



**Peel - Halton - Dufferin
Training Board**

La Commission de formation
de la main-d'oeuvre de
Peel-Halton-Dufferin

TRENDS
OPPORTUNITIES
PRIORITIES **TOP
REPORT**

January 2008

a member of

Local Boards
Network

Champions of Ontario's Local Labour Market Solutions



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**EMPLOYMENT
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*The views expressed in this document do not necessarily reflect
those of the Government of Ontario.*

Acknowledgments

The Peel Halton Dufferin Training Board wishes to express its sincere gratitude to the many community stakeholders and partners who participated in the key informant interviews, personal discussions and the community consultation meetings. The Board looks forward to working with these community partners in the coming year to implement local solutions to the key labour market issues identified.

Executive Summary

The Peel-Halton-Dufferin (PHD) area is one of the fastest growing areas in the country, and one of the most ethnically diverse. According to the 2006 Census, there were 1,653,097 people living in PHD. From 2001 and 2006, PHD's population grew by 16.8%. The recent rise in the population growth rate in PHD is due to an increase in immigration. The economy of the area is healthy and diverse. The local labour force market has experienced significant changes over the past several years with respect to technological advances, economic changes, international competition and an increase in service and knowledge-based industries.

The 2007 Trends, Opportunities and Priorities (TOP) Report provides a brief summary of key labour market trends, opportunities and priorities in the area covered by the Peel Halton Dufferin Training Board (PHDTB). The TOP process involves the use of Census information, research on local labour market information, consultations with community partners and stakeholders to discuss issues, trends, opportunities and priorities. It also includes the development of a community partners' action plan to foster the development and implementation of local solutions to local issues. This report has been designed as a tool to facilitate community consultation about appropriate actions to address identified issues. The priority labour market themes/trends that emerged from this process are outlined below:

MAJOR TRENDS AND ISSUES IN THE TOP REPORT 2008

MAJOR TRENDS	MAJOR ISSUES
Skilled Trades Shortages	There is still a perception that a career in skilled trades is not a viable option. Despite a decline in the manufacturing industry, predictions of a skilled trade's shortage persist. For the older workforce (especially in construction which is physically demanding) more workers are retiring, and there is a lack of youth to take their place. However, even with the need for more people choosing trades as a career, there is a lack of apprenticeship opportunities.
Marginalized Workforce - Newcomers	Newcomers face barriers to employment due to lack of credentials recognition by employers and professional associations and a lack of English skills, especially related to occupational terminology. A quicker process is needed for newcomers integration into the workforce.
Marginalized Workforce - Youth	There is a perception by employers that youth lack the skills required for a job which creates barriers to employment. In rural areas, lack of transportation increases the barriers to employment for youth, as does a lack of a high school diploma. Job opportunities continue to exist for youth in the retail and hospitality sectors, but are lacking in other industries.
Aging Workforce	With the aging workforce working longer, jobs are not made available to younger people, adding to the unemployment or underemployment of youth. Conversely, retirement will create vacancy gaps in both skilled trades and professional occupations.





1. Introduction

Background

The Peel Halton Dufferin Training Board (PHDTB) is one of twenty-one local training boards in Ontario. PHDTB was established in 1996 and has been in operation for over 10 years. PHDTB is an autonomous, not-for-profit community-based organization established in December 1996 to play a leadership role in local labour force development.

The training board is governed by a Board of Directors that includes representatives from Business, Labour, Education and Training, Youth, Equity Groups, as well as non-voting members from the provincial governments. The Peel Halton Dufferin Training Board's mission is to create local solutions to local workforce development needs.

PHDTB is responsible for a large geographic area and serves the communities of Brampton, Mississauga, Orangeville, Burlington, Oakville, Halton Hills, Milton and surrounding communities (Figure 1).

PHDTB contributes to the region by building a strong workforce at the community level through local planning, implementation of innovative strategies and fostering horizontal community partnerships. PHDTB is one of the few local mechanisms that bring together divergent labour market partners (labour, business, service providers, education/training and economic development, equity groups) in a neutral environment to develop local solutions to local issues.

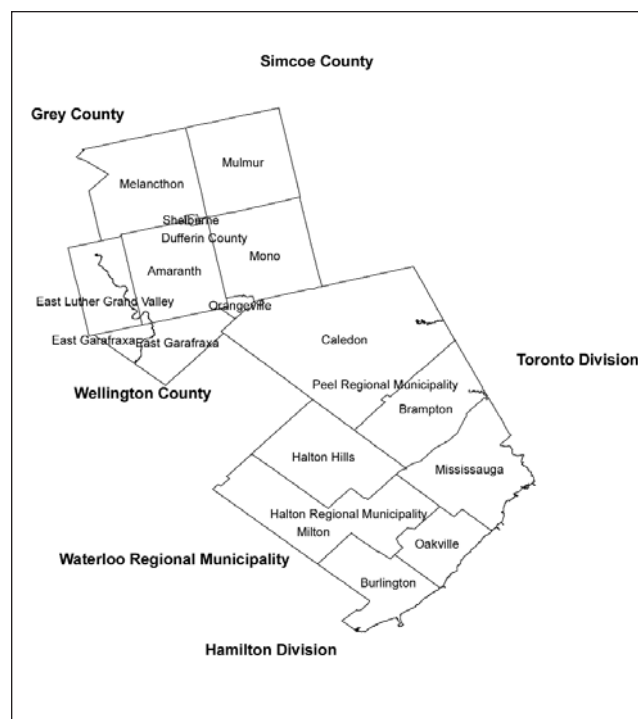
Project Objectives

- To identify the key issues and local gaps in labour market trends in the Peel-Halton-Dufferin (PHD) area.
- To understand the linkage of the occupational pattern of labour force with social and demographic indicators.
- To create opportunities for partnerships and projects that respond to labour market challenges.
- To facilitate a community planning process whereby local organizations and institutions agree to initiate and/or implement joint actions to address local labour market issues of common interest.

Purpose of the Report

This report provides a brief summary of key labour market trends, opportunities and priorities in the area covered by the Board. This report has been designed as a tool to facilitate community consultation about appropriate actions to address identified concerns.

Figure 1. Map of Peel-Halton-Dufferin



2. Community Profile

This section provides a brief Community Profile of the PHD area compiled from the latest information (e.g. census data 2001 & 2006, labour force stats, etc.). Three sets of information are provided:

2.1. Demographic Characteristics of PHD

Demographic indicators are necessary when planning for the employment and training needs of a population. According to the 2006 Census, people in Peel Halton Dufferin (PHD) made up 13.6% of the Ontario population and 5.2% of the total Canadian population. Between 2001 and 2006, PHD's population grew by 16.8% compared to 6.6% in Ontario, and 5.4% in Canada. Within the PHD's surrounding areas, Milton grew the most during this time period, with 71.4% growth since 2001, while East Luther Grand Valley grew the least with only a 0.1% in the past five years. On average, PHD has a higher proportion of population cohorts in the younger age groups than does Ontario and Canada as a whole. However, and this is consistent with provincial as well as national trends, the fastest growing age group in PHD remains the 65 and over age group (28.5%).

Table 1. Population Size, Growth & Median Age: Canada, Ontario, PHD, Peel, Halton, and Dufferin, 2001 & 2006

	CANADA	ONTARIO	PHD	PEEL	HALTON	DUFFERIN
Total Population (2006)	31,612,897	12,160,282	1,653,097	1,159,405	439,256	54,436
Total Population (2001)	30,007,094	11,410,046	1,415,190	988,958	375,229	51,003
Population Growth 2001 & 2006 (%)	5.4%	6.6%	16.8%	17.2%	17.1%	6.7%
Median Age of the Population	39.5 years	39 years	36.4 years	35.6 years	38.4 years	37.7 years

Source: Statistics Canada, Census 2006.

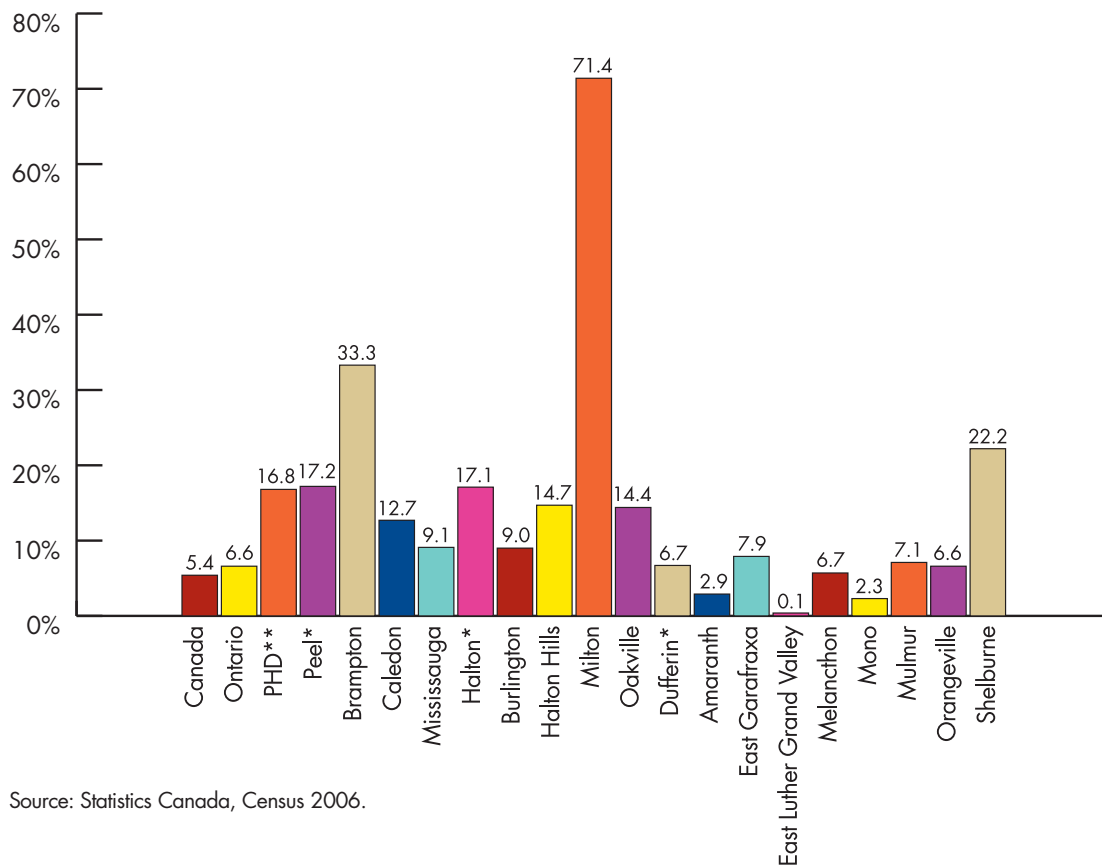
Table 2. Population by Age Group: PHD, 2001 & 2006

	2001		2006		RATE OF CHANGE (2001-2006)	
	#	%	#	%	#	%
0 to 4 years	94,435	6.7%	106,635	6.5%	12,200	12.9%
5 to 9 years	107,370	7.6%	113,660	6.9%	6,290	5.9%
10 to 14 years	104,675	7.4%	124,145	7.5%	19,470	18.6%
15 to 24 years	190,415	13.5%	224,925	13.6%	34,510	18.1%
25 to 44 years	460,910	32.6%	503,985	30.5%	43,075	9.3%
45 to 64 years	328,790	23.2%	414,475	25.1%	85,685	26.1%
65+ years	128,600	9.1%	165,270	10.0%	36,670	28.5%
Total Population	1,415,195	100.0%	1,653,095	100.0%	237,900	16.8%

Source: Statistics Canada, Census 2006.

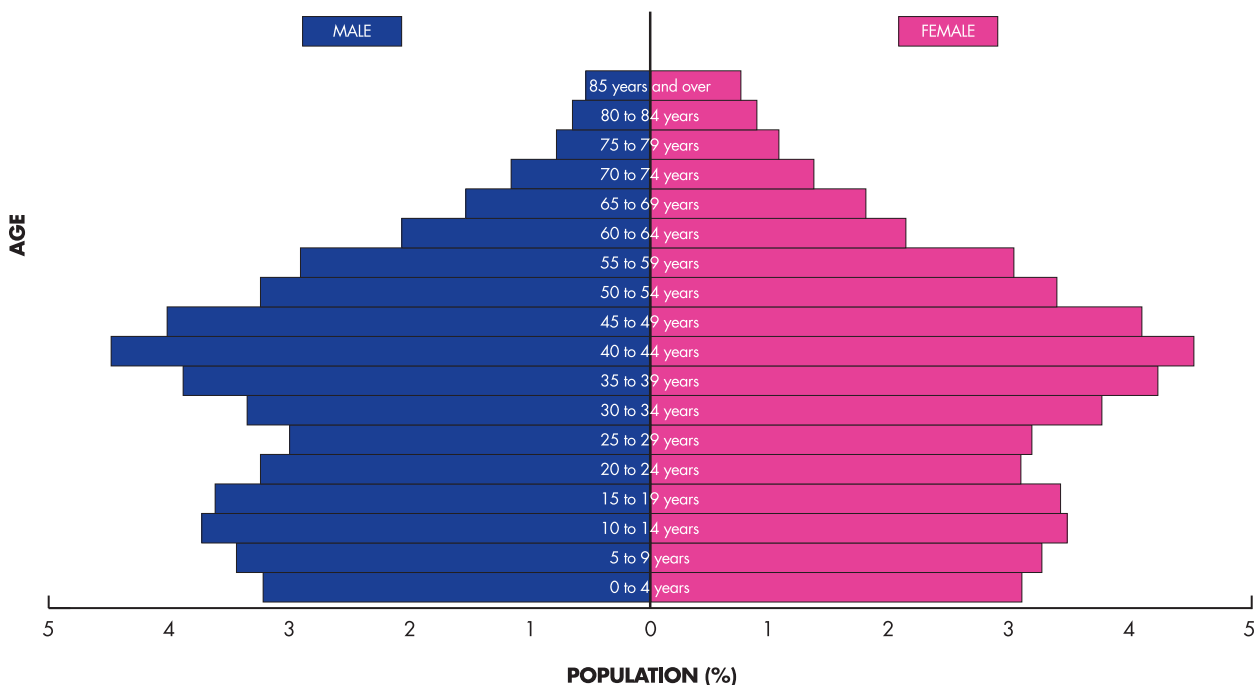


Figure 2. Population Growth: Canada, Ontario, PHD & PHD's Surrounding Communities, 2001-2006



Source: Statistics Canada, Census 2006.

Figure 3. Age-Sex Pyramid: PHD, 2006



Source: Statistics Canada, Census 2006.

2.2. Cultural Characteristics of PHD

Information on cultural diversity can be used in planning for and delivering services to diverse groups within the population. The immigrant population in PHD is growing at a faster rate than the Canadian-born population. In 2006, PHD was home to 676,080 immigrants. In 2006, PHD had a significantly higher proportion of immigrants within its population than Ontario and Canada (41.1% versus 28.3% & 19.8% respectively). The highest percentage of PHD's immigrant population had arrived before 1991. It is noted that 68% of the growth of the PHD population between 2001 and 2006 was due to immigration.

Mother tongue is the first language an individual learned in childhood and still understands at the time of the Census. The majority of PHD residents (60.5%) indicated that English was their mother tongue (first language) in 2006. Language patterns are used to determine linguistic and economic integration in the area/region.

Figure 4. Immigrants*: Canada, Ontario, PHD, Peel, Halton, and Dufferin, 2001 & 2006

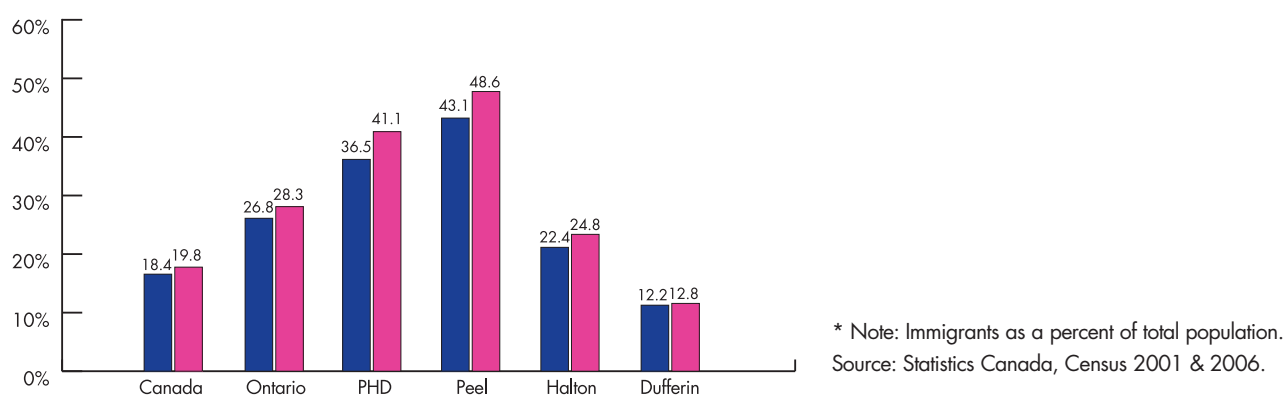


Table 3. Population by Immigrant Status and Period of Immigration: Canada, Ontario, PHD, Peel, Halton, and Dufferin, 2006

	CANADA	ONTARIO	PHD	PEEL	HALTON	DUFFERIN
NUMBER						
Total population	31,241,030	12,028,895	1,643,395	1,154,070	435,400	53,925
Non-immigrants	24,788,725	8,512,020	953,040	581,880	324,325	46,835
Immigrants	6,186,950	3,398,725	676,080	561,240	107,915	6,925
Before 1991	3,408,420	1,884,440	338,830	262,010	71,350	5,470
1991 to 2000	1,668,550	933,545	205,260	181,005	23,460	795
2001 to 2006	1,109,980	580,740	131,980	118,220	13,100	660
Non-permanent Residents	265,355	118,150	14,260	10,950	3,155	155
PERCENT						
Total population	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non-immigrants	79.3%	70.8%	58.0%	50.4%	74.5%	86.9%
Immigrants	19.8%	28.3%	41.1%	48.6%	24.8%	12.8%
Before 1991	10.9%	15.7%	20.6%	22.7%	16.4%	10.1%
1991 to 2000	5.3%	7.8%	12.5%	15.7%	5.4%	1.5%
2001 to 2006	3.6%	4.8%	8.0%	10.2%	3.0%	1.2%
Non-permanent Residents	0.8%	1.0%	0.9%	0.9%	0.7%	0.3%

Table 4. Population by Mother Tongue: Canada, Ontario, PHD, Peel, Halton, and Dufferin, 2006

	CANADA	ONTARIO	PHD	PEEL	HALTON	DUFFERIN
NUMBER						
Total population	31,241,030	12,028,900	1,643,380	1,154,065	435,395	53,920
English only	17,882,780	8,230,705	994,290	603,445	341,675	49,170
French only	6,817,650	488,815	20,670	11,970	8,105	595
English and French	98,630	32,685	2,510	1,700	720	90
Other language(s)	6,441,975	3,276,685	625,925	536,950	84,900	4,075
PERCENT						
Total population	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
English only	57.2%	68.4%	60.5%	52.3%	78.5%	91.2%
French only	21.8%	4.1%	1.3%	1.0%	1.9%	1.1%
English and French	0.3%	0.3%	0.2%	0.1%	0.2%	0.2%
Other language(s)	20.6%	27.2%	38.1%	46.5%	19.5%	7.6%

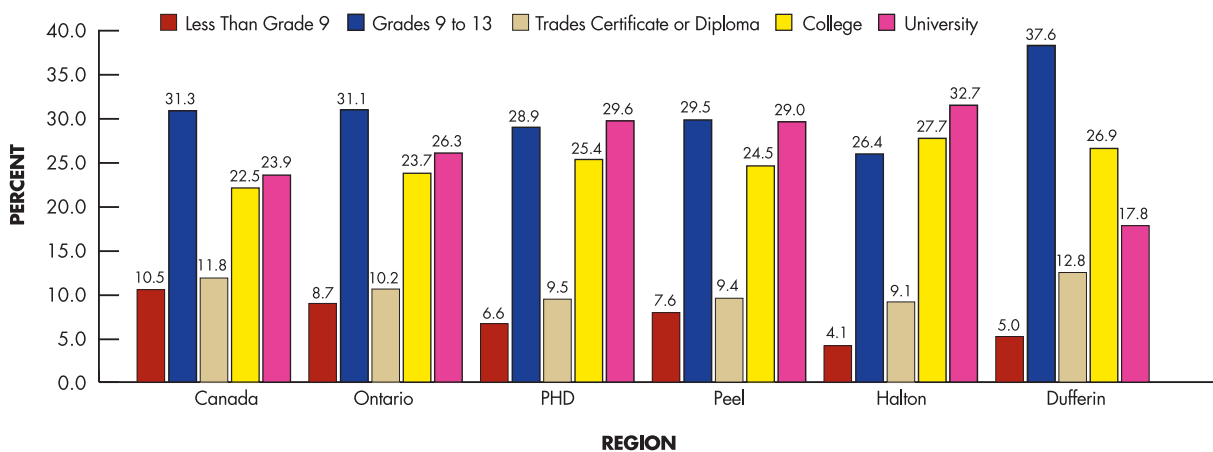
Source: Statistics Canada, Census 2006.

2.3. Socio-economic Characteristics of PHD

Socio-economic indicators are useful for understanding the quality of life of the population. Compared to Canada and Ontario, PHD had a higher proportion of university-educated people within its population, and lower proportion of people with less than grade nine education. Please see Figure 5 below.

In Peel, the unemployment rate declined from 7 % in 2005 to 6.4% in 2006. Peel's unemployment rate fell during the July – September quarter of 2007. The unemployment rate fell to 7.3%, down from 7.6% in the preceding quarter. Average quarterly labour force fell by 1.1% to reach 721,800 persons; and average quarterly employment fell by 0.7% to reach 669,300 persons. Total Ontario Works caseloads in Peel fell from 29,686 cases during July-September 2006 to 28,082 in July – September 2007, a decline of 5.4%.

In Halton, the major industry sectors are manufacturing, trade and service industries. Halton Region is projected to double in population between 2001 and 2031 and employment is expected to increase by approximately 105% in the same period.

Figure 5. Population Aged 20 Years and Over by Highest Level of Schooling: Canada, Ontario, PHD, Peel, Halton and Dufferin, 2001


3. A Snapshot of Recent Developments/Significant Changes

Ontario

In March 2007, Ontario's labour market gained 12,300 new jobs. Full-time employment increased by 37,700 whereas part-time employment declined by 24,300. The following sectors also noted solid gains: information, culture and recreation (5,300); professional, scientific and technical services (5,600); accommodation and food services (7,200); and other services (10,400). Among all industries, business, building and other support services suffered the most job losses (-15,500). DaimlerChrysler Canada plans to cut about 2,100 jobs in Ontario during the next three years.

Peel Halton Dufferin (PHD)

PHD has experienced significant changes over the past several years with respect to technological advances, economic changes, international competition and an increase in service and knowledge-based industries. The recent rise in the population growth rate in PHD is due to an increase in immigration. The economy of the area is healthy and diverse. Employment in the services-producing sector increased by 108,000 but there were job losses of 22,000 in the goods-producing sector in the Peel, Halton and other areas in the Greater Toronto Region (GTR). The largest employment gains over the past year were in retail and wholesale trade, health care and social assistance, and professional, scientific and technical services. Employment decreased by 36,500 in the manufacturing industry.

Peel

- In Peel, there were 87,813 business establishments as at June 2007. This represented an increase of 6.3% and 6.9% relative to the number of business establishments in December 2006 and June 2007 respectively. Of the 87,813 business establishments in June 2007, 71,948 or 82% were in the service sector up from 81% of 82,132 businesses in June 2006. Businesses in the goods producing sector increased to 15,865 in June 2007 from 15,430 in June 2006, but its proportion of total businesses fell to 18% in June 2007 from 19% in June 2006.

- For the January to September period of 2007, there were 145 business bankruptcies in the Peel region. Peel's construction sector registered its third consecutive average quarterly loss of jobs during July to September 2007 when construction employment fell by just under 4,000 positions. The jobs lost during the quarter were both in full time (-0.8 per cent) and part time (-0.3 per cent) positions.
- Peel Region Police will hire 27 front-line officers each year over the next five years.
- According to the "2006 Employment Profile", the total estimated employment in Mississauga is 406,000. At the neighbourhood level, the four main concentrations of employment are in Meadowvale Business Park, Northeast-South, Northeast-West, and Gateway-South, which represent approximately 40% of total employment opportunities.
- The City of Mississauga took second place for "Best Economic Potential in North America" in the "North American Cities of the Future 2007/2008" competition.
- At Pfizer Canada, 285 of 1,500 employees will be laid off. Most of the employees effected work at the distribution centre in Mississauga.
- Loblaw Cos. Ltd. will close its distribution centre in Mississauga and contract out the work at its new facility in Ajax. The move will affect 850 employees at its Erin Mills distribution centre.
- Minacs, Canada's largest business outsourcing (BPO) company opened its new 66,000 sq. ft. facility at 6655 Airport Road in Mississauga. The facility currently houses 300 personnel with plans to expand to 1,000 by January 2008.
- Mitsubishi Heavy Industries Canada Aerospace Inc. (MHICA) opened its first North American aerospace company in 25 years, and first ever in Canada, in Mississauga. MHICA opened its new 90,000 sq. ft. facility at 2025 Meadowvale Blvd in September 2007. The company employs 160 people and plans to increase the number of employees in the near future.



- Bell Canada is adding 348,000 sq. ft. building to their campus at the Creekbank and Eglinton location. This new space is expected to be ready by the end of 2008 and will accommodate an additional 1,800 employees bringing the total number to 6,500.
- Star Choice Communications announced on January 16, 2007 that it will be adding a customer call centre to its Mississauga operations located at 2055 Flavelle Blvd. They will be hiring up to 100 new employees to staff it over the next year.
- Plastics Inc. has relocated and expanded in Mississauga to 1930 Drew Road. The company is a custom injection moulding manufacturer and assembly company for automotive and consumer products. The company operates 7 days a week and will employ 190 people once production is at full capacity.
- Cambria, a privately held, family-owned company based in Le Sueur, Minnesota is opening a state-of-the-art operation in Bolton. The 68,000 sq ft facility will manufacture a variety of surfaces including countertops and flooring for residential and commercial use. The company will initially hire 75 new employees for the operation.
- Empire Theatres Ltd. is building a movie theatre in Bolton. The company will hire up to 32 full and part-time workers before it opens in early summer. Husky Injection Molding will eliminate 85 out of 1,300 jobs in Bolton. A Winners store opened on Queen Street in Bolton. The store will provide up to 50 full and part-time jobs.
- Home Depot opened its third Brampton store late in 2006. Encompassing 95,000 square feet the new store has over 150 employees.
- Rogers Park Brampton officially opened on Friday, September 28, 2007. This Rogers Communications Inc. facility, at 8200 Dixie Road is set on 63 acres of land and includes Health and Fitness facilities, basketball and volleyball courts, a 'Main Street' which includes 2 franchised coffee shops, a convenience store, and a medical office. In 1,000,000 square feet of office space, Rogers Park houses almost 5,000 employees.
- Chrysler LLC announced November 1 it's ending the third shift in Chrysler's Brampton assembly plant. Production of the Dodge Magnum in Brampton will end in early 2008. This will result in a loss of 1,000 direct jobs.
- Kord Products Inc. will close its Brampton facility by the end of 2007. The facility produces nursery containers, specialty retail horticultural and other products. The closure will result in a loss of 170 jobs.
- Lowe's Companies Canada, ULC (Lowe's), a subsidiary of Lowe's Companies, Inc. opened a store in South Brampton on December 10, 2007. A second store is slated to open in North Brampton on February 1, 2008. Each new store creates 175 local jobs and represents an average investment of more than \$18.7 million CDN.

Halton

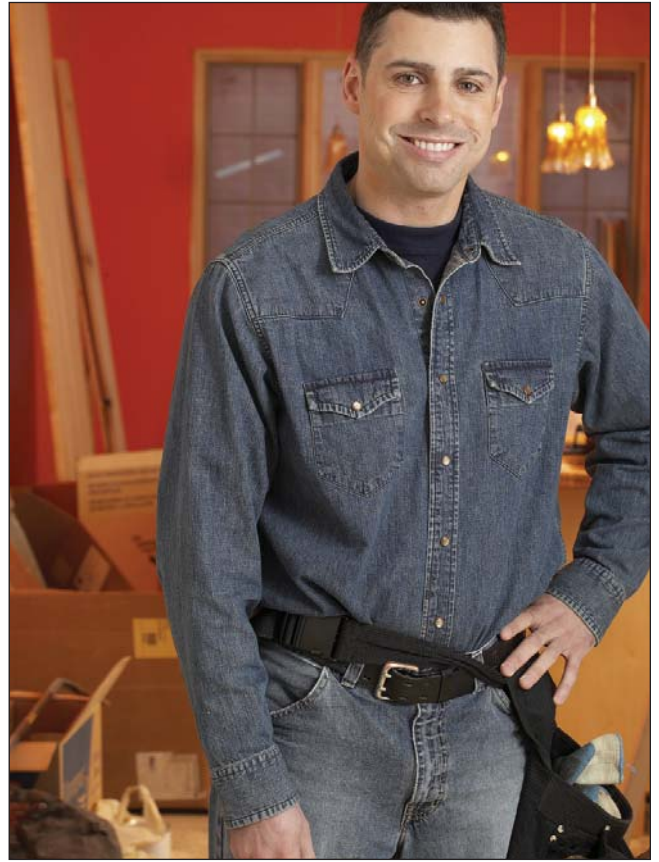
- UCB Pharma, a European drug firm made Burlington its headquarters of its new Canadian operation in 2006. The office will hire 25 people by the end of 2007 and expects to double that by 2009.
- Home Depot opened a new 95,000 square foot store close to the border between Burlington and Oakville. The store opened jobs for more than 150 members of the local community.
- DependableIT, a Burlington-based company has become one of Southern Ontario's largest outsource service providers of Technology Help Desk solutions. The company's focus on innovation created 80 new jobs in 2006 and another 50 new positions were filled in early 2007.
- SilverCity Oakville Cinemas opened to moviegoers on December 7, 2007. The facility has 12 auditoriums, 2,292 seats, VIP auditoriums, child-minding services and more. 120 permanent and part-time jobs have been created by this facility.
- Wal-Mart Canada Corp. will open a new store in Burlington at Brant and Fairview Streets by December 2008. It will create 300 full and part-time jobs.



- Roxul Inc., an insulation manufacturer, will build a second production line in Milton. Construction will start this summer and finish in 2009. It will create 100 full-time jobs.
- UPS Supply Chain Solutions opened its 80,000 sq ft facility in Burlington in September 2006. The second largest UPS logistics facility in North America, the Burlington complex was built at a cost of \$80 million (CAN). The facility employs over 500 employees.

Dufferin

- According to the Employment Insurance Claimant Data 2007, on a year to year comparison Dufferin had the highest percentage of change within the Kitchener – South Central labour market. In particular, people living in the Orangeville and Shelburne areas and working in manufacturing and construction related occupations were responsible for most of the county's increase in receipt of employment insurance benefits.
- Direct Plastics, a company that manufactures specialized bags, relocated its headquarters from Brampton to Orangeville in early July.



4. Overview of the TOP Process

Current labour market information was collected through a process involving secondary and primary source research. The consultation process involved the following steps:

1. Community Profile

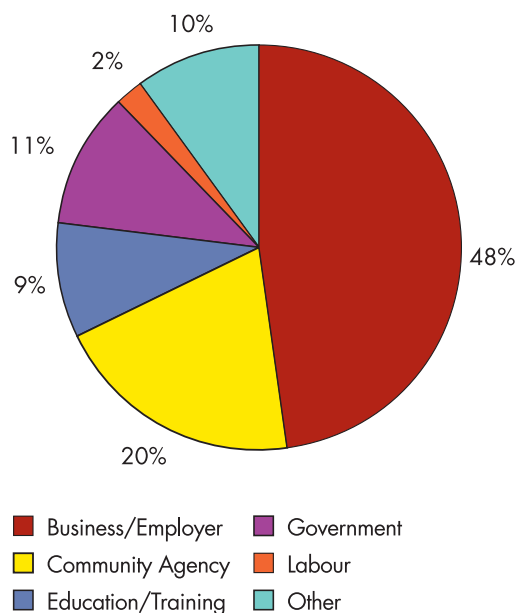
Community statistics were collected for the purpose of identifying the key issues and local gaps in labour market trends in the Peel-Halton-Dufferin area. The main data sources consisted of census (2001 & 2006), web site searches, previous labour market surveys, reviews of newspaper and magazine articles, journals and other labour market related publications.

2. 2006 Web-Based Survey Analysis

The Peel Halton Dufferin Training Board conducted a web-based survey from July to September 2006. Six hundred and eighteen people (618) responded to the survey. The table below provides an overall breakdown of the sectors represented in survey responses. The survey questions were based on the key issues identified by the Census and secondary source research. Businesses and community agencies were the predominant respondents of the survey.

Figure 6

Stakeholder Groups



3. Telephone Interviews

A total of 14 officials from different sectors of industry volunteered to participate in telephone interviews. The data was collected in the month of September. The questionnaire consisted of 21 questions relating to labour market trends and issues in regions of Peel, Halton and Dufferin (See Appendix 3). The eight categories included in selecting participants were: economic development offices, regional government offices, labour, skilled trades, colleges/education, youth organizations, community organization and union head offices for Peel, Halton and Dufferin.

In-depth interviews were conducted, which offered us the opportunity to gather information from individuals in the audience of interest in a more private setting in which group dynamics and social conformity were less likely to influence responses than they are in a focus group setting. The results of these interviews were analyzed and reported here with respect to the common themes that emerged, as well as to insights gained from specific individuals. There is a close matching of issues to those outlined in the previous online surveys.

4. Analysis and Reporting

The Web-based survey results, community profile and key findings of the interview process were analyzed. A report on Labour Market Issues in Peel Halton Dufferin was prepared, which summarized the secondary and primary research data and findings. The report was sent to stakeholders in advance of the major community consultation meetings.

5. Community Consultation Meetings

Four community consultation meetings were held in October 2007 to solicit community input. At the community consultation meetings, participants were asked to work on proposed solutions and activities, timelines and expected results and outcomes. Over 130 participants from 54 community organizations, businesses, municipalities and government agencies participated in the four community consultations.

Locations and Dates of Meetings

Topic: **Aging Workforce**

Date: October 23rd, 2007

Location: Mississauga

Topic: **Apprenticeship & Skilled Trades**

Date: October 25th, 2007

Location: Oakville

Topic: **Marginalized Workforce - Newcomers**

Date: October 30th, 2007

Location: Region of Peel

Topic: **Marginalized Workforce - Youth**

Date and Time: October 31st, 2007

Location: Oakville

Summary of Findings: Major Labour Market Trends and Issues in PHD

Based on an analysis of the Census data specific to the PHD area, a variety of pertinent labour market, past on-line surveys, demographic studies, and extensive consultations with the community, the PHD Training Board identified the key trends and labour market issues in this area. Stakeholders were contacted for in-depth interviews to obtain their opinions on the priority issues and trends they perceive in the community. The priority labour market themes/trends that emerged from this process are outlined below:

Skilled Trades Shortages

The decline in the manufacturing industry is the biggest challenge in skilled trades today. For the rapidly developing areas of Halton, like Milton, there is a need for skilled trades' workers to serve the needs of the rapid population settlement in the area. It is noted that while there are high rates of enrollment into the apprenticeship programs there is a far lower rate of completion. This adds to the shortages in particular trades where there is a required ratio of journeyman to apprentice for training.

The fact that the skilled trades are not seen as a viable career option by parents and teachers is a barrier to recruitment in these occupations, further exacerbating the skilled trade shortages. Very few parents steer their children towards trade and apprenticeships. This is supported by a recent research conducted by Peel District

School Board, which indicates that two-thirds of middle and secondary school students want to go to university after graduating from high school. Although this could be due to their personal interests and abilities, yet the parental influence is a significant factor that must be accounted for.

Many studies have documented emerging Skills Shortages as a major problem for employers; this problem may intensify with the loss of experienced older workers and the difficulty in recruiting and retaining younger workers. Although many companies continue to complain about the lack of skilled trades people, there is a strong perception that the training opportunities for would-be apprentices continues to be stagnant. It is noted that informing and educating the public about the opportunities available in the construction industry, as well as dispelling some of the negative stereotypes associated with skilled trades, are a major challenge for both government and the industry.

According to the Brampton Board of Trade member survey, 2006, the top three current and pressing labour market issues in Brampton were shortage/supply of skilled workers and trades people, hiring and retaining strong employees, and employment integration of immigrants.

Marginalized Workforce - Newcomers

Research has demonstrated, and this was re-confirmed through our recent consultations, that PHD's immigrant workforce is under-utilized due to the lack of recognition of credentials and past work experience. Statistically, this is reflected in the year after year low employment rates of immigrant workers. There is a need for recognition of foreign training credentials, and for some mechanism by which employers can standardize-test the skills of new immigrants. This process needs to be expedited, and immigrants need to be informed of the process.

New immigrants also need enhanced language training, as well as community orientation assistance and work-related training. Participants in the PHD Board's consultations stressed the need for mentoring programs for new immigrants to help them integrate into the labour market,

There is a need for newcomers to access all pertinent information related to their settlement into Canada as soon



as possible after arrival. Newcomers often use up a lot of time to get information about agencies, programs etc. that can help them integrate more efficiently.

Many employers, particularly small and medium size employers, have a lack of awareness about the skills and qualifications that internationally trained immigrants bring to the workplace.

Marginalized Workforce - Youth

Youth is the second major constituent of our marginalized workforce after newcomers.. There are major concerns across the PHD area among all stakeholder groups about the high number of youths who do not complete high school, due to more rigorous curriculum requirements, zero tolerance policies, and other reasons. Youth who do not complete high school need more guidance to help them make the transition to the workplace. The people residing in the more rural regions of Halton and Dufferin face added barriers to employment due to lack of transportation.

Many 'at risk' youth are not aware of the variety of community programs available to assist them in acquiring relevant skills or work experience to gain or maintain long-term employment. This fact perpetuates the cycle of youth reverting to low-paid and short-term employment in an increasingly competitive and highly skilled labour market.



Aging Workforce

The labour market in Peel, Halton and Dufferin needs to diversify its knowledge based economy. There is a compelling need for university programs and apprenticeship programs that prepare youth to take up the jobs vacated by the aging workforce. Some of the participants also feel that an aging workforce that remains in the workplace will limit employment for younger workers. These inter-generational tensions in the workplace are already beginning to surface.

The aging workforce is especially an issue in some fields like construction industry. Many of the construction trades are harder on the body than other jobs, thus employees retire earlier than normal. This gives rise to the need for a continuous replacement of individuals in the labour market, since construction makes up for 12%-14% of the overall economy for Ontario.

5. TOP Planning Chart - Action Plans/Opportunities

5.1. Trend: Skilled Trades Shortages

There is still a perception that a career in skilled trades is not a viable option. Despite a decline in the manufacturing industry, predictions of a skilled trade's shortage persist. For the older workforce (especially in construction which is physically demanding) more workers are retiring, and there is a lack of youth to take their place. However, even with the need for more people choosing trades as a career, there is a lack of apprenticeship opportunities.

Labour Market Information

In the manufacturing sector, there is an estimated 400,000 workers required in the next 15 years due to retirement (Canadian Labour and Business Centre, 2004).

Action Taken Last Year:

- The Peel Halton Dufferin Training Board supported by Georgian College, Greater Dufferin Chamber of Commerce, and JBJ Employment Services will host an awareness event for apprenticeship and trades as a career in November 2007 entitled 'Breaking the Myths'. Over 220 participants were able to benefit from this event by participating in panel discussions; hearing the keynote addresses as well as by getting information from the trade related exhibitors that were present.
- The Dufferin Peel Catholic District Board and the Peel Halton Dufferin Training Board will be delivering the "Tour of the Trades" on December 7th. Over 45 Co-op teachers, guidance councilors and administrators will be taken by bus to visit three trade training facilities in an effort to inform them about the broad spectrum of trades that can be a career option for the students in their schools!

Priority Issue: There are low rates of completions by apprentices, creating skilled trades' shortages.

Proposed Action 1: Research the number of apprentices that are signed up each year. Find out how many of these apprentices progress to become journeymen. Determine the percentage of completion and reasons for not completing apprenticeships. Identify the factors affecting the completion rates by trade, sector and geographic area within Ontario and put in a written report.

Lead Partner: Peel Halton Dufferin Training Board/ Ministry of Training, Colleges & Universities – Apprenticeship Branch

Timelines: December 2008

Expected outcomes: A report outlining the percentage of apprentices who become journeymen. The report will also determine key reasons for not completing the apprenticeship. Share the report with 100+ community partners and employers.

Priority Issue: The trades are not seen as a viable career option by parents and teachers, creating skilled trades' shortages.

Proposed Action 1: Provide information sessions for stakeholders of the benefits of skilled trades as a career, on how to access the trades, and supports available.

Lead Partners:

- YMCA- Brampton, YMCA- Burlington,
- Ministry of Training, Colleges & Universities
- Westside Secondary School, John Howard Society- Brampton

Timelines: April 2008

Expected outcomes: 12 information sessions with a minimum of 120 participants throughout Peel and Halton

Proposed Action 2: A skilled trades fair combined with a job fair to raise awareness of the trades and opportunities that exist in the trades for Peel.

Lead Partners:

- Region of Peel
- Peel Halton Dufferin Training Board

Timelines: December 2008

Expected outcomes: A skilled trades fair with at least 15 exhibitors that will be attended by at least 200 people.

5.2. Trend: Marginalized Workforce - Newcomers

Newcomers face barriers to employment due to lack of credentials recognition by employers and professional associations and a lack of English skills, especially related to occupational terminology. A quicker process is needed for newcomers to integration into the workforce.

Labour Market Information

By 2011, immigrants will make up 100 per cent of Canada's labour force growth; 70 per cent of them are visible minorities. Immigrants, more than native-born Canadians, have credentials and new perspectives that can help overcome the lag of innovation recently noted by the Conference Board of Canada.

Action Taken Last Year

- The Peel Halton Dufferin Training Board worked with ACCES Employment Services, Dixie Bloor Neighbourhood Services, Catholic Cross Cultural Services, Inter-Cultural Neighbourhood Social Services, COSTI, Xerox Research Center of Canada, Malton Neighbourhood Services and Job Connect at Georgian College to put together "A Newcomer's Guide to Services in Peel, Halton and Dufferin". Over 42,000 copies of this resource were printed and shared with the community.

- In partnership with the Newcomer Organization Network (NCON) committee the Peel Halton Dufferin Training Board undertook the computerization of the NCON database. NCON has a membership of over 120 people. This database is being used as a platform by partners to update the membership on new initiatives, upcoming meetings and other information related to newcomer programs and services.
- The Peel Halton Dufferin Training Board worked with the Trillium Toastmasters to compile a “how to” manual for delivering the Speechcraft program. The program is designed to teach public speaking and helps in gaining confidence for the purpose of self marketing, job interviews etc. The manual will be shared with agencies that serve newcomers to PHD.

Priority Issue: Peel Halton Dufferin’s immigrant workforce is under-utilized due to a lack of recognition of credentials and past work experience resulting in low employment rates of immigrant workers. Newcomers have a need to access information easily, that will help them transition into their new life in Canada.

Proposed Action 1: Phase I: Update and print additional copies of existing document: “A Newcomer’s Guide to Services in Peel, Halton and Dufferin” created by the Peel Halton Dufferin Training Board.

Phase II: (Subject to Funding) Translate the existing document: “A Newcomer’s Guide to Services in Peel, Halton and Dufferin” created by the Peel Halton Dufferin Training Board into one or more languages that are statistically the highest language/s for newcomers, other than English.

Lead Partners: • Peel Halton Dufferin Training Board

Supporting Partners: • Peel Newcomer Strategy Group
• Other interested partners to be identified in follow up meetings.

Timelines: December 2008

Expected outcomes: 1,000 guides re-printed with updates

Priority Issue: Our immigrant workforce is under-utilized, resulting in low employment rates due to industry’s perceived notion about their lack of abilities.

Proposed Action 1: Host an Information Fair to introduce Human Resource recruiters to the programs offered by organizations serving newcomers in Peel, Halton and Dufferin.

Lead Partners: • Adecco
• Peel Halton Dufferin Training Board

Supporting Partners: • Agencies serving newcomers

Timelines: December 2008

Expected outcomes: Hold information fair with a minimum of 10 Human Resource Representatives and 6-15 recruiting agencies and 30 organizations serving newcomers.

Proposed Action 2: Promotional campaign to promote the value to employers, clients and agencies of becoming mentors and mentees in the Mentoring Partnership to assist newcomer integration.

Lead Partners: • ACCES Employment Services

Supporting Partners: • Skills for Change • Peel Halton Dufferin Training Board
• Polycultural Immigrant & Community Services • Integration Centre for all Newcomers
• Other interested agencies serving newcomers

Timelines: December 2008

Expected outcomes: • 20 Employer organizations registered as mentors
• 100 Mentees registered

Proposed Action 3: Create partnerships between organizations serving newcomers with Boards of Trades in an effort to support the Brampton Board of Trade's "Skills without Borders" initiative and to network and share information.

Lead Partners: • TBD

Supporting Partners: • Peel Halton Dufferin Training Board
• Local community partners
• Local Boards of Trade
• Toronto Region Immigrant Employment Council (TBD)
• United Way (TBD)

Timelines: 12-18 months

Expected outcomes: • Have a meeting with the Brampton Board of Trade and the Newcomer Organization Network by March 2008
• Develop partnerships with Boards of Trades and 30-40 organizations serving newcomers

Proposed Action 4: Provide a Job Fair for Newcomers to Canada

Lead Partners: • Toronto Region Immigrant Employment Council
• Supporting Partners
• Chambers of Commerce
• Boards of Trade
• Region of Peel
• Peel Halton Dufferin Training Board

Timelines: December 2008

Expected outcomes: Hold a job fair for a minimum of 1,000 newcomer job seekers and 50 employers (excluding employment agencies)

5.3. Trend: Marginalized Workforce - Youth

There is a perception by employers that youth lack the skills required for a job which creates barriers to employment. In rural areas, lack of transportation increases the barriers to employment for youth, as does a lack of a high school diploma. Job opportunities continue to exist for youth in the retail and hospitality sectors, but are lacking in other industries.

Labour Market Information

- PHD's unemployment rate in 2001 for people aged 15-24 was 10.6%.
- Youth unemployment is almost twice that for the total labour force in PHD.

Action Taken Last Year

- The Peel Halton Dufferin Adult Learning Network, supported by the Peel Halton Dufferin Training Board will host an awareness event for November 2007 entitled 'Getting Connected' for service providers to highlight the connections that exist between programs.
- The Peel Industry & Education Partnership (The Centre for Education & Training, supported by MTCU and Service Canada) have conducted 6 focus groups, 3 surveys, more than 20 consultation visits and will have a partnership launch in November 2007 in an effort to create a partnership among business, education and employment service providers to promote and create enhanced career awareness and experiential learning opportunities for youth in Peel.

Priority Issue: Our youth often lack the skills required to fully participate in the workforce resulting in low employment rates.

Proposed Action 1: Conduct speaking engagements at Centres and schools to Youth to address the myths about the workplace and build reasonable expectations about work life in different industries.

Lead Partners:

- Adecco
- YMCA
- John Howard Society
- Supporting Partners
- Employers
- School Boards

Timelines: 12-18 months

Expected outcomes: Total of 9 speaking engagements (3 conducted by each Lead Partner)

Proposed Action 2: Create a Youth Network Group

Lead Partners:

- Links2Care
- Centre for Education & Training- Youth Opportunities
- Job Skills
- Vocational Pathways Inc.

Supporting Partners: • Other interested partners to be identified in follow up meetings.

Timelines: March 2008

Expected outcomes: 20 organizations serving youth to join the Youth Network Group

Priority Issue: Our marginalized workforce (Youth) is often not fully integrated into the community resulting in low employment rates.

Proposed Action 1: Create a bookmark/ pamphlet listing the services in Dufferin Region geared to youth

Lead Partners: • Peel Halton Dufferin Training Board

Supporting Partners: • Local community agencies serving Dufferin Region

Timelines: December 2008

Expected outcomes: 1,000+ bookmarks printed

Proposed Action 2: Create a pilot partnership between job developers serving youth to share job leads with each other.

Lead Partners: • Centre for Education & Training • Centre for Skills Development & Training
• Job Connect • Adecco

Timelines: December 2008

Expected outcomes: 2 leads per month shared among the group over a one year timeline. Report on pilot partnership at the 2009 TOPS Community Consultation.

Proposed Action 3: Create an At-Risk Advisory group for elementary-level school children

Lead Partners: • Upper Grand District School Board

Supporting Partners: • Local elementary school boards

Timelines: December 2008

Expected outcomes: Develop a partnership between Upper Grand District School Board and one other elementary school and provide at least one presentation to one elementary school highlighting the resources available to at-risk children.





5.4. Trend: Aging Workforce

With the aging workforce working longer, jobs are not made available to younger people, adding to the unemployment or underemployment of youth. Conversely, retirement will create vacancy gaps in both skilled trades and professional occupations.

Labour Market Information

- Between 2001 and 2006, the fastest growing age group in PHD is the 65 and over age group (28.5%).
- PHD has a younger population than Ontario and Canada as a whole.
- In 2001, the top three occupations of older workers (55+) were middle and other management occupations (9,475), clerical occupations (7,755), and intermediate sales and service occupations (7,095).

Action Taken Last Year:

None

Priority Issue: An aging workforce will require employers to prepare for succession planning and knowledge transfer to avoid workforce shortages and lost productivity.

Proposed Action 1: Create partnerships between private and public sector to understand employer needs and to raise awareness to access disadvantaged groups and aid them in their job search.

Lead Partners: • Adecco

Timelines: December 2008

Expected outcomes: 10 employer partnerships via networking sessions and actively contacting employers to invite to these networking sessions.

5.5. Trend: Shift in Key Employment Sector

The “Shift in Key Employment Sector” trend was a new trend that emerged at the community consultation that was held to discuss the aging workforce trend.

Priority Issue: A major shift in key employment sector through worker layoffs and closures requires a process to assess skills, identify gaps and determine training needs in order to assist workers to take advantage of available job opportunities.

Proposed Action 1: Create a Guide to Employment Services for employers to give to their exited/laid off staff. It will also include “10 Tips to Surviving Layoff”.

Lead Partners: • Vocational Pathways Inc.- Mississauga and Peel Halton Dufferin Training Board

Timelines: December 2008

Expected outcomes: 500 guides printed and distributed to 500 employers.



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- Caledon Enterprise: <http://www.myclaledon.ca/>
- Globe & Mail: <http://www.theglobeandmail.com/>
- National Post: <http://www.nationalpost.com/>
- Mississauga News: <http://www.mississauganews.com/>
- The Oakville Beaver <http://www.oakvillebeaver.com/>
- Toronto Star <http://www.thestar.com/>

Appendix 2. Community Consultation Participants

- A.C.C.E.S.S.
- ADECCO
- Brampton Neighbourhood Resource Centre
- Brampton Small Business Enterprise Centre
- Brian J. Fleming Catholic Adult Learning Centre
- Caledon Community Services
- Centre for Education & Training
- Citizenship & Immigration Canada
- College Boreal
- COSTI Employment Services – Brampton
- Dixie Bloor Neighbourhood Centre, Mentoring Program
- Dixie Bloor Neighbourhood Centre, Employment Services
- Dufferin Peel Catholic District School Board
- Georgian College
- Halton Industry Education Council
- Humber College
- Hussman Canada Inc.
- India Rainbow Community Services
- Integration Centre for All Newcomers
- Job Skills – Mississauga
- Job Skills - Brampton
- John Howard Society of Peel/Halton/Dufferin
- Just the Facts (Project Consultant)
- Labour Union, CAW Local 707
- Links2Care, Acton Employment Resource Centre
- Malton Community Services
- Ministry of Citizenship & Immigration
- Ministry of Training, Colleges & Universities
- Naylor Group Inc.
- Ontario Intercultural Community Services
- Peel Halton Dufferin Training Board
- Polycultural Immigrant Community Services
- Region of Peel, Ontario Works
- Region of Peel, Immigration Web Portal
- Region of Peel, Strategic Social Policy
- Service Canada
- Sheridan College, Job Connect
- Sheridan College, Job Finding Club
- Sheridan College Institute of Technology & Advanced Learning
- Sheridan Nurseries
- Skills for Change
- Social Research Initiatives (Project Consultant)
- The Centre for Skills Development & Training
- The Trillium Foundation
- Toronto Region Immigrant Employment Council (TRIEC)
- Town of Caledon
- VPI Inc. – Mississauga
- VPI Inc. – Oakville/Burlington
- VPI Inc. – Brampton
- VPI Inc. – Orangeville/Caledon
- Westside Secondary School
- YMCA Community Services - Brampton
- YMCA Community Services – Mississauga
- YMCA Community Services – Hamilton/Burlington

Appendix 3. TOP 2007 Key Informant Interview Questionnaire

Introduction

The primary purpose of the interviews with key informants is to get a management perspective of the current labour market issues organization's achievements, as well as any areas of concern for the future.

The results of the interviews will provide a base for future community consultations and assist key stakeholders in identifying local priorities and opportunities.

We are dedicated to making this process and report valuable, relevant, accurate and timely to assist you, and the various levels of governments, to make thoughtful recommendations that support the local needs of our communities.

1. Name: _____
2. Position: _____
3. Email Address: _____
4. Business/Organization/Employers Name: _____

5. To what stakeholder group do you belong?
 - ☐ Business/Employer
 - ☐ Community Agency
 - ☐ Education/Training Organization or Institution
 - ☐ Government
 - ☐ Labour Organization
 - ☐ Other (Please specify): _____

6. If you checked business, could you identify what sector?
 - ☐ Accommodations and Food
 - ☐ Agriculture
 - ☐ Communications/Utilities
 - ☐ Construction
 - ☐ Finance, Insurance, Real Estate
 - ☐ Health
 - ☐ IT/Technical
 - ☐ Manufacturing
 - ☐ Professional
 - ☐ Other (Please specify): _____

7. Could you share with us the number of employees in your business/organization?
 - ☐ Small 0-10
 - ☐ Medium 11-30
 - ☐ Large Over 31

8. Please indicate which region your organization operates in or serves:
 - ☐ Peel
 - ☐ Halton
 - ☐ Dufferin

9. Did you participate in last year's TOP survey?
 - ☐ Yes
 - ☐ No
 - ☐ Not sure

10. What are the three (3) most prevalent labour market trends in the Peel-Halton-Dufferin area?
 - ☐ Skilled Trades Shortages
 - ☐ Lack of Apprenticeship Opportunities
 - ☐ Workforce Shortages
 - ☐ Marginalized Workforce
 - ☐ Youth Out-Migration
 - ☐ Aging Workforce
 - ☐ Lack of Essential Skills
 - ☐ Rural/Urban Disparities
 - ☐ Requirement for higher Levels of Education
 - ☐ Shift in Key Employment Sector
 - ☐ Shift in Demographics
 - ☐ Other (specify) _____

11. Which labour market trend is most prevalent in your region? Or is there a labour market trend that you consider is unique to your region?

12. What are the three (3) most dominant labour market issues /challenges facing the residents in PHD today?

13. Which labour market issues/challenges are unique to your industry/business?

14. What are some of the accomplishments that you or your business/organization has achieved over the past year?

15. What significant funding/program changes have you seen over the past year? (i.e. some programs finished and other programs were announced)

16. Where do you see (or still see) future opportunities?

17. What are your thoughts on the other labour market trends (listed in Q.10) besides the ones you've already shared with us?

18. What needs to be done in the human services sector to improve the labour market and also to improve the quality of life for PHD?

19. What advice would you give to the local training board as it continues on with this project?

20. Please outline any other insights or comments you may wish to make.

21. Are there any additional local concerns that you would like to share?

Thank you.

Appendix 4. Glossary

Demographic Characteristics

Population Growth

Population growth between 2001 and 2006 is calculated in the following way:

$$[(P2006 - P2001)/(P2001)] \times 100$$

Median age

The median age is an age 'x', such that exactly one half of the population is older than 'x' and the other half is younger than 'x'.

Cultural Characteristics

Immigrant Population

People who are or who have ever been landed immigrants. Landed immigrants are people born outside of Canada who have been permitted by immigration authorities to live in Canada permanently; some will have lived in Canada for a number of years, while others have arrived recently.

Language (Mother tongue)

Refers to the first language learned at home in childhood and still understood by the individual at the time of the Census.

Socio-economic Characteristics

Education

Highest level of schooling refers to the highest grade or year of elementary or secondary (high) school attended, or to the highest year of college or university education completed. University education is considered to be a higher level of schooling than college education.

Employment

- Labour force refers to all persons, 15 years of age and over, excluding institutional residents, who were either employed or unemployed during the week (Sunday to Saturday) prior to Census day.
- Participation rate refers to the total labour force, expressed as a percentage of the population 15 years of age and over.
- Employment rate refers to the number of persons employed, expressed as a percentage of the total population 15 years of age and over.
- Unemployment rate refers to the unemployed labour force expressed as a percentage of the total labour force.

For more detailed definitions of any of the above subjects/variables, please see: Statistics Canada's 2006 Census Dictionary:

<http://www12.statcan.ca/english/census06/reference/dictionary/atoz.cfm>

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