The Labour Market Group
Guiding partners to workforce solutions.

LOCAL LABOUR MARKET PLAN **REPORT**

October 2014

EMPLOYMENT ONTARIO
EMPLOI ONTARIO

Contents

Introduction

Ensuring local access to skilled labour poses ever changing challenges for employers, governments and communities. Employers are demanding higher skill levels as technology, efficiencies and processes become more advanced, blurring the distinction between 'skilled' and 'non-skilled' work.

When coupled with an aging workforce, talent mobility and decline in youth entering the labour market, the skills now demanded by employers exert considerable pressures on the supply side of the labour market equation. Workers must have the advanced skills needed to perform multiple tasks in an environment built on creativity and problem-solving.

Our consultations with businesses from a variety of key industrial sectors provided an inside look at where our local businesses are headed and what they need to succeed. New employer requirements indicate that specialized training, technical and environmental expertise, business and technical know-how are minimum requirements for entry level positions.

Companies are struggling to find these workers. They are seeing fewer applicants and even fewer applicants that are qualified. Traditional recruitment methods (job banks and advertisements) do not attract the skilled workers they need, and some must use expensive and time consuming measures to recruit the individuals they require. Many of the applicants they do see lack the basic skills, motivation and willingness to start at the bottom and learn the complex skills necessary to be gainfully employed.

While employers struggle with filling vacancies, so many people continue to require social assistance and employment support. There is a great divide between employer's needs and the skills that job seekers possess – their education level, their ability to read and write, their work experience, and their ability to learn.

The skills gap is not the only challenge facing communities such as ours. We are seeing increasing numbers of young people with college and university diplomas who are unemployed and struggling to gain entrance into the job market. They cannot gain entrance to jobs related to their field of study, and are depending on part-time, low skilled jobs to survive. Unfortunately, the longer they remain out of the labour market, the more difficulties they will have gaining entrance.

Our economy is undergoing a major transformation and the impact on our workforce is dramatic. These changes will require us to be vigilant, resilient, and creative in the way we adapt. Most importantly, we must provide our residents with the skills and knowledge needed to bridge the great divide.

Through the 2014 LLMP, The Labour Market Group plans on taking measures to bridge this divide between the skilled vacancies employers are trying to fill and the job seeker who cannot find employment. The Local Labour Market Plan puts forward strategic and comprehensive action strategies that will address these challenges over the next several years. Through collaboration and partnership the goal of The Labour Market Group is to continue developing and improving resources at the local level to support both employers and job seekers in our community.

Consultation

Over the past year, LMG embarked on a comprehensive engagement process with local industry and key stakeholders. Through this consultation process, the 2014 Action Plan was developed and will be undertaken over the course of several years. As each year moves forward, LMG will provide an update on the progress of each action and add new actions, as they become identified.

Throughout the course of 2013-2014, LMG has reached out to employers in the Nipissing and Parry Stound districts through on-line surveys, focus groups and interviews. To date we have received a total of 392 completed surveys from a variety of employers through which they have shared their thoughts, challenges and issues in the region as well as their solutions and suggestions for rectifying the labour market challenges they face.

Specifically for the purposes of this year's LLMP, several key industry sessions and interviews took place in addition to the surveys. Those industries included Mining, Hospitality/Tourism, Agriculture and Healthcare. Employment service providers and other community stakeholders were also engaged in discussions for which the results are included in this year's plan.

Local Labour Market Planning

The Ontario Ministry of Training, Colleges and Universities and its partner ministries are continuing to invest in the skills and knowledge of Ontarians and support the long term economic goal of enhancing Ontario's competitiveness. Key to helping achieve this objective is increasing the supply of labour, including broadening access to and opportunities for building skills and entering or re-entering the labour market.

As the government continues these efforts, there is still a recognized need for enhanced program and service delivery so that Ontarians can access services in their local communities quickly and easily. A necessary part of ensuring this type of positive change is for the government to create processes for meaningful collaboration with its community partners. Local labour market planning is the process that has been developed to support the achievement of this goal. LLMP has been designed to actively involve local labour market partners and give them a stronger voice and input into settling local priorities in order to ensure the relevance of training and employment programs and services.

The plan for Nipissing and Parry Sound districts includes a comprehensive update of local labour market information and analysis specific to the region, extensive consultation, interviews and focus groups with employers and other community stakeholders and finally a synthesised action plan that incorporates both the evidence relayed through the data and the strategies identified through the consultative process.

Introduction

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

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

A Note of Caution

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

Employment Income by Occupation

Comparisons of employment income are best made by removing part-time workers from the equation, so that one only compares wages based on employment that is full-time and full-year. Table1 provides the average employment income of Nipissing and Parry Sound residents in 2010 by major occupation categories and compare the figures to the Ontario averages. In addition, for each occupational category, the employment incomes for Nipissing and Parry Sound are expressed as a percentage of the Ontario average (110% means that the Nipissing or Parry Sound figure is 10% higher than the Ontario average). Finally, for each category, the ranking for Nipissing and Parry Sound among the 49 census divisions in Ontario is provided.

TABLE 1: AVERAGE EMPLOYMENT INCOME, FULL-TIME/FULL-YEAR EMPLOYEES, 2010

			AVERAGE EMPLOYMENT INCOME				
	RANK IN ON	% OF ON	NIPISSING	ONTARIO	PARRY SOUND	% OF ON	RANK IN ON
ALL OCCUPATIONS	29th	87%	$53,344	$61,496	$50,182	82%	40th
Management occupations	11th	87%	$76,286	$87,806	$62,692	71%	30th
Business, finance and administration occupations	30th	84%	$48,211	$57,499	$50,301	88%	20th
Natural and applied sciences and related occupations	24th	93%	$70,010	$75,215	$60,948	81%	43rd
Health occupations	31st	92%	$64,071	$69,844	$59,752	86%	40th
Education, law. social, community, government services	29th	90%	$63,218	$70,506	$61,285	87%	38th
Occupations in art, culture, recreation and sport	39th	68%	$32,066	$47,466	$33,995	72%	34th
Sales and service occupations	42nd	79%	$32,041	$40,730	$32,166	79%	41st
Trades, transport and equipment operators and related	37th	93%	$46,775	$ 50,471	$45,879	91%	40th
Natural resources, agriculture and related production	15th	101%	$40,827	$40,510	$33,445	83%	28th
Occupations in manufacturing and utilities	41st	88%	$42,932	$48,810	$43,627	89%	39th
		100% 50% 0%				0% 50% 100%	

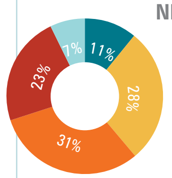
In every category but one, the average employment incomes by occupation for Nipissing and Parry Sound fall below the provincial average, oftentimes by a considerable amount. The one exception is Nipissing's results for Natural Resources, Agriculture and Related Production Occupations.

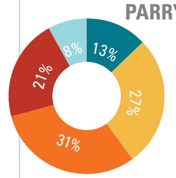
This employment income difference has a more complex dynamic: it is not simply the case that for any given occupation the employment income is lower in Nipissing or Parry Sound than the Ontario average.

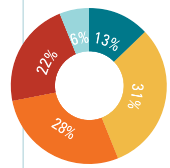
For each skill level, the differences between Nipissing and Parry Sound vary, and between these areas and the rest of province. Moreover, the mix of those skill levels within each broad occupation category varies as well. Thus, as a general proposition, in any given occupation grouping, for each occupational sub-category the incomes are often lower in Nipissing and Parry Sound, and often lower-skilled jobs make up a larger proportion of each occupational grouping, further bringing down the average.

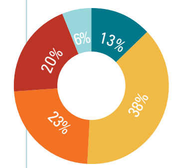
TABLE 2: AVERAGE EMPLOYMENT INCOME BY SKILL LEVEL, FULL-TIME/FULL-YEAR EMPLOYEES, 2010

	NIPISSING	PARRY SOUND	ONTARIO MINUS TORONTO	TORONTO
Management	$87,806	$76,286	$83,161	$107,479
University – other	$82,455	$73,764	$79,545	$91,093
College or trade	$52,665	$49,186	$55,180	$ 53,042
High school	$36,225	$37,939	$42,603	$40,277
No formal education	$29,382	$32,620	$34,333	$32,636
ALL OCCUPATIONS	$ 53,344	$ 50,182	$ 60,019	$ 67,499







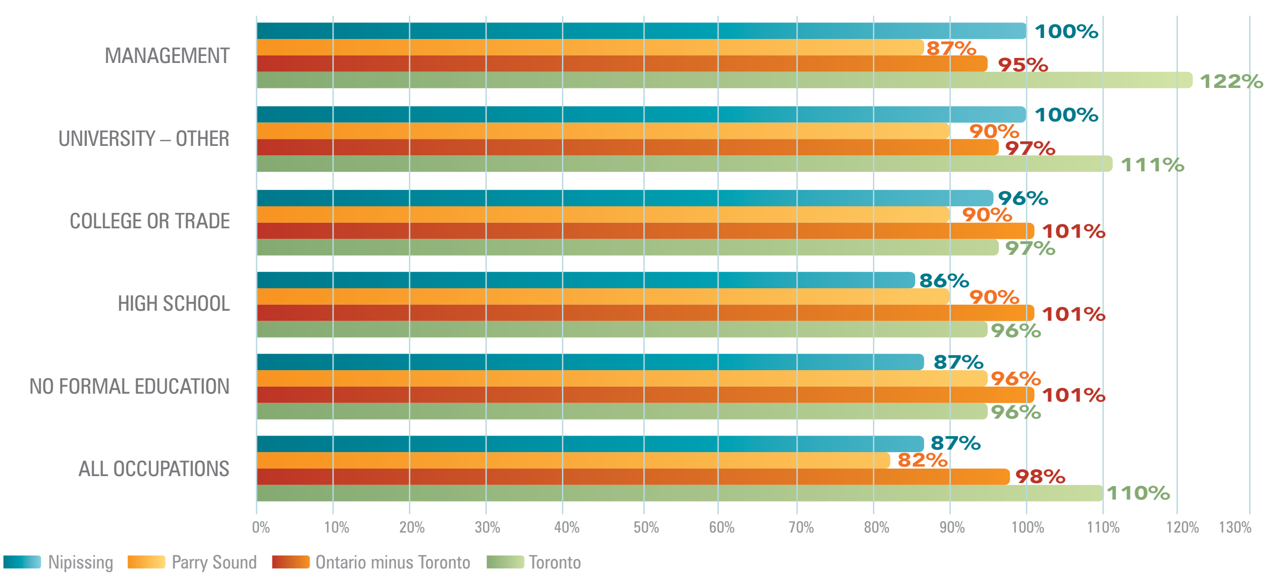


For this analysis, Management Occupations have been separated from other occupations requiring a university degree. In the case of Nipissing, these occupations attract a higher employment income than the average in Ontario minus Toronto, while in Parry Sound they are lower than the average. For college or trade positions, both Nipissing and Parry Sound fall below the average. The same is true for jobs requiring a high school diploma and jobs requiring no certificate, but in these instances, Nipissing incomes fall below those of Parry Sound.

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

To make the comparisons easier, Table 3 expresses each income entry as a percentage of the Ontario average.

TABLE 3: AVERAGE EMPLOYMENT INCOME BY SKILL LEVEL, FULL-TIME/FULL-YEAR EMPLOYEES AS A PERCENTAGE OF ONTARIO AVERAGE, 2010



Thus, Nipissing earnings for management and other jobs requiring a university degree are exactly equal to the provincial average, while those in Parry Sound are considerably less. On the other hand, the Parry Sound figures for occupations requiring a high school diploma or no certificate are notably higher than the Nipissing averages.

Occupations by Age Groups

Nipissing and Parry Sound have considerably different age profiles in their workforce. Table 4 compares the age distribution of employed residents in Nipissing, Parry Sound and Ontario.

Nipissing, Parry Sound and Ontario have exactly the same proportion of workers aged 35-54 years old. The differences exist at the two extremes of the age spectrum: Nipissing has a far higher proportion of 15-24 and 25-34 year olds in its workforce than does Parry Sound, very close to the provincial average. Parry Sound meanwhile has 28% of its workforce aged 55 years or older, much higher than the 18-19% found in Nipissing or Ontario as a whole.

Different occupations employ a different mix of workers by age. To take an obvious example, among Senior Management Occupations, 0% are youth aged 15-24 years of age, while over 40% in Nipissing and Parry Sound are aged 55 years and older.

TABLE 4: PERCENTAGE DISTRIBUTION BY AGE, EMPLOYED RESIDENTS, 2011

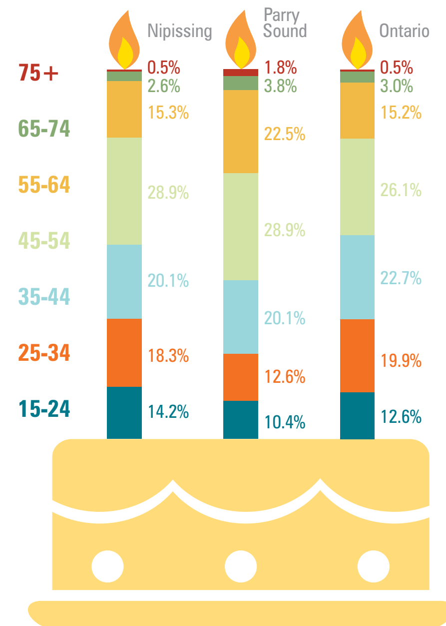


Table 5 highlights what are youth occupations, where at least 25% of all workers are between 15 and 24 years of age. The top ten occupations by number of youth are presented (for Parry Sound, only 9 fit the criteria). The table lists the number of youth working in that occupation, the percentage of that occupation filled by youth, and the percentage of all employed youth who work in that occupation.

TABLE 5: PERCENTAGE OF YOUTH AGED 15-24 YEARS OF AGE IN SELECT OCCUPATIONS, 2011

NIPISSING

NUMBER OF YOUTH	% THAT ARE YOUTH	% OF ALL YOUTH	OCCUPATION
715	38%	13.0%	Retail salespersons
545	55%	9.9%	Food counter attendants, kitchen helpers
430	44%	7.8%	Cashiers
260	54%	4.7%	Store shelf stockers, clerks and order fillers
165	34%	3.0%	Cooks
110	45%	2.0%	Food and beverage servers
75	34%	1.4%	Other sales related occupations
80	39%	1.5%	Material handlers
50	29%	0.9%	Retail sales supervisors
75	50%	1.4%	Program leaders and instructors in recreation, sport

PARRY SOUND

OCCUPATION	NUMBER OF YOUTH	% THAT ARE YOUTH	% OF ALL YOUTH
Food counter attendants, kitchen helpers	215	58%	11.6%
Retail salespersons	185	29%	9.9%
Cashiers	170	41%	9.1%
Cooks	90	38%	4.8%
Construction trades helpers and labourers	80	26%	4.3%
Store shelf stockers, clerks and order fillers	70	44%	3.8%
Shippers and receivers	40	62%	2.2%
Service station attendants	30	35%	1.6%
Public works and maintenance labourers	30	29%	1.6%

There is a fair degree of commonality among these occupations between Nipissing and Parry Sound, particularly among the top 5. The occupations profiled on these lists account for 45% of the jobs employing youth.

Table 6 lists those occupations which have a high proportion of workers aged 55 years and older, for Nipissing and Parry Sound. The tables list the 10 top occupations which have at least 30% of their workforce in this category, in order of the number of older workers.

TABLE 6: PERCENTAGE OF ADULTS AGED 55 YEARS AND OLDER IN SELECT OCCUPATIONS, 2011

NIPISSING	NUMBER, BY YEARS OF AGE 55-64	65+	% IN JOB 55+
Transport truck drivers	180	20	31%
Bus drivers and other transit operators	115	60	44%
Accounting technicians and bookkeepers	80	40	39%
Property administrators	30	70	61%
Taxi and limousine drivers and chauffeurs	60	0	55%
Dry cleaning, laundry and related occupations	50	0	50%
Other administrative services managers	45	0	53%
Senior managers - health, education, social and community services organizations	45	0	50%
Construction inspectors	45	0	43%
Electrical and electronics engineering technologists and technicians	40	0	44%
Insurance agents and brokers	40	0	36%
Managers in agriculture	40	0	32%

PARRY SOUND	NUMBER, BY YEARS OF AGE 55-64	65+	% IN JOB 55+
Retail and wholesale trade managers	185	0	32%
Administrative assistants	180	0	39%
Managers in agriculture	60	80	85%
Janitors, caretakers, building superintendents	65	55	41%
Transport truck drivers	110	10	32%
Letter carriers	90	0	72%
Home building and renovation managers	90	0	55%
Cooks	75	15	38%
Administrative officers	85	0	40%
Receptionists	75	0	35%

A few observations regarding Table 6:

- The large number of "0" entries do not always mean there is no person in that age group employed in that occupation; rather, the figures are rounded, and in the case of very low numbers, the random rounding more often will produce a zero entry when the actual number may be 1 or 2, for example
- There is only one occupation which makes the top ten list for both Nipissing and Parry Sound: transport truck drivers
- Several occupations have over 60% of their workers aged 55 years and older: managers in agriculture (farmers) in Parry Sound (85%); letter carriers in Parry Sound (72%); property administrators in Nipissing (61%)
- A number of office support positions in Parry Sound have a considerable proportion of their workers aged over 55 years old: administrative assistants; administrative officers; receptionists
- The occupation of cooks in Parry Sound is the only one to make both the top ten list for youth and for those aged 55 years and older; each accounts for 38% of all cooks

Number of Employers

Tables 1 and 2 provide the number of employers present in the Districts of Nipissing and Parry Sound in June 2014, and breaks down the figures by industry and by employee size ranges (each area is represented by a separate table). The highlighted cells identify the three industries with the largest number of firms for each employee size category column.

DISTRICT OF NIPISSING

A few observations to highlight from the data on number of employers:

- **Comparison with last year:** By and large, in terms of the broad percentages (by industry or by employee size), there has been little change; however, an increase of 19 more establishments with no employees in the Real Estate and Rental & Leasing sector has helped catapult that industry into a tie for first place with Retail Trade for the largest number of firms, rising from 3rd place last year;
- **Number of small firms:** Businesses are by far made up of small establishments. 47% of the firms in Nipissing have no employees,[1] a proportion notably smaller than the percentage for Ontario as a whole (57%, see the last row). 26% of employers have 1-4 employees, and 85% have less than 10 employees;
- **Highest number of firms by industry:** The second to last column provides the percentage distribution of all firms by industry. Two industries are in a tie for top spot: Retail Trade, accounting for 13.1% of all establishments (much higher than the provincial average of 8.8%), and Real Estate and Rental & Leasing (also 13.1%; provincial average: 11.4%); and in third place, Construction (12.7%; provincial average: 11.2%);
- **Largest number of employers:** For the province, Professional, Scientific & Technical Services has the largest number of employers, which represent 15.1% of the total; in Nipissing, this industry ranks sixth, with a 7.7% share;
- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. The table demonstrates how the large number of firms in the smallest size category drives the total numbers (for example, in Construction; Real Estate and Rental & Leasing; and Professional, Scientific & Technical Services). In the smaller and mid-size ranges, Retail Trade, Other Services and Accommodation & Food Services come to the fore. For the largest establishments (100 or more employees), four industries stand out: Retail Trade; Transportation & Warehousing; Educational Services; and Health Care & Social Assistance.

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

TABLE 1: NUMBER OF EMPLOYERS BY EMPLOYEE SIZE RANGE, JUNE 2014

NIPISSING

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES 0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL	%	RANK
11 Agriculture	98	28	6	3	3	0	0	138	3	13
21 Mining	7	4	2	1	2	1	2	19	0	18
22 Utilities	8	4	1	2	0	2	0	17	0	19
23 Construction	307	180	72	38	17	8	1	623	13	3
31-33 Manufacturing	56	35	21	15	15	13	4	159	3	12
41 Wholesale Trade	54	48	39	22	11	2	0	176	4	10
44-45 Retail Trade	178	149	153	101	43	14	7	645	13	1
48-49 Transportation/Warehousing	148	55	19	13	10	7	6	258	5	8
51 Information and Cultural	15	4	5	7	0	2	1	34	1	17
52 Finance and Insurance	132	45	22	13	26	1	0	239	5	9
53 Real Estate	485	112	33	8	5	1	1	645	13	1
54 Professional Scientific Tech	208	108	35	21	5	1	1	379	8	6
55 Management of Companies	102	14	4	1	2	1	1	125	3	14
56 Administrative Support	79	51	24	11	6	2	2	175	4	11
61 Educational Services	13	13	4	4	2	1	6	43	1	16
62 Health Care & Social Assist	92	163	46	43	20	8	13	385	8	5
71 Arts, Entertainment & Rec	37	19	7	7	6	1	2	79	2	15
72 Accommodation & Food	97	74	47	50	37	15	0	320	7	7
81 Other Services	174	160	59	26	7	2	1	429	9	4
91 Public Administration	0	1	1	0	9	2	4	17	0	19
TOTAL	2290	1267	600	386	226	84	52	4905		
Percentage of all employers	47%	26%	12%	8%	5%	2%	1%	100		
Cumulative percentage	47%	73%	85%	93%	97%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

DISTRICT OF PARRY SOUND

As far as its profile of employers goes, Parry Sound is both similar and different from Nipissing. Parry Sound has around two-thirds the number of employers that Nipissing has. The changes from last year are quite limited. Overall, the broad highlights are:

- **Number of small firms:** 54% of Parry Sound's firms have with no employees,[2] and another 27% have 1-4 employees, far closer to the provincial average;
- **Highest number of firms by industry:** The second to last column provides the percentage distribution of all firms by industry. Construction in Parry Sound by far accounts for the largest proportion of employers (19.8%),

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

considerably higher than the provincial average of 11.2%. Real Estate and Rental & Leasing is in second place (with an 10.7% share), followed closely by Retail Trade (10.6%); one notable difference: Parry Sound has many more Public Administration establishments, largely due to 15 organizations with 10-19 employees and another 9 with 20-49 employees in the Local, Municipal and Regional Public Administration sub-sector; as in Nipissing, Other Services takes up fourth spot (primarily due to many firms in two specific sub-subsectors: establishments providing Repair and Maintenance, and Religious, Grant-making, Civic, and Professional and similar organizations; fifth position is held by Accommodation & Food Services (7th in Nipissing); Professional, Scientific and Technical Services sits at sixth spot, with a 7.1% share of all firms;

- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. In most respect, the pattern is very similar to that seen in Nipissing, except that Parry Sound has no establishments in the Educational Services sector with more than 50 employees (Nipissing has seven).

TABLE 2: NUMBER OF EMPLOYERS BY EMPLOYEE SIZE RANGE, JUNE 2014

PARRY SOUND

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES									
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL	%	RANK
11 Agriculture	103	27	6	2	2	0	0	140	4	9
21 Mining	4	2	2	1	0	0	0	9	0	19
22 Utilities	4	1	0	0	0	0	0	5	0	20
23 Construction	325	231	55	24	5	0	0	640	20	1
31-33 Manufacturing	48	32	6	9	6	5	1	107	3	12
41 Wholesale Trade	46	19	10	5	2	0	0	82	3	13
44-45 Retail Trade	116	94	70	39	13	7	4	343	11	3
48-49 Transportation/Warehousing	112	38	16	5	2	0	0	173	5	7
51 Information and Cultural	17	20	8	0	0	0	0	45	1	16
52 Finance and Insurance	94	21	2	4	7	0	0	128	4	10
53 Real Estate	275	53	14	4	1	0	0	347	11	2
54 Professional Scientific Tech	147	62	17	3	0	1	0	230	7	6
55 Management of Companies	66	7	1	0	0	0	1	75	2	15
56 Administrative Support	71	34	11	4	2	0	0	122	4	11
61 Educational Services	7	6	4	2	2	0	0	21	1	18
62 Health Care & Social Assist	37	61	15	20	7	2	5	147	5	8
71 Arts, Entertainment & Rec	30	18	18	6	7	1	0	80	3	14
72 Accommodation & Food	108	49	37	21	23	1	2	241	8	5
81 Other Services	117	104	27	7	1	1	0	257	8	4
91 Public Administration	0	4	0	15	11	2	4	36	1	17
TOTAL	**1727**	**883**	**319**	**171**	**91**	**20**	**17**	**3228**		
Percentage of all employers	54%	27%	10%	5%	3%	1%	1%	**100**		
Cumulative percentage	54%	81%	91%	96%	99%	99%	100%			
ONTARIO percentage of all employers	57%	24%	8%	5%	4%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Change in the Number of Employers by Size of Firm

One indicator of local economic activity and employment trends is the number of employers, including the size of their firms, present in the local community. Table 3 provides the numbers of employers aggregated by several size categories for Nipissing and Parry Sound:

0	1-19	20-99	100+
ZERO EMPLOYEES (in most instances, self-employed employers, or no employees)	SMALL FIRMS	MEDIUM-SIZED FIRMS	LARGE FIRMS

TABLE 3: NUMBER OF FIRMS BY EMPLOYEE SIZE, DECEMBER 2008 TO JUNE 2014

NIPISSING	0	1-19	20-99	100+
December 2008	2,038	2,217	297	59
June 2009	2,001	2,227	294	62
December 2010	2,227	2,368	302	54
June 2011	2,204	2,353	288	52
June 2012	2,099	2,366	297	52
June 2013	2,262	2,284	307	53
June 2014	2,290	2,253	310	52

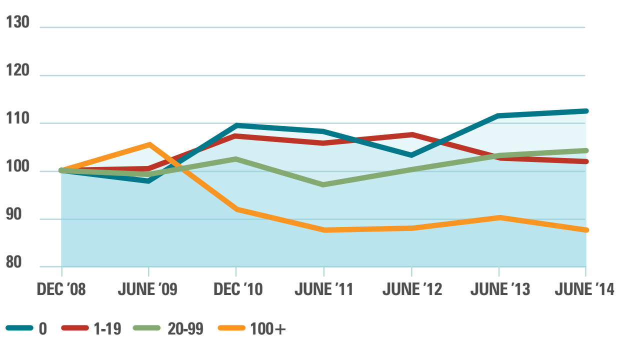
PARRY SOUND	0	1-19	20-99	100+
December 2008	1,533	1,362	112	13
June 2009	1,522	1,352	111	13
December 2010	1,411	1,234	100	13
June 2011	1,393	1,223	100	13
June 2012	1,358	1,235	100	12
June 2013	1,739	1,382	119	12
June 2014	1,727	1,373	111	17

Statistics Canada, *Canadian Business Patterns*

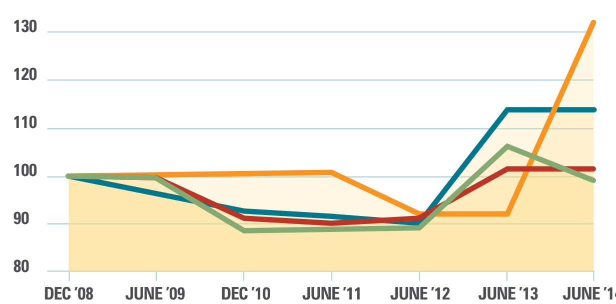
Chart 1 makes evident the trends in the changing number of employers by employee size. The charts use the figures for December 2008 as the baseline, assigning a value of 100. Each subsequent number is expressed in relation to the December 2008. This makes it easier to visualize changes across numbers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

CHART 1: CHANGE IN THE NUMBER OF EMPLOYERS BY SIZE OF FIRM, DECEMBER 2008 TO JUNE 2014

DISTRICT OF NIPISSING (DECEMBER 2008 = 100)



DISTRICT OF PARRY SOUND (DECEMBER 2008 = 100)



In the case of Nipissing, since the recession the pattern of change has varied among different size firms: among firms with no employees, there has been a relatively steady increase in the numbers (apart from a dip in June 2012). Among firms with 1-19 employees, the number grew, stayed steady, and has since dropped for the last two years. Among firms with 20-99 employees, the number fluctutated at first, but over the last three years has grown steady. Finally, among firms with over 100 employees, after initially rising, the number of larger firms has steadily declined.

For Parry Sound, the number of firms dropped in most size categories after the recession. There were increases in 2013, but in the last year those numbers have either stayed steady or dropped. The one unusual exception is among larger firms (100+ employees): after staying at 12 or 13 for the past five years, the number jumped to 17 in 2014.

Change in the Number of Firms by Industry, June 2013 to June 2014

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

The colour-coding of the tables (green where there is an increase, red where there is a decrease) helps to illustrate any pattern. Note that these changes do not only represent the emergence of new firms or the shutting down of firms; an establishment can change categories, adding or losing sufficient workers to push them from one size category to another.

NIPISSING

Overall, the net change in the number of firms in Nipissing between 2013 and 2014 was the loss of one firm. There was a decline of 31 firms with 1-19 employees and one firm with more than 100 employees, and gains of 28 firms with no employees and 3 firms with 20-99 employees. Eleven industries experienced a net decline of firms, and nine witnessed a net increase. On balance, the gains and losses generally evened themselves out.

Sectors with notable losses included: Agriculture, Forestry, Fishing and Farming; Retail Trade; Transportation and Warehousing; Finance and Insurance; and Professional, Scientific and Technical Services. Sectors experiencing solid gains were Real Estate and Rental and Leasing, as well as Utilities. Other sectors had a mix of gains and losses.

TABLE 5: CHANGE IN THE NUMBER OF EMPLOYERS,BY INDUSTRY AND BY FIRM SIZE, JUNE 2013 TO JUNE 2014

NIPISSING

INDUSTRY	TOTAL FIRMS JUNE'14	FIRM SIZE (NUMBER OF EMPLOYEES)				OVERALL CHANGE
		0	1-19	20-99	100+	
Agriculture, forestry, fishing and farming	138	-13	+4	-2	0	-19
Mining and oil and gas extraction	19	0	0	0	+1	+1
Utilities	17	+4	+1	+1	0	+6
Construction	623	-3	-3	+1	+1	-4
Manufacturing	159	+2	-9	+5	0	-2
Wholesale trade	176	0	-4	+1	0	-3
Retail trade	645	+6	-12	+1	0	-5
Transportation and warehousing	258	-5	+5	-2	-2	-4
Information and cultural industries	34	0	+3	-2	0	+1
Finance and insurance	239	-4	-1	-2	0	-7
Real estate and rental and leasing	645	+19	+3	+2	0	+24
Professional, scientific & technical services	379	-5	-3	-1	-1	-10
Management of companies & enterprises	125	-6	-1	0	+1	-6
Administrative and support	175	+2	-7	+1	0	-4
Educational services	43	0	+2	-1	0	+1
Health care and social assistance	385	+13	+11	-1	-1	+22
Arts, entertainment and recreation	79	+7	-4	-1	+1	+3
Accommodation and food services	320	0	-2	+5	-1	+2
Other services	429	+11	-4	-3	0	+4
Public administration	17	0	-2	+1	0	-1
TOTAL	**4,905**	**28**	**-31**	**3**	**-1**	**-1**

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

PARRY SOUND

In Parry Sound, apart from the increase of five firms in the 100+ employee category, all other size firms witnessed declines, although many of these were minor declines. By far the biggest drop was among Construction firms, and this was led by the loss of 29 establishments among the no employee category.

There were some positive trends: increases among Educational Services; Health Care and Social Assistance; and Arts, Entertainment and Recreation. Even though Public Administration experienced a net decline of 2 establishments, the increase of 3 firms in the 100+ employee category likely results in a net employment increase for this sector.

TABLE 5: CHANGE IN THE NUMBER OF EMPLOYERS,BY INDUSTRY AND BY FIRM SIZE, JUNE 2013 TO JUNE 2014

PARRY SOUND

INDUSTRY	TOTAL FIRMS JUNE'14	FIRM SIZE (NUMBER OF EMPLOYEES)				OVERALL CHANGE
		0	1-19	20-99	100+	
Agriculture, forestry, fishing and farming	140	+7	+1	-1	0	+7
Mining and oil and gas extraction	9	-1	-2	-1	0	-4
Utilities	5	0	-1	0	0	-1
Construction	640	-29	-1	-2	0	-32
Manufacturing	107	+1	-1	-1	0	-1
Wholesale trade	82	+4	-2	0	0	+2
Retail trade	343	+12	0	-2	+1	+11
Transportation and warehousing	173	-14	+5	0	0	-9
Information and cultural industries	45	+4	0	0	0	+4
Finance and insurance	128	-2	+5	0	0	+3
Real estate and rental and leasing	347	-8	-4	0	0	-12
Professional, scientific & technical services	230	+5	-1	0	0	+4
Management of companies & enterprises	75	-8	+1	0	0	-7
Administrative and support	122	-5	+7	-2	0	0
Educational services	21	0	+2		0	+3
Health care and social assistance	147	+7	-5	+1	+1	+4
Arts, entertainment and recreation	80	-2	+3	+1	0	+2
Accommodation and food services	241	+14	-9	-2	0	+3
Other services	257	+4	-5	+2	0	+1
Public administration	36	-1	-2	-2	+3	-2
TOTAL	**3,228**	**-12**	**-9**	**-8**	**5**	**-24**

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

Employment Ontario (EO) Program Related Data (2013-2014)

Background and Analysis

This section of the LLMP Report is based on data which has been provided by the Ontario Ministry of Training, Colleges and Universities to the various Local Boards (workforce planning boards). This data was specially compiled by MTCU and has program statistics related to Apprenticeship, Employment Service, Literacy and Basic Skills and Second Career for the 2013-14 fiscal year. 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 Board level (in the case of the Labour Market Group, the geography covers Parry Sound and Nipissing Districts);

Data at the regional level (in this case, the Northern Region, which consists of six workforce planning boards, covering Parry Sound, Nipissing, Timiskaming, Cochrane, Manitoulin, Greater Sudbury, Sudbury, Algoma, Thunder Bay, Kenora and Rainy River); and

Data at the provincial level.

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

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

Employment Service

ES Clients

TABLE 1: ES CLIENTS, NUMBER AND PERCENT OF ALL ES CLIENTS; COMPARED TO TOTAL POPULATION AND UNEMPLOYED

BOARD

2013-14 UNASSISTED R&I CLIENTS
(Referral and information clients)
NUMBER **3,552**
AS % OF ONTARIO **0.7%**

2013-14 ES ASSISTED CLIENTS
NUMBER **3,434**
AS % OF ONTARIO **1.7%**

2012-13 ES ASSISTED CLIENTS
NUMBER **3,444**
AS % OF ONTARIO **1.9%**

2011 TOTAL POPULATION
AS % OF ONTARIO **1.0%**

REGION

2013-14 UNASSISTED R&I CLIENTS
(Referral and information clients)
NUMBER **27,893**
AS % OF ONTARIO **5.7%**

2013-14 ES ASSISTED CLIENTS
NUMBER **17,365**
AS % OF ONTARIO **8.8%**

2012-13 ES ASSISTED CLIENTS
NUMBER **16,887**
AS % OF ONTARIO **9.1%**

2011 TOTAL POPULATION
AS % OF ONTARIO **6.0%**

2013 UNEMPLOYED
AS % OF ONTARIO **5.0%**

ONTARIO

2013-14 UNASSISTED R&I CLIENTS
(Referral and information clients)
NUMBER **488,402**
AS % OF ONTARIO **100%**

2013-14 ES ASSISTED CLIENTS
NUMBER **196,558**
AS % OF ONTARIO **100%**

2012-13 ES ASSISTED CLIENTS
NUMBER **184,947**
AS % OF ONTARIO **100%**

2011 TOTAL POPULATION
AS % OF ONTARIO **100%**

2013 UNEMPLOYED
AS % OF ONTARIO **100%**

Population figures from StatCan 2011 Census. Northern Region unemployed figures for Northern Region are based on sum of Northeast and Northwest economic regions, Labour Force Survey 2013.

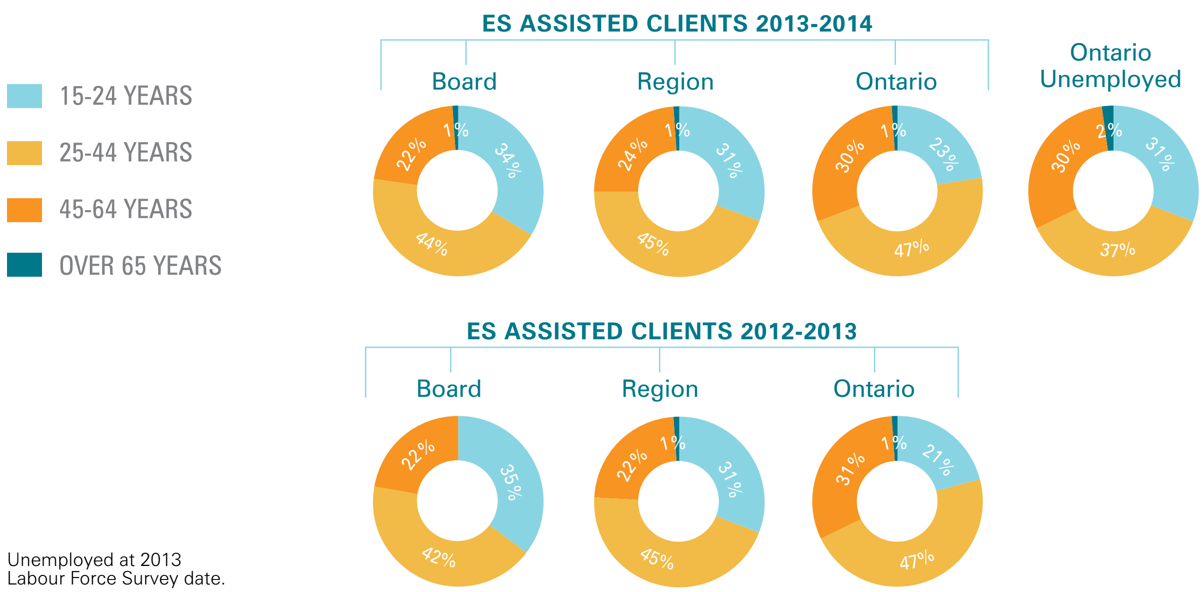
The area covered by the Labour Market Group (Parry Sound and Nipissing) encompasses a population that represents 1.0% of Ontario's total population. In comparison, the area's share of unassisted R&I clients accounts for 0.7% of Ontario's unassisted R&I client numbers, while the area's share of ES Assisted clients represents 1.7% of the provincial total, considerably different proportions. A similar pattern is evident at the Region level, where the unassisted R&I client share (5.7%) is somewhat smaller than the share of the total population (6.0%), while the share of ES Assisted clients is somewhat larger (8.8%) than the population share.

For the Board area, the ES Assisted client numbers are almost exactly the same as last year, though the share of total ES Assisted clients has dropped (from 1.9% to 1.7%).

Clients by Age Group

The following tables compare the proportions of ES clients by age range to the proportion of unemployed for the Board area and for Ontario. The table also compares the 2013-14 figures to the 2012-13 numbers.

TABLE 2: DISTRIBUTION BY AGE OF ES ASSISTED CLIENTS AND UNEMPLOYED



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

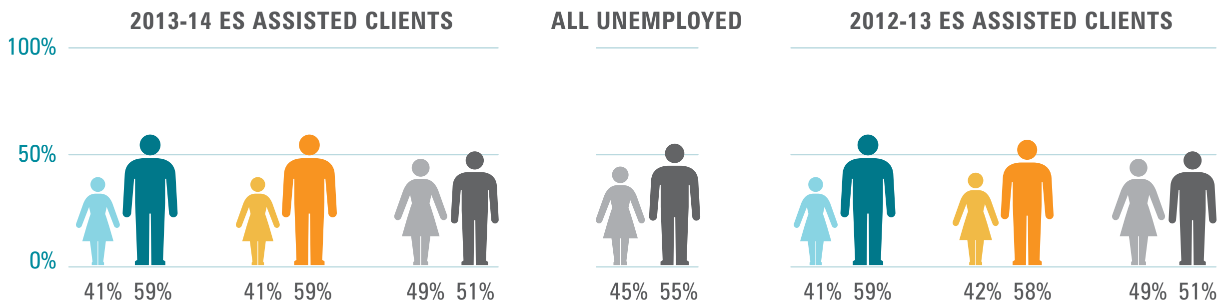
Ontario adults aged 25-44 years, meanwhile, are over-represented among ES Assisted clients. The 45-64 years and 65 years and over adult categories are equally represented among ES Assisted clients as among the total unemployed population.

In the Parry Sound/Nipissing area, youth make up a much larger share of the ES Assisted client base (34%), compared to the provincial average, as was the case last year. For the LMG area, 45-64 year olds make up a noticeably smaller share of the ES Assisted client numbers (22%) compared to the provincial figure (30%).

Gender

Overall, males make up a larger proportion of the unemployment population than females, 55% versus 45% at the provincial level. However, among ES Assisted clients in Ontario, the balance is pretty much even (51% males, 49% females). For the Parry Sound/Nipissing area, as well as for the Northern Region generally, males make up 59% of the ES Assisted clientele, considerably higher than the provincial figures. These proportions are very much the same as last year's.

TABLE 3: DISTRIBUTION BY GENDER OF ES ASSISTED CLIENTS AND UNEMPLOYED



Board Region Ontario

Unemployed at 2013 Labour Force Survey date.

Designated Groups

The ES client data collects information on designated groups, namely: newcomers, visible minorities, persons with disabilities, and members of Aboriginal groups. This information is self-reported. Table 4 provides the data for the 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.

TABLE 4: DISTRIBUTION OF DESIGNATED GROUPS AMONG ES ASSISTED CLIENTS

	NUMBER AND PERCENTAGE 2013-14					
	BOARD		**REGION**		**ONTARIO**	
Newcomer	50	**1.5%**	284	**1.6%**	17,577	**8.9%**
Visible minority	60	**1.7%**	247	**1.4%**	19,119	**9.7%**
Person w/disability	335	**9.8%**	845	**4.9%**	8,883	**4.5%**
Aboriginal group	334	**9.7%**	2,256	**13.0%**	5,221	**2.7%**

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

The first point to make is that we do not have accurate labour market data regarding persons with disabilities, and so it is not possible to pass any judgment regarding this category. The only comparison that can be made is to the Region and Ontario figures, which have half the proportion of clients with disabilities.

Otherwise, as Table 5 illustrates, the share of these designated groups among ES Assisted clients at the Board and Region levels is roughly equivalent to their share of the unemployed. The real discrepancy is with respect to the Ontario figures for visible minorities: in the Greater Toronto Area, where in many municipalities visible minorities make up half and more of the total population, there tends to be a significant under-reporting of visible minority status, in part because the term has less meaning, when non-Caucasians make up the majority.

TABLE 5: COMPARISON OF SHARE OF DESIGNATED GROUPS

	2013-14 ES ASSISTED CLIENTS			2012-13 ES ASSISTED CLIENTS			UNEMPLOYED IN 2011		
	BOARD	REGION	ONTARIO	BOARD	REGION	ONTARIO	BOARD	REGION	ONTARIO
Newcomer	1.5%	1.6%	8.9%	0.9%	0.7%	6.7%	1.4%	1.9%	8.6%
Visible minority	1.7%	1.4%	9.7%	1.9%	2.2%	31.5%	2.2%	1.9%	9.6%
Aboriginal group	9.7%	13.0%	2.7%	9.2%	13.2%	3.4%	9.7%	12.6%	2.5%

Unemployed data for newcomers and visible minorities is from National Household Survey Cat. No. 99-012-X2011038, and for Aboriginal peoples from National Household Survey Cat. No. 99-012-X2011039.

Northern Region data represents North Bay, Greater Sudbury, Elliot Lake, Timiskaming Shores, Timmins, Sault Ste. Marie, Thunder Bay and Kenora CMA/CAs.

Board data represents North Bay CA figures.

Educational Attainment

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

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

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

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

CHART 1: PERCENTAGE SHARE OF UNEMPLOYED BY EDUCATIONAL ATTAINMENT, ONTARIO, 2006-13

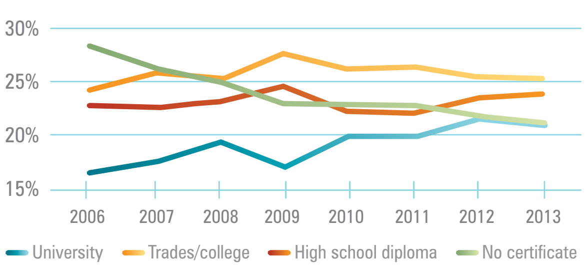


CHART 2: NUMBER OF UNEMPLOYED BY EDUCATIONAL ATTAINMENT, ONTARIO, 2006-13

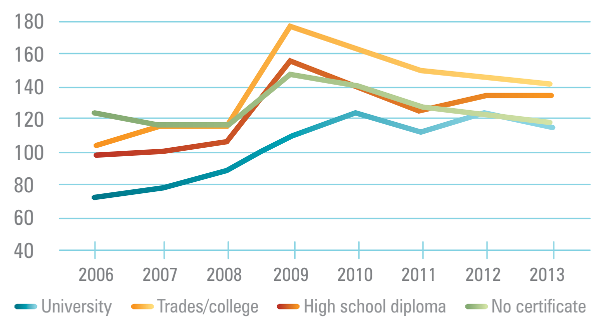
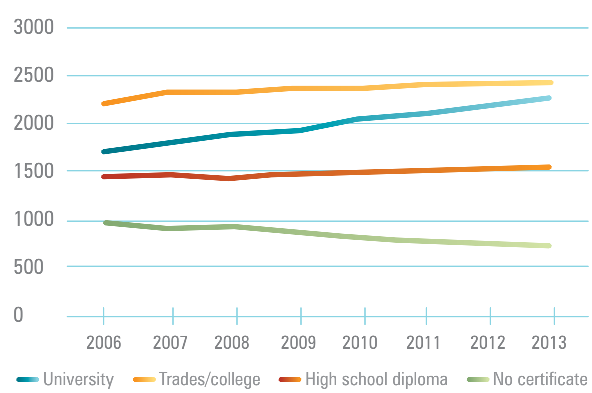
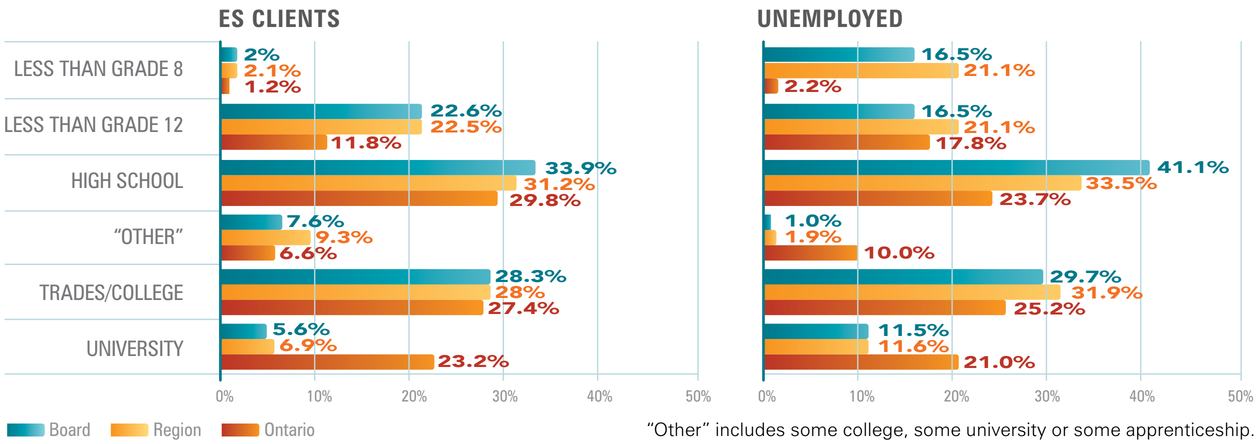


CHART 3: NUMBER IN LABOUR FORCE BY EDUCATIONAL ATTAINMENT, ONTARIO, 2006-13



Turning to the EO Assisted client profile, Table 6 provides the breakdown by educational attainment of clients served. The proportion by educational attainment of the unemployed comes from two separate sources and two different years: the figures for Ontario are from the Labour Force Survey for the year 2013, while the figures for the Board and the Region are from the National Household Survey, 2011.

TABLE 6: COMPARISON OF EDUCATIONAL ATTAINMENT LEVELS AMONG 2013-14 ES ASSISTED CLIENTS AND UNEMPLOYED IN 2013



"Other" includes some college, some university or some apprenticeship.

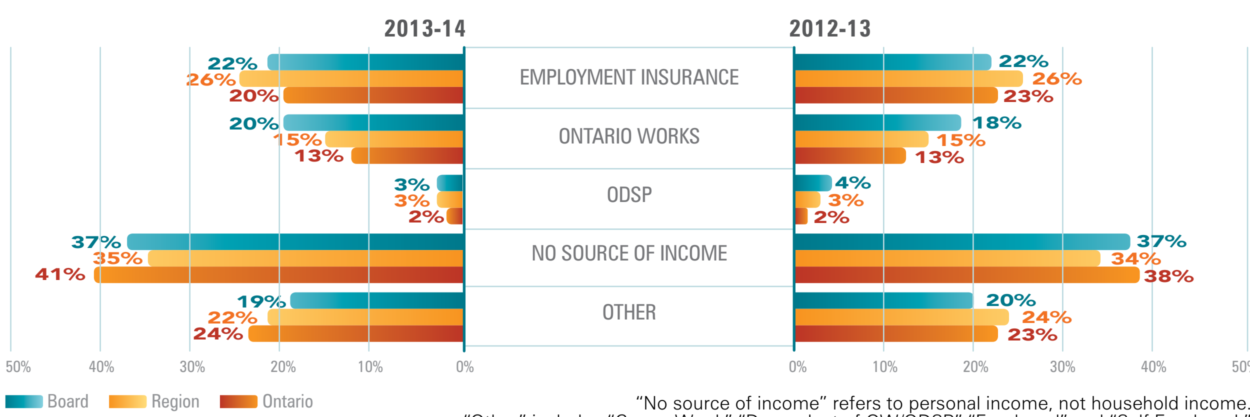
Comparing the Ontario figures first, one sees that there is a broad alignment between the educational attainment levels of EO Assisted clients and those of the unemployed in Ontario, except that fewer unemployed with less than a Grade 12 education use EO services, while a greater proportion of those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

Looking at the Board and Region EO Assisted client numbers, the most significant difference between these figures and the client numbers for the province (and the unempoyed data for the province) is the much lower proprotion of ES Assisted clients who have a university degree, at the Board level 5.6% and at the Region level 6.9%. This is in line with the lower proprotion of university grads among the unemployed in these two areas. On the other hand, the Board area has a much higher proportion of clients with less than a Grade 12 and with "Other" designation, that is, some college, university or apprenticeship.

Source of Income

There has been virtually no change in the profile of ES Assisted clients by their source of income (Table 7). Overall, in the Parry Sound/Nipissing area, Ontario Works clients make up a larger proportion of clients than is the case at the Region and provincial levels, and that proportion has increased somewhat compared to last year.

TABLE 7: PERCENTAGE DISTRIBUTION OF SOURCE OF INCOME OF ES CLIENTS, BOARD, REGION AND ONTARIO

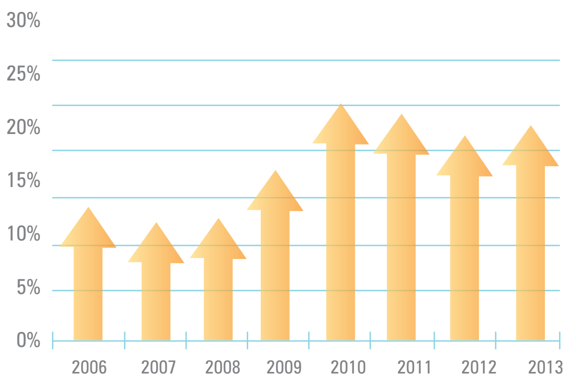


"No source of income" refers to personal income, not household income.
"Other" includes "Crown Ward," "Dependant of OW/ODSP," "Employed" and "Self-Employed."

Length of Time Out of Employment/Training

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

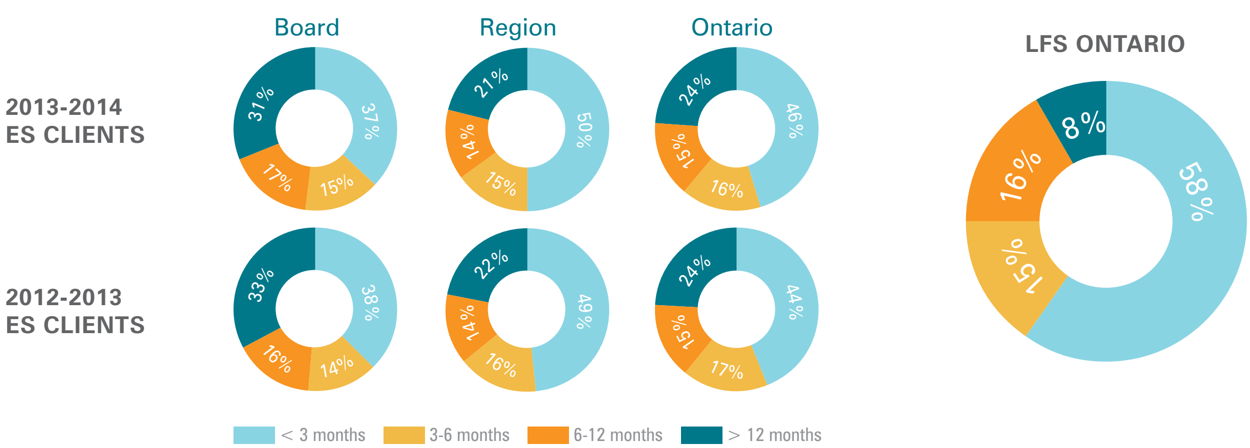
CHART 4: PERCENTAGE OF UNEMPLOYED WHO HAVE BEEN UNEMPLOYED FOR 27 WEEKS OR MORE, ONTARIO, 2006-2013



The major difference between the length of unemployment among EO Assisted clients and the unemployed population is the larger proportion of EO clients who have been unemployed for over a year (roughly three times the proportion). That tendency is especially pronounced in the Parry Sound/Nipissing area (31% unemployed more than 12 months) compared to the Ontario figures (24%).

Comparing the EO Assisted client figures between this year and last shows virtually no difference.

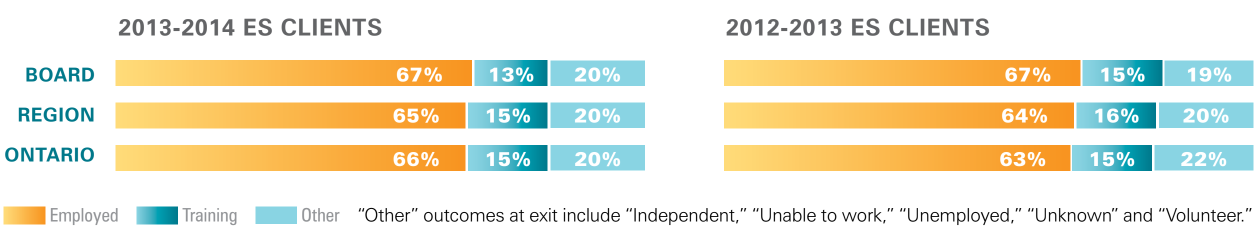
TABLE 8: PERCENTAGE DISTRIBUTION BY LENGTH OF TIME OUT OF EMPLOYMENT FOR 2013-14 ES ASSISTED CLIENTS, BOARD, REGION AND ONTARIO, AND UNEMPLOYED INDIVIDUALS, ONTARIO, 2013



Outcomes at Exit

There has been virtually no change at the Board and Region level in the Outcomes at Exit data since last year. Provincially, there has been a slight increase in the proportion of employment outcomes.

TABLE 9: PERCENTAGE FIGURES FOR ES ASSISTED CLIENT OUTCOMES AT EXIT, BOARD, REGION AND ONTARIO



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

Employment Outcomes

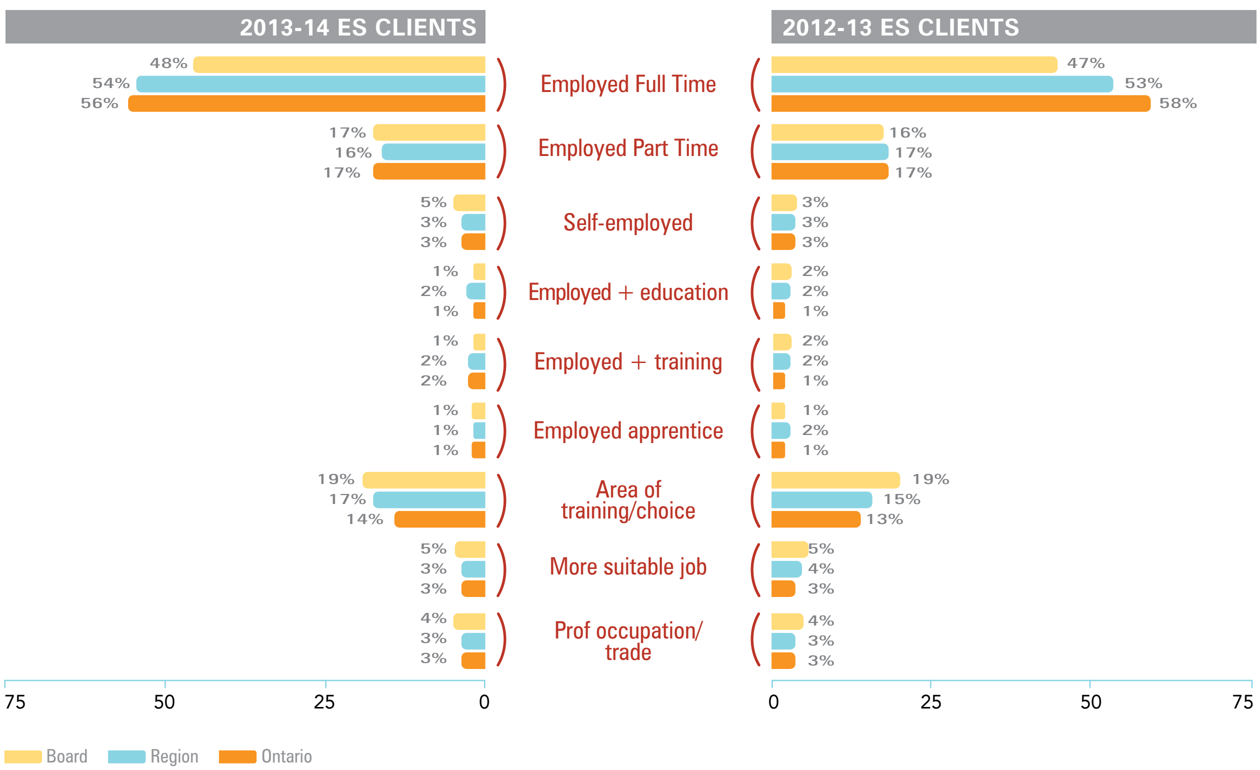
The Employment Outcomes listed in Table 9 are further detailed by sub-category. Table 10 provides the precentage breakdown by sub-category and compares the 2013-14 results to the 2012-13 figures.

There is hardly any change in the figures, the largest difference being a small drop in the proportion of Full Time Employed outcomes at the Board and provincial levels.

It should be noted that the figures add up to 100% -- the optional answers are exclusive, even though the first six options refer to a specific type of outcome, while the last three items speak to a qualitative element of that outcome. That is, one could both end up in a more suitable job as well as become employed full-time, but this indicator accepts only one response.

There has been virtually no change in the distribution of employment outcomes for the Board area compared to last year. At the Board level, there is a higher proportion of outcomes among the "qualitative" categories (area of training or choice, more suitable job, in a professional occupation or trade), compared to the Region and the Province, and a consequent lower proportion of entries for employed full-time.

TABLE 10: ES ASSISTED CLIENT EMPLOYMENT OUTCOMES, BOARD, REGION AND ONTARIO

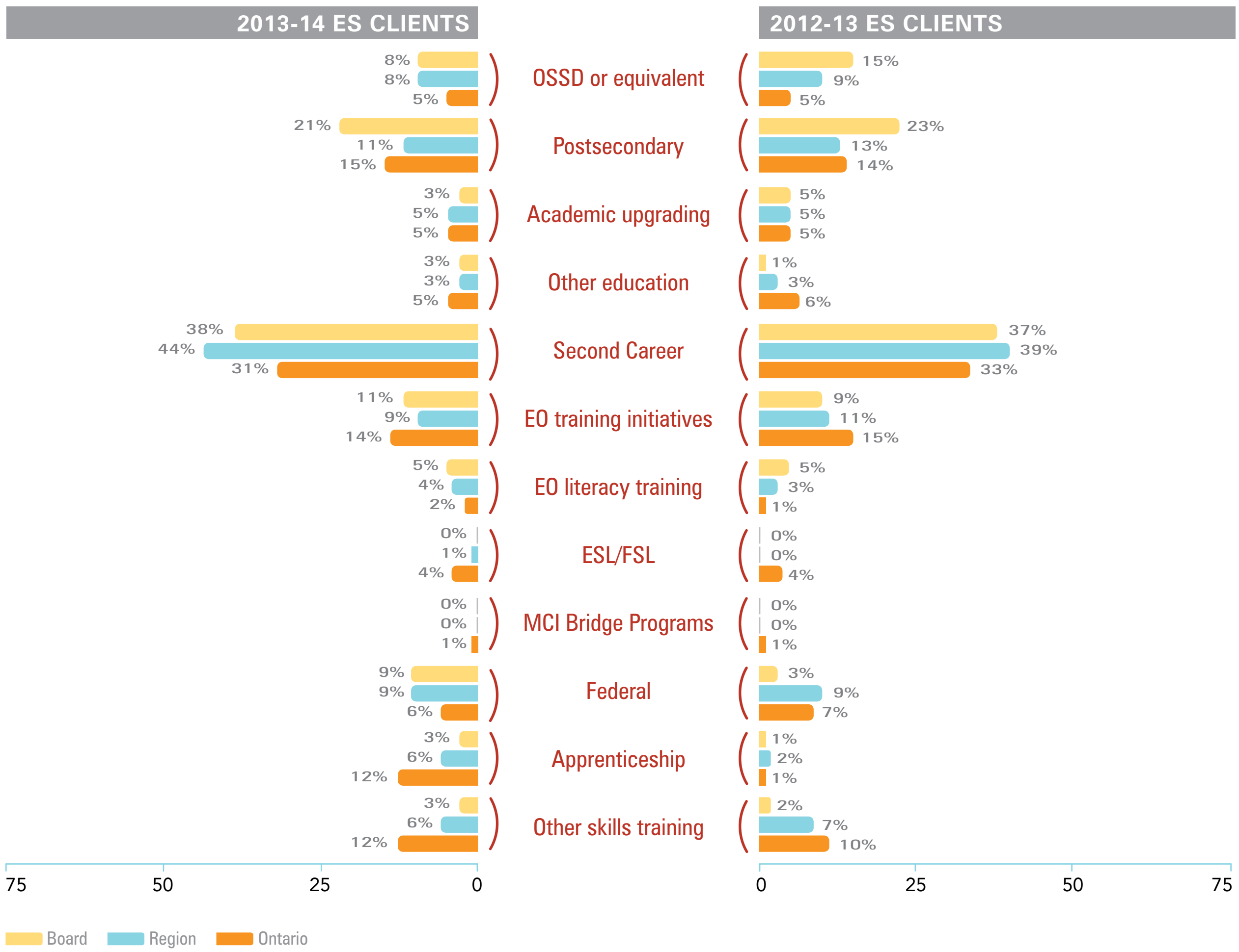


Training and Education Outcomes

Table 11 provides a similarly detailed breakdown for the Education and Training outcomes category. The biggest change from last year has been a drop in the proportion of training and education outcomes at the Board level involving OSSD or equivalent, bringing these numbers more in line with the Region and Provincial averages, and an increase in the Federal education and training outcomes.

The Parry Sound/Nipissing area exhibits a higher proportion of Second Career outcomes, compared to the provincial average, but lower than the figures for the Northern Region.

TABLE 11: ES ASSISTED CLIENT TRAINING AND EDUCATION OUTCOMES, BOARD, REGION AND ONTARIO



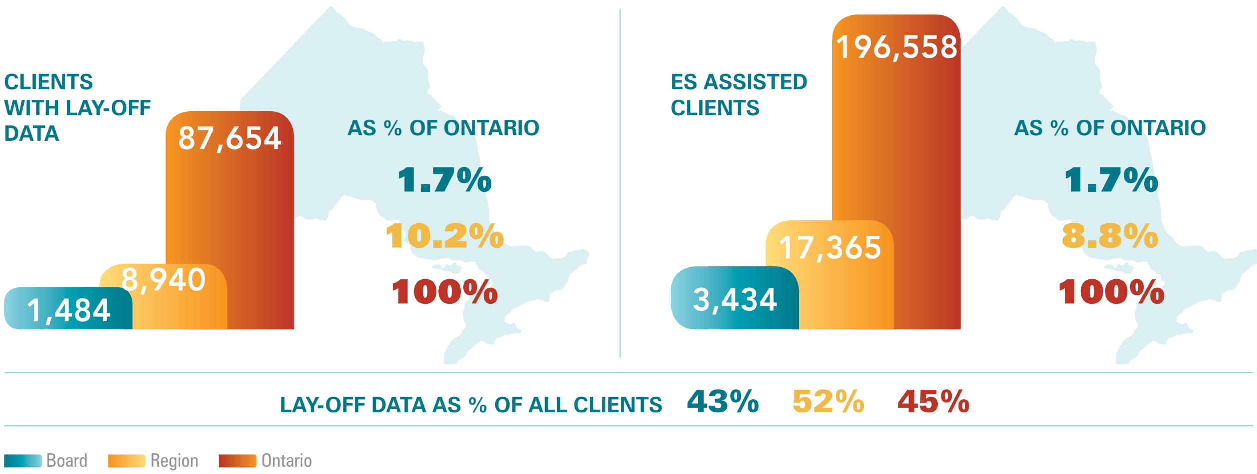
Lay-off Industry – Employed Industry

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

With such greater detail, the data categories become much smaller and, as a consequence, any data category with less than 10 clients has been surpressed, on account of confidentiality. Thus, while one gets far more detailed insight regarding unemployment and employment dynamics relating to detailed industry categories, the total numbers suffer because many data cells have a "zero," when in fact that number could be anywhere from "0" to "9."

The data set is also somewhat weaker because less data is collected, particularly with respect to employment outcomes (in part, no doubt, because clients finding employment may not check back in with the Employment Services agency). A rough sense of the shortfall in data collection is represented in Tables 12 and 13. It is important to emphasize that the total numbers for Lay-off Industry and Employed Industry undercount the true number because of the supression of any entries under 10.

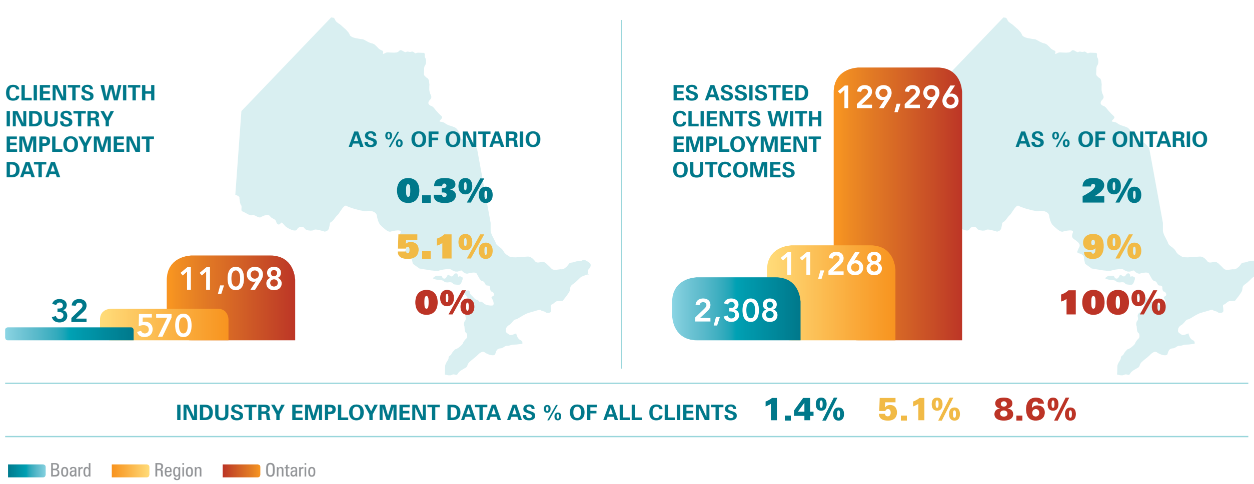
TABLE 12: NUMBER OF CLIENTS WITH LAY-OFF INDUSTRY DATA



The last row of the Table 12 provides one indicator of the data capture issue. While a number of ES Assisted clients may be new entrants to the labour force, these lower percentages suggest that not all the data is being collected. Some of this shortfall may be a consequence of the data which has been provided by MTCU: in any instance where a category has fewer than 10, that number is reduced to zero. Thus, with fewer clients at the Board level, it is likely there were more cells with less than 10, resulting in more entries being eliminated, and thus a smaller total number. For this reason, it is noteworthy that that at the Board level there is a higher ratio of data being captured (52%) than at the Provincial level (45%).

In the case of employment outcomes (Table 13), the fewer number of outcomes compared to all clients, and the lesser ability to obtain the information from the successful clients, means there is a smaller number of clients with industry employment outcomes. Once their information is divided into a couple of hundred industry subsectors, there are virtually no categories where the number is 10 or greater. As a result, every category at the Board level has its data suppressed to zero. The two exceptions at the Board level are 21 employment outcomes in the Full-Service Restaurants and Limited-Service Eating Places subsector and 11 employment outcomes in Residential Building Construction.

TABLE 13: NUMBER OF CLIENTS WITH INDUSTRY EMPLOYMENT OUTCOME DATA



Even at the Region level, there are only 570 entries for employment outcomes by industry, once the suppressed data is removed. This represents 5.1% of all ES Assisted clients with employment outcomes. At the Provincial level, the ratio is not much better: 8.6% of all clients with employment outcomes.

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

TABLE 14: INDUSTRY LAY-OFF AND INDUSTRY EMPLOYMENT OUTCOMES, BOARD, NORTHERN REGION AND ONTARIO; ONTARIO RESIDENT EMPLOYMENT AND UNEMPLOYMENT PROFILE

	BOARD		REGION		ONTARIO			
	EO lay-off industry	EO industry outcome	EO lay-off industry	EO industry outcome	EO lay-off industry	EO industry outcome	Unemployed residents	Employed residents
Mining and oil & gas	1%	--	4%	8%	1%	1%	0.9%	0.4%
Construction	18%	--	17%	32%	9%	9%	11.2%	6.1%
Manufacturing	4%	--	7%	3%	14%	13%	12.5%	10.4%
Wholesale trade	2%	--	2%	0%	3%	2%	3.5%	4.6%
Retail trade	20%	--	17%	16%	12%	14%	13.1%	11.1%
Transportation and warehousing	3%	--	4%	2%	4%	4%	4.5%	4.7%
Information & cultural industries	0%	--	1%	0%	2%	2%	2.4%	2.7%
Finance and insurance	0%	--	1%	0%	2%	3%	2.9%	5.6%
Real estate and leasing	0%	--	1%	0%	1%	1%	1.1%	2.0%
Professional, scientific, technical	2%	--	3%	0%	6%	5%	6.8%	7.7%
Administrative support	12%	--	7%	8%	11%	13%	9.6%	4.4%
Educational services	2%	--	3%	2%	4%	3%	7.4%	7.5%
Health care and social assistance	3%	--	6%	2%	7%	10%	5.4%	10.6%
Arts, entertainment, recreation	4%	--	2%	0%	2%	2%	4.2%	2.0%
Accommodation & food services	23%	--	16%	19%	12%	9%	9.9%	6.0%
Other services	6%	--	6%	3%	7%	6%	3.0%	4.4%
Public administration	2%	--	3%	3%	2%	2%	1.0%	7.0%

Ontario employed data is from 2011 National Household Survey. Unemployed data is 2013 Labour Force Survey data. Data not available for Agriculture, forestry, fishing and hunting and Utilities.

The aggregated data does produce some anomalous results, but the big picture story is nevertheless apparent: several industries appear to account for a considerable proportion of both sources of lay-offs (at the Board and Region levels) as well as employment outcomes (at the Region level):

- **Construction**
- **Retail Trade**
- **Administrative and Support Services**
- **Accommodation and Food Services**

Drilling down further, the 4-digit NAICS data provides greater detail regarding which subsectors clients are coming from and what their employment outcomes are. Table 15 lists the top 10 4-digit sectors for lay-offs, by the Board, Northern Region and the Province.

Having produced and disseminated the data, MTCU followed up with a statement indicating that it found concerns regarding the validity of the data. This analysis is nevertheless being presented as a point for discussion: there is a high degree of consistency between the Board, Region and Provincial numbers, and there may some value in EO agencies providing feedback on the validity of the data.

TABLE 15: TOP 10 4-DIGIT INDUSTRY SUBSECTORS FOR LAY-OFFS

	BOARD		REGION		ONTARIO	
1	Full-service restaurants and limited-service eating places	230	Full-service restaurants and limited-service eating places	812	Full-service restaurants and limited-service eating places	6690
2	Services to buildings and dwellings	100	Residential building construction	415	Employment services	2579
3	Residential building construction	95	Services to buildings and dwellings	302	Services to buildings and dwellings	2566
4	Business support services	63	Traveller accommodation	294	Residential building construction	1996
5	Other amusement and recreation industries	60	Grocery stores	272	Business support services	1924
6	Traveller accommodation	60	Automotive repair and maintenance	228	Automotive repair and maintenance	1637
7	Department stores	52	Highway, street and bridge construction	205	Grocery stores	1565
8	Grocery stores	52	Foundation, structure, and building exterior contractors	200	Traveller accommodation	1323
9	Foundation, structure, and building exterior contractors	46	Department stores	183	Building equipment contractors	1279
10	Building finishing contractors	36	Business support services	177	Other amusement and recreation industries	1209

There is a great commonality among the top 10 sources for lay-offs. At the Board, Northern Region and Provincial level, 6 industries of each of the top 10 lists are shared:

- **Full-Service Restaurants and Limited-Service Eating Places**
- **Services to Buildings and Dwellings**
- **Residential Building Construction**
- **Business Support Services**
- **Traveller Accommodation**
- **Grocery Stores**

TABLE 16: TOP 10 4-DIGIT INDUSTRY SUBSECTORS FOR EMPLOYMENT OUTCOMES

	BOARD		REGION		ONTARIO	
1	Full-service restaurants and limited-service eating places	21	Full-service restaurants and limited-service eating places	77	Full-service restaurants and limited-service eating places	701
2	Residential building construction	11	Highway, street and bridge construction	34	Employment services	446
3	Aboriginal public administration		Residential building construction	33	Business support services	365
4	Accounting, tax preparation, bookkeeping, payroll services		Grocery stores	33	Services to buildings and dwellings	294
5	Activities related to credit intermediation		Traveller accommodation	31	Department stores	244
6	Activities related to real estate		Building equipment contractors	25	Grocery stores	233
7	Advertising, public relations and related services		Metal ore mining	24	Residential building construction	224
8	Aerospace product and parts manufacturing		Support activities for mining	24	Individual and family services	185
9	Agencies, brokerages and other insurance		Business support services	24	Motor vehicle parts manufacturing	179
10	Agricultural supplies wholesalers		Utility system construction	23	Traveller accommodation	176
			Services to buildings and dwellings	23		

There is similar commonality among the top 10 industry subsectors for employment outcomes, with 6 subsectors making each top 10 list for the Region and the province:

- **Full-Service Restaurants and Limited-Service Eating Places**
- **Business Support Services**
- **Services to Buildings and Dwellings**
- **Grocery Stores**
- **Residential Building Construction**
- **Traveller Accommodation**

The lay-off and employment outcome data is also available by occupation. Tables 17 and 18 provide this data.

TABLE 17: TOP 10 4-DIGIT OCCUPATIONS FOR LAY-OFFS

	BOARD		REGION		ONTARIO	
1	Construction Trades Helpers and Labourers	288	Construction Trades Helpers and Labourers	1373	Construction Trades Helpers and Labourers	4476
2	Food Counter Attendants and Kitchen Helpers	108	Retail Salespersons	447	Food Counter Attendants and Kitchen Helpers	4083
3	Cooks	102	Food Counter Attendants and Kitchen Helpers	434	Other Labourers in Processing, Manufacturing and Utilities	3853
4	Retail Salespersons	100	Cashiers	351	Retail Salespersons	3846
5	Cashiers	78	Cooks	337	Cashiers	2438
6	Light Duty Cleaners	67	Food and Beverage Servers	244	Cooks	2096
7	Food and Beverage Servers	60	Light Duty Cleaners	241	Other Customer and Information Services Reps	2067
8	Other Customer and Information Services Reps	45	Heavy Equipment Operators	185	Food and Beverage Servers	1876
9	Landscaping and Grounds Maintenance Labourers	40	Other Trades Helpers	159	Material Handlers	1795
10	Transport Truck Drivers	38	Transport Truck Drivers	157	Administrative Assistants	1686

Once again, 6 occupations make the top 10 for each of the Board, Northern Region and Ontario areas. Most of these occupations can be classified as entry-level occupations.

TABLE 18: TOP 10 4-DIGIT OCCUPATIONS FOR EMPLOYMENT OUTCOMES

	BOARD		REGION		ONTARIO	
1	Construction Trades Helpers and Labourers	26	Construction Trades Helpers and Labourers	142	Retail Salespersons	638
2	Cooks	12	Cashiers	39	Other Labourers in Processing, Manufacturing and Utilities	631
3	Accommodation Service Managers		Food Counter Attendants and Kitchen Helpers	31	Construction Trades Helpers and Labourers	497
4	Accounting and Related Clerks		Food and Beverage Servers	29	Other Customer and Information Services Reps	444
5	Accounting Technicians and Bookkeepers		Light Duty Cleaners	29	Food Counter Attendants and Kitchen Helpers	422
6	Actors and Comedians		Retail Salespersons	29	Cashiers	346
7	Administrative Assistants		Cooks	27	Material Handlers	233
8	Administrative Clerks		Other Trades Helpers	25	Administrative Assistants	223
9	Administrative Officers		Heavy Equipment Operators	22	Light Duty Cleaners	213
10	Administrators – Post-secondary Education		Janitors and Caretakers	22	Food and Beverage Servers	204

On account of the suppression of values under 10, there are only two occupations where data is available at the Board level for the employment outcome occupations. There are 6 occupations that are common across the Region and the province:

- **Retail Salespersons**
- **Construction Trades Helpers and Labourers**
- **Food Counter Attendants and Kitchen Helpers**
- **Cashiers**
- **Light Duty Cleaners**
- **Food and Beverage Servers**

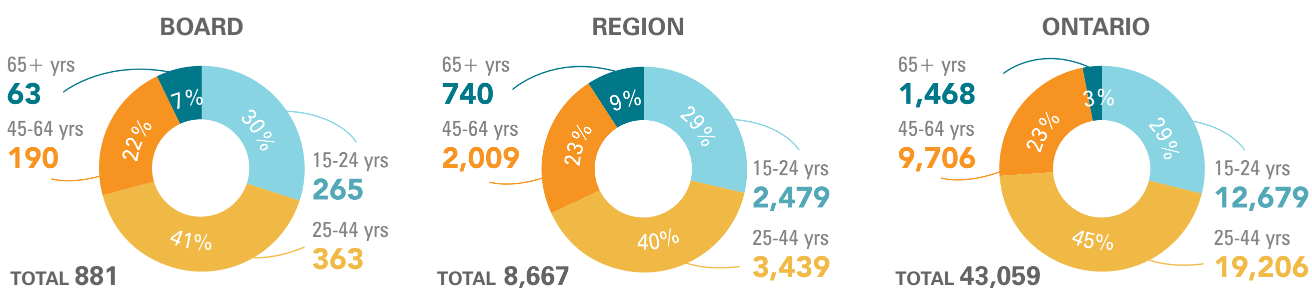
There is a very high degree of concordance between the top 10 lay-off occupations and the top 10 employment outcomes for the Northern Region. Nine occupations are found on both lists:

- **Construction Trades Helpers and Labourers**
- **Cashiers**
- **Food Counter Attendants and Kitchen Helpers**
- **Food and Beverage Servers**
- **Light Duty Cleaners**
- **Retail Salespersons**
- **Cooks**
- **Other Trades Helpers**
- **Heavy Equipment Operators**

Literacy and Basic Skills

The client demographic data for Literacy and Basic Skills provides details for a number of characteristics.

TABLE 19: LITERACY AND BASIC SKILLS CLIENTS BY AGE, 2013-14

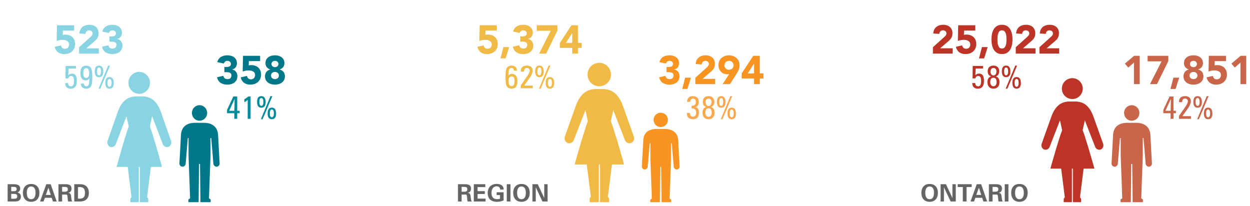


% OF ONTARIO LBS CLIENTS BOARD **2.0%** REGION **20.1%** | % OF ONTARIO ES CLIENTS BOARD **1.7%** REGION **8.8%**

The age profile of LBS clients in the Parry Sound and Nipissing area is very much the same as that for the Northern region and the Province generally, the only difference being a slightly higher proportion of clients at the Board and Region level who are 65 years and older (Table 19). While the Northern Region area accounts for a far larger share of the LBS provincial numbers (20.1%) in comparison to the Region's share of ES Assisted clients (8.8%), that is not at all the case for the Parry Sound and Nipissing area numbers, where the share is pretty much the same (2.0% of LBS, 1.7% of ES Assisted).

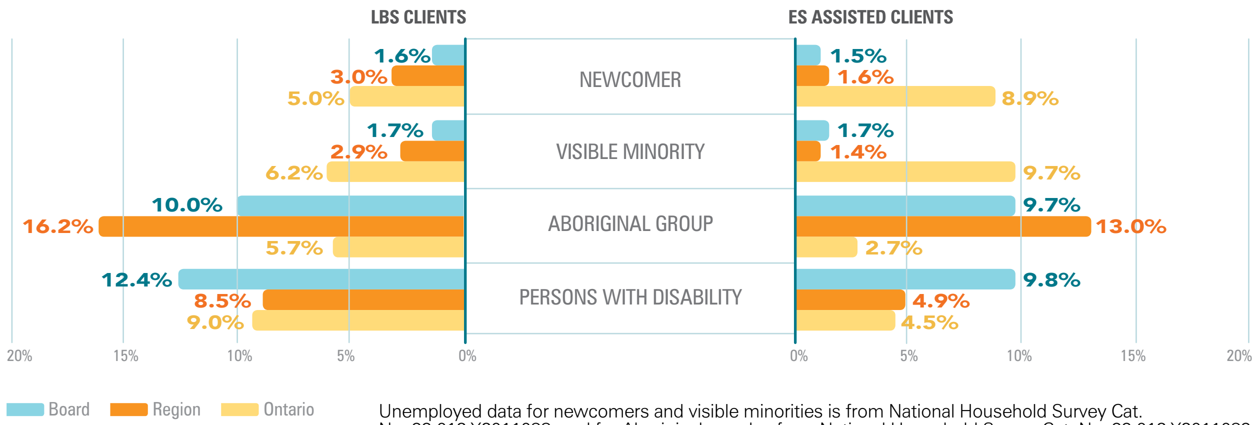
Females make up a larger share (58%) of the LBS client base provincially, and this tendency is similarly present at the Northern Region (62%) and Board (59%) levels (Table 20).

TABLE 20: LITERACY AND BASIC SKILLS CLIENTS BY GENDER, 2013-14



In terms of designated groups (Table 21), there is a high degree of similarity between the proportions for each designated group among both LBS clients and ES Assisted clients at the Board level. Only persons with disabilities have a slightly higher share of the LBS client base (12.4%) than they do of the ES Assisted client base (9.8%).

TABLE 21: COMPARISON OF SHARE OF DESIGNATED GROUPS, 2012-2014



Unemployed data for newcomers and visible minorities is from National Household Survey Cat. No. 99-012-X2011038, and for Aboriginal peoples from National Household Survey Cat. No. 99-012-X2011039. Northern Region data represents North Bay, Greater Sudbury, Elliot Lake, Timiskaming Shores, Timmins, Sault Ste. Marie, Thunder Bay and Kenora CMA/CAs. Board data represents North Bay CA figures.

In terms of sources of income, by far the largest category in the Board area consists of Ontario Works clients (32%), a proportion considerably higher than the average for the Region (21%) and also higher than the Provincial average (25%). The figure for Ontario Disability Support Program (ODSP) clients is also noticeably higher at the Board level compared to the Region and Province. While Employed clients make up the second highest category, their share is lower than the same proportion for the Region and Province, where this category makes up the largest single category (Table 22).

The Learner's Goal Path for LBS clients in the Parry Sound and Nipissing area differ only slightly from elsewhere: there is a slightly higher proportion choosing a secondary school credit, and none choosing an apprenticeship, compared to 4% and 6% at the Region and Provincial levels.

TABLE 22: LITERACY AND BASIC SKILLS CLIENTS BY SOURCE OF INCOME, 2013-14

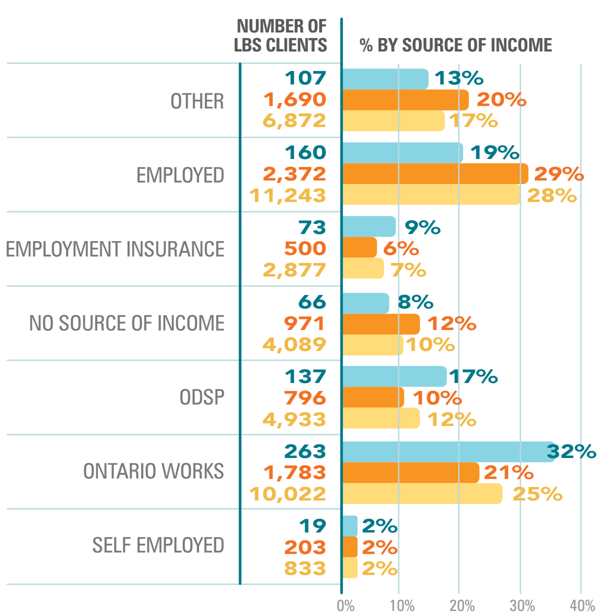
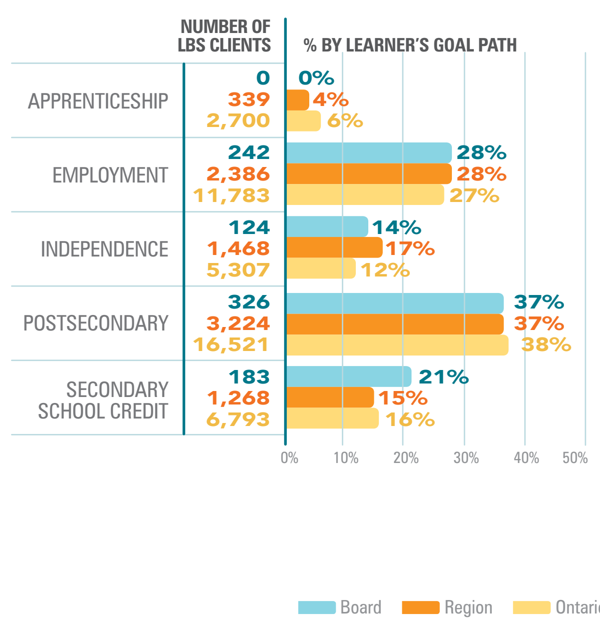


TABLE 23: LITERACY AND BASIC SKILLS CLIENTS: LEARNER'S GOAL PATH, 2013-14



Somewhat fewer LBS clients in the Parry Sound and Nipissing area are employed full-time, compared to the Region or the Province, while considerably higher proportions are attending school part-time (Table 24).

The profile of Employed Outcome results for LBS clients in the Parry Sound and Nipissing area differs slightly in a few respects, namely a largely proportion being in education (26%) and a slightly higher proportion employed full-time (19%) (Table 25).

TABLE 24: LITERACY AND BASIC SKILLS CLIENTS: LABOUR FORCE ATTACHMENT, 2013-14

	NUMBER OF LBS CLIENTS (Board)	(Region)	(Ontario)	% BY ATTACHMENT (Board)	(Region)	(Ontario)
EMPLOYED FULL TIME	101	1,489	6,770	12%	18%	16%
EMPLOYED PART TIME	91	1,097	5,379	11%	13%	13%
FULL TIME STUDENT	70	600	2,906	8%	7%	7%
PART TIME STUDENT	100	366	1,571	12%	4%	4%
LFA SELF EMPLOYED	17	202	830	2%	2%	2%
UNDER EMPLOYED	13	122	729	2%	2%	2%
UNEMPLOYED	477	4,400	23,172	55%	53%	56%

Board Region Ontario

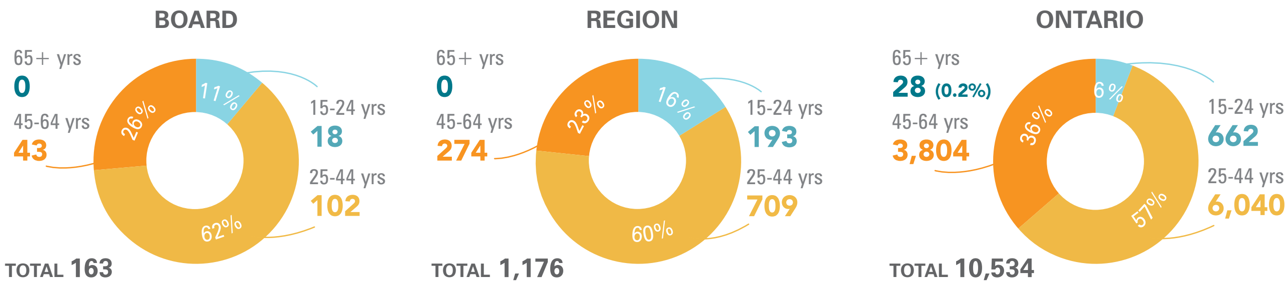
TABLE 25: LITERACY AND BASIC SKILLS CLIENTS: EMPLOYED OUTCOME, 2013-14

	NUMBER OF LBS CLIENTS (Board)	(Region)	(Ontario)	% BY EMPLOYED OUTCOME (Board)	(Region)	(Ontario)
EMPLOYED APPRENTICE	0	22	723	0%	0%	3%
EMPLOYED FULL-TIME	105	725	4,054	19%	13%	16%
EMPLOYED PART-TIME	55	421	1,747	10%	8%	7%
EMPLOYED - OTHER	0	606	1,053	0%	11%	4%
SELF-EMPLOYED	0	88	272	0%	2%	1%
EMPLOYED & IN EDUCATION	0	63	512	0%	1%	2%
EMPLOYED & IN TRAINING	0	25	323	0%	1%	1%
IN EDUCATION	146	719	5,571	26%	13%	21%
IN TRAINING	11	95	2,011	2%	2%	8%
INDEPENDENT	33	384	935	6%	7%	4%
VOLUNTEER	15	129	376	3%	2%	1%
UNABLE TO WORK	47	224	918	8%	4%	4%
UNEMPLOYED OUTCOME	71	1,000	3,869	13%	18%	15%
UNKNOWN	80	975	3,715	14%	18%	14%
TOTAL	563	5,476	26,079			

Second Career

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

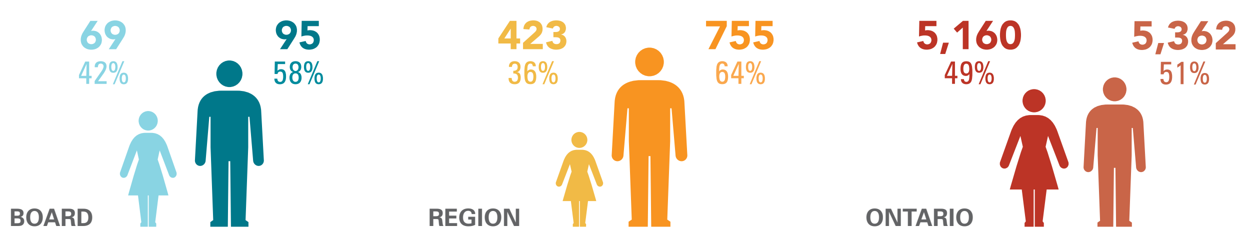
TABLE 26: SECOND CAREER CLIENTS BY AGE, 2013-14



% OF ONTARIO 2ND CLIENTS BOARD **1.6%** REGION **11.2%** | % OF ONTARIO ES CLIENTS BOARD **1.7%** REGION **8.8%**

The share of Provincial Second Career clients served in the Parry Sound and Nipissing area (1.6%) is almost exactly equal to its share of ES Assisted clients (1.7%), while the Second Career share for the Northern Region (11.2%) is higher than the region's share of ES Assisted clients (8.8%). The breakdown of Second Career clients by age shows slightly more youth at the Board and Region levels and slightly fewer 45-64 year olds, compared to the Provincial numbers (Table 26). At the Provincial level, Second Career clients are evenly split between males and females, while at the Board and Region levels, males represent a clear majority of clients (Table 27).

TABLE 27: SECOND CAREER CLIENTS BY GENDER, 2013-14



At the Board level, there is no calculation for the proportions for designated groups because there were no entries for these categories (this is a self-reported item).

In terms of educational attainment of Second Career clients at intake, the Board and Region differ from the Provincial average by having a smaller proportion of clients with a university degree (at the Board level, 0%), and a larger proportion of clients with less than Grade 12 (especially at the Board level, where they make up one quarter of all Second Career clients) (Table 28).

TABLE 28: SECOND CAREER (SC) CLIENTS: EDUCATIONAL ATTAINMENT AT INTAKE, 2013-14

	NUMBER OF SC CLIENTS (Board / Region / Ontario)	% BY EDUCATION (Board / Region / Ontario)
LESS THAN GRADE 8	0 / 0 / 48	0% / 0% / 1%
LESS THAN GRADE 12	37 / 190 / 905	24% / 16% / 9%
COMPLETION OF SECONDARY	49 / 354 / 3,239	32% / 30% / 31%
COMPLETION OF COLLEGE	38 / 306 / 2,424	25% / 26% / 23%
APPRENTICESHIP CERTIFICATE	0 / 19 / 145	0% / 2% / 1%
COMPLETION OF UNIVERSITY	0 / 41 / 1,328	0% / 4% / 13%
OTHER EDUCATION	31 / 261 / 2,445	20% / 22% / 23%

Board Region Ontario

In terms of sources of income, two-thirds of the Second Career clients in the Parry Sound-Nipissing area rely on Employment Insurance, considerably higher than the 50% figure at the provincial level (Table 29).

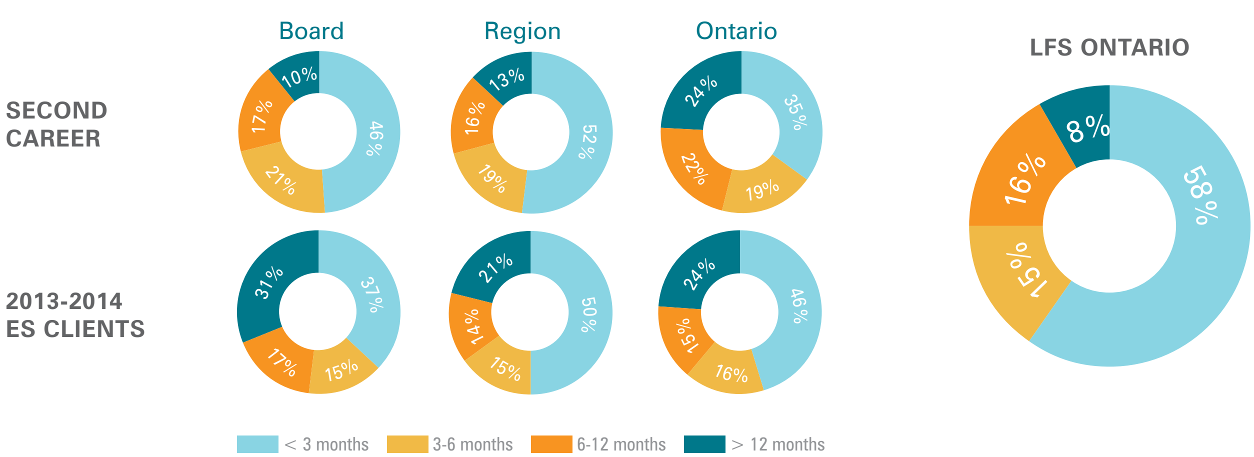
TABLE 29: SECOND CAREER CLIENTS BY SOURCE OF INCOME, 2013-14

	NUMBER OF SC CLIENTS (Board / Region / Ontario)	% BY EDUCATION (Board / Region / Ontario)
EMPLOYMENT INSURANCE	102 / 699 / 5,309	67% / 59% / 50%
ONTARIO WORKS	0 / 86 / 892	0% / 7% / 9%
ODSP	0 / 14 / 103	0% / 1% / 1%
NO SOURCE OF INCOME	26 / 168 / 2,327	17% / 14% / 22%
OTHER	252 / 11 / 1,903	16% / 18% / 18%

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

Far fewer Second Career clients at the Board and Region level have been unemployed for over 12 months, compared to the Provincial average or compared to the proportion of ES Assisted clients who have been unemployed for that length of time.

TABLE 30: PERCENTAGE DISTRIBUTION BY LENGTH OF TIME OUT OF EMPLOYMENT FOR SECOND CAREER CLIENTS AND ES ASSISTED CLIENTS, AND UNEMPLOYED INDIVIDUALS, ONTARIO, 2013



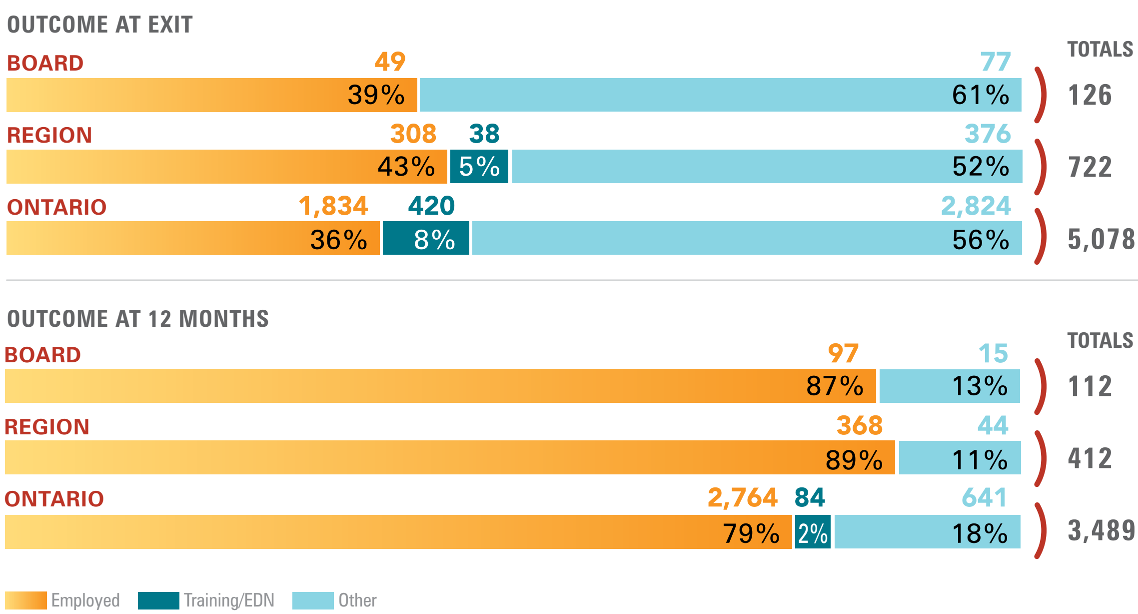
Due to the smaller number of Second Career clients and the suppression of data with fewer than 10 entries in a category, the data for approved Second Careers skills training programs is limited. The following table lists the top 10 programs, but at the Board level can only list 8.

TABLE 31: TOP 10 SECOND CAREER APPROVED SKILLS TRAINING PROGRAMS

	BOARD		REGION		ONTARIO	
1	Transport Truck Drivers	47	Transport Truck Drivers	241	Transport Truck Drivers	1340
2	Heavy Equipment Operators	15	Heavy Equipment Operators	231	Heavy Equipment Operators	674
3	Home Support Workers and Housekeepers	13	Underground Production and Development Miners	79	Social and Community Service Workers	567
4	Nurse Aides, Orderlies and Patient Service Associates	11	Home Support Workers and Housekeepers	60	Accounting and Related Clerks	535
5	Accommodation, Travel, Tourism Supervisors		Social and Community Service Workers	47	Early Childhood Educators and Assistants	440
6	Accounting and Related Clerks		Welders and Related Machine Operators	40	Home Support Workers and Housekeepers	501
7	Accounting Technicians and Bookkeepers		Paralegals	31	Medical Administrative Assistants	444
8	Administrative Assistants		Licensed Practical Nurses	26	Welders and Related Machine Operators	346
9	Administrative Officers		Administrative Officers	24	Computer Network Technicians	334
10	Agricultural and Fish Products Inspectors		Receptionists	20	Paralegals	331

Only 4 of the 10 categories listed for the Parry Sound and Nipissing area also on the list for the top 10 for the province.

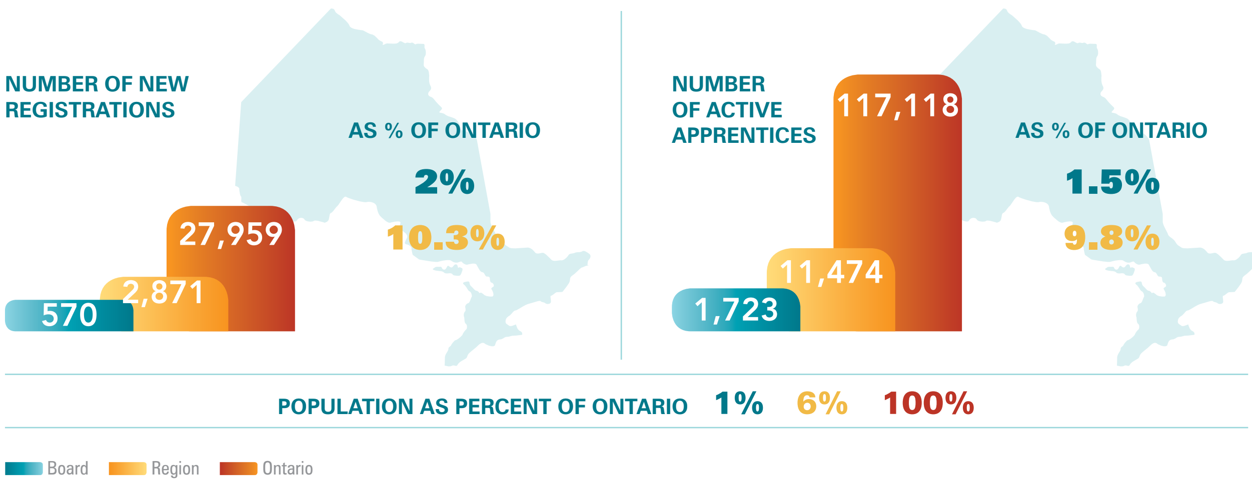
TABLE 32: OUTCOMES AT EXIT AND AT 12 MONTHS, SECOND CAREER CLIENTS



At exit, the Board and Region Second Career clients have outcomes roughly comparable as the Provincial average, with somewhat more clients having an outcome that is neither Employment nor Training. At 12 months, the figures show a slightly higher percentage with an Employment Outcome.

Apprenticeship

TABLE 33: NEW REGISTRATIONS AND ACTIVE APPRENTICESHIPS



The number of new apprenticeship registrations and active apprenticeships at the Board and Region levels are at a higher ratio in comparison to theses areas' share of the general provincial population. At the Board level, the percentage of new registrations (2.0%) is slightly higher than the percentage of active apprenticeships (1.5%).

As the evidence suggests, the Nipissing and Parry Sound Districts face significant challenges. With a changing economy, involvement in a highly competitive world marketplace and an aging workforce, we need to take steps that will position our region for the decades ahead. Building relationships with employers, developing more collaborative solutions and enhancing coordination efforts within the districts will ensure that the workforce we have today will be as productive as possible. Through collaborative implementation, the 2014 Action Plan hopes to contribute to our regional renewal and provide strategic priorities and promising opportunities to affect change for area workers, job seekers and the broader community.

2013 Plan Update Where We've Been

ACTION ITEM	DESCRIPTION	OUTCOMES	STATUS
Rural Business Development	Several rural areas throughout the board region are facing difficulties with retaining and attracting workers. Several sessions will be run throughout the course of the year to try to assist rural business with employment related issues.	Several employment related sessions have been held throughout the districts. Sessions in the Almaguin Highlands region included Labour Market Information, Networking BBQ, Multi Media Relations and Human Resources. Mattawa Bonfield brought schools together with local businesses and community agencies to describe what available programs are offered in their communities. A funders forum was planned as a compliment to the session. An East Ferris trade show was held in partnership with the municipality to highlight and showcase businesses and their services. West Nipissing will be hosting a job fair and a workplace preparedness session in the spring of 2015 and LMG continues to work with the Almaguin Business Committee to enhance the business climate in the region. Almaguin Careers and Trades Day was also held in partnership with Employment North and the Women In Business Trade Show was supported through the Women's Own Resource Centre.	**Complete & Ongoing**
Tourism	A day- long session where key industry leaders talk about the types of issues they face and what the impact of tourism has on the community. Guest speakers, statistical analysis and group discussion will round out the day.	A report was commissioned for the region and the results were presented during a luncheon session with industry and community leaders. The study revealed the impact that the industry has on the community and how there is a definite requirement to support this industry. As a result of this partnership, LMG was able to obtain funding to conduct a Northeastern Ontario Labour Market Initiative that determined a futuristic look at the industry and the HR requirements into the next several years. Subsequently, additional funding was garnered to expand the project throughout the remaining regions of Northern Ontario. Results from this study were also discussed at the luncheon session. LMG has embarked on a partnership with the City of North Bay and North Bay and District Chamber of Commerce to contract a tourism representative that will administer 3 separate tourism products in the region with the ultimate goal of the project to sustain a full time individual dedicated to promoting and developing tourism in the region to support the industry as a whole.	**Complete & Ongoing**
Agriculture	A pre-curser to the Agriculture Symposium, the youth event will showcase local growers and provide awareness of the options that might be available in the West Nipissing region as it pertains to agriculture, environment and green energy.	An Agriculture event was held this past spring displaying over 50 venders with approximately 250 students attending. Agriculture round table sessions are being hosted through the West Nipissing Chamber of Commerce in order to lead up to a regional Agriculture Symposium next year.	**Complete & Ongoing**

ACTION ITEM	DESCRIPTION	OUTCOMES	STATUS
Workplace Preparedness	Overwhelming responses from a variety of different employment sectors, indicates that 'basic' skills are by far the most challenging workforce issue faced by businesses on a regular basis.	A workplace preparedness day entitled 'Get Job Ready' was held in the Nipissing district in the spring of 2014. Over 100 job seekers registered for the day that included a motivational speaker, morning workshop series, employer panel, fashion show, plated lunch, afternoon workshop series and numerous door prizes. Key partners included District of Nipissing Social Services Administration Board, North Bay and District Chamber of Commerce, North Bay Literacy Council, YES Employment Services, Ontario Disability Support Program, Disabled Employment Opportunities Corporation, Get Trained Workers and the City of North Bay. The committee is currently meeting to discuss hosting a second event for the spring of 2015 and LMG is working with other employment service providers to host events throughout the Parry Sound and West Nipissing district.	**Complete & Ongoing**
EmployerOne Survey employerone SURVEY	A Ministry lead survey that aims to gather information from employers on their hiring requirements.	This survey continues to receive responses that will be collected until the closing date of December 2014. The results of this Northern Ontario wide survey will form the basis of future community based partnerships in the future. It is anticipated that this survey will be implemented annually in order to receive the most updated information from employers regarding their workforce development challenges. Survey results to be developed early in 2015.	**Complete & Ongoing**
Apprenticeship	Apprentices preparing to write the Certificate of Qualification (C of Q) exam not attending in-school training do not have easy access to learning resources impacting negatively on successful test taking.	In partnership with Mid North Network, develop contextualized resources in the form of numeracy, study skills and test preparation workbooks for apprentices preparing for C of Q. LMG continues to work with MNN on the materials and will have them prepared for release in spring of 2015.	**Ongoing**
Aboriginals	Broaden awareness to employers on how to incorporate Aboriginal workers into their place of employment. There is a need for more information on Aboriginal cultural awareness in the workplace. Need to address where businesses begin to develop this and where do they go to get more information.	Two sessions were held under the title of the Employers Learning Lodge. The first session was a funders forum for employers to become aware of the programs and services that are available to them as they relate to Aboriginal workers and the second was a session on cultural diversity.	**Ongoing**

THEME ONE: LACK OF EMPLOYER ENGAGEMENT WITH AVAILABLE WORKPLACE LINKAGE PROGRAMS

Goal: to promote employer investment in on-the-job training and skills development in employees.

Why is this a priority for the community? There is a severe lack of understanding and willingness on the part of the employer to participate in these types of programs. Ultimately, these actions affect the uptake of young people into the workforce- depriving younger people of the on- the- job training and experience that is often a requirement for local vacancies.

How it aligns with the evidence: Youth unemployment remains high and employers continue to struggle to find quailed trained individuals including those in the skilled trades.

Next Steps: Develop regional committees made up of the identified partners to begin to move projects forward.

REQUIRED ACTION	POTENTIAL PARTNERS	EXPECTED OUTCOMES	TIMELINE
Promote apprenticeship and educate employers on the free services available to them.	District School Boards, Post-Secondary Institutions	A comprehensive guide to apprenticeship targeted to employers that will educate them on the benefits of participating and a 'how to' guide to get involved.	Short term
Develop a tool for employers targeting how literacy upgrades improve the performance of employees.	LBS providers, Chambers of Commerce, Municipalities	A promotional video/commercial that educates employers on the benefits of workplace literacy and how it impacts their bottom line.	Medium term
Develop a regional guide of all college, university and government coop and internship programs.	Post-Secondary Institutions, District School Boards, Various Government Ministries	An exhaustive community resource that lists all workplace linkage programs, what they entail and who to contact.	Short term
Match available, complimentary training programs/workshops with a variety of industries.	Colleges, Community agencies, Enterprise Centres	A community tool that will identify industry specific courses/training and where and how to access them.	Short term
Identify and promote potential training subsidies for employers and employees.	Employment Service Providers, Chambers of Commerce, Government Ministries	A resource that will encourage employers to develop a training culture in their enterprises.	Medium term
Establish employer recognition events for rural employers describing their impact on their small community.	Rural Business Committee's, Chambers of Commerce, Municipalities, Employment Service Providers	Highlighting and awarding businesses in unorganized communities will be the first step in developing a more cohesive business climate, ultimately fostering further relationships for growth and retention.	Medium term

THEME TWO: SUPPLY AND DEMAND

Goal: To create viable career, employment and entrepreneurship opportunities for local job seekers.

Why is this important to the community? If youth or other local residents feel the need to leave the community to find work, our district becomes victim to other demographic realities such as an aging workforce and low population growth.

How it aligns with the evidence: There are major employers in the community that experience short comings and challenges recruiting and hiring for various local positions, while at the same time the unemployment rate continues to increase and local youth leave the community to find work.

Next Steps: Develop regional committees made up of the identified partners to begin to move projects forward.

REQUIRED ACTION	POTENTIAL PARTNERS	EXPECTED OUTCOMES	TIMELINES
Utilize the workplace preparedness event model Get Job Ready, and move it into the rural areas. Collaborate with agencies to ensure job seekers get quality information about what it takes to get hired.	Employment Service Providers, ODSP, OW, LBS, Chambers of Commerce	A full day session for job seekers that provides further enhancement on workplace expectations and employer requirements.	**Short term**
Promote and provide opportunities especially for women. Develop training workshops targeting their specific needs.	Status of Women, Municipalities, Community Agencies, Post-Secondary Institutions	A comprehensive program that highlights and focuses on the issues women in particular have gaining access to employment and employment assistance programs.	**Long term**
Collaborate with Employment Services agencies to provide a lunch and learn series to clients that address such issues as: Service Excellence, Financial literacy, Computers and other identified topics.	Employment Service Providers, Enterprise Centre, Community Futures Development Corporations	Job seekers can become more aware of employers expectations and what it takes to get hired. A variety of topics can be explored, assisting job seekers gain local employment.	**Medium term**
Work with secondary and post-secondary institutions to develop career profiles and pathways to employment for occupations experiencing labour force gaps.	District School Boards, Post-Secondary Institutions, Employment Service Providers	A series of visual diagrams geared toward students that depict the career path of in-demand occupations such as Nurse or Engineer. Posters can be displayed in schools as a tool to assist with making career choices.	**Medium term**

THEME THREE: LIMITED LOCAL LABOUR MARKET INFORMATION

Goal: To expand and enhance access to the availability of fact-based local trends and statistical information for our region.

Why is this a priority for the community? Having fact-based research about local trends allows the community to identify labour force issues locally. Due to our geographic location, in- depth LMI is limited which can prohibit community based decisions regarding funding and support.

How it aligns with the evidence: Available information regarding the labour market has been sourced as a challenge and relates to issues with programming, funding and accuracies with industry projections, and shortfalls.

Next Steps: Develop regional committees made up of the identified partners to begin to move projects forward.

REQUIRED ACTION	POTENTIAL PARTNERS	EXPECTED OUTCOMES	TIMELINES
Establish a local community based labour market resource in the form a full time position dedicated to leveraging data and collaborating with stakeholders to ensure the best quality information available at any given time.	Government Ministries, Municipalities	A full time position that would work with a variety of community stakeholders to develop, access and gain local labour market information for the districts of Nipissing and Parry Sound.	**Long term**
Develop a "Where are the Jobs" series that highlights those industries in high demand. Key areas include: Mining, Agriculture, Healthcare and Construction.	Industry, Chambers of Commerce, Employment Service Providers	Videos/commercials geared to the general public that will highlight where the local job demand is and the steps necessary to take in order to become hired locally.	**Long term**
Host a regional labour market conference that highlights the future outlook of the region while emphasizing key labour market issues such as generational diversity, cultural sensitivity and resources for new comers and employees with disabilities.	Municipalities, Various Government Ministries, Chambers of Commerce	A greater awareness on key issues employers are facing now and into the future. A general understanding of the labour market locally, provincially and nationally.	**Long term**
Conduct 'real time' regional labour force monitoring that provides valuable information to inform the community in their search for local employment.	Municipalities, Economic Development Organizations, Employment Service Providers	A new resource for the community that will be able to identify job losses and gains for a particular period of time. This tool will identify online job vacancies and the type of employment (part time, full time) sought after.	**Long term**

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Guiding partners to workforce solutions.

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