number of clients.)

Table 19: Top 10 occupations for lay-offs, 2021-2022

RANK	SMWDBLN		Region		Ontario	
	Occupation	#	Occupation	#	Occupation	#
1.	Service support and other service occupations, n.e.c.	141	Service representatives and other customer and personal services occupations	2,647	Service representatives and other customer and personal services occupations	4725
2.	Service representatives and other customer and personal services occupations	122	Administrative and financial supervisors and administrative occupations	2,102	Service support and other service occupations, n.e.c.	3773
3.	Sales support occupations	89	Service support and other service occupations, n.e.c.	1,195	Administrative and financial supervisors and administrative occupations	3416
4.	Trades helpers, construction labourers and related occupations	86	Sales support occupations	1,105	Labourers in Processing, Manufacturing and Utilities	2979
5.	Transport and heavy equipment operation and related maintenance occupations	75	Professional occupations in natural and applied sciences	1,044	Sales support occupations	2709
6.	Administrative and financial supervisors and administrative occupations	72	Office support occupations	1,038	Trades helpers, construction labourers and related occupations	2473
7.	Sales representatives and salespersons - wholesale and retail trade	70	Professional occupations in business and finance	1,023	Transport and heavy equipment operation and related maintenance occupations	2241
8.	Industrial, electrical and construction trades	67	Sales representatives and salespersons - wholesale and retail trade	954	Sales representatives and salespersons - wholesale and retail trade	2123
9.	Office support occupations	63	Technical occupations related to natural and applied sciences	911	Office support occupations	2019
10.	Labourers in processing, manufacturing and utilities	63	Labourers in processing, manufacturing and utilities	854	Service supervisors and technical service occupations	2016

Administrative supervisors and administrative occupations: Office worker supervisors, executive and administrative assistants
Office support occupations: General office clerks, receptionist
Sales support occupations: Cashiers, store shelf stockers
Service representatives: Food & beverage servers, hostesses, security guards, customer service representatives
Service supervisors: food service supervisors, customer service supervisors, cooks
Service support occupations: Food counter attendants, light duty cleaners, operators in amusement and recreation

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

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

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

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

When it comes to employment outcomes by occupation, the available data at the local level is much more limited, in part because there were fewer employment outcomes overall, as well as less data capture; in addition, there are more occupational categories and a greater likelihood that some data cells have been supressed because they have less than 10. Nevertheless, there are similarities across the Board, Regional and provincial levels, as well as similarities with the lay-off occupation list. Table 20 lists the top ten occupations for employment outcomes for the Board, Regional and provincial areas.

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

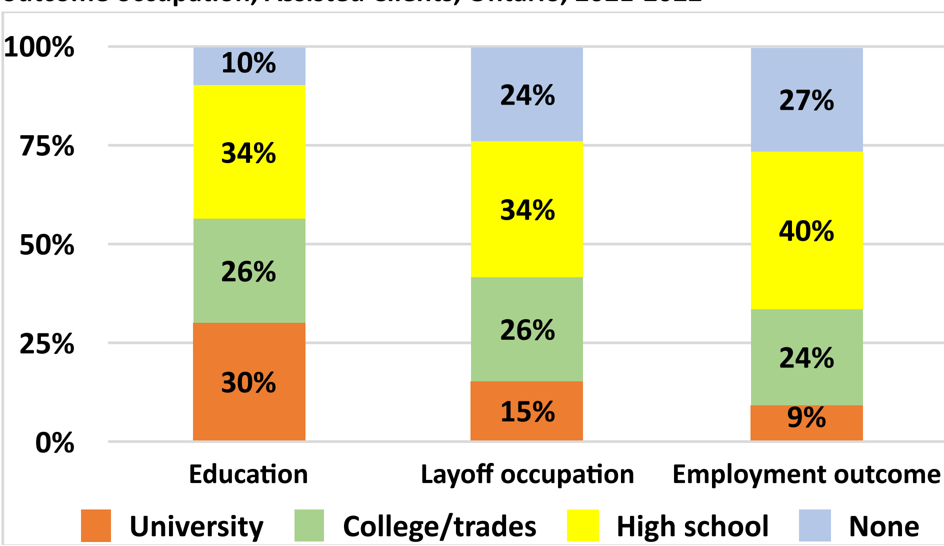
Table 20: Top 10 occupations for employment outcomes, 2021-2022

RANK	SMWDBLN		Region		Ontario	
	Occupation	#	Occupation	#	Occupation	#
1.	Service support and other service occupations, n.e.c.	36	Service representatives and other customer and personal services occupations	495	Service representatives and other customer and personal services occupations	960
2.	Service representatives and other customer and personal services occupations	30	Administrative and financial supervisors and administrative occupations	400	Service support and other service occupations, n.e.c.	935
3.	Service supervisors and technical service occupations	28	Service support and other service occupations, n.e.c.	255	Administrative and financial supervisors and administrative occupations	719
4.	Office support occupations	20	Office support occupations	240	Labourers in Processing, Manufacturing and Utilities	622
5.	Transport and heavy equipment operation and related maintenance occupations	19	Sales representatives and salespersons - wholesale and retail trade	187	Transport and heavy equipment operation and related maintenance occupations	608
6.	Administrative and financial supervisors and administrative occupations	17	Labourers in Processing, Manufacturing and Utilities	186	Sales support occupations	523
7.	Trades helpers, construction labourers and related occupations	17	Professional occupations in business and finance	172	Sales representatives and salespersons - wholesale and retail trade	517
8.	Labourers in Processing, Manufacturing and Utilities	16	Professional occupations in natural and applied sciences	157	Office support occupations	509
9.	Sales support occupations	15	Sales support occupations	152	Trades helpers, construction labourers and related occupations	506
10.	Assemblers in Manufacturing	14	Technical Occupations Related to natural and applied sciences	144	Care providers and educational, legal and public protection support occupations	357

There are 46 occupational categories for reporting purposes. At the local level, there is only data for 14 of these categories, as 19 categories were supressed for having less than 10 entries (the other 13 categories had no entries). Totalling all the reported employment outcome occupations at the Region and provincial levels, most of these jobs require a high school diploma or less. At the Region level, among the outcome occupations, 57% of these jobs require a high school diploma or no educational certificate (according to the educational attainment data, only 28% of the Assisted Clients at the Region level have a high school diploma or less). At the provincial level, where the data is most robust, 67% of the occupation outcomes are jobs that require a high school diploma or less.

It is worth comparing these outcomes in terms of the educational attainment profile of Assisted Clients and the occupations they were laid off from. The amount of data capture for layoffs and for employment outcomes is limited, but this is the only data that we have. Chart 3 compares the data for educational attainment, layoff occupation (by the degree typically expected for that occupation) and employment outcome for all Ontario Assisted Clients.

Chart 3: Distribution of educational attainment, layoff occupation and employment outcome occupation, Assisted Clients, Ontario, 2021-2022



Despite relatively large proportions of clients with higher levels of educational attainment, these clients often are laid off from occupations which require lower levels of educational attainment and, based on what outcome data is available, tend to slip a little further in terms of the profile of the jobs they eventually obtain.

67%

At the provincial level, where the data is most robust, 67% of the occupation outcomes are jobs that require a high school diploma or less.

Literacy and Basic Skills

Table 21 presents the overall client numbers for Literacy and Basic Skills and makes some comparisons to figures from previous years. In 2020-2021, the number of in-person learners declined in all three areas, almost entirely because of a decline in the number of new in-person learners. In 2021-2022, these numbers rebounded, higher than what they were in 2020-2021, but still lower than 2019-2020.

SMWDBLN's area share of all In-Person Learners in the Province stayed relatively steady in comparison to previous years (at 4.9%, within the range of 4.7% to 5.1%). This is slightly higher than the area's share of the provincial population (4.2%). The Region's share stayed around the 39% mark, which is a slight decrease from earlier years. Compared to the Region's share of the provincial population (51.4%), the proportion of LBS clients is considerably lower.

Overall, the number of in-person learners rebounded higher than what they were in 2020-2021 in all three areas.

Table 21: Number of Literacy and Basic Skills Learners

	BOARD	REGION	ONTARIO
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2021-2022)	**1,727**	**13,678**	**35,164**
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2020-2021)	**1,567**	**12,879**	**33,025**
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2019-2020)	**2,093**	**16,442**	**41,867**
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2018-2019)	**2,176**	**17,445**	**42,578**
Number of In-Person Learners (New) (2021-2022)	**1,101**	**7,585**	**20,079**
Number of In-Person Learners (New) (2020-2021)	**796**	**6,929**	**17,133**
Number of In-Person Learners (New) (2019-2020)	**1,350**	**10,291**	**26,061**
Number of In-Person Learners (New) (2018-2019)	**1,395**	**11,148**	**26,529**
2021-2022 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)	**4.9%**	**38.9%**	
2020-2021 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)	**4.7%**	**39.0%**	
2019-2020 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)	**5.0%**	**39.3%**	
2018-2019 In-Person Learners as % of Province (New In-Person + Carry-Over In-Person)	**5.1%**	**41.0%**	
As % of Ontario population (2021)	**4.2%**	**51.4%**	
Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel) **(2021-2022)**			6,541
Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel) **(2020-2021)**			7,069
Number of E-Channel Learners (New) **(2021-2022)**			4,434
Number of E-Channel Learners (New) **(2020-2021)**			4,678
Number of E-Channel Learners (Carry-Over) **(2021-2022)**			2,107
Number of E-Channel Learners (Carry-Over) **(2019-2020)**			2,391
Total Number of Learners (In-Person + E-Channel) (2021-2022)	**1,727**	**13,678**	**41,705**

Table 22 shows the distribution of learners by service provider stream. In the local area, there are only clients in the Anglophone (94%) and Francophone (6%) streams. The local area has a higher proportion of Francophones than the Region level, while figures for providers serving the deaf and native populations show up at the Region and provincial levels. There is almost no change in the proportions from last year.

Table 22: Distribution of clients by service provider stream, 2021-2022

	NUMBER OF LBS CLIENTS			% BY SERVICE PROVIDER STREAM		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Anglophone	1,623	12,968	34,959	94%	95%	84%
Deaf	0	141	412	0%	1%	1%
Francophone	104	435	3,483	6%	3%	8%
Native	0	134	2,851	0%	1%	7%
Non-Designated	0	0	0	0%	0%	0%
TOTAL	1,727	13,678	41,705	100%	100%	100%

DISTRIBUTION OF LEARNERS IN SMWDBLN

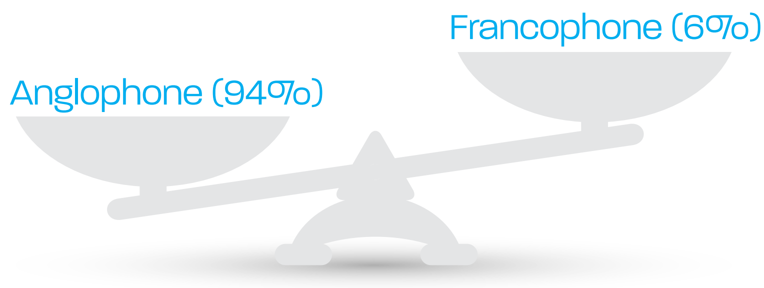


Table 23 illustrates the distribution of clients by service provider sector and compares the figures to the previous year. There has been virtually no change in the distribution percentages at the Region and provincial levels. At the local level, there has been a drop in the Community College share in favour of the School Board Sector. The previous year, the Community College Sector had increased, so this appears to be a return to the previous distribution pattern.

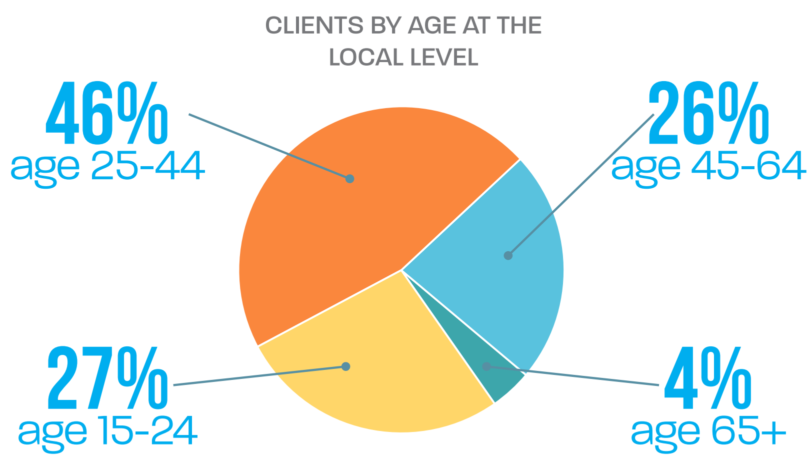
Table 23: Distribution of clients by service provider sector, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Community Agency Sector	25%	29%	36%	25%	29%	36%
Community College Sector	43%	47%	37%	54%	48%	38%
School Board Sector	32%	24%	26%	21%	23%	27%

The client demographic data for Literacy and Basic Skills provides details for several characteristics. In terms of the age of the learners (Table 24), there has been little change for the last few years. Compared to the Region and Province, the SMWDBLN area has a slightly smaller proportion of clients aged 25-44 years old, although that increased over the last two years.

Table 24: Literacy and Basic Skills clients by age, 2021-2022 and 2020-2021

	NUMBER OF LBS CLIENTS			% BY AGE		
2020-2021	**SMWDBLN**	**Region**	**Ontario**	**SMWDBLN**	**Region**	**Ontario**
15-24 years old	463	3,201	10,226	27%	23%	25%
25-44 years old	802	7,118	20,804	46%	52%	50%
45-64 years old	393	3,017	8,951	23%	22%	22%
65 years and older	69	331	1,688	4%	2%	4%
Unknown	0	11	36	0%	0%	0%
TOTAL	1,727	13,678	41,705			
2019-2020	**15-24 years old**			31%	25%	26%
	25-44 years old			44%	51%	49%
	45-64 years old			22%	22%	22%
	65 years and older			3%	2%	4%



Women make up a larger proportion of learners at all three levels and that proportion increased in each area from last year, particularly at the Board level, where almost seven out of ten learners are females (Table 25).

(There are clients in the "Trans," "Other" and "Prefer not to disclose" categories, but when the percentage figures are rounded off, the result is 0%.)

Table 25: Literacy and Basic Skills clients by gender, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Females	69%	64%	66%	64%	61%	64%
Males	31%	35%	34%	36%	38%	35%
Trans	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%
Prefer not to disclose	0%	0%	1%	0%	1%	0%
TOTAL	100%	100%	100%	100%	100%	100%

Table 26 provides the data for designated groups. This data relies on self-reported information and therefore is subject to under-counting. The figures are nevertheless being provided for the sake of comparison, because presumably there is a degree of under-reporting at each level of data.

There is considerable divergence across all three levels. The local area has a higher proportion of clients with a disability, compared to the Region or provincial levels. On the other hand, the local area has a smaller proportion of newcomers and visible minorities compared to the Region and provincial levels. The local area also has a higher proportion of clients who belong to an Indigenous Group, like the provincial figures, whereas the Region proportion is considerably smaller. These proportions are almost the same as the previous year.

Table 26: Literacy and Basic Skills clients by designated groups, 2021-2022

	NUMBER OF LBS CLIENTS			PER CENT		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Aboriginal Group	143	400	4,246	8%	3%	12%
Deaf	X	147	564	0%	1%	2%
Deaf/Blind	X	X	68	0%	0%	0%
Francophone	120	562	4,019	7%	4%	11%
Internationally Trained	0	0	0	0%	0%	0%
Newcomer	66	2,424	5,520	4%	18%	16%
Person with Disability	528	2,199	10,378	31%	16%	30%
Racialized	62	2,505	5,920	4%	18%	17%

No entry (X) means the figure was smaller than 10 and to ensure confidentiality, the figure was supressed.

The distribution of educational attainment levels of clients is listed in Table 27. There is a high level of similarity in the educational levels of attainment of clients across the Board, the Region and the Province. The main difference is that at the Board level, where 37% of clients have less than a Grade 12 education, a notable contrast to the Region figure, which makes up for the difference with more university graduates. There has been a continuing drop in the proportion of clients at the Board level with no educational certificate, from 49% in 2017-2018 to 37% in 2021-2022.

Table 27: Literacy and Basic Skills clients by educational attainment, 2021-2022 and 2020-2021

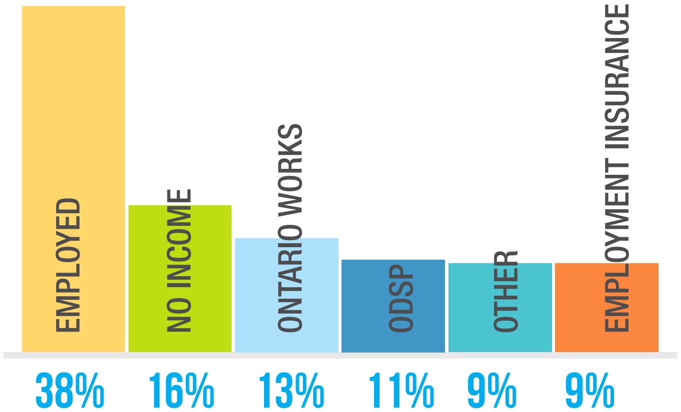
	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Ontario	Region
No certificate	37%	27%	32%	39%	29%	34%
High school	30%	28%	27%	29%	28%	27%
Apprenticeship	0%	1%	1%	1%	1%	1%
College	18%	16%	17%	16%	14%	16%
University	8%	18%	14%	9%	17%	13%
Other	6%	9%	9%	6%	9%	9%

16 percent of local participants have a College diploma.

In terms of sources of income (Table 28), the three main sources of income for clients across all three geographic categories are: Employed; No Source of Income; and Ontario Works. There has been a slight increase in the proportion of learners who are employed and a slight decline in the proportion of learners who are OW clients. These trends were apparent last year as well.

Table 28: Literacy and Basic Skills clients, percent distribution by source of income, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Canada Pension Plan	0%	0%	0%	0%	0%	0%
Crown Ward	0%	0%	0%	0%	0%	0%
Dependent of EI	0%	0%	0%	0%	0%	0%
Dependent of OW/ODSP	1%	1%	2%	1%	2%	2%
Employed	38%	31%	33%	34%	27%	31%
Employment Insurance	9%	10%	9%	8%	11%	8%
No Source of Income	16%	22%	19%	19%	23%	19%
ODSP	11%	9%	10%	11%	9%	11%
Ontario Works	13%	15%	14%	15%	17%	16%
Other	9%	9%	11%	10%	9%	11%
Pension	0%	0%	0%	0%	0%	0%
Self Employed	2%	2%	2%	2%	2%	2%
Unknown	0%	1%	1%	0%	1%	1%



PARTICIPANT SOURCE OF INCOME 2020-2021
(AT THE LOCAL LEVEL 2021-2022)

In terms of Learner's Goal Path (Table 29), the major difference between the Board area and the other two areas is that the Board area has considerably more clients seeking a Secondary School Credit and fewer who aim for post-secondary. At the Board level, there was a considerable jump in the proportion of leaners seeking an apprenticeship pathway and a corresponding drop in those seeking a post-secondary pathway.

Table 29: Literacy and Basic Skills clients: Learner's Goal Path, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Apprenticeship	19%	14%	9%	11%	13%	8%
Employment	24%	27%	30%	25%	28%	30%
Independence	10%	8%	11%	9%	8%	10%
Postsecondary	26%	42%	39%	34%	40%	40%
Secondary School Credit	21%	10%	12%	21%	11%	12%

By far, the largest proportion of clients are unemployed at the time of intake, between 54% to 55% in the case of all three levels. There was a very small decline in the proportion of unemployed from last year, with increases among full and part-time employed (Table 30).

Table 30: Literacy and Basic Skills clients: Labour force attachment, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Employed Full Time	24%	20%	22%	23%	17%	21%
Employed Part Time	17%	14%	15%	14%	13%	14%
Full Time Student	0%	5%	3%	0%	5%	3%
Part Time Student	3%	2%	1%	4%	2%	2%
LFA Self Employed	3%	3%	3%	2%	2%	2%
Under Employed	0%	2%	1%	0%	1%	1%
Unemployed	54%	55%	55%	57%	58%	57%

By far, the largest proportion of clients are unemployed at the time of intake, between 54% to 55%

Table 31 shows the distribution of career path goals by labour force attachment. Depending on one's labour force attachment, there are different priority goals:

- For those employed full-time or part-time, post-secondary goals have a higher priority, followed by employment goals; however, at the Board level, apprenticeship was an equally prominent goal
- Full-time students split their goals between employment goals and education goals (secondary school credits or post-secondary), with apprenticeship goals prominent at the Region and Provincial levels
- Part-time students are more focused on education goals (at the local level, very much on secondary school credits, at the Region and provincial levels, a rough split between secondary school and post-secondary)
- Self-employment learners are almost evenly split between employment and post-secondary goal paths
- The under-employed are focused on employment goals and secondarily on education goals, with apprenticeship prominent at the Board level
- The unemployed are focused on education goals and secondarily on employment goals

In most instances, this profile of goals is like that of last year.

For those employed full-time or part-time, post-secondary goals have a higher priority

Table 31: Percentage distribution of career path goals by labour force attachment, 2021-2022

	SMWDBLN	Region	Ontario
EMPLOYED FULL-TIME			
Apprenticeship Goal Path	18%	19%	11%
Employment Goal Path	28%	18%	27%
Independence Goal Path	5%	6%	8%
Post Secondary Goal Path	35%	49%	45%
Secondary School Credit Goal Path	14%	9%	9%
EMPLOYED PART-TIME			
Apprenticeship Goal Path	32%	12%	8%
Employment Goal Path	18%	18%	23%
Independence Goal Path	5%	5%	7%
Post Secondary Goal Path	33%	57%	53%
Secondary School Credit Goal Path	13%	8%	9%

FULL-TIME STUDENT			
Apprenticeship Goal Path	0%	39%	24%
Employment Goal Path	40%	8%	18%
Independence Goal Path	0%	4%	4%
Post Secondary Goal Path	40%	42%	41%
Secondary School Credit Goal Path	20%	6%	12%
PART-TIME STUDENT			
Apprenticeship Goal Path	0%	11%	5%
Employment Goal Path	3%	11%	23%
Independence Goal Path	0%	11%	11%
Post Secondary Goal Path	10%	34%	37%
Secondary School Credit Goal Path	86%	33%	24%
SELF-EMPLOYED			
Apprenticeship Goal Path	14%	12%	7%
Employment Goal Path	30%	26%	34%
Independence Goal Path	16%	10%	14%
Post Secondary Goal Path	33%	47%	38%
Secondary School Credit Goal Path	7%	5%	7%
UNDER-EMPLOYED			
Apprenticeship Goal Path	17%	9%	13%
Employment Goal Path	83%	53%	40%
Independence Goal Path	0%	8%	10%
Post Secondary Goal Path	0%	27%	29%
Secondary School Credit Goal Path	0%	3%	8%
UNEMPLOYED			
Apprenticeship Goal Path	17%	10%	7%
Employment Goal Path	25%	34%	34%
Independence Goal Path	14%	10%	13%
Post Secondary Goal Path	21%	35%	32%
Secondary School Credit Goal Path	22%	11%	13%

Table 32 identifies the top three sources of referrals to the LBS programs, by percentage of all reported referrals, for each area. Around 40% of all referrals in each area come through "informal word of mouth/media referral," and the top two sources have been the clear primary sources for the last five years the data has been reported.

Table 32: Top three sources of in-referrals, 2021-2022

SMWDBLN	%	REGION	%	ONTARIO	%
Informal Word of Mouth/Media Referral	43%	Informal Word of Mouth/Media Referral	42%	Informal Word of Mouth/Media Referral	40%
Other - Structured/ Formal Referral	37%	Other - Structured/ Formal Referral	27%	Other - Structured/ Formal Referral	25%
EO - Employment Service Provider	9%	EO - Employment Service Provider	6%	EO - Literacy and Basic Skills Service Provider	8%
				EO - Employment Service Provider	8%

Table 33 provides data on referral destinations. Two categories are provided:

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

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

Table 33: Top destinations of out-referrals, 2021-2022

SMWDBLN	%	REGION	%	ONTARIO	%
TO OTHER COMMUNITY RESOURCES					
Educational/Academic Services	30%	Educational/Academic Services	19%	Educational/Academic Services	24%
Custom Basic Plan Item	12%	Custom Basic Plan Item	10%	Custom Basic Plan Item	11%
TO OTHER PROGRAMS AND SERVICES					
High School	18%	Post-Secondary Education	26%	Post-Secondary Education	13%
Post-Secondary Education	15%	Other - structured/ formal referral	10%	Custom Basic Plan Item	9%
Custom Basic Plan Item	9%	Custom Basic Plan Item	9%	EO - Literacy and Basic Skills Service Provider	8%
EO - Literacy and Basic Skills Service Provider	6%	EO - Employment Service Provider	5%	EO - Employment Service Provider Post-Secondary Education	8%
		High School	5%		

With regards to detailed outcomes (Table 34), there are a few differences from last year:

- There was an increase in the unknown outcomes across all three areas in the previous year and that has come down slightly
- There had been a slight decline across most employment outcomes in the previous year and there was a slight recovery last year
- There was an increase, especially at the local level, in Employed & in Training as well as In Training, with a decline among In Education as well as Unemployed

LOCAL LEVEL OUTCOMES AT EXIT

2020-2021
19% Unemployed

2021-2022
12% Unemployed

Table 34: Literacy and Basic Skills clients: Detailed outcomes at exit, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Employed Full-Time	17%	11%	13%	15%	10%	12%
Employed Part-Time	6%	4%	6%	6%	5%	5%
Employed Apprentice	0%	6%	2%	0%	7%	2%
Employed - Other	2%	0%	1%	2%	0%	1%
Employed & in Education	5%	4%	3%	3%	3%	2%
Employed & in Training	9%	2%	1%	0%	1%	1%
Self-Employed	2%	1%	1%	0%	1%	1%
In Education	15%	19%	18%	22%	21%	18%
In Training	8%	7%	7%	4%	6%	6%
Independent	0%	6%	5%	0%	5%	4%
Volunteer	0%	1%	1%	0%	0%	1%
Unable to Work	4%	2%	2%	3%	2%	3%
Unemployed	12%	16%	15%	19%	17%	16%
Unknown	20%	23%	25%	26%	24%	28%

Better Jobs Ontario

The Simcoe and Muskoka area enlisted 111 individuals into the Better Jobs Ontario program last year, a 16% increase over the previous year, similar to the increase provincially (there was a very large jump at the Region level) (Table 35). As a percentage of all provincial clients, the local level has slowly been increasing its share (from 2.1% in 2016-2017 to 3.1% in 2020-2021, down to 2.9% in 2021-2022), but that continues to be a lower proportion than their share of the provincial resident population (4.2%). The share at the Central Region had been dropping steadily for the previous four years but bounced back in 2021-2022 to 36.0%.

Table 35: Better Jobs Ontario client numbers

	SMWDBLN	REGION	ONTARIO
Number of clients, 2021-2022	111	1,358	3,777
Number of clients, 2020-2021	95	768	3,110
Number of clients, 2019-2020	94	1,031	3,314
Number of clients, 2018-2019	86	1,380	3,834
Number of clients, 2017-2018	112	2,254	5,379
Number of clients, 2016-2017	148	3,215	7,158
2021-2022 BJO Clients as % of Province	2.9%	36.0%	
2020-2021 BJO Clients as % of Province	3.1%	24.7%	
2019-2020 BJO Clients as % of Province	2.8%	31.1%	
2018-2019 BJO Clients as % of Province	2.2%	36.0%	
2017-2018 BJO Clients as % of Province	2.1%	41.9%	
2016-2017 BJO Clients as % of Province	2.1%	44.9%	
Share of provincial population (2021)	**4.2%**	**51.4%**	

As with the other programs, the client demographic data for Better Jobs Ontario provides details on various client characteristics. Better Jobs Ontario clients tend to be either younger or middle-aged adults (Table 36); at the local level, 54% are aged 25 to 44 years and another 41% are aged 45-64 years old.

Table 36: Better Jobs Ontario clients by age, 2021-2022 and 2020-2021

	NUMBER OF 2nd CAREER CLIENTS			% BY AGE		
2020-2021	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
15-24 years old	X	42	208	X	3%	6%
25-44 years old	60	793	2,193	54%	58%	58%
45-64 years old	45	518	1,358	41%	38%	36%
65 years and older	X	X	18	X	0%	1%
TOTAL	111	1,358	3,777	100%	100%	100%
2020-2021	**15-24 years old**			0%	3%	6%
	25-44 years old			56%	56%	60%
	45-64 years old			37%	41%	33%
	65 years and older			0%	0%	1%

This year, there was more of a tilt toward a larger proportion of male Better Jobs Ontario client at the local and Region levels, compared to a near balance in the previous year, which was more aligned with the gender split evident in the provincial figures for the past two years.

Table 37: Better Jobs Ontario clients by gender, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Females	44%	45%	43%	50%	49%	45%
Males	56%	55%	56%	51%	51%	55%
Other/Undisclosed	0%	0%	0%	0%	0%	0%

The figures for the educational attainment of Better Jobs Ontario clients are slightly incomplete, because several categories at the Board level are suppressed for having results less than 10. Nevertheless, it is apparent that the trend from last two years has continued: a large portion of these clients locally have only a high school diploma or a college diploma. At the Region and provincial levels, a significant proportion of Better Jobs Ontario clients have either a high school diploma, a college diploma or a university degree (Table 38). It is noteworthy that the educational attainment information is not available for almost one-quarter of the clients at all three levels.

Table 38: Better Jobs Ontario clients: Educational attainment at intake, 2021-2

	2021-2022		
	SMWDBLN	Region	Ontario
No certificate	X	X	7%
High school	30%	23%	22%
Apprenticeship	X	1%	2%
College	21%	21%	23%
University	X	19%	14%
Other	X	7%	9%
Unknown	22%	24%	24%

In terms of sources of income (Table 39), there are several categories for which the data is supressed at the Board as well as Region levels. It is nevertheless apparent that half or more of clients are Employment Insurance recipients, as was the case last year and in previous years. The next largest category was No Source of Income, although the Unknown category is also prominent at the Region and provincial levels.

Table 39: Better Jobs Ontario clients by source of income, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Canada Pension Plan	0%	0%	0%	0%	0%	0%
Crown Ward	0%	0%	0%	0%	0%	0%
Dependent of EI	0%	0%	0%	0%	0%	0%
Dependent of OW/ODSP	0%	X	0%	0%	0%	0%
Employed	X	2%	3%	0%	2%	4%
Employment Insurance	71%	57%	51%	67%	56%	57%
No Source of Income	15%	15%	14%	15%	20%	16%
Ontario Disability Support Program	X	1%	2%	0%	2%	2%
Ontario Works	X	2%	3%	0%	5%	5%
Other	X	7%	7%	12%	14%	14%
Pension	0%	0%	0%	0%	0%	0%
Self Employed	0%	X	1%	0%	0%	1%
Unknown	X	16%	20%	0%	0%	2%

Better Jobs Ontario clients tend to be unemployed for around the same length of time as Employment Services Assisted Clients, except that they have a slightly higher proportion of those unemployed 6-12 months and a lower proportion of those unemployed 12 months or more (Table 40). Compared to the distribution for all unemployed, both Better Jobs Ontario and ES Assisted Clients represent a larger proportion of those who have been unemployed for six months or more.

Table 40: Percentage distribution by length of time out of employment for Better Jobs Ontario clients and ES Assisted Clients (2021-2022), and unemployed individuals, Ontario, 2021

	2021-2022 Better Jobs Ontario			2021-2022 ES CLIENTS			LFS ONTARIO
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario	
< 3 months	34%	27%	34%	36%	32%	35%	55%
3 – 6 months	14%	17%	17%	14%	14%	14%	15%
6 – 12 months	27%	26%	23%	17%	20%	19%	20%
> 12 months	25%	30%	27%	34%	33%	33%	10%

Labour Force Survey, 2021

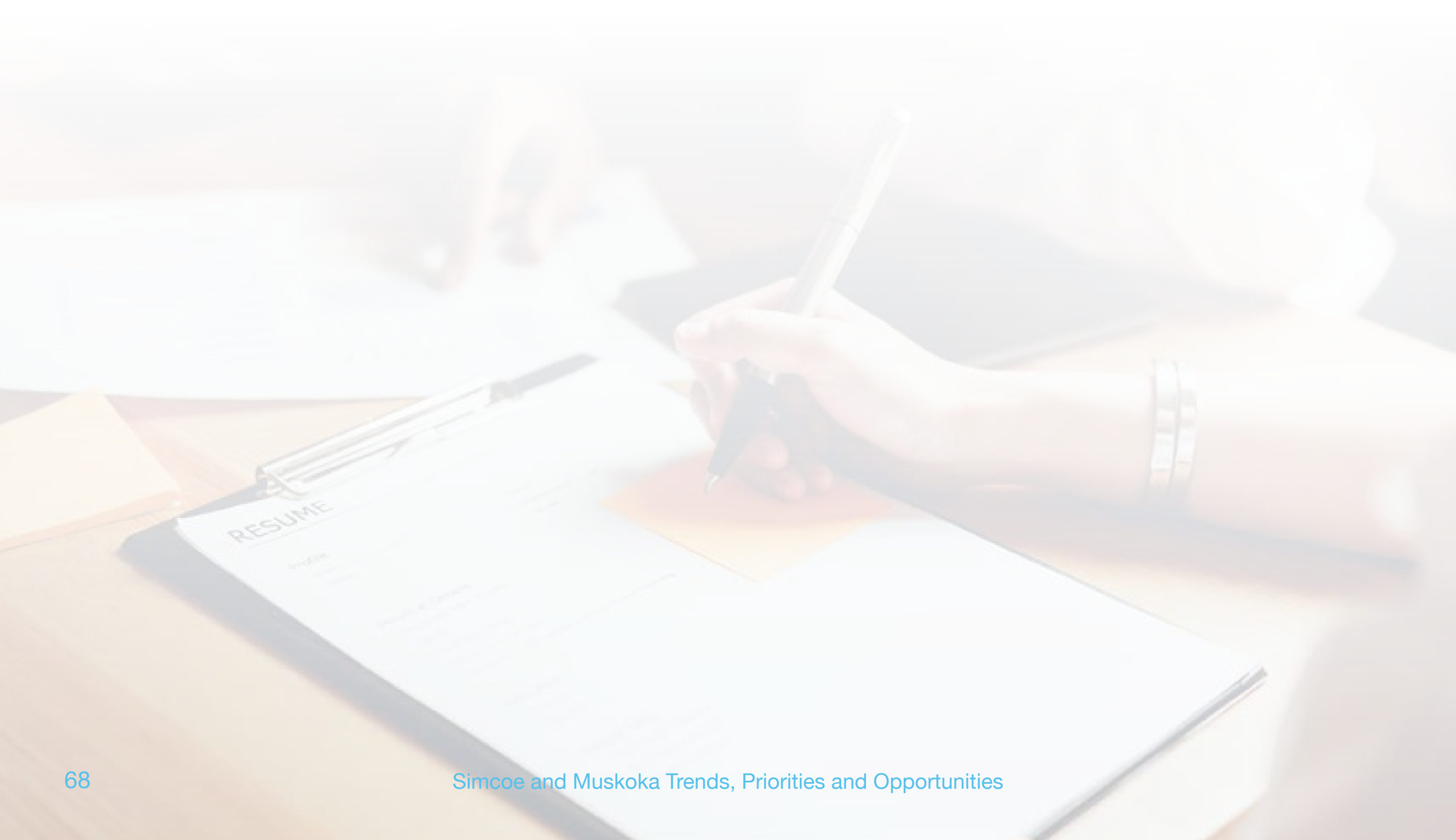


Table 41 lists the top ten approved skills training programs under Better Jobs Ontario. There is a limited amount of data for the SMWDBLN area, with only one training program being identified, the rest being supressed for the number being under 10. That one program is Transport Truck Driver, with 38 clients accounting for a third (34%) of all clients (apart from Transport Truck Driver, local Second Career clients were placed into 34 different programs).

At the Regional level, there is a more even spread across various skills training programs, with large numbers being placed in a range of occupations spanning transportation, IT, the community sector, business, health and skilled trades occupations. Still, enrolment in the Transport Truck Drivers program is larger than the next five largest programs combined.

The Transport Truck Driver program is by far and away the largest for the Province, so much so that it is almost larger than the enrolment numbers for the next seven largest programs combined and accounts for 27% of all enrolments, slightly lower than the 29% for last year.

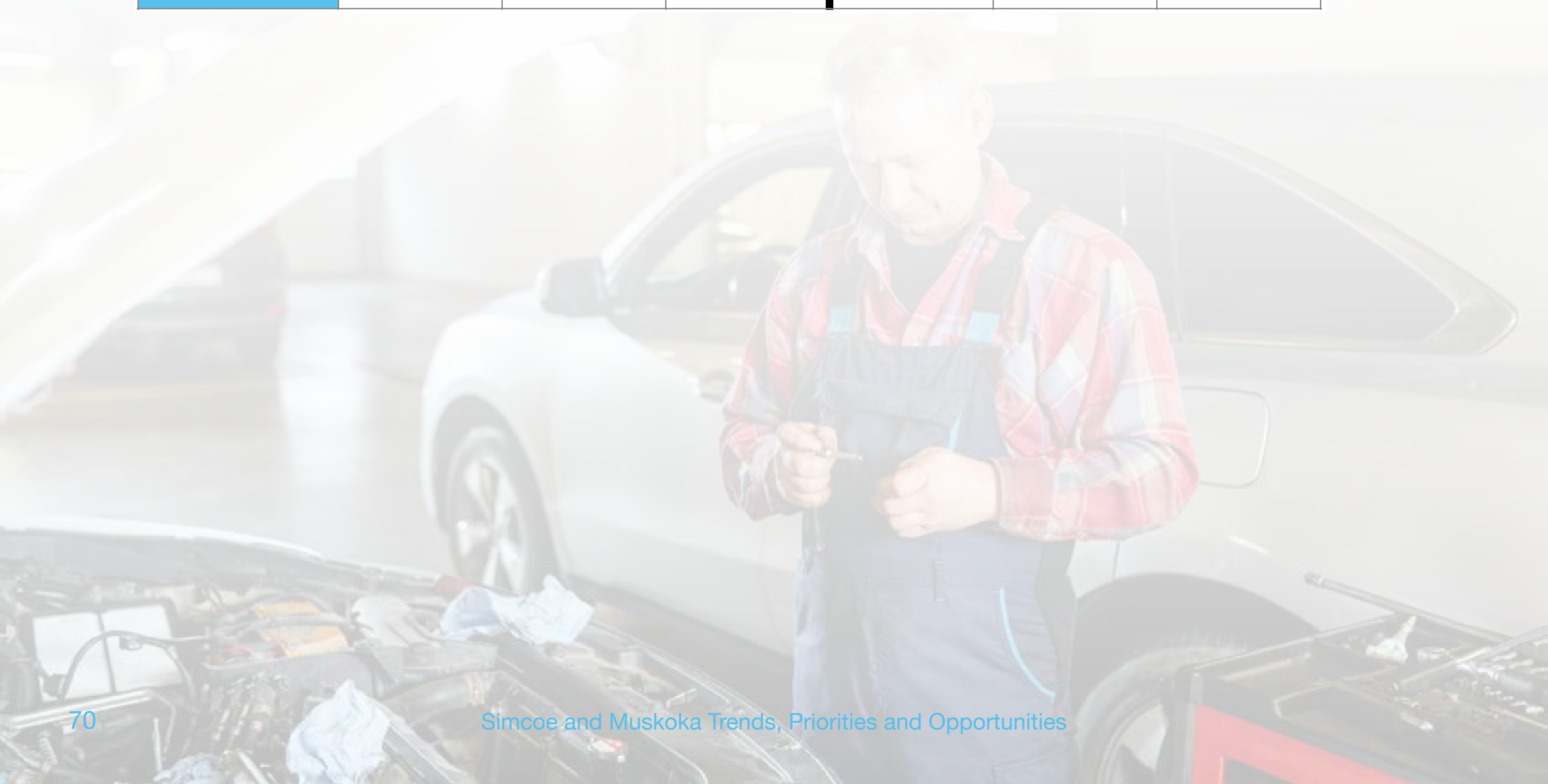
Table 41: Top 10 Better Jobs Ontario Approved Skills Training Programs, 2021-2022

RANK	SMWDBLN		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Transport Truck Drivers	38	Transport Truck Drivers	296	Transport Truck Drivers	1023
2.			Computer Network Technicians	71	Heavy Equipment Operators (Except Crane)	222
3.			Medical Administrative Assistants	68	Medical Administrative Assistants	194
4.			Accounting and Related Clerks	65	Computer Network Technicians	148
5.			Home Support Workers, Housekeepers and Related Occupations	48	Home Support Workers, Housekeepers and Related Occupations	128
6.			Social and Community Service Workers	37	Administrative Officers	116
7.			Refrigeration and Air Conditioning Mechanics	35	Accounting and Related Clerks	112
8.			Administrative Officers	34	Social and Community Service Workers	111
9.			Graphic Designers and Illustrators	34	Administrative Assistants	82
10.			Estheticians, Electrologists and Related Occupations	33	Refrigeration and Air Conditioning Mechanics	74

For outcomes at both exit and at 12 months, there is a high proportion of Unknowns across all three areas. The Board and the Province levels report employment outcomes for around a third (30%) of clients at exit and around half (50%-55%) at 12 months, while the Region has slightly lower figures.

Table 42: Outcomes at exit and at 12 months, 2021-2022

	NUMBER			PERCENT		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
OUTCOME AT EXIT						
Employed	20	122	702	30%	21%	30%
Training/Edn	X	90	264	X	16%	11%
Other	X	X	31	X	X	1%
Unemployed	27	193	822	41%	34%	35%
Unknown	19	164	534	29%	29%	23%
TOTAL	66	569	2,353	100%	100%	100%
OUTCOME AT 12 MONTHS						
Employed	30	139	851	55%	35%	50%
Training/Edn	0	X	31	0%	X	2%
Other	0	X	27	0%	X	2%
Unemployed	X	53	179	X	13%	11%
Unknown	25	208	624	46%	52%	36%
TOTAL	55	400	1,712	100%	100%	100%



Apprenticeship

The number of new apprenticeship registrations at the Board level had been slowly increasing over the past few years, but in 2020-2021 the number declined significantly; while 2021-2022 shows a recovery, it is considerably below the figure in 2019-2020. This was also the pattern for the Region and the Province (Table 43).

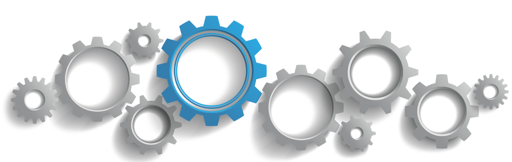
Table 43: Number of new apprenticeship registrations, 2014-15 to 2021-2022

	SMWDBLN	Region	Ontario
Number of New Registrations			
2021-2022	792	9,366	22,056
2020-2021	628	7,051	16,730
2019-2020	1,094	11,770	26,771
2018-2019	1,089	12,318	27,821
2017-2018	938	10,871	24,991
2016-2017	906	10,442	24,890
2015-2016	867	10,451	25,793
2014-2015	908	9,715	26,018

In the case of the Board area, their share of all registrations at the provincial level had been slowly increasing, but in 2020-2021 the share dipped a little and now has dipped some more to 3.6%, whereas the Board's share of the provincial population is 4.2%.

The number of active apprentices has been growing, with the Board area representing 3.3% of the Province's active apprentices.

The number of Certificates of Apprenticeship (CofAs) issued at the Board level has returned to its pre-COVID figure.



The local area represents 3.3%
of the Province's active apprentices

Table 44: New registrations and active apprenticeships

	SMWDBLN	Region	Ontario
Number of New Registrations			
2021-2022	792	9,366	22,056
2020-2021	628	7,051	16,730
2019-2020	1,094	11,770	26,771
As % of Ontario: 2021-2022	3.6%	42.5%	
As % of Ontario: 2020-2021	3.8%	42.1%	
As % of Ontario: 2019-2020	4.1%	44.0%	
As % of Ontario: 2018-2019	3.9%	44.3%	
As % of Ontario: 2017-2018	3.8%	43.5%	
As % of Ontario: 2016-2017	3.6%	42.0%	
Number of Active Apprentices			
2021-2022	2,814	38,231	84,937
2020-2021	2,706	35,956	78,733
2019-2020	2,600	33,790	73,924
As % of Ontario: 2021-2022	3.3%	45.0%	
As % of Ontario: 2020-2021	3.4%	45.7%	
As % of Ontario: 2019-2020	3.5%	45.7%	
As % of Ontario: 2018-2019	3.5%	45.6%	
As % of Ontario: 2017-2018	3.5%	44.8%	
As % of Ontario: 2016-2017	3.6%	45.2%	
Number of CofAs Issued			
2021-2022	289	3,443	8,120
2020-2021	195	2,647	5,877
2019-2020	266	3,732	8,892
As % of Ontario: 2021-2022	3.6%	42.4%	
As % of Ontario: 2020-2021	3.3%	45.0%	
As % of Ontario: 2019-2020	3.0%	42.0%	
As % of Ontario: 2018-2019	3.1%	42.6%	
As % of Ontario: 2017-2018	3.3%	43.2%	
Population			
As percent of Ontario	4.2%	51.4%	

The distribution by age is heavily skewed towards younger people (Table 45). Around half of the clients are youth (15-24 years of age), and almost all the rest fall within the 25-44 years old range. The Board area has had a higher proportion of those aged 15-24 years old, and that proportion increased in 2021-2022 to 58%.

Table 45: Distribution by age of apprenticeship, 2021-2022 and 2020-2021

Percent	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
15-24 years	58%	48%	51%	51%	45%	48%
25-44 years	39%	48%	46%	47%	51%	48%
45-64 years	2%	4%	4%	3%	4%	4%
over 65 years	0%	X	0%	0%	0%	0%

Over half of local apprentices are between the ages of

15-24

The apprenticeship field is also heavily made up of males, where there are five times as many males as there are females in the program at the local level (84% male compared to 16% female) (Table 46). The proportion of females is even slightly lower at the Regional and provincial levels.

Table 46: Distribution by gender of apprenticeship, 2021-2022 and 2020-2021

Percent	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
Females	16%	12%	13%	18%	12%	13%
Males	84%	87%	87%	82%	88%	87%
Other/not disclosed/trans	X	X	1%	0%	1%	1%

The distribution of clients by education at intake (Table 47) is mostly dominated by clients who have a high school diploma. 82%-87% of clients fall into that category and the rest largely have no high school diploma. (These proportions are for those clients for which the data was known.) The increase in the number of apprentices who were 15-24 years old at the local level appears to have also coincided with an increase of apprentices without a high school diploma.

Table 47: Distribution by education at intake of apprenticeship, 2021-2022 and 2020-2021

	2021-2022			2020-2021		
	SMWDBLN	Region	Ontario	SMWDBLN	Region	Ontario
No certificate	17%	12%	13%	12%	12%	12%
High school	82%	87%	87%	87%	88%	88%
Apprenticeship	0%	0%	0%	0%	0%	0%
College	X	0%	0%	0%	1%	1%
University	0%	X	0%	0%	0%	0%
Other	X	1%	0%	0%	1%	0%

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

There is limited data for the distribution by designated group at the local level; the only three categories that have reported data are members of an Indigenous Group, Francophones and persons with a disability (Table 48). It is hard to know whether these figures represent under-reporting, as some of these designated groups show higher participation rates in other EO programs. This is an area worth investigating through consultations with service providers.

Table 48: Distribution by designated group of apprenticeship, 2021-2022

Percent	APPRENTICESHIP		
	SMWDBLN	Region	Ontario
Indigenous Group	5%	15%	11%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	3%	3%	6%
ITPs	0%	0%	0%
Newcomer	X	1%	0%
Person with Disability	2%	1%	1%
Racialized	X	6%	4%

Table 49 shows the top 10 trades for new registrations, ranking them in order of the number of clients. The following eight trades are found in the top ten across the Board, Region, and provincial levels:

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

The top 6 trades are the same for SMWDBLN, regional, and provincial levels

Table 49: Top 10 trades for new registrations, 2021-2022

RANK	SMWDBLN		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Electrician - Construction and Maintenance	179	Electrician - Construction and Maintenance	2138	Electrician - Construction and Maintenance	4359
2.	Automotive Service Technician	121	Automotive Service Technician	1046	Automotive Service Technician	2412
3.	Plumber	68	Plumber	925	Plumber	1875
4.	General Carpenter	65	General Carpenter	631	General Carpenter	1786
5.	Truck and Coach Technician	60	Truck and Coach Technician	470	Truck and Coach Technician	1312
6.	Hairstylist	53	Hairstylist	467	Hairstylist	1052
7.	General Machinist	35	Refrigeration and Air Conditioning Systems Mechanic	328	Industrial Mechanic Millwright	1008
8.	Refrigeration and Air Conditioning Systems Mechanic	26	Construction Millwright	277	Sheet Metal Worker	602
9.	Child Development Practitioner	24	Child Development Practitioner	271	Refrigeration and Air Conditioning Systems Mechanic	567
10.	Industrial Mechanic Millwright	23	Sheet Metal Worker	252	Child Development Practitioner	522

Table 50 provides a historical overview of the past nine years of new registrations by the largest number of registrations by trade. The decline in 2020-2021 is apparent across all these trades.

Table 50: Apprentice registrations, top six new registrations for Simcoe and Muskoka, 2013-2014 to 2020-2021

	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22
Electrician - Construct & Maint	114	126	151	150	143	210	198	133	179
Auto Service Technician	116	158	157	152	176	176	177	105	121
Hairstylist	85	100	100	109	100	113	111	51	53
Truck and Coach Technician	42	45	69	52	82	71	91	40	60
General Carpenter	37	56	49	44	68	72	84	39	65
Plumber	21	42	37	49	42	77	81	56	68
ALL NEW REGISTRATIONS	761	908	867	906	938	1089	1094	628	792

Bolded entries are compulsory trades

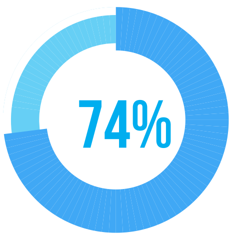
Canada Ontario Job Grant (COJG) – Employer

The employers that made use of the COJG are mostly smaller firms with less than 50 employees (Table 51). Across all areas, firms with less than 50 employees make up at least 74% of all COJG recipients across all areas. As with all programs profiled, there has been a rebound in numbers this year, but not to pre-COVID levels.

Table 51: Canada Ontario Job Grant – Employers, 2021-2022

	SMWDBLN	Region	Ontario
# of employers, 2020-2021	117	1,015	2,837
# of employers, 2020-2021	88	934	2,456
# of employers, 2019-2020	138	1,239	3,232
# of employers, 2018-2019	195	1,557	3,952
Size (percent)			
<50	76%	74%	75%
50-160	12%	17%	16%
151-300	X	5%	4%
301-500	X	2%	2%
501-1,500	X	1%	1%
1,501-10,000	0%	X	1%
> 10,000	0%	X	X

X denotes suppressed (under 10).



Employers that participate in COJG are mostly smaller firms with less than 50 employees.

Six out of ten (57%-64%) of the training was provided by private trainers across all three areas (Table 52). The next largest training provider is found among private career colleges, again across all three areas. There is less training which is provided by public entities such as school Boards, community colleges or universities, although the proportion for the Board area (11%) is considerably higher than that for the Region or Province.

Table 52: Canada Ontario Job Grant – Training provider type, 2021-2022

Percentage	COJG		
	SMWDBLN	Region	Ontario
Private Trainer	64%	62%	57%
Product Vendor	X	5%	3%
Public College	11%	4%	7%
Registered Private Career College	18%	21%	28%
School Board	0%	X	X
Union Based Training Centre	0%	X	1%
University	X	9%	6%
Unknown	0%	0%	X

X denotes suppressed (under 10).

The outcome at exit details remained consistent across the Board, Region, and provincial levels, with extremely high reported levels of an increase in productivity among those trained and that the training met their workforce needs (Table 53).

Table 53: Outcome at exit detail, 2020-2021

	SMWDBLN	Region	Ontario
Increase in trainee productivity	93%	93%	94%
Training met workforce needs	96%	98%	98%

ALL LEVELS REPORTED AN INCREASE OF PRODUCTIVITY AND THAT THE TRAINING MET THEIR WORKPLACE NEEDS.

Canada Ontario Job Grant – Participant

The number of COJG participants rebounded considerably at the Board level, so much so that the Board area's share of total provincial COJC participants jumped from 2.7% to 4.0% (Table 54). At the Region and provincial levels, the numbers increased only slightly and stood much lower than the 2019-2020 figures.

Table 54: Number of COJG participants, 2021-2022

	SMWDBLN	Region	Ontario
COJG PARTICIPANTS			
2021-2022 Number	430	4,856	10,767
2020-2021 Number	281	4,704	10,350
2019-2020 Number	366	6,276	14,073
2018-2019 Number	722	9,216	19,742
2017-2018 Number	666	11,223	25,278
As % of Ontario: 2021-2022	4.0%	45.1%	
As % of Ontario: 2020-2021	2.7%	45.4%	
As % of Ontario: 2019-2020	2.6%	44.6%	
As % of Ontario: 2018-2019	3.7%	46.7%	
As % of Ontario: 2017-2018	2.6%	44.4%	
2021 TOTAL ONTARIO POPULATION			
As % of Ontario	4.2%	51.4%	100%

As Table 55 shows, most of the clients are adults, with 60% or more between the ages of 25-44 years old. While the share of these younger adults has risen somewhat, the overall picture has been the same for the last couple of years.

Table 55: Distribution by age of COJG participants, 2021-2022

Percent	COJG		
	SMWDBLN	Region	Ontario
15-24 years	12%	9%	12%
25-44 years	66%	63%	60%
45-64 years	22%	27%	27%
over 65 years	X	1%	1%

X denotes suppressed, number less than 10.

Over **60%** of clients are between the ages of

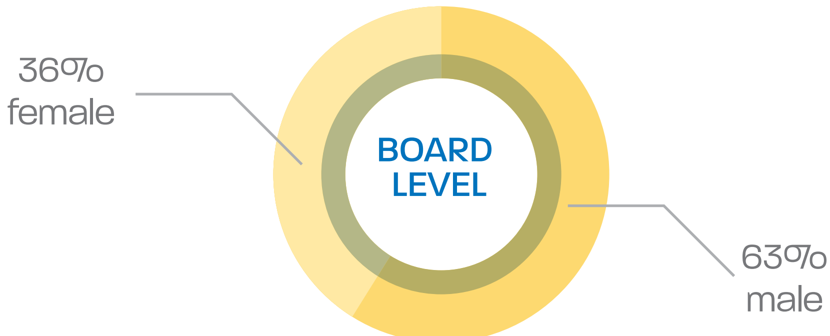
25 AND 44

The distribution of gender was more heavily skewed towards males at all three levels (58% to 63%). This also has been the pattern for the last two years.

Table 56: Distribution by gender of COJG participants, 2021-2022

Percent	COJG		
	SMWDBLN	Region	Ontario
Females	36%	41%	37%
Males	63%	58%	62%
Other/not disclosed/trans	0%	X	X

X denotes suppressed, number less than 10.



There is a much lower degree of certainty when it comes to education at intake for COJG participants at all levels, where there is no data for around half of the participants (Table 57). Of clients with a known level of educational attainment, most clients at the Board level have a college diploma, followed by a high school diploma, whereas at the Region and provincial levels there are more with a university degree, followed by those with a college diploma. It is usually the case that employers invest more in training for workers at the higher end of the skills spectrum, which typically means those with higher levels of educational attainment.

Table 57: Distribution by education at intake of COJG participants, 2021-2022

	SMWDBLN	Region	Ontario
No certificate	X	X	1%
High school	10%	6%	7%
Apprenticeship	4%	1%	2%
College	19%	16%	18%
University	8%	25%	20%
Other	3%	3%	3%
Unknown	54%	49%	49%

X denotes suppressed, number less than 10.

There are either far fewer clients being designated to a group or, more likely, far less information about designated groups for the COJG program (Table 58). The one category at the Board level for which there is a figure is for internationally trained professionals. At the Region and provincial levels, there is also low reporting, with by far the largest category being internationally trained professionals. One must assume these results are the consequence of inadequate data collection.

Table 58: Distribution by designated group of COJG participants, 2021-2022

Percent	COJG		
	SMWDBLN	Region	Ontario
Indigenous Group	X	0%	1%
Deaf	0%	X	0%
Deaf/Blind	0%	0%	0%
Francophone	X	1%	2%
Internationally Trained Professionals	3%	12%	8%
Newcomer	X	4%	3%
Person with Disability	X	1%	1%
Racialized	X	6%	5%

X denotes suppressed, number less than 10.

The distribution by labour force attachment (Table 59) reveals the overwhelming proportion of clients who are employed full time, at 91% across all three levels. This proportion of employed is not only consistent across the Board, Region and Province, but also in the responses regarding sources of income – at least 94% indicate they are employed (Table 60).

Table 59: Distribution by labour force attachment of COJG participants, 2021-2022

Percent	COJG		
	SMWDBLN	Region	Ontario
Employed Full Time	91%	91%	91%
Employed Part Time	4%	3%	4%
Full Time Student	0%	0%	0%
Part Time Student	0%	X	0%
Self Employed	X	0%	0%
Under Employed	0%	X	0%
Unemployed	4%	4%	5%
Unknown	0%	X	0%

X denotes suppressed, number less than 10.

Table 60: Distribution by source of income of COJG participants, 2021-2022

	SMWDBLN	Region	Ontario
Canada Pension Plan	0%	0%	0%
Crown Ward	0%	0%	0%
Dependent of EI	0%	0%	0%
Dependent of OW/ODSP	0%	X	0%
Employed	95%	94%	94%
Employment Insurance	X	1%	2%
No Source of Income	X	2%	2%
Ontario Disability Support Program	0%	X	0%
Ontario Works	0%	X	0%
Other	X	1%	1%
Pension	0%	0%	0%
Self Employed	X	0%	0%
Unknown	0%	X	0%

X denotes suppressed, number less than 10.

At least
94%
of COJG participants indicate they are employed

Youth Job Connection (YJC)

There was a large drop in the number of YJC participants in 2020-2021 across all three areas and the figures have stayed much the same in 2021-2022. In previous years, the Board area had accounted for around 3% of the Province's total YJC numbers, a share lower than the Board area's share of the provincial population (2.4%). More recently, that share of YJC participants has been cut in half, to 1.5%.

The number of YJC Summer participants also did not change between 2020-2021 and 2021-2022 at the Board level, where the share of all provincial YJC participants was 2.4%. The numbers at the Region fell from last year by 24% and at the provincial level dropped by 20%

Table 61: Number of YJC participants, 2021-2022

	SMWDBLN	Region	Ontario
YJC PARTICIPANTS			
2021-2022 Number	108	3,656	7,097
2020-2021 Number	110	3,903	7,428
2019-2020 Number	305	5,745	12,063
2018-2019 Number	339	5,714	12,024
2017-2018 Number	402	6,106	12,958
As % of Ontario: 2021-2022	1.5%	51.5%	
As % of Ontario: 2020-2021	1.5%	52.5%	
As % of Ontario: 2019-2020	2.5%	47.6%	
As % of Ontario: 2018-2019	2.8%	47.5%	
As % of Ontario: 2017-2018	3.1%	47.1%	100.0%
YJC SUMMER PARTICIPANTS			
2021-2022 Number	95	1,882	4,010
2020-2021 Number	94	2,331	4,815
As % of Ontario: 2021-2022	2.4%	46.9%	
As % of Ontario: 2020-2021	2.0%	48.4%	
2016 TOTAL ONTARIO POPULATION			
As % of Ontario	4.2%	51.4%	100%

X denotes suppressed, number less than 10.

There was a large drop in the number of YJC participants in 2020-2021 across all three areas and the figures have stayed much the same in 2021-2022.

The next two tables look at the distribution of clients by age and by gender. Not surprisingly, most of the clients are between the ages of 15 and 24 (roughly 77%-90% across all three levels), and almost all the remaining clients are 25-44 years old (likely under 29 years of age) (Table 62). At the Board level there is a higher proportion of those aged 15-24 years old. At the local level, males make up a slightly higher proportion of participants, while at the Region and provincial levels, it is equal (last year, there was a higher proportion of males across all three areas) (Table 63).

Table 62: Distribution by age of YJC participants, 2021-2022

	SMWDBLN	Region	Ontario
15-24 years	90%	77%	77%
25-44 years	10%	22%	22%
45-64 years	0%	0%	1%
over 65 years	0%	0%	0%
Unknown	0%	0%	0%

X denotes suppressed, number less than 10.

Table 63: Distribution by gender of YJC participants, 2021-2022

	SMWDBLN	Region	Ontario
Females	43%	49%	48%
Males	51%	49%	50%
Other/not disclosed/trans	X	X	2%

X denotes suppressed, number less than 10.

Most clients at the Board level have either no certificate or only a high school diploma. While that is also the case at the Region and provincial levels, in these areas around 14% to 18% of participants have a college diploma or a university degree (Table 64).

Table 64: Distribution by education at intake of YJC participants, 2021-2022

	SMWDBLN	Region	Ontario
No certificate	44%	16%	28%
High school	36%	58%	52%
Apprenticeship	0%	X	0%
College	X	9%	8%
University	X	9%	6%
Other	X	8%	6%
Unknown	0%	0%	0%

X denotes suppressed, number less than 10.

At the Board and provincial levels, persons with a disability account for a significant proportion of participants, from 30% to 49% (Table 65). At the Region level, members of a racialized group rank as the largest designated group, followed by persons with disabilities.

Members of an Indigenous Group also figure prominently at the Board and provincial levels, and to a lesser extent newcomers at the Region and provincial levels. These proportions are very similar to the previous year.

Table 65: Distribution by designated group of YJC participants, 2021-2022

Percent	Youth Job Connection		
	SMWDBLN	Region	Ontario
Indigenous Group	15%	1%	10%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	0%	2%	3%
Internationally Trained Professionals	X	5%	4%
Newcomer	X	9%	7%
Person with Disability	49%	14%	30%
Racialized	X	42%	30%

X denotes suppressed, number less than 10.

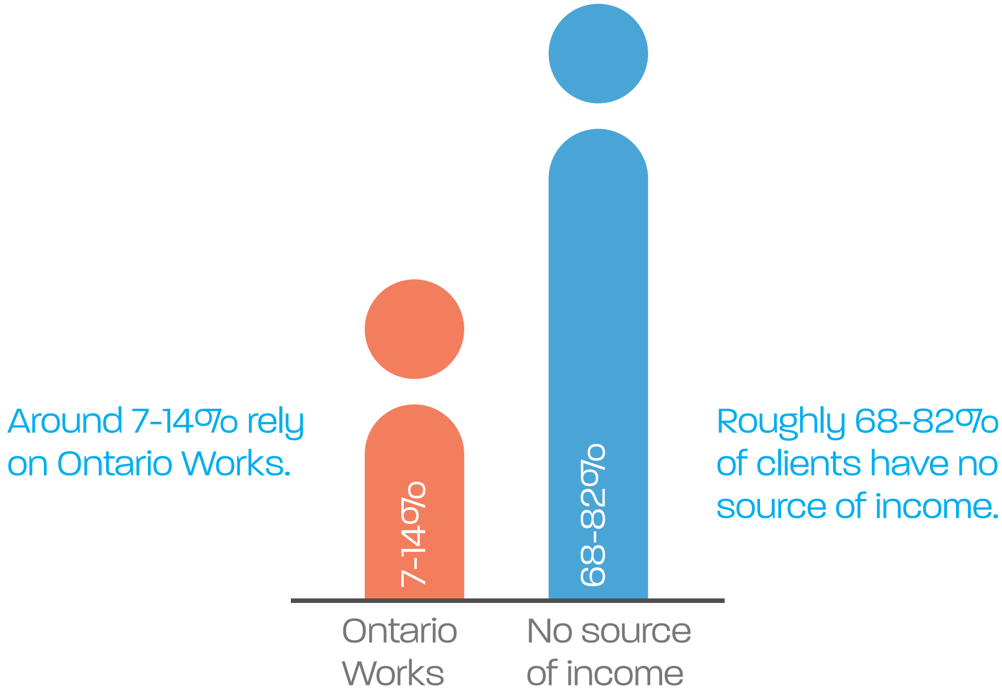
At the Board and provincial levels, persons with a disability account for a significant proportion of participants, from 30% to 49%

Roughly 68-82% of clients have no source of income, and this category is the only one for which we have reported data at the Board level. Ontario Works is next largest source of income category at the Region and provincial levels (Table 66). These proportions are very similar to the previous year.

Table 66: Distribution by source of income of YJC participants, 2021-2022

	SMWDBLN	Region	Ontario
Canada Pension Plan	0%	0%	0%
Crown Ward	X	1%	2%
Dependent of EI	0%	0%	0%
Dependent of OW/ODSP	0%	2%	2%
Employed	0%	0%	0%
Employment Insurance	X	2%	3%
No Source of Income	82%	82%	68%
Ontario Disability Support Program	X	2%	6%
Ontario Works	X	7%	14%
Other	X	4%	4%
Pension	0%	0%	0%
Self Employed	0%	0%	0%
Unknown	0%	0%	0%

X denotes suppressed, number less than 10.



Findings from the Employer Survey

Introduction

This is the 9th year that the Simcoe Muskoka Workforce Development Board and Literacy Network has administered an employer survey. In past years, the survey has chosen specific workforce issues for its themes, most recently the impact of the COVID pandemic on labour market dynamics. This year, the focus of the survey was on recruitment challenges faced by employers, skill gaps and remote work.

This year, the survey was administered in two parts. The County of Simcoe had commissioned a Labour Market Research Study, and as part of that study it wished to examine business intentions and labour market challenges. The County and SMWDBLN partnered to deliver this survey to employers in Simcoe. For Muskoka, SMWDBLN distributed a survey which was the same as the one in Simcoe, excluding the questions on business intentions.

Both surveys were carried out electronically by sending links to the survey via emails to local employers. The Simcoe survey was open from September 27 to October 15, and the Muskoka survey was open from October 4 to November 18.

In total, 364 employers visited the survey site. However, after answering a few questions identifying their location or industry sector, some dropped out before answering the first substantive question. The actual number of employers answering the survey was 310.

The survey is not a random sample survey. It is based on which employers are contacted and which employers chose to respond to the survey. The survey sample is compared in its various characteristics (in particular, industry and size) to the distribution of all employers in the survey target area as one gauge of the degree to which the survey represents a complete picture of employers in Simcoe and Muskoka. Where possible, the survey analysis also highlights differences in responses between various industry sectors.

Profile of Employers

Table 1 profiles the distribution of survey responses by industry. Two calculations have been provided. Firstly, the actual number of all responses by industry, together with their percentage distribution (the first and second column of figures in Table 1). This is compared to the actual percentage distribution of employers in Simcoe and Muskoka, based on the June 2022 Canadian Business Counts data for all establishments.

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

Industry sector	SURVEY		ACTUAL
	#	%	
Accommodation and Food Services	35	11.4%	6.7%
Administrative & Support, Waste Management	2	0.7%	5.7%
Agriculture, Forestry, Fishing and Hunting	14	4.6%	1.8%
Arts, Entertainment and Recreation	15	4.9%	2.0%
Construction	33	10.8%	19.5%
Educational Services	9	2.9%	1.1%
Finance and Insurance	12	3.9%	3.1%
Health Care and Social Assistance	36	11.8%	10.2%
Information and Cultural Industries	5	1.6%	1.0%
Management of Companies and Enterprises	0	0.0%	0.0%
Manufacturing	43	14.1%	4.2%
Mining and Oil & Gas Extraction	0	0.0%	0.3%
Other Services (except Public Administration)	28	9.2%	8.3%
Professional, Scientific & Technical Services	24	7.8%	10.0%
Public Administration	10	3.3%	0.2%
Real Estate and Rental and Leasing	7	2.3%	4.8%
Retail Trade	21	6.9%	12.5%
Transportation and Warehousing	6	2.0%	4.6%
Utilities	1	0.3%	0.2%
Wholesale Trade	5	1.6%	3.6%
TOTAL	306	100%	100%

The figure for actual number of employers by industry is derived from Statistics Canada's Canadian Business Count, June 2022

In a few instances, there is a significant over-representation of employers in the survey, notably Accommodation & Food Services, Manufacturing (by a large margin) and Public Administration. Similarly, certain sectors are under-represented: Administrative & Support, Waste Management; Construction; and Retail Trade. In all other instances, the difference between the survey percentage and the actual percentage share is under 3%.

Table 2 illustrates the distribution of all businesses with employees by number of employees. By far, the survey is over-represented by employers with a greater number of employees and under-represented by firms with very few employees. For an understanding of local labour market dynamics and employment issues, this is not a bad thing. Among employers with over 100 employees, one in seven participated in the survey. Even among firms with 20-99 employees, almost 5% participated in the survey.

Table 2: Distribution of survey respondents by number of employees

	NUMBER OF EMPLOYEES			
	1-4	**5-19**	**20-99**	**100+**
Actual number	10,633	6,001	1,787	295
Actual percent	57%	32%	10%	2%
Survey number	65	104	84	42
Survey percent	22%	35%	29%	14%
Survey as percent of actual	**0.6%**	**1.7%**	**4.7%**	**14.2%**

The figure for actual number of employers by number of employees is derived from Statistics Canada's Canadian Business Count, June 2022

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

The responses came from across the target geographic area, with some variation between the survey distribution of respondents and the distribution of businesses across Simcoe and Muskoka (Table 3).

The most significant geographic imbalances are an over-representation of establishments from Oro-Medonte, Bracebridge, Gravenhurst and Huntsville, and under-representation of establishments from Barrie, Bradford West Gwillimbury and New Tecumseth.

Table 3: Survey respondents by location

LOCATION	SURVEY		ACTUAL
	#	%	
Adjala-Tosorontio	3	0.9%	1.8%
Barrie	60	18.7%	25.1%
Bradford West Gwillimbury	6	1.9%	6.1%
Clearview	13	4.0%	2.5%
Collingwood	14	4.4%	6.2%
Essa	5	1.6%	2.3%
Innisfil	12	3.7%	5.8%
Midland/Penetanguishene	20	6.2%	4.5%
New Tecumseth	5	1.6%	6.0%
Orillia	29	9.0%	6.1%
Oro-Medonte	25	7.8%	4.3%
Ramara	9	2.8%	1.2%
Severn	7	2.2%	2.2%
Springwater	5	1.6%	4.4%
Tay	3	0.9%	1.0%
Tiny	1	0.3%	1.6%
Wasaga Beach	8	2.5%	2.5%
Bracebridge	25	7.8%	4.5%
Gravenhurst	20	6.2%	2.3%
Huntsville	36	11.2%	5.5%
Lake of Bays	6	1.9%	0.8%
Muskoka Lakes	8	2.5%	2.5%
Georgian Bay	1	0.3%	0.8%
	321	100%	100%

The figure for actual number of employers by municipality is derived from Statistics Canada's Canadian Business Count, June 2022. The survey total exceeds the number of respondents because some employers provided more than one location.

Incidence of Hiring

A major part of this year's survey focused on the challenges employers faced when hiring, to what they attributed these challenges and what strategies they used to recruit new employees.

In exploring these topics, the survey distinguished between three levels of occupations, as follows:

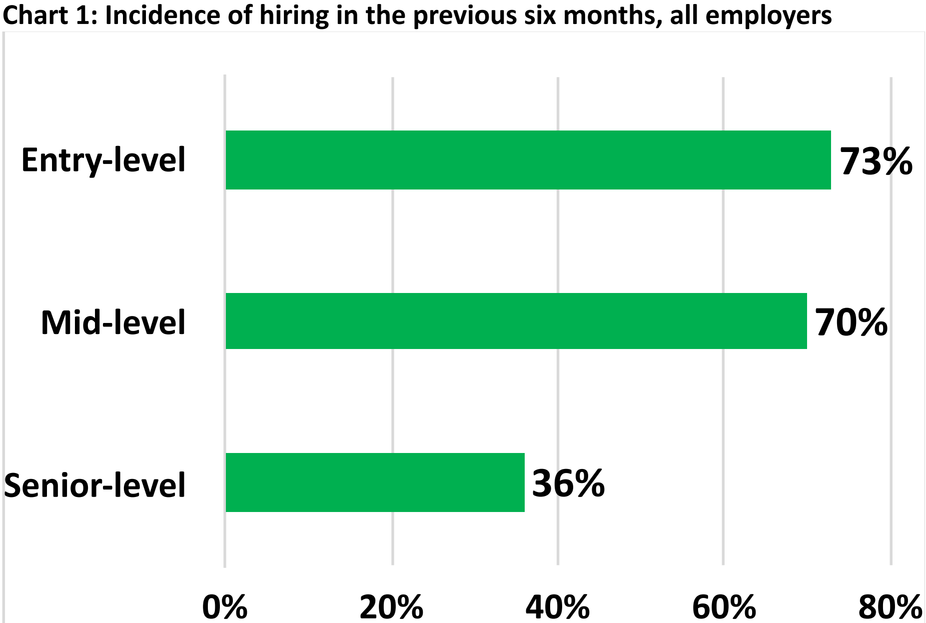
Entry-level or low-skilled workers: Jobs usually requiring a high school diploma or less, such as cashiers, shelf stockers, retail salespersons, cleaners, production workers, labourers

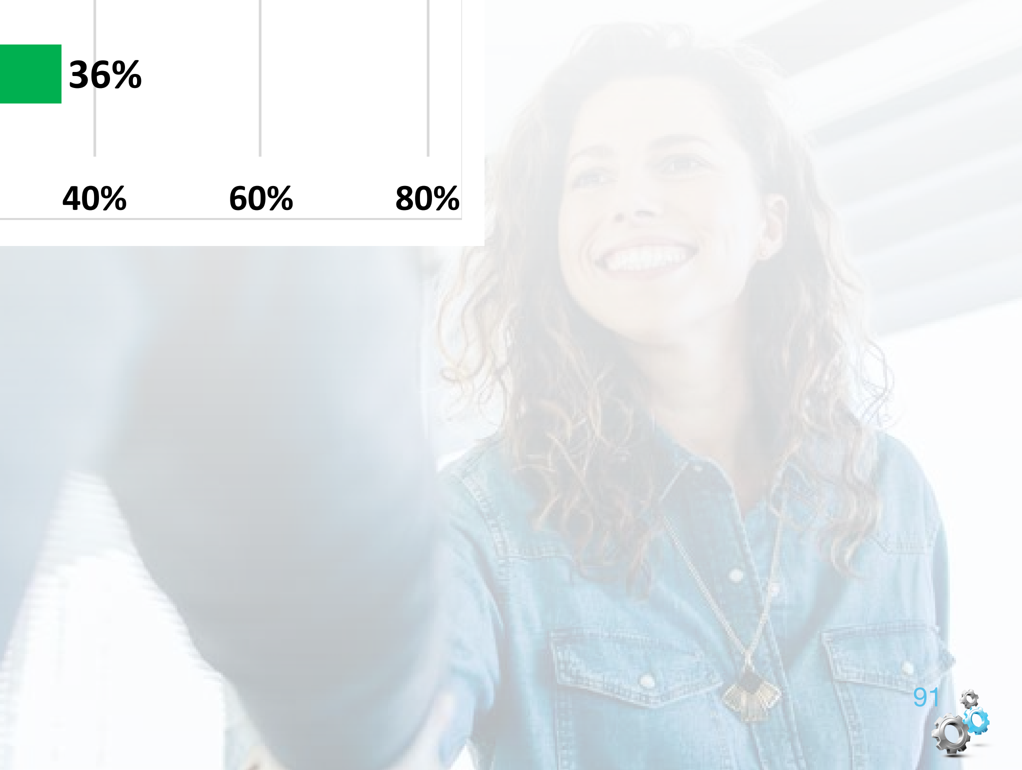
Mid-level or mid-skilled workers: Jobs usually requiring a trades certificate or a post-secondary diploma/degree, such as skilled tradespersons, technicians, technologists, supervisors

Senior or high skill-skilled workers: Jobs usually requiring a post-secondary diploma/degree, such as managers, professionals (e.g., accountants, engineers, lawyers), nurses, teachers

The survey first asked whether employers had hired or had a job opening for any of these three levels of occupations in the previous six months. Chart 1 shows the responses by level of occupation.

Chart 1: Incidence of hiring in the previous six months, all employers





Seven of ten (70%-73%) employers said they had hired or had a job opening in the previous six months for each of an entry-level and mid-level occupation, and half that proportion (36%) had an opening for a senior-level occupation.

There were significant variations in hiring patterns by industry. Table 4 profiles several such industries, highlighting the percentage of employers who had a job opening by each occupation category.

Table 4: Incidence of hiring by occupation categories and by select industries

	ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
SERVICES (Accommodation & Food Services; Arts, Entertainment & Recreation; Retail Trade)	90%	59%	18%
CONSTRUCTION	70%	67%	24%
MANUFACTURING	72%	79%	42%
HEALTH CARE & SOCIAL ASSISTANCE	67%	72%	64%
PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES	42%	63%	50%

The Services sectors had a very large proportion (90%) of employers hiring for entry-level positions, a relatively high proportion (59%) hiring for mid-level occupations, and a small proportion (18%) of openings for senior-level occupations. Both Construction and Manufacturing had high proportion of employers hiring for entry-level as well as mid-level occupations (labourers at one level and skilled tradespersons at the other level), but fewer senior level openings. Both Health Care & Social Assistance as well as Professional, Scientific & Technical Services had a roughly equal proportion of employers with job openings across all three occupation levels. (Only those industry sectors are profiled which had a sufficiently large number of responses to provide a robust sample.)

90% Services sectors **hiring for entry-level positions**

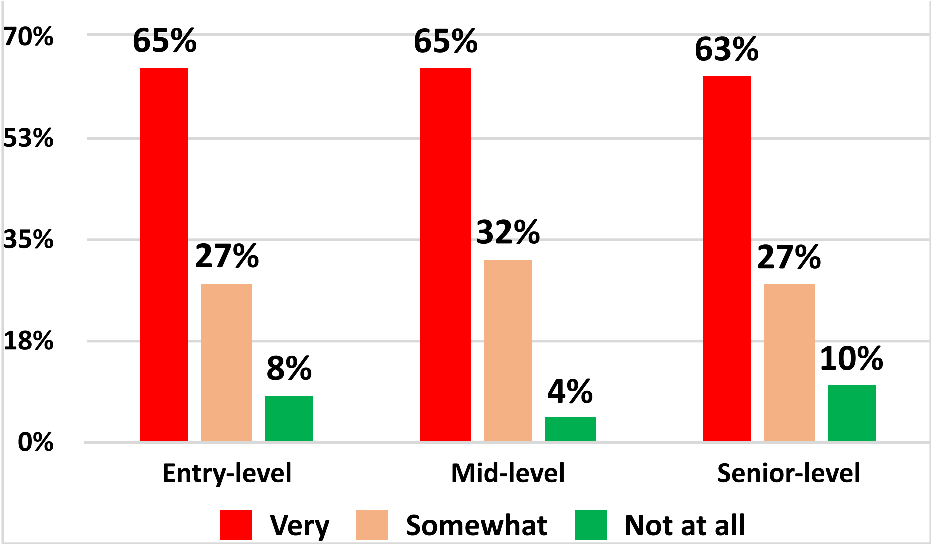
64% Health Care & Social Assistance **hiring for senior level positions**

Level Of Challenge When Hiring

Employers who had been recruiting in the previous six months were asked to rate the level of challenge they faced when recruiting. Chart 3 illustrates the responses across the three levels of occupations.

Most employers, almost two-thirds, found it very challenging to recruit for each of these three levels of occupations and their responses for each level were very similar.

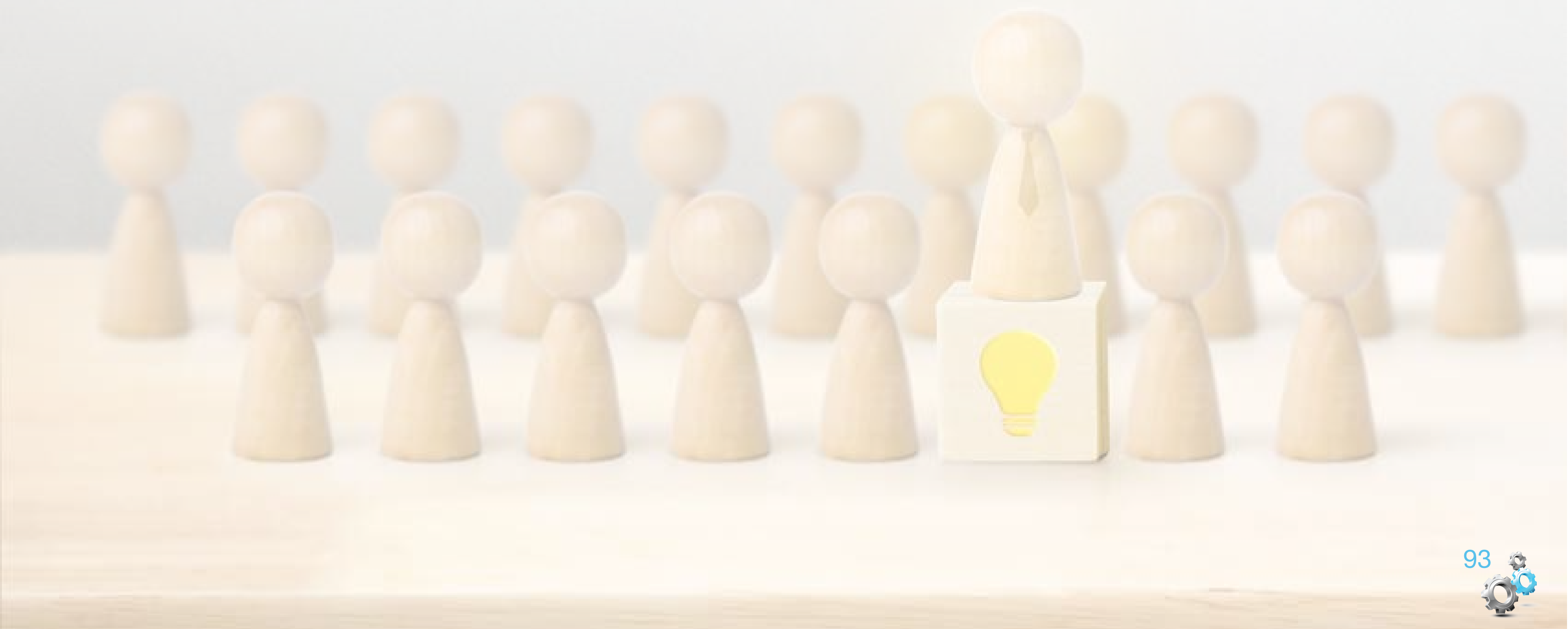
Chart 3: Degree of challenge experienced by employers when recruiting for different levels of occupations



Across all 3 levels

63%-64%

of employers expressed hiring to be **very challenging**



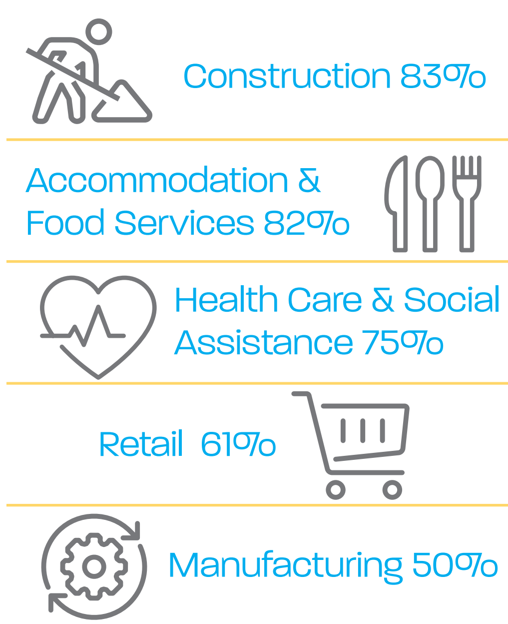
There were variations by industry, as Table 5 illustrates. A high proportion of employers in Construction, Accommodation & Food Services and, to a slightly lesser extent, Health Care & Social Assistance, found it very challenging to recruit for entry-level occupations. Those same two industries, Construction and Accommodation & Food Services, together with Professional, Scientific & Technical Services, had the highest share of employers expressing a high degree of challenge in recruiting workers for mid-level occupations. Finally, with respect to senior level occupations, the lower level of recruitment in this category meant that there were only two industries with a slightly higher number of respondents. Of these, employers in Health Care & Social Assistance indicated they were very challenged in recruiting for these positions.

Table 5: Percent of employers who were very challenged recruiting job candidates, by level of occupation and by select industries

Entry-level		Mid-level		Senior-level	
Construction	83%	Construction	76%	Health Care & Social Assistance	74%
Accommodation & Food Services	82%	Accommodation & Food Services	75%	Manufacturing	47%
Health Care & Social Assistance	75%	Professional, Scientific & Technical	71%		
Retail Trade	61%	Manufacturing	60%		
Manufacturing	50%	Health Care & Social Assistance	52%		

It is noteworthy that Manufacturing employers did not appear as challenged in recruiting across all three levels, as the proportion indicating that it was very challenging was considerably below the average score.

Entry Level Recruiting Challenges



Frequency Of Specific Challenges When Hiring

Employers were further asked how frequently a specific challenge arose when recruiting. They were presented with a set of challenges and asked to indicate whether this occurred “very often,” “sometimes” or “rarely or not at all.” To compare results across different challenges and between levels of occupations, a composite score was created, as follows:

- 2 points were given for each “very often” response
- 1 point was given for each “sometimes” response
- A zero was given for each “rarely or not at all” response

These values were added up and then divided by the number of respondents who provided a score (that is, excluding those answered “don’t know/not applicable”), in this way creating an average score for each challenge (Table 6). The three challenges that arose most frequently for each level have been shaded red, while the three challenges arising least often have been shaded green. The challenges presented to the employers differed slightly by level of occupation, and so some cells are shaded grey where that challenge was not an option for that level of occupation.

For all three levels, the lack of job candidates was the challenge experienced most frequently.

For entry-level positions, the next most frequent challenge was that the job candidate did not appear job ready, followed by the lack of expected work experience. For mid-level occupations, the second most frequent challenge encountered was lack of desired work experience, followed by the lack of the necessary educational qualifications (high wage expectations were a close fourth). For senior level positions, the second most frequently cited challenge was also the lack of desired work experience, followed by high wage expectations (the lack of the job-related skills came fourth).

Among challenges which were least frequently experienced, the lack of necessary language skills had the lowest score across all three levels of occupations. For both entry-level and mid-level positions, the second and third least frequently cited challenges were transportation or commuting barriers, and a desire for hybrid or remote work. For senior level positions, the next two least frequently cited challenges were that the job candidate was resistant to further up-skilling, and the working arrangements were not suitable to the candidate.

For all three levels,

the lack of job candidates

was the challenge experienced most frequently.

Table 6: Composite scores for frequency of challenges by level of occupation

	Entry level	Mid-level	Senior level
Lack of job candidates	1.61	1.70	1.58
Lacked the educational qualifications we were looking for	0.92	1.29	1.05
Lacked the experience qualifications we were looking for	1.17	1.46	1.36
Job candidate did not appear job ready (did not show up for interviews; appeared unmotivated)	1.45		
The job candidate was only testing their market value, not looking to change jobs		0.93	0.87
Lacked the job-related skills we were looking for	1.13	1.23	1.20
Wage expectations higher than what we were offering	1.10	1.27	1.27
Not the right fit for our organization	1.05	1.02	0.89
Did not have the language skills we require	0.32	0.29	0.33
The working arrangements were not suitable for the candidate (hours of work; shift work; evenings or weekend work; and so on)	0.76	0.60	0.49
Transportation or commuting difficulties could not be overcome	0.72	0.55	0.57
The job candidate sought additional benefits (longer vacation time; advancement opportunities; extended health benefits)		0.69	0.85
Job candidate accepted a job from a different employer or a counteroffer from their employer	0.92	0.90	0.86
Job candidate was seeking hybrid or remote work	0.53	0.63	0.82
The job candidate did not possess the necessary leadership skills or the potential to develop them			0.97
The job candidate was resistant to further upskilling			0.35

Strategies For Recruiting Job Candidates

Employers were next asked which strategies they used to recruit job candidates. Once again, this question was asked in relation to the three levels of occupations. Employers were given a range of strategies and were asked to indicate for each one their level of importance, as follows: "very important," "somewhat important" or "not likely to use."

To compare results across different strategies and between levels of occupations, a composite score was created, as follows:

- 2 points were given for each "very important" response
- 1 point was given for each "somewhat important" response
- A zero was given for each "not likely to use" response

These values were added up and then divided by the number of respondents who provided a score (that is, excluding those answered "don't know/not applicable"), in this way creating an average score for each strategy (Table 7).

There are five strategies which employers rely on the most when recruiting for all levels of occupations, with very slight differences of emphasis, as follows:

ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
1. Ensuring wages are competitive 2. Posting jobs with on-line sites 3. Seeking referrals from current employees 4. Posting jobs on social media or company website 5. Highlighting training and advancement opportunities	1. Ensuring wages are competitive 2. Posting jobs with on-line sites 3. Seeking referrals from current employees 4. Highlighting training and advancement opportunities 5. Posting jobs on social media or company website	1. Ensuring wages are competitive 2. Posting jobs with on-line sites 3. Posting jobs on social media or company website 4. Highlighting training and advancement opportunities 5. Seeking referrals from current employees

Two-thirds (65% to 70%) of employers indicated that ensuring wages are competitive and posting jobs with on-line sites were very important strategies when recruiting for entry-level or mid-level occupations; that proportion rose to over three-quarters (76% to 78%) when recruiting for senior level jobs.

While their level of importance was not as great, the following strategies were more likely to be used by employers the higher the skill level of the occupation:

- Obtaining services through fee for service recruitment agencies
- Placing advertisements in traditional media (flyers/ newspaper/radio ads)
- Offering employees flexibility to work remotely from home
- Offering a signing bonus

Conversely, employers were slightly more likely to use no-cost community employment services, such as Employment Ontario (or settlement services) the lower the skill-level of the occupation.

The two strategies least likely to be used by employers to recruit job candidates across all three levels of occupations were offering a signing bonus and placing advertisements in traditional media.

Table 7: Composite scores for strategies for recruiting job candidates by level of occupation

	Entry level	Mid-level	Senior level	AVG
Ensuring wages are competitive compared to similar employers in your area	1.66	1.65	1.76	1.69
Posting jobs with on-line sites (e.g., Indeed, Workopolis, Job Bank etc.)	1.54	1.61	1.65	1.60
Seeking referrals from current employees	1.50	1.52	1.46	1.49
Posting jobs on social media channels or company website	1.40	1.48	1.53	1.47
Highlighting training and advancement opportunities within your firm	1.30	1.51	1.52	1.44
Making an effort to diversify your workforce (e.g., recruit youth, older workers, persons with disabilities, and so on)	1.18	1.12	1.17	1.16
Utilizing no-cost community employment services (e.g., Employment Ontario or settlement services)	0.98	0.87	0.70	0.85
Offering employees flexibility to work remotely from home	0.55	0.78	1.20	0.84
Sourcing talent from a competitor company		0.66	0.88	0.77
Obtaining services through fee for service recruitment agencies	0.47	0.62	0.98	0.69
Recruiting international students	0.67	0.58		0.63
Placing advertisements in traditional media (flyers/ newspaper/radio ads)	0.45	0.55	0.63	0.54
Offering a signing bonus	0.40	0.45	0.71	0.52

Senior Level Job Recruiters

76% - 78%

Found competitive wages and posting jobs with on-line sites were very important strategies when recruiting

Most Important Soft Skills For Entry-Level Occupations

Employers were asked to list the two soft skills which they felt were most important when evaluating job candidates for entry-level occupations. Respondents were not provided with a list but instead were asked to express the skill, preferably in one or two words. In compiling the results, we gathered responses which expressed the same thing. For example, we used the heading “Communication” to represent “Effective communications,” “strong communication skills” and “communications – verbal and written.”

Table 8 displays the top six soft skills cited by employers. By far, communications skills topped the list of desirable soft skills. What is noteworthy is that the top six skills chosen as the first skill were also the same top six chosen for the second list.

Table 8: Most frequently cited desirable soft skills among job candidates for entry-level occupations

SOFT SKILL #1 (248 responses)		SOFT SKILL #2 (240 responses)	
SKILL	PERCENT	SKILL	PERCENT
Communication skills	28.2%	Communication skills	15.7%
Motivated	8.9%	Friendly, pleasant	8.7%
Friendly, pleasant	8.5%	Motivated	8.3%
Interpersonal skills	6.0%	Interpersonal skills	6.6%
Team player	5.6%	Reliable, dependable	5.8%
Reliable, dependable	5.2%	Team player	4.5%

By far, communications skills topped the list of desirable soft skills.

Responding To A Skills Gap When Recruiting For Mid Or Senior Level Position

The next question posed the following scenario to employers:

> Imagine a situation where you are having difficulty recruiting for a mid-skilled or high-skilled position where there is a need for certain job-related or technical skills. After a month or more of searching, how likely is your organization to adopt each or some of the following strategies:

The survey then provided the respondents with the following options. The table lists how the option appeared, together with the abbreviated version that will be used in comparing responses.

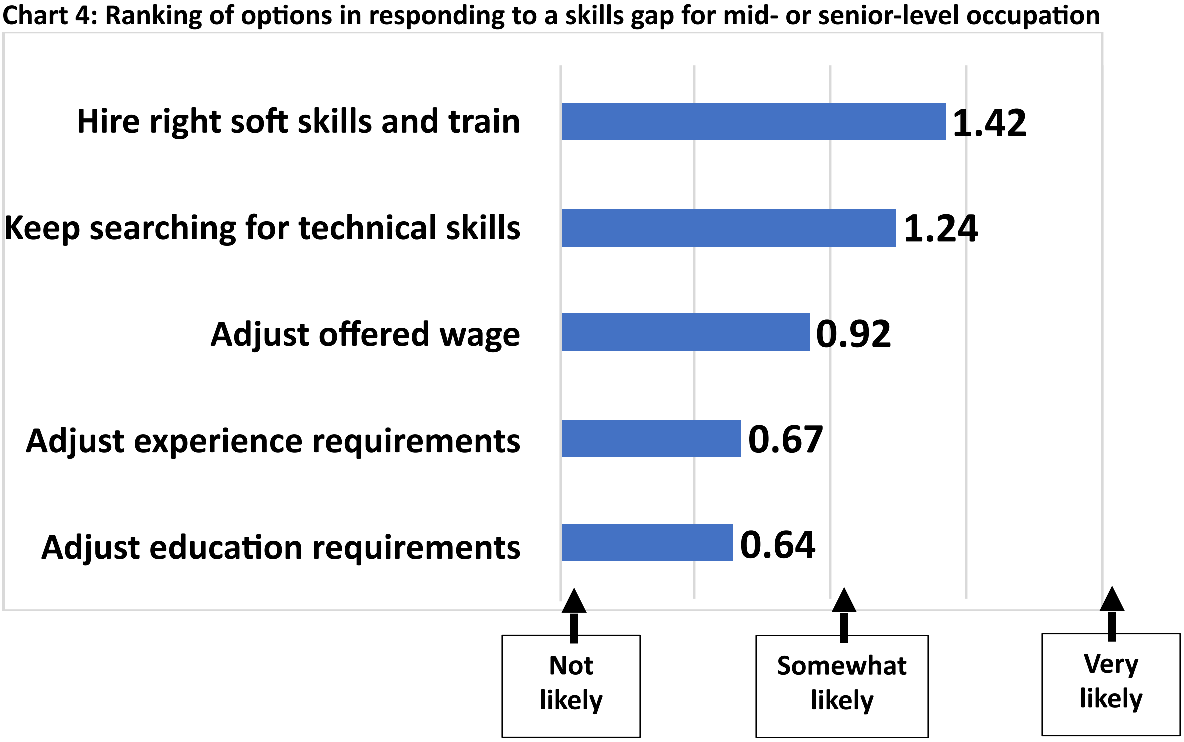
Survey response	Abbreviation
Hire someone with the right soft skills who is a good fit with your organization and then provide them with the necessary training	Hire right soft skills and train
Keep searching until you find someone with the right technical skills	Keep searching for technical skills
Adjust the prerequisite experience requirements for the job posting	Adjust experience requirements
Adjust the prerequisite education requirements for the job posting	Adjust education requirements
Adjust the wage being offered for the position	Adjust offered wage

Employers were asked to rate the likelihood of their using each of these options. The following values were assigned to each rating to produce a composite score:

Very likely = +2
Somewhat likely = +1
Not likely = 0

The scores were added up and divided by the total number of respondents who provided a response. Chart 4 illustrates the responses for all employers.

Chart 4: Ranking of options in responding to a skills gap for mid- or senior-level occupation



Employers had clear preferences among these options. Hiring for the soft skills and then training received the highest rating, followed closely by continuing to search for the right skills. Adjusting the wage offered was solidly in third place, while the less likely options were adjusting the experience or education requirements.

It is interesting to compare the percentage of employers who indicated that a particular choice was very likely. Table 9 shows the results for the top three options for all responses, as well as the responses for those industries where at least 15 employers provided an answer.

Table 9: Percentage of employers very likely to choose an option

	Hire soft skill	Keep searching	Adjust wage
ALL	**53%**	**34%**	**21%**
Accommodation & Food Services	72%	22%	21%
Construction	54%	42%	25%
Health Care & Social Assistance	52%	35%	19%
Manufacturing	33%	41%	16%
Professional, Scientific & Technical Services	50%	44%	31%
Retail Trade	65%	25%	27%

Employers in the Services sector (Accommodation & Food Services; Retail Trade) were much more likely to hire for the soft skills and train. Employers in Retail Trade were also slightly more likely to adjust the offered wage.

Manufacturing employers were the only ones from this list who were more likely to keep searching rather than hire for the soft skills and train. They also were slightly less likely to adjust the wage.

Employers in Professional, Scientific & Technical Services were more likely than other sectors to adjust the wage, although the proportion very likely to do so was still only a third (31%).

Employers in the Services sector (Accommodation & Food Services; Retail Trade) **were much more likely to hire for the soft skills and train.**

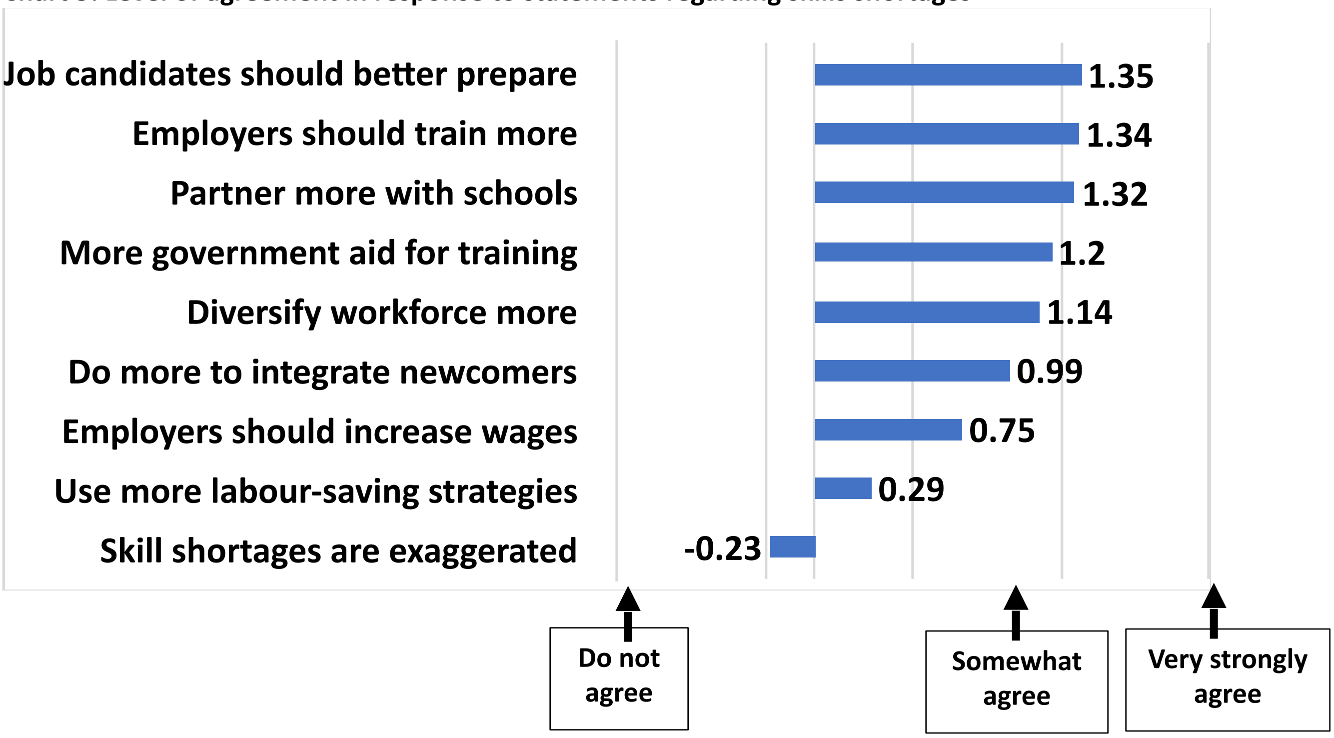
Addressing Skill Shortages

The next question was premised on the widespread view that the labour market was beset by skill shortages. Employers were asked to rate their level of agreement with the following set of statements regarding the skill shortage issue (with the accompanying abbreviated version of each statement):

Survey response	Abbreviation
Employers should provide more training to new or existing employees	Employers should train more
Job candidates should do more to better prepare themselves for the labour force	Job candidates should better prepare
Employers should increase wages to attract more qualified job candidates	Employers should increase wages
Governments should provide more financial incentives for employers to provide training	More government aid for training
Employers should make greater use of labour-saving strategies (for example, automation, robotics and/or artificial intelligence applications)	Use more labour-saving strategies
Employers should partner more with educational institutions, to inform curriculum and help prepare students for employment	Partner more with schools
Employers should make more efforts to integrate recent arrivals to Canada into their workforce	Do more to integrate newcomers
In my experience, talk about a skill shortage is an exaggeration – employers always say they cannot find the right skill sets	Skills shortage is exaggerated

A composite score was created by assigning +2 for every "very strongly agree," +1 for each "somewhat agree" and a minus 1 for each "do not agree." These values are added up for each option and divided by the number of respondents who supplied a substance answer (that is, excluding the "do not know/not applicable" responses). The composite scores are presented in Chart 5.

Chart 5: Level of agreement in response to statements regarding skills shortages



There are four clusters of responses:

Higher level of agreement:

- Job candidates should do more to better prepare themselves for the labour force (44% strongly agree)
- Employers should provide more training to new or existing employees (45% strongly agree)
- Employers should partner more with educational institutions, to inform curriculum and help prepare students for employment (47% strongly agree)

Somewhat higher level of agreement

- Governments should provide more financial incentives for employers to provide training (while 50% of employers strongly agree with this proposition, almost one out of seven [15%] do not agree)
- Employers should make more effort to diversify their workforce (40% very strongly agree, 47% somewhat agree)

Mixed level of agreement:

- Employers should make more effort to integrate recent arrivals to Canada into their workforce (a lower 31% of employers strongly agree, but another 53% somewhat agree)
- Employers should increase wages to attract more qualified job candidates (there is lukewarm support for this proposition: 20% strongly agree, 58% somewhat agree, and 22% disagree)

Lower level of agreement:

- Employers should make greater use of labour-saving strategies (for example, automation, robotics and/or artificial intelligence applications) (there is only lukewarm support for this idea, with a large minority disagreeing: 13% strongly agree, 46% somewhat agree, and 42% disagree)

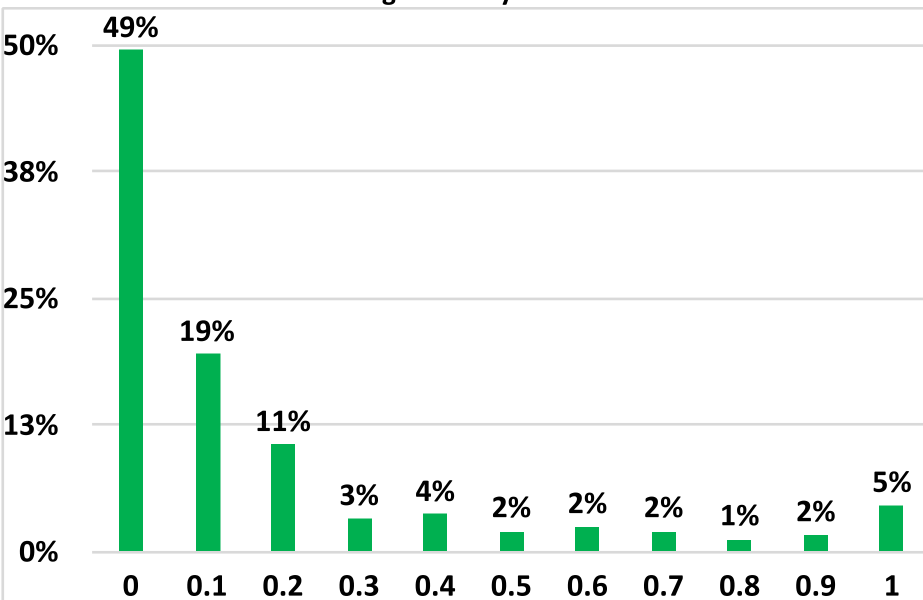
Slight disagreement:

- In my experience, talk about a skill shortage is an exaggeration – employers always say they cannot find the right skill sets (while 65% of employers disagree with this statement, there are pockets of support: 7% strongly agree and 27% somewhat agree)

Remote Work Among Non-Essential Workers

For the last couple of surveys (that is, during COVID), employers have been asked regarding the proportion of time non-essential workers have spent working remotely. Non-essential workers have been defined as "those who do not absolutely have to be present in the workplace to carry out their functions." The responses are expressed as a percentage of their time, where 0% means there is no remote work and 100% means this category of non-essential workers spend all their time working remotely. Chart 6 shows the responses.

Chart 6: Percent of time working remotely



49%

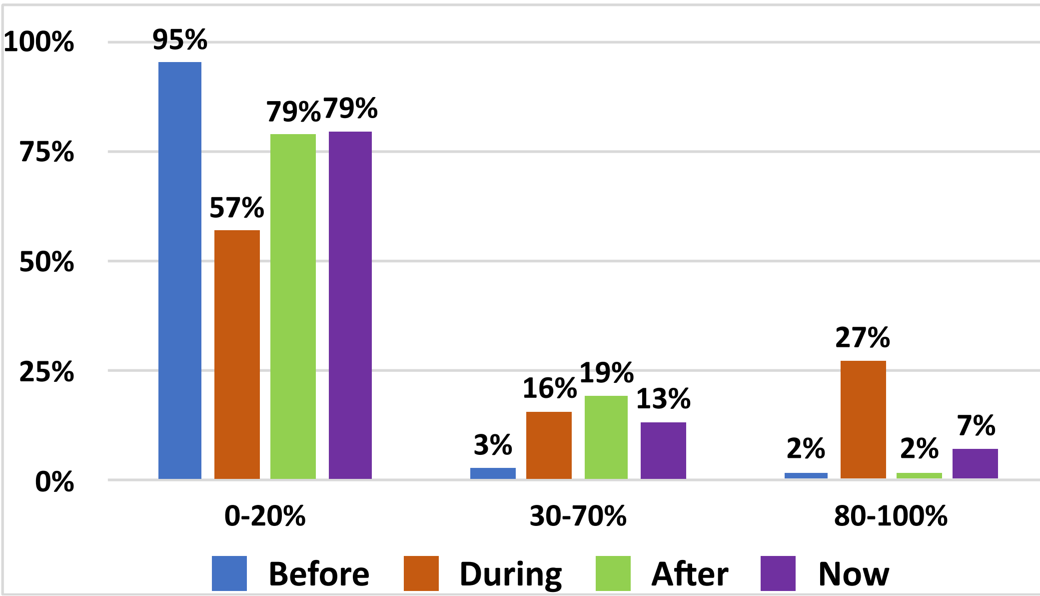
of non-essential workers are not working remotely.

Currently, almost half (49%) of non-essential workers are spending 0% of their time working remotely, meaning that they are always in the workplace. However, it also means that around half are spending some time working remotely, from 19% of them working 10% of the time remotely to 5% of them working 100% of the time remotely.

Chart 7 assembles the data from last year's survey, when employers were asked to estimate the level of remote work before COVID, during COVID and what they expected after COVID had receded. These responses are compared to this year's answers (labelled now in the chart). Instead of 11 possible answers, the percentage ranges have been collapsed into three categories:

- 0% to 20% (low level of remote work)
- 30% to 70% (medium level of remote work)
- 80% to 100% (high level of remote work)

Chart 7: Percent of time working remotely, before COVID, during COVID, expected after COVID and now



Before COVID, most employees worked in the workplace almost all the time: 95% of employees worked remotely only 0%-20% of the time. That dropped to 57% during COVID; currently, the new normal is a lower 79% working remotely 0%-20% of the time. The biggest change has been in a medium level of remote work, working 30%-70% of the time remotely. Before COVID only 3% worked this way. During COVID it rose to 16% and the expectation was it would continue at around 19%, when in fact currently 13% of employees maintain a medium level of remote work.

During COVID, 27% of employees experienced a high level of remote work, working remotely 80%-100% of the time. It was expected that this would drop back to the pre-COVID level of 2%, when in fact still around 7% of non-essential workers are spending most of their time (80%-100%) working remotely.

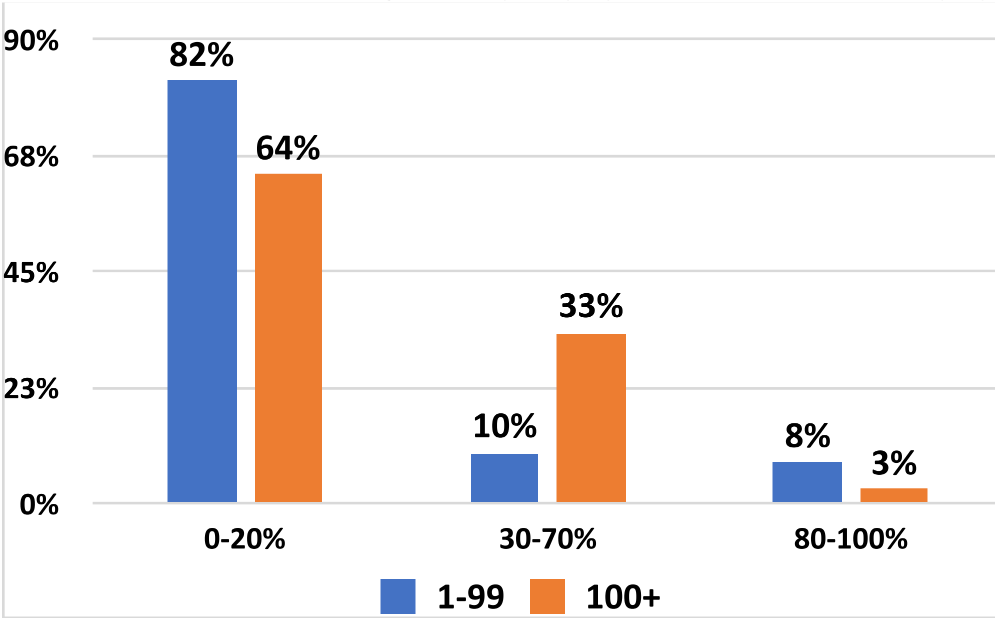
There is an interesting contrast between employers with 1 to 99 employers (that is, 1-4, 5-19 and 20-99) and employers with 100 or more employees (Chart 8). Employers with 1-99 employees are more likely to have more employees working at a low level of remote work (82%) and conversely more employees working at a high level of remote work (8%). Employers with 100 or more employees have a third of their workforce (33%) working a medium amount of remote work (between 30%-70% of their time remotely), three times that of employers with 1-99 employees.

AROUND **7%**

of non-essential workers are spending most of their time (80%-100%) working remotely.

(During COVID it was 27%)

Chart 8: Percent of time working remotely, employers with 1-99 and 100+ employees

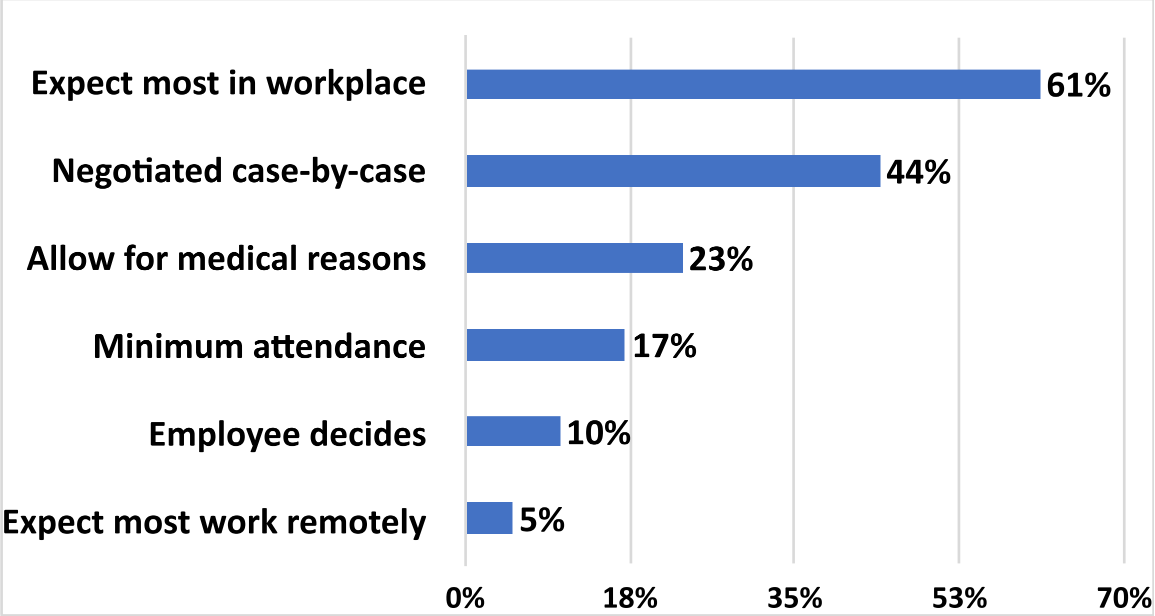


How The Level Of Remote Work Is Agreed Upon

A follow-up question asked employers how the level of remote work is agreed upon. Employers were provided with a series of statements and asked to indicate which of the statements applied to their organization. They could select more than one statement. The table below lists the statements and their abbreviated form for reporting purposes. The results are shown in Chart 9.

Survey response	Abbreviation
Our organization allows each employee to decide how much of their work will be done remotely/from home	Employee decides
Our organization is pretty flexible, but we do set a minimum level of attendance to the workplace for our workers	Minimum attendance
The level of remote work/work from home is negotiated on a case-by-case basis between the organization and each employee	Negotiated case-by-case
Our organization generally expects most employees to be working from our workplace most of the time	Expect most in workplace
Our organization generally expects most employees to be working from home or remotely most of the time	Expect most work remotely
Our organization allows for work from home to accommodate medical conditions	Allow for medical reasons

Chart 9: How level of remote work is agreed upon



Most employers in Simcoe and Muskoka (61%) expect most of their employees to be working from the workplace most of the time. A significant minority (44%) negotiate the amount of remote work on a case-by-case basis. (The percentages in Chart 9 add up to more than 100% because employers could choose more than one option.) A small percentage (10%) leave it up to the employee to decide and a smaller percentage (5%) expect most of their employees to be working remotely most of the time.

This question also provided respondents with the opportunity to add additional comments and a very large number made the point that for their particular industry, remote work was not an option, except for a small portion of office staff. This was especially the case for employers in Construction, Manufacturing, Health Care and Accommodation & Food Services.

Relevance or Usefulness of Resources or Forms of Assistance for HR Issues

Employers were presented with several potential forms of human resources (HR) assistance and were asked to rate their relevance or usefulness. A composite score was created, using the following values:

+2 Would be very relevant or useful
+1 Would be somewhat relevant or useful
1. Do not need help in this area

Each answer was assigned a value and these values were added up and then divided by the total number of employers who provided a rating, to achieve an average score. Table 10 presents the composite scores, in order from the highest to the lowest score. In addition, the percentage of employers who indicated that the assistance would be very relevant or useful, as well as the percentage who indicated they did not need help in this area, are also presented in the table. The three items receiving the most "very useful" votes are shaded in green, while the three items receiving the most "do not need" votes are shaded red.

Table 10: Relevance or usefulness of various forms of HR assistance

Potential HR assistance	Composite score	% Very relevant or useful	% Do not need help in this area
Recruiting mid-level or mid-skilled workers	1.24	43%	19%
Recruiting senior-level or high-skilled workers	1.12	39%	27%
Accessing student co-op or internship placements	1.08	33%	25%
Broadening your employee recruitment strategies to target under-represented groups (such as youth, older workers, individuals with disabilities, racialized individuals)	1.07	37%	30%
Recruiting entry-level or low-skilled workers	1.06	36%	29%
Job retention strategies	1.03	34%	31%
Recruiting new arrivals to Canada	0.96	25%	29%
Identifying appropriate skill training providers	0.93	28%	35%
Setting up an apprenticeship or recruiting an apprentice	0.92	29%	37%
Onboarding new employees	0.90	28%	38%
Identifying skill training needs	0.90	25%	35%
Establishing coaching or mentoring programs	0.90	26%	36%
Developing cross-cultural competencies across your organization	0.88	27%	38%
Developing a diversity and inclusion policy	0.75	22%	48%
Recruiting international students	0.72	16%	44%
Designing exit interview questions	0.69	17%	48%

Employers had earlier indicated that they experienced the greatest recruitment challenge when seeking to fill mid-level skill jobs (Chart 3), so it should come as no surprise that the category of recruitment assistance they express most need for is that for mid-level occupations. Yet at the same time, while the level of challenge in recruiting for entry-level occupations was almost as high, there is a greater drop-off in desire for assistance when it comes to recruiting for entry-level positions. Indeed, even assistance in recruiting for senior-level occupations receives a higher score.

Apart from recruitment (including broadening recruitment and recruiting newcomers to Canada), the other areas of assistance which attracted higher scores were accessing student co-op or internship placements and job retention strategies.

Almost half of employers (44% to 48%) said they did not need assistance in designing exit interview questions, developing a diversity and inclusion policy or recruiting international students.

Other Comments From Employers

Employers were invited at the end of the survey to provide additional comments relating to the topics covered by the survey or priorities related to their organization. Comments were provided by 48 respondents covering a very wide range of topics, with several prominent themes:

- Housing: Almost a quarter of respondents (11 of 48) cited the lack of affordable housing as a major contributor to job recruitment challenges, particularly with respect to entry-level jobs
- Complaints regarding job candidates and employees: Eight employers had specific complaints regarding job candidates, including such issues as: lack of work ethic; not prepared to invest the effort to work their way up the career ladder; poor attendance and ghosting job interviews; some complain that government hand-outs undermine the motivation to work
- Challenges for small businesses: Seven respondents noted the multiple challenges facing small businesses, including rising costs, not having the budget to increase wages in the face of labour shortages, the irritation of government regulations, the need for financial assistance for small businesses

There were also comments regarding the need to train new employees as opposed to employers poaching skilled workers from each other and that employers should collaborate on the issues which they all face. There was also some push-back against diversity and inclusion policies.

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Follow-Up Interviews

As part of the survey process, respondents were also asked if they would be willing to participate in a short follow-up phone interview, so that the analysis of the data could benefit from additional qualitative insights.

Most employers who agreed to be interviewed wished to use the opportunity to emphasize just how challenging and frustrating they found the employee recruitment process. The absolute shortage of applicants was one message – among some employers, especially those recruiting for general labourer positions, their experience was that the shortage of workers in this category certainly grew worse as a result of COVID. Where labourers had other options, for example, choosing between outdoor construction work or indoor warehousing position, they may be more inclined to seek out more comfortable settings and less physically demanding work. In the case of truck drivers, employers wishing to hire cited the desire of some drivers to establish their own business and seek contracted work instead, thus limiting the pool of candidates.

But other issues also presented themselves. For entry-level positions, a common concern was less about the quantity of applicants and more about the quality and their employment readiness. Some employers noted that youth appeared less inclined to "pay their dues," to take on a job that might be unpleasant but that was a steppingstone to further advance in the field. For mid-level occupations, several employers cited what they called unrealistic wage expectations.

Where the labour market is tight, any additional condition of employment could act as a barrier to finding sufficient staff. For example, a requirement to work night shifts or weekends makes it that much more difficult for a business to recruit workers.

In other cases, labour shortages were not new. In the case of many skilled trades, while apprenticeship rates have seen some increases in the recent past, the lower apprenticeship enrolment rates two and three decades ago has meant that there is now a shortage of journeypersons with five or ten years of experience.

Overall, these interviews provided the qualitative insight into the survey results.

2022-2023 Project Updates

Virtual Job Fair

As the workforce recovers from the COVID-19 pandemic, businesses in Simcoe County and the District of Muskoka continue to experience local challenges. Working with our partners, the County of Simcoe, Cities of Barrie and Orillia, RTO7, Georgian College, Lakehead University and Employment Ontario, two Virtual Job Fairs were hosted on April 26, 2022 and February 28, 2023. With hundreds of job seekers and local employer booths, the Job Fair's goal was to help local employers attract new talent, as well as, offer job seekers interactive opportunities to meet local employers. Through networking, virtual chats, webinars and sharing best practices, the Virtual Job Fair was an opportunity to offer the public and businesses an interactive experience designed to work collaboratively towards continual improvement of the workforce climate and help bolster future employment.

Apprenticeship Seminars

The demand for skilled trades workers and apprenticeships continues to grow year-over-year. According to the Canadian Apprenticeship Program, Ontario will likely require approximately 88,960 new certified journeypersons over the next decade to adjust to and reflect growth and rising retirements. This will require attracting more than 296,350 new apprentices in more than 50 trades.

In an effort to collaborate, educate and network, the Simcoe Muskoka Workforce Development Board and Literacy Network hosted three webinars, appealing to three distinct factions of the trades network, job seekers, employers and Employment Ontario service providers. Each webinar featured insightful and educational presentations from a variety of keynote speakers related to their area of expertise who discussed topics such as funding, resources, and gateways into the skilled trades to name a few. The webinars were well attended with over 160 people taking part in these important discussions.

Research Paper on Barriers and Opportunities to Workforce Participation for Experienced Workers

The most recent figures from Statistics Canada show 372,000 job vacancies in Ontario during the third quarter of 2022. That's nearly double the average number of vacancies (195,000) reported during the three years leading up to 2020. Simcoe County and the District of Muskoka are seeing an unprecedented shortage of workers across all sectors. The exploration into the opportunities and barriers Experienced Workers encounter, through research, will help better understand the demographics and challenges to remaining or reentering the workforce.

Workforce Conferences for Employers

In collaboration with the County of Simcoe, the Cities of Barrie and Orillia and the Henry Bernick Entrepreneurship Centre the Simcoe Muskoka Workforce Development Board and Literacy Network hosted the first virtual **Workforce Connect Conference** for business leaders on April 5 and 6, 2022.

The event hosted 110 participants on April 5, and 80 participants on April 6, with representation from a variety of sectors. The virtual platform enabled innovative roundtable discussions on key topics such as best practices for talent attraction, workforce retention and helpful strategies to hire internationally trained talent. The event also featured inspiring global keynote speakers on the future of work and the importance of learning and development. The Workforce Connect initiative was a finalist for the annual Economic Development Council of Ontario Awards in the Workforce Development category.

The Secrets to Being an In Demand Employer was a collaboration between the County of Simcoe, the Cities of Barrie and Orillia, RTO7 and the Province of Ontario to support local employers in their attraction and retention of employees. Topics ranging from creating job advertisements, to creating healthy work environment to help retain talent, keynote speakers shared valuable tips and tricks with local employers. Employment Ontario Employment Service Providers were also available on the day to help promote their programs and services in the region.

Growing Your Workforce: the Western Ontario Wardens' Caucus hosted a cross-regional conference to help employers attract, retain and train the talent they need. The one-day forum brought stakeholders from across Western Ontario together to discuss and strategize viable solutions to their current workforce issues. Topics also included rural immigrant attraction, youth retention and supporting employee's skills continuum. The Simcoe Muskoka Workforce Development Board and Literacy Network partnered with local employer Innovative Automation to host the Employer Panel that shared lived experiences on strategies they are using to grow and support the talent within their businesses.

Additional Activities

Soft Skills Solutions©

Since 2015, SSS© Facilitators throughout Ontario have been training individuals on the Soft Skills Solutions© program. The recent audit process highlighted the need for more diversity, inclusion and equity concepts to be weaved into the curriculum. With the many changes in the labour market the Soft Skills Solutions© program is undergoing a redesign to better reflect the modern world we live in. Designing, training, marketing and delivering the new program continued throughout the year as we look to expand across Canada.

Foundational Assessment for Skilled Trades (FAST)

We continue to promote the FAST platform (readyfortrades.ca) as developed in partnership with Georgian College. FAST is an online version of the original paper-based EARAT pre-apprenticeship program. The ability to deliver the program online has increased its accessibility and popularity. To date SMWDB has completed the online conversion and formatting of over sixty of the original EARAT assessments for twenty-one trades. The long-term goal is train, market and deliver the program to community partners across the Province of Ontario.

2023
Action Plan Update

Strategic Priorities

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

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

   Whenever possible, Simcoe Muskoka Workforce Development Board and Literacy Network have endeavoured to create initiatives that can address multiple priorities within our communities.

Priority #1

Foster employer investment in on-the-job training and skills development

- Continue to create a high-level understanding of employment issues such as skills development via engaging webinars, videos, engaging website and social channels and continued learning opportunities.
- Promote Soft Skills Solutions© in workplaces to assist employers with upskilling their employees with the skills that are expected in today's workforce. In addition, Soft Skill Solutions aims to assist employees to upgrade their soft skills to benefit their workplace success and advancement. The program is relevant to organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.
- Offer and promote the FAST (Foundational Assessment for Skilled Trades) programs, which aims to strengthen students' knowledge and understanding before entering apprenticeship training. These assessments, taken with the assistance of instructors or employment counsellors, are intended to increase the success rate for those entering apprenticeships.

Priority #2

Foster partnerships between education and business

- Based on the success and demand for this program, Soft Skills Solutions© continues to be promoted to employers to help build awareness of the benefits of essential skills development within their businesses. With over 1,400 facilitators trained in Ontario, British Columbia and the Maritimes, this flexible, online certificate course can assist regional employers to foster employee satisfaction and retention.

- Promote the Foundational Assessment for Skilled Trades (FAST) to a variety of community partners across Ontario. SMWDBLN, in partnership with Georgian College, has developed an online version of the original paper based EARAT pre-apprenticeship program. The virtual platform has accelerated its success and demand by our community partners throughout Ontario.

Priority #3

Advance Economic Development Initiatives to create and sustain local jobs

- Continue to support local community partnerships that help to promote the trades as a career path. The Rapid Skills Micro Credential Program presented by the City of Barrie and Georgian College, trains job seekers and current employees on micro-credentials that are specific to the manufacturing sector and focus on key skill areas that have been identified as valuable by local manufacturing employers.

- Assist Simcoe County and the District of Muskoka to bring together employers, educators and other community stakeholders to address the following priority issues:
    - WORKFORCE ATTRACTION: Implement strategies for attracting workers, both seasonal and permanent, to Muskoka.
    - WORKFORCE DEVELOPMENT: Ensure job candidates, workers and employers are developing the right skills for the Muskoka labour market; and
    - EMPLOYERS AND EDUCATORS: Enhance collaboration between employers and educators to produce better-prepared school graduates in Muskoka with respect to experiential learning opportunities, including apprenticeships.

Priority #4

Strengthen local employers' success in recruiting and retaining suitable employees

- Soft Skills Solutions©, moving into the workplace itself to help individuals learn soft skills which are beneficial in today's workforce, helping them to be more successful in obtaining and retaining their jobs
- Employer Events such as, Workforce Connect, Growing Your Workforce and The Secrets to Being an In Demand Employer supported employers with new strategies for recruiting and retaining suitable employees.

Priority #5

Improve information regarding the local labour market

- Webisodes, such as the annual "Data and More" Employment Ontario data analysis to create a high-level understanding of employment issues such as changes in the labour market over the pandemic. Webisodes are housed on the SMWDBLN website and our YouTube channel.
- Connected to real-time local labour market data available on the County of Simcoe's Work in Simcoe County job site. The Job Demand Report is created monthly using data collected from a variety of local, provincial, and national job boards. The platform also provides a story-driven tool that helps to inspire people to explore, prepare and connect on their skilled trades journey. Both the Simcoe County District School Board and Simcoe Muskoka Catholic School Board are utilising the Edge Factor tools in conjunction with their high school curriculum.
- Labour Market Information Help Desk; is a free service that delivers timely workforce data to help gain a better understanding of trends, local occupations and wages, demographics, and top industries in the District of Muskoka.

Simcoe Muskoka
Workforce Development Board

Simcoe/Muskoka Literacy Network

18 Alliance Blvd. Unit 22, Barrie, ON L4M 5A5   Tel: 705.725.1011   Email: info@smwdb.com   Web: smwdb.com

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