Peel Halton Workforce Development Group

Workforce Trends in Peel Halton

Local Labour Market Plan Update

2015

Background

The Peel Halton Workforce Development Group (PHWDG) is a community based, not-for-profit corporation that serves the Peel and Halton Regions.

The PHWDG functions as a neutral broker of research, disseminator of information and facilitator of collaborative partnerships. The PHWDG works with the community to identify trends and opportunities in the labour market environment which impact our workforce. We then nurture the ideas which emerge from our consultations and seek to develop partnerships to address these issues, to further help our community to thrive in our local economy.

Operating as part of the Local Boards Network of Ontario, PHWDG is one of 25 local planning board areas funded by the Ontario Ministry of Training, Colleges and Universities to conduct and distribute local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

This report was prepared by Tom Zizys, a labour market analyst, and Shalini da Cunha, the Executive Director of the Peel Halton Workforce Development Group.

Workforce Planning Ontario
www.workforceplanningontario.ca

This Employment Ontario project is funded by the Ontario government.

EMPLOYMENT ONTARIO

Executive Summary

Labour market indicators

For the period 2011 to 2014, Peel and Halton are estimated to continue to grow at a very high rate, placing Halton and Peel, respectively, as the fastest and second-fastest growing census divisions in Ontario, followed by York Region.

Toronto CMA labour force survey data tends to hide the different labour market dynamics in the City of Toronto and the rest of the Toronto CMA (which includes Peel and Halton Regions). The adult employment situation in the rest of the Toronto CMA would appear to be improving, and it is likely that employers are having greater recruitment challenges. On the other hand, the youth unemployment situation remains a concern, obviously in the City of Toronto, but also in the rest of the Toronto CMA, where there has been virtually no improvement over the last four years. Unemployment rates for females have risen above that for males, but that is more pronounced in the City of Toronto than in the rest of the Toronto CMA.

There has been a slow rise in part-time work across the Toronto CMA, and the general pattern is that women are twice as likely to work part-time as men.

The rate of self-employment has held more or less steady, and the pattern is that men tend to be self-employed at a rate around double that of women.

Number of businesses

Businesses are by far made up of small establishments. Eighty-eight to eighty-nine percent of firms in both Peel and Halton have 4 employees or less (around two-thirds have no employees and really are self-employed entrepreneurs and professionals). These proportions are very similar to the provincial average.

Among businesses with no employees, by far the largest categories are as follows (the percentage figures indicate the proportion of all such businesses in that industry):

Peel:

- Real Estate and Rental & Leasing (19%)
- Transportation and Warehousing (17%)
- Professional, Scientific and Technical Services (15%)

Halton:

- Real Estate and Rental & Leasing (21%)
- Professional, Scientific and Technical Services (21%)
- Construction (9%)

Among businesses with employees, there is a somewhat different mix:

Peel:

- Transportation and Warehousing (22%)
- Professional, Scientific and Technical Services (13%)
- Retail Trade (10%)

Halton:

- Professional, Scientific and Technical Services (18%)
- Retail Trade (12%)
- Health Care & Social Assistance (10%)

Insights from Employment Ontario client data

- The number of Employment Services Unassisted clients has fallen from the previous year, at the local, regional and provincial levels; the Assisted client numbers in Peel and Halton as a share of the provincial totals have stayed very steady
- Youth are under-represented among ES Assisted clients in Ontario, at the regional and at the local level; however, their share of all clients has been steadily increasing over the last three years
- The gender split among ES Assisted clients tilts slightly more towards women at the local and regional level, compared to their overall share of the unemployed
- Peel Halton has the highest proportion of Internationally Trained Professionals among its ES Assisted client numbers than any other area in the province, although their share of all ES Assisted client numbers has been dropping for three years now
- The Peel Halton area has one of the highest proportion of university graduates among its ES Assisted clients among all areas of the province
- A much larger proportion of ES Assisted clients have been unemployed for over a year, compared to their share of all unemployed
- Of ES Assisted clients reporting outcomes at the local level, 69% find employment and a further 13% pursue training, results very consistent with the rest of the province
- A few industries are prominent among both lay-off data and employment outcome data for ES Assisted clients at the local level: Accommodation & Food Services; Administrative and Support Services; Health Care & Social Assistance; Manufacturing; and Retail Trade
- When it comes to occupations that ES Assisted clients are laid-off from, as well as the occupations for which there are employment outcomes, one finds that eight of the top ten lay-off occupations are also found on the employment outcomes top ten list
- The proportion of Ontario's Literacy and Basic Skills clients in the Peel Halton area is smaller than their proportion of ES Assisted clients (7.4% to 9.6%), although the Peel Halton share rose from the previous year's 5.7%
- The Peel Halton area accounts for a share of the Second Career client population more or less equal to their share of ES Assisted clients (10.7% compared to 9.6%)
- The top three Second Career skills training programs for Peel and Halton were: medical administrative assistants; transport truck drivers; and accounting and related clerks

Main findings from the Peel Halton Employer Survey

- When it comes to job readiness, the greatest gap is in relation to soft skills, something that appears in employers' minds to be overcome by work experience (and/or possibly training). Nine out of ten employers agree or strongly agree that job candidates have the potential, but lack the experience or training
- Concerns regarding soft skills score twice as highly as concerns regarding technical skills
- Seventy percent of employers are willing to spend time with education partners to explain their needs
- Employers often feel that individuals looking for work do not have the motivation, the attitude, or the interpersonal skills required for the job
- Community college grads are seen as having slightly better preparation for the workplace (technical skills, workplace familiarity), and university students score slightly better on soft skills and potential for advancement and leadership
- The retirement of the baby boom generation still does not register as a major concern for most employers
- Employers go outside their firms to hire most often when a vacancy has opened up, a specific technical skill is required, the business is expanding, or more skilled individuals are needed
- Forty-one percent of firms in Peel and Halton already rely on newcomers as an important source of new hires, and that is more likely the case the larger the firm
- For entry-level service and production worker jobs, employers quite readily accept the prospect of hiring newcomers, but around a third of employers state that they would not hire newcomers for sales and marketing occupations, supervisory and manager positions, and as senior leaders and executives
- Slightly over half of employers have not heard of Express Entry, the new federal government procedures for admitting economic immigrants into Canada
- Over half of employers are not comfortable hiring someone without an in-person assessment or without a probationary employment period
- Depending on the service or program, 16-19% of firms use government-funded services or programs

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Introduction

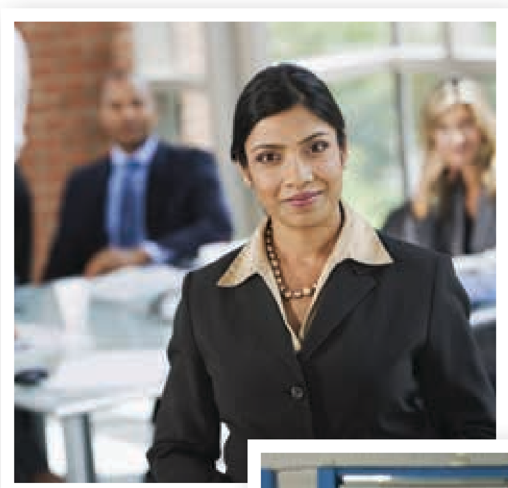
Each year, the Peel Halton Workforce Development Group issues a report that summarizes its views on labour market trends in the local area and identifies its action plan for the following year.

This year the labour market trends consist of four components:

- A review of a number of indicators relevant to the labour market, namely population growth, and specific labour market data relating to unemployment, part-time work and self-employment
- An analysis of Statistics Canada Canadian Business Counts data for June 2015, identifying the number of businesses in Peel and Halton;
- An analysis of data pertaining to clients of Employment Ontario services, for the fiscal year 2014-2015;
- A review of the findings from the 2015 Peel Halton Employer Survey.

The analysis of this data provides insights into changing employment patterns, trends relating to business establishments, and the characteristics and outcomes of individuals seeking employment services.

The PHWDG wishes to thank its many partners and stakeholders for their engagement in the work of the PHWDG. Without your input and your follow-through, our efforts and our impacts would be much diminished.



Labour Market Indicators – Peel and Halton

Population

In between Censuses, which are taken every five years, Statistics Canada develops population estimates, based on the components of population change (births, deaths, migration) for each area, including adjusting the census numbers based on under-coverage from non-response. Table 1 presents the population estimates for each of Peel and Halton, for July 1 of each year, and provides the ranking for both of these census divisions by rate of growth among the 49 census divisions that constitute the province of Ontario.

Table 1: Estimated population for July 1, Peel and Halton, 2011 to 2014

	2011	2012	2013	2014	% CHANGE 2011-2014	RANK
Peel	1,340,528	1,364,782	1,391,439	1,416,075	5.6%	2nd
Halton	517,159	528,495	539,957	551,027	6.5%	1st

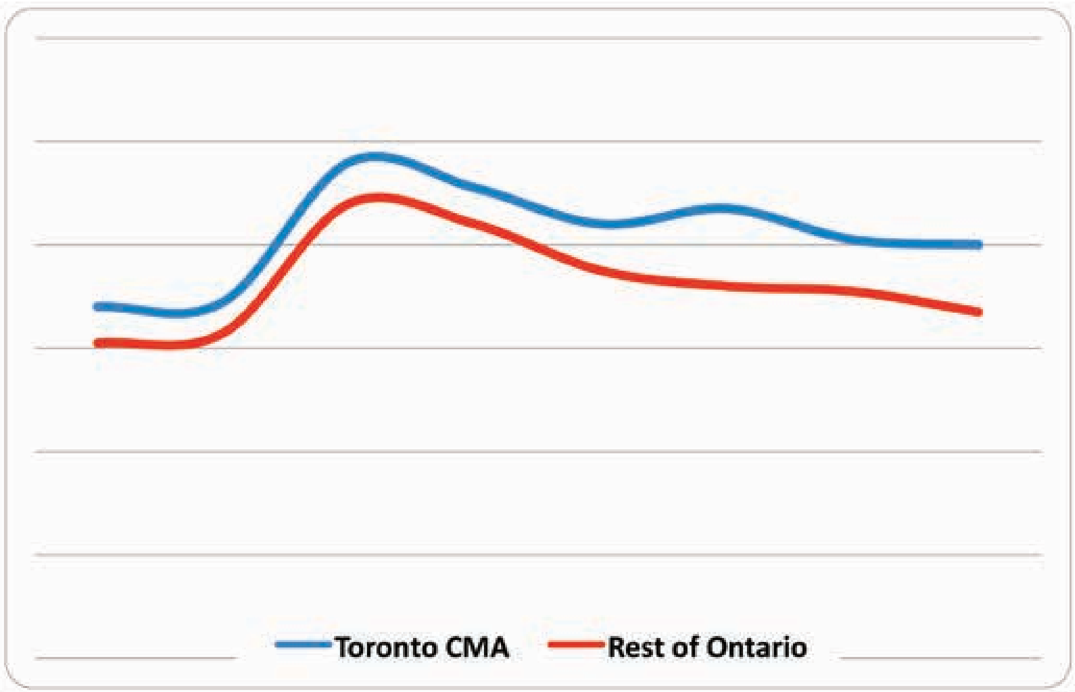
Statistics Canada, Estimates of Population, CANSIM Table 051-0062

Peel and Halton are estimated to continue to grow at a very high rate, placing Halton and Peel as the fastest and second-fastest growing census divisions in Ontario, followed by York Region, at 5.3%.

Unemployment trends

While unemployment rates are regularly reported on a month-to-month basis, it is helpful to step back to look at the longer term trends. Chart 1 illustrates the changing unemployment rates for the Toronto CMA (the Census Metropolitan Area includes the City of Toronto, York Region, Peel Region, Halton Region minus Burlington, Ajax, Pickering, Uxbridge, Bradford West Gwillimbury, New Tecumseth and Mono) since before the recession of 2008. It compares these rates to that for the rest of Ontario (that is, Ontario with the Toronto CMA figures removed).

Chart 1: Unemployment rate, Toronto CMA and Ontario, 2007-2014

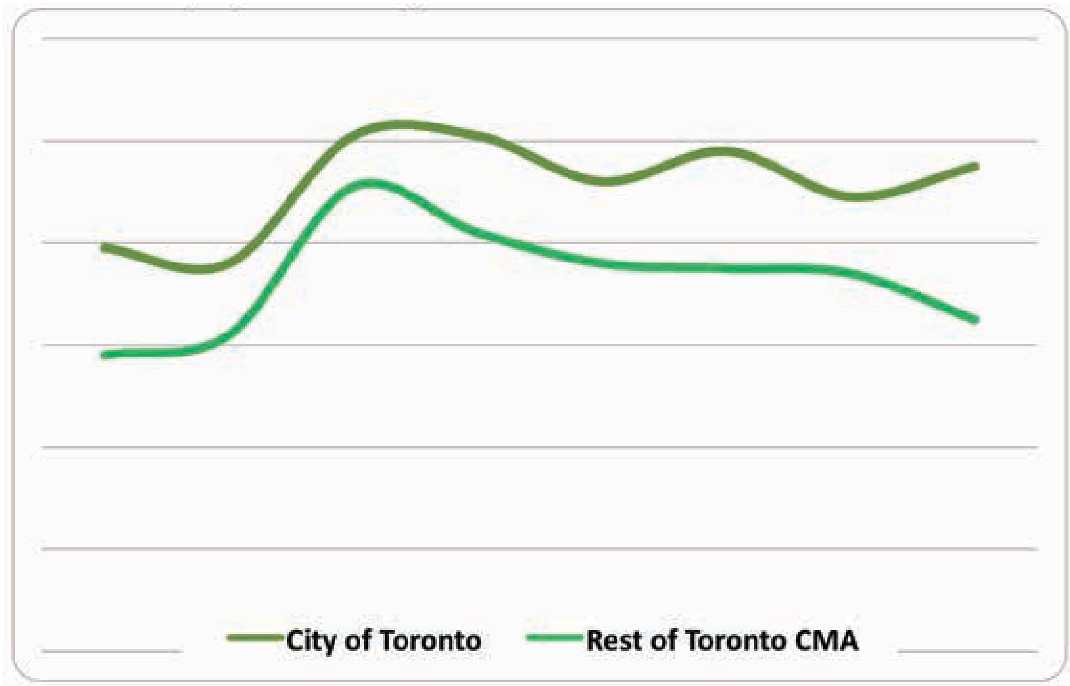


Statistics Canada, Labour Force Survey

The unemployment rates for both areas have followed a similar trajectory, with a sharp rise at the onset of the recession, and a slow but gradual decline since, with the unemployment rate dropping faster in the rest of Ontario. The Toronto CMA unemployment rate has throughout this period been higher than that for the rest of Ontario, and that gap has been growing.

It would appear, however, that the Toronto CMA figures are largely a consequence of the labour market outcomes for residents of the City of Toronto. Chart 2 unpacks the Toronto CMA unemployment rate, providing the figures for the City of Toronto and the rest of the Toronto CMA. While the employed labour force of Peel and Halton makes up around 29% of the employed labour force of the Toronto CMA, it makes up 54% of the employed labour force of the Toronto CMA minus the City of Toronto figures, so the latter would more closely reflect the situation in Peel and Halton.

Chart 2: Unemployment rate, City of Toronto and the rest of the Toronto CMA, 2007-2014



Statistics Canada, Labour Force Survey

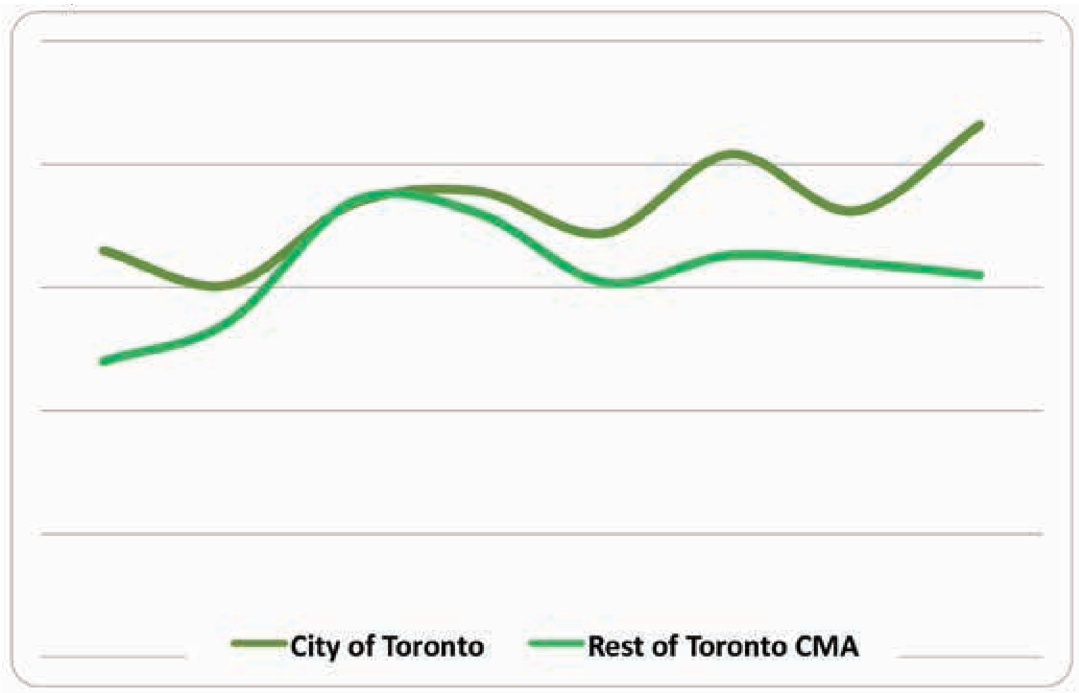
One can see that the unemployment rate in the City of Toronto has stayed much higher, while the figures for the rest of the Toronto CMA (which includes Peel and Halton Regions) have been dropping, much like what has been happening in the rest of Ontario. Table 2 provides the actual figures for comparison.

Table 2: Unemployment rates, City of Toronto, Rest of the Toronto CMA, Rest of Ontario, 2007-2014

	2007	2008	2009	2010	2011	2012	2013	2014
City of Toronto	7.9%	7.6%	10.1%	10.1%	9.2%	9.8%	8.9%	9.5%
Rest of Toronto CMA	5.8%	6.2%	9.1%	8.2%	7.6%	7.5%	7.4%	6.5%
Rest of Ontario	6.1%	6.3%	8.8%	8.4%	7.5%	7.2%	7.1%	6.7%

Somewhat the same pattern holds for youth. The unemployment rate for youth increased considerably during the recession, and in the rest of the Toronto CMA it rose to equal that of youth in the City of Toronto. After declining somewhat, the youth unemployment rate in the rest of the Toronto CMA has leveled off between 15% and 16% over the last four years, while in the City of Toronto, the trend line is that youth unemployment there is rising.

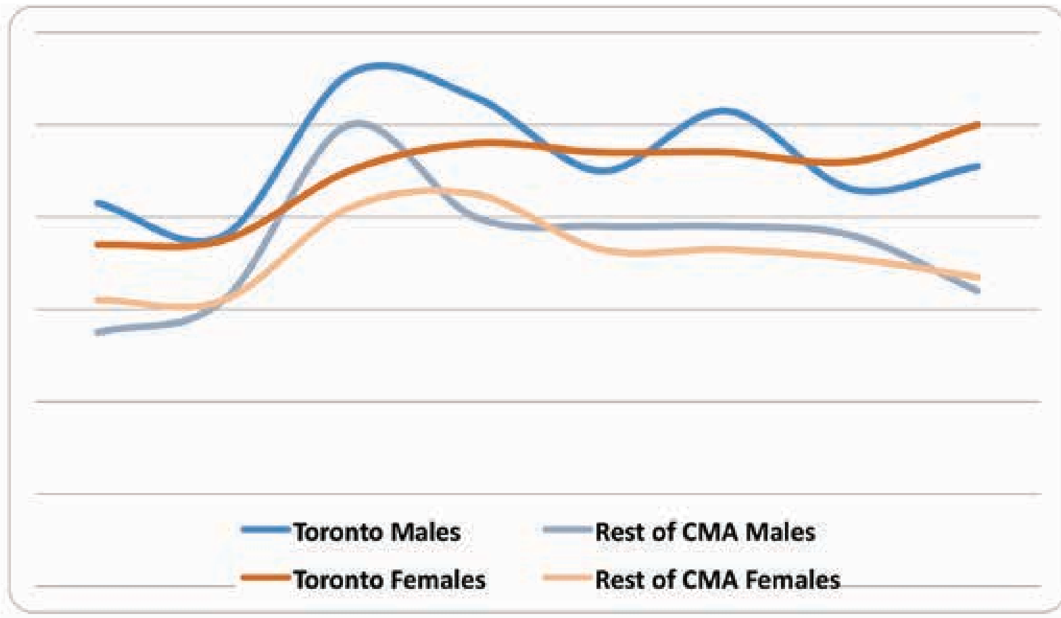
Chart 3: Unemployment rate, City of Toronto and the rest of the Toronto CMA, 2007-2014



Statistics Canada, Labour Force Survey

When these unemployment rates are analyzed by gender (Chart 4), and by City of Toronto and the rest of the Toronto CMA, a similar pattern emerges: unemployment rates in the City of Toronto are higher for both males and females compared to their rates in the rest of the Toronto CMA; as well, female unemployment rates have risen above those of males, very clearly so in the City of Toronto, but only by a very slight margin in the rest of the Toronto CMA.

Chart 4: Unemployment rate, by gender, City of Toronto and the rest of the Toronto CMA, 2007-2014

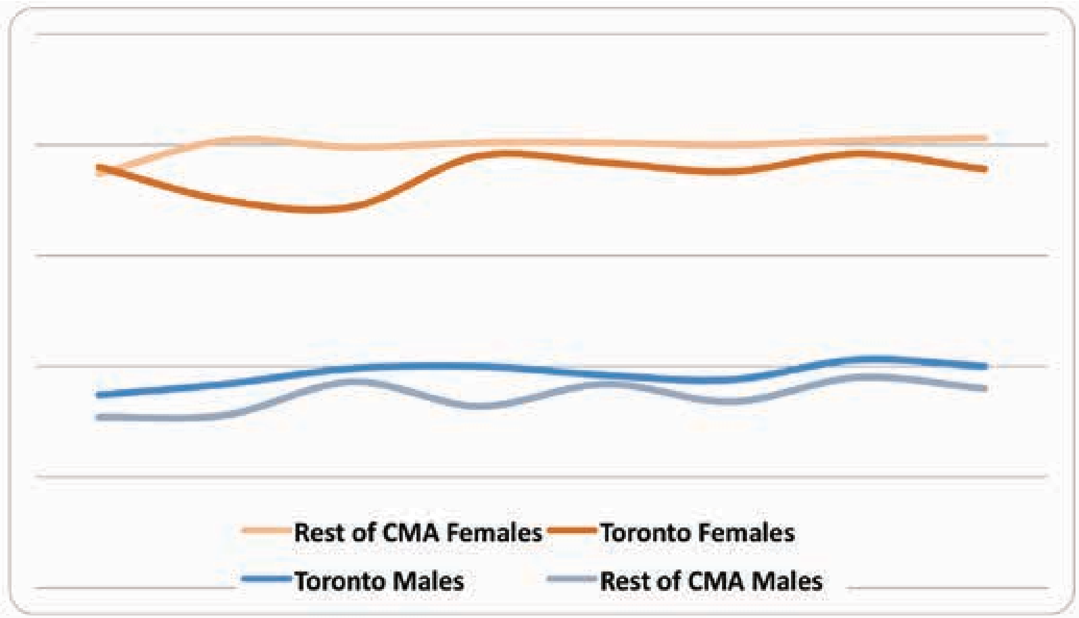


Statistics Canada, Labour Force Survey

Incidence of part-time work

There has been a slow rise in part-time work across the Toronto CMA. Women are twice as likely to work part-time as men. In 2014, 19.5% of employed women worked part-time, while 9.5% of men worked part-time across the Toronto CMA. However, the dynamics inside and outside the City of Toronto were slightly different (Chart 5). In short, the rates of part-time work rose for males in both the City of Toronto and the rest of the Toronto CMA, whereas for females, the part-time rate was the same in 2014 as it was in 2007 for women in the City of Toronto, while it rose for women in the rest of the Toronto CMA.

Chart 5: Incidence of part-time work, by gender, City of Toronto and the rest of the Toronto CMA, 2007-2014

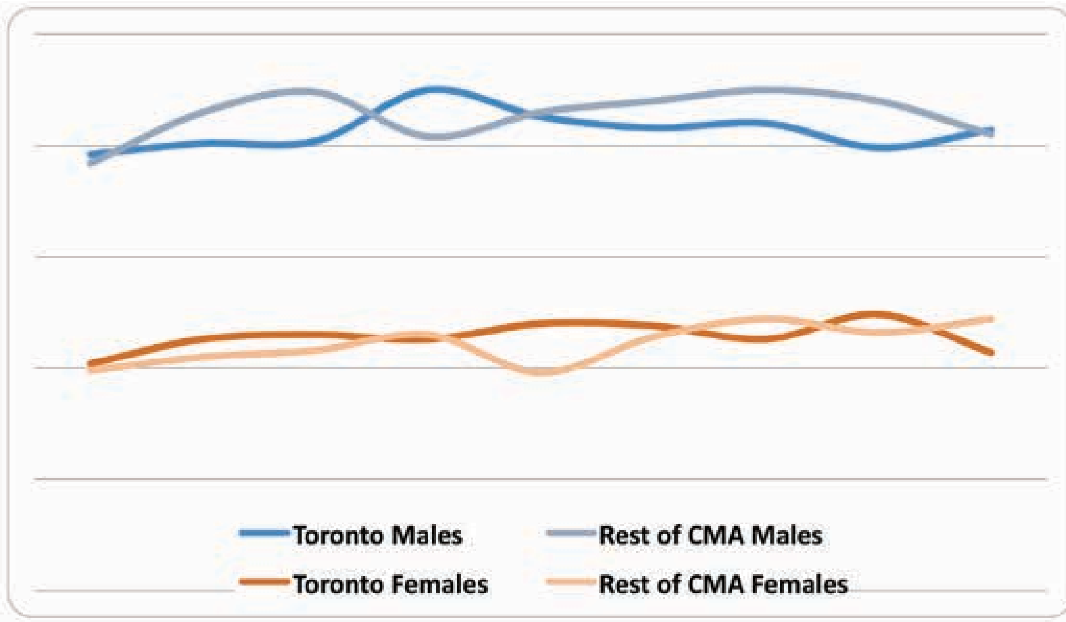


Statistics Canada, Labour Force Survey

Self-employment

The rate of self-employment has stayed relatively steady, its proportion of all employment fluctuating within a narrow percentage range. While women tend to work part-time at a rate around double that of men, the reverse holds true in relation to self-employment, where men are self-employed at a rate (19-22%) around double that of women (10-12%). Over the last eight years or so, women in the rest of the Toronto CMA have registered the largest increase in self-employment, modest as that increase is.

Chart 6: Incidence of self-employment, by gender, City of Toronto and the rest of the Toronto CMA, 2006-2014



Statistics Canada, Labour Force Survey

Several observations:

- Toronto CMA labour force survey data tends to hide the different labour market dynamics in the City of Toronto and the rest of the Toronto CMA (which includes Peel and Halton Regions);
- The adult employment situation in the rest of the Toronto CMA would appear to be improving, and it is likely that employers are having greater recruitment challenges;
- On the other hand, the youth unemployment situation remains a concern, obviously in the City of Toronto, but also in the rest of the Toronto CMA, where there has been virtually no improvement over the last four years;
- Unemployment rates for females have risen above that for males, but that is more pronounced in the City of Toronto than in the rest of the Toronto CMA;
- There has been a slow rise in part-time work across the Toronto CMA, and the general pattern is that women are twice as likely to work part-time as men;
- The rate of self-employment has held more or less steady, and the pattern is that men tend to be self-employed at a rate around double that of women.

Canadian Business Counts – Labour Market Indicators

Introduction

Statistics Canada maintains an on-going count of business establishments across the country, relying on administrative data (corporate income tax and HST files) and surveys of businesses. This registry of businesses used to be reported as Canadian Business Patterns. In the last year, Statistics Canada has changed some of its information gathering practices, as well as how some of the data is reported, to the extent that it would not be prudent to compare this data set to that of previous years. The most significant impact has been the addition of some 1,200,000 businesses without employees across the Canadian database. To signify all these changes, this data set is now called Canadian Business Counts.

Instead, only this year's data will be profiled and various components highlighted. To provide a context, some of this data will be compared to regional and provincial averages.

Number of businesses, by size of establishment and by industry

Tables 3 and 4 provide the summary data for all businesses located in the Regions of Peel and Halton for June 2015. The table provides two different counts:

1. All businesses, classified and unclassified: that is, whether or not their industry classification is known; this data is profiled in the size of establishment data; the last three rows of the table presents the distribution of these businesses by number of employees; roughly 13-14% of the total count of businesses in both Peel and Halton are unclassified, slightly higher than the provincial average of 12%;
2. Classified businesses: the breakdown of all businesses for which industry classification is available; this is the information provided by the industry rows in the table, the major part of this table.

The second-to-last column shows the percentage distribution of all classified businesses by industry.

The last column shows the ranking of the total number of classified businesses by industry, from the largest (1) to the fewest (20) number of businesses. The five industries with the largest number of classified businesses have their ranking numbers bolded.

The highlighted cells identity the three industries with the largest number of firms for each employee size category column.

Where under the percentage distribution a cell has 0%, it does not mean there are no firms in that category, only that the number of firms, when expressed as a percentage of the total, is below 0.5% and has been rounded down to 0%.

Table 3: Peel Number Of Businesses By Employee Size Range June 2015

Industry Sector 2-Digit NAICS	Number Of Employees								%	Rank
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	445	80	34	14	8	1	2	584	0	17
21 Mining	36	4	2	4	3	0	2	51	0	19
22 Utilities	76	10	6	3	4	8	3	110	0	18
23 Construction	8715	2457	630	333	241	72	59	12507	10	4
31-33 Manufacturing	2059	910	537	424	419	200	210	4759	4	11
41 Wholesale trade	2703	1402	707	620	541	199	154	6326	5	8
44-45 Retail trade	4444	1964	1144	632	413	153	115	8865	7	5
48-49 Transportation/Warehousing	14362	9011	373	266	200	83	99	24394	19	1
51 Information and Cultural	996	270	54	43	37	11	28	1439	1	14
52 Finance and Insurance	4667	697	167	115	219	26	44	5935	5	10
53 Real Estate	15911	1029	195	127	90	30	24	17406	13	3
54 Professional Scientific Tech	13059	5081	535	288	181	78	52	19274	15	2
55 Management of Companies	2326	188	53	58	82	52	66	2825	2	13
56 Administrative Support	4131	1018	357	232	167	111	127	6143	5	9
61 Educational Services	791	212	91	77	51	17	8	1247	1	15
62 Health Care & Social Assist	3404	1706	676	389	142	52	55	6424	5	7
71 Arts, Entertainment & Rec	850	118	48	29	46	11	11	1113	1	16
72 Accommodation & Food	1208	717	569	490	399	168	35	3586	3	12
81 Other Services	4382	2372	634	273	128	23	22	7834	6	6
91 Public Administration	8	4	0	0	2	0	5	19	0	20
CLASSIFIED BUSINESSES	84573	29250	6812	4417	3373	1295	1121	130841		
Percentage of all classified and unclassified businesses	67%	22%	5%	3%	2%	1%	1%	100%		
Cumulative percentage	67%	88%	93%	96%	98%	99%	100%			
ONTARIO percentage of classified and unclassified businesses	69%	18%	6%	4%	3%	1%	1%			

Statistics Canada, Canadian Business Counts

Table 4: HALTON NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2015

Industry Sector 2-Digit NAICS	Number Of Employees								%	Rank
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	445	74	28	19	6	6	4	582	1	17
21 Mining	34	15	4	1	1	2	1	58	0	19
22 Utilities	40	6	3	2	3	3	2	59	0	18
23 Construction	3344	982	351	167	91	21	19	4975	9	3
31-33 Manufacturing	744	337	169	118	145	75	68	1656	3	12
41 Wholesale trade	1123	589	275	191	149	60	37	2424	5	9
44-45 Retail trade	1801	798	611	402	225	84	65	3986	7	5
48-49 Transportation/Warehousing	1577	588	72	54	53	20	19	2383	4	10
51 Information and Cultural	583	125	56	18	26	11	7	826	2	15
52 Finance and Insurance	2620	430	129	73	118	10	21	3401	6	6
53 Real Estate	7647	482	78	61	25	8	4	8305	15	2
54 Professional Scientific Tech	7537	2568	299	150	96	20	18	10688	20	1
55 Management of Companies	1508	112	24	28	28	13	19	1732	3	11
56 Administrative Support	1731	493	178	130	69	23	33	2657	5	8
61 Educational Services	467	116	50	47	37	12	9	738	1	16
62 Health Care & Social Assist	2357	1153	351	206	96	28	31	4222	8	4
71 Arts, Entertainment & Rec	664	131	40	27	40	13	14	929	2	14
72 Accommodation & Food	408	208	228	224	230	75	15	1388	3	13
81 Other Services	1777	968	344	173	46	21	7	3336	6	7
91 Public Administration	3	3	1	1	0	0	7	15	0	20
CLASSIFIED BUSINESSES	36410	10178	3291	2092	1484	505	400	54360		
Percentage of all classified and unclassified businesses	69%	19%	5%	3%	2%	1%	1%	100%		
Cumulative percentage	69%	87%	93%	96%	99%	99%	100%			
ONTARIO percentage of classified and unclassified businesses	69%	18%	6%	4%	3%	1%	1%			

Statistics Canada, Canadian Business Counts

Some observations:

- **Number of small firms:** Businesses are by far made up of small establishments. Sixty-seven percent of the unclassified firms in Peel have no employees[1], and another 22% have 1-4 employees; in Halton, no-employee firms represent 69% and 1-4 employee firms another 19%; these figures are very close to the provincial averages of 69% and 18% (last line of the table);
- **Highest number of firms by industry:** The second to last column provides the percentage distribution of all firms by industry. In Peel, the largest industry by number of firms is Transportation & Warehousing, representing 18.6% of all firms, more than three times the provincial average of 5.7%; the second largest category is Professional, Scientific & Technical Services at 14.7%; in Halton, 19.7% of the firms are in the Professional, Scientific & Technical Services sector, considerably higher than the provincial average of 14.4%; coming in second is Real Estate and Rental & Leasing at 15.3%; this sector represents the largest number of firms at the provincial level, at 17.6%;
- **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 no-employee size category drives the total numbers (that is, for Real Estate and Rental & Leasing; Professional, Scientific and Technical Services; Construction; and Transportation & Warehousing). In the mid-size ranges, Peel firms in Wholesale Trade, Retail Trade and Manufacturing emerge as the largest categories, while in Halton Accommodation & Food Services also joins that list. For the largest firms (100 or more employees), in Peel the top three are Manufacturing, Wholesale Trade and, surprisingly, Administrative and Support, a large part of which involves employment placement agencies. In Halton, the biggest categories for these same large firms are Manufacturing, Wholesale Trade and Retail Trade.

Self-employed entrepreneurs and employers

The next two tables unpack the classified businesses and profile their distribution by industry.

Table 5 examines the distribution by industry of all businesses with no employees. This category is made up of a large number of real estate agents, construction tradespersons, consultants and, in Peel, truck drivers and to a lesser extent taxi drivers.

Table 6 profiles the distribution by industry of all businesses with employees, that is, the employers. There are some significant differences in the distribution of businesses by industry, depending on whether one is looking at businesses with or without employees.

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

In both tables, the percentage distribution is also compared to that for the Central Region (York, Halton, Peel, Toronto, Durham, Simcoe and Muskoka) as well as for the province as a whole.

Table 5: Distribution of businesses with no employees

	PEEL	HALTON	CENTRAL	ONTARIO
11 Agriculture, forestry, fishing & farming	1%	1%	1%	5%
21 Mining	0%	0%	0%	0%
22 Utilities	0%	0%	0%	0%
23 Construction	10%	9%	10%	10%
31-33 Manufacturing	2%	2%	2%	2%
41 Wholesale trade	3%	3%	3%	2%
44-45 Retail trade	5%	5%	5%	5%
48-49 Transportation/Warehousing	17%	4%	6%	6%
51 Information and Cultural Industries	1%	2%	2%	2%
52 Finance and Insurance	6%	7%	7%	7%
53 Real Estate, Rental & Leasing	19%	21%	24%	24%
54 Professional Scientific Technical Services	15%	21%	17%	15%
55 Management of Companies	3%	4%	4%	3%
56 Administrative Support	5%	5%	5%	4%
61 Educational Services	1%	1%	1%	1%
62 Health Care & Social Assist	4%	7%	5%	6%
71 Arts, Entertainment & Recreation	1%	2%	2%	2%
72 Accommodation & Food Services	1%	1%	1%	2%
81 Other Services	5%	5%	5%	5%
91 Public Administration	0%	0%	0%	0%

Statistics Canada, Canadian Business Counts

There is a very high degree of similarity in the percentage distribution of businesses with no employees across Peel, Halton, Central Region and Ontario, with two prominent exceptions: the proportion of solo operators in Transportation & Warehousing in Peel is exceptionally high, around three times that of elsewhere; this consists, as noted earlier, of self-employed truck drivers and taxi drivers; meanwhile in Halton, the prominent solo enterprise is in the Professional, Scientific and technical Services field, accounting for 21% of all such firms. Otherwise, in all other industries, the proportions are very similar.

Table 6: Distribution of businesses with employees

	PEEL	HALTON	CENTRAL	ONTARIO
11 Agriculture, forestry, fishing & farming	0%	1%	1%	2%
21 Mining	0%	0%	0%	0%
22 Utilities	0%	0%	0%	0%
23 Construction	8%	9%	9%	11%
31-33 Manufacturing	6%	5%	5%	5%
41 Wholesale trade	8%	7%	6%	6%
44-45 Retail trade	10%	12%	11%	13%
48-49 Transportation/Warehousing	22%	5%	7%	6%
51 Information and Cultural Industries	1%	1%	2%	2%
52 Finance and Insurance	3%	4%	4%	4%
53 Real Estate, Rental & Leasing	3%	4%	5%	4%
54 Professional Scientific Technical Services	13%	18%	16%	14%
55 Management of Companies	1%	1%	1%	1%
56 Administrative Support	4%	5%	5%	5%
61 Educational Services	1%	2%	1%	1%
62 Health Care & Social Assist	7%	10%	10%	10%
71 Arts, Entertainment & Recreation	1%	2%	1%	1%
72 Accommodation & Food Services	5%	6%	6%	7%
81 Other Services	8%	9%	9%	10%
91 Public Administration	0%	0%	0%	0%

Statistics Canada, Canadian Business Counts

Among businesses with employees, there again exists a high degree of similarity across the geographies profiled, with the same exceptions: Peel has a very high proportion of employers in the Transportation & Warehousing industry, more than four times the share that Halton has, while Halton has a higher proportion of employers in the Professional, Scientific & Technical Services sector.

One difference between the profiles for firms with no employees and those with employees is the great decline in the share of firms represented by Real Estate and Rental & Leasing. That difference is made up by the larger proportions of firms with employees represented by such industries as Manufacturing, Wholesale Trade, Retail Trade, Health Care & Social Assistance, Accommodation & Food Services and Other Services.

Employment Ontario Data – Profile Of Service Users

Employment Ontario (EO) data

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

Background to the data analysis

This data on program statistics related to Apprenticeship, Employment Service, Literacy and Basic Skills, Second Career and the Youth Employment Fund is for the 2014-15 fiscal year.

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

- Data at the Local Board level (in the case of the Peel Halton Workforce Development Group, the geography covers Peel and Halton Regions);
- Data at the regional level (in this case, the Central Region, which consists of Peel, Halton, Toronto, Durham, York, Simcoe and Muskoka); and
- Data at the provincial level.

Employment Services (ES) data

The number of Unassisted clients has fallen from the previous year, at the local, regional and provincial levels. The local numbers have fallen considerably (almost 10%), resulting in a smaller share of the provincial total (down from 13.3% in 2013-14 to 12.4% in 2014-15). On the other hand, the Assisted client numbers have stayed very steady, hovering at 9.6-9.7% of the provincial numbers over the last three years. In the case of both Unassisted and Assisted clients, the local share is smaller than the area's share of the provincial population (in 2011, the population share was 14.0%).

In terms of various demographic characteristics:

- Youth are under-represented among ES Assisted clients in Ontario, compared to their share of the unemployed population (26% compared to 32%). However, there has been a continuing improvement in the youth share of ES Assisted clients over the last two years; the share of youth among ES Assisted clients in PHWDG is lower than the regional or provincial averages, but also has been steadily increasing
- The gender split among ES Assisted clients tilts slightly more towards women at the local and regional level, compared to their overall share of the unemployed; over the last year, the female share of the unemployed total increased, but their share of ES Assisted clients has not changed

- In the category of visible minorities, there is such a huge difference between the client numbers and the unemployed population data that one has to attribute it to lack of accurate reporting (in this case, self-reporting)
- Peel Halton has the highest proportion of Internationally Trained Professionals among its ES Assisted client numbers than any other area in the province, including Toronto, but this figure has dropped dramatically, from 38% in 2012-13, to 35% in 2013-14 to 30% in 2014-15
- The Peel Halton area has one of the highest proportion of university graduates among its ES Assisted clients among all areas of the province, with 38.3% holding a university degree, compared to 33.7% for the region and 23.2% for Ontario

A much larger proportion of ES Assisted clients have been unemployed for over a year, compared to their share of all unemployed. In Ontario in 2014, 8% of the unemployed had been out of work for a year or more. Among ES Assisted clients in Ontario, that share was 23%; in Peel Halton it was 22%.

Of ES Assisted clients reporting outcomes at the local level, 69% find employment and a further 13% pursue training, results very consistent with the rest of the province.

The following table lists distribution of ES Assisted clients by industry from which they were laid-off, as well the proportion by industry of those who reported employed outcomes at exit, for the local area, the region and the province. The table also provide a percentage breakdown of all unemployed Ontario residents by the industry they had worked in, and the distribution of all residents by the industry they are employed in, to provide a context to these lay-off and employment outcome figures.

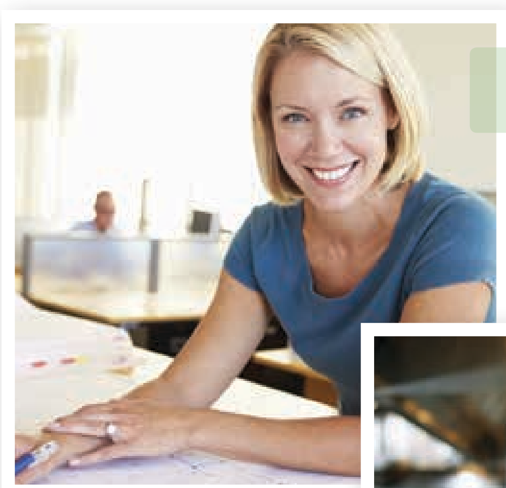


Table 7: Industry lay-off and industry employment outcomes, Board, Region and Ontario; Ontario resident employment and unemployment profile

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

For the EO data, where a cell has no entry, it means that there was no figure for that category. Where a cell has zero, it means that a figure exists, but due to rounding it was rounded down from under 0.5% to 0%.

Ontario employed and unemployed data is from 2014 Labour Force Survey data, EXCEPT where that data is unavailable under the Labour Force Survey, in which case the percentage is derived from the 2011 National Household Survey, in which case the number is italics, and the data is only available for employed residents.

The big picture story is fairly straight-forward: considerable reliance in terms of employment outcomes on a few industries which themselves have a higher proportion of the unemployed and usually a higher proportion of the employed: Accommodation & Food Services; Administrative and Support Services; Health Care & Social Assistance; Manufacturing; and Retail Trade.

When it comes to occupations that ES Assisted clients are laid-off from, as well as the occupations for which there are employment outcomes, one finds that eight of the top ten lay-off occupations are also found on the employment outcomes top ten list. It stands to reason that individuals laid off from an occupation will be either inclined or likely to find employment in that same occupation.

Youth Employment Fund

Among the available data relating to the Youth Employment Fund was the identification of youth placements by industry. In the Peel Halton area, the three largest industries by percentage of placements were Manufacturing (16%), Other Services (15%) and Accommodation & Food Services (14%). By comparison, the provincial top three were: Accommodation & Food Services (17%); Manufacturing (13%) and Retail Trade (13%).

Literacy and Basic Skills client data

The proportion of Ontario's LBS clients in the Peel Halton area is smaller than their proportion of ES Assisted clients (7.4% to 9.6%), although the Peel Halton share rose from the previous year's 5.7%. The age profile of LBS clients in the Peel Halton area pretty much matches what is found at the Central Region and provincial levels, with a high proportion of 25-44 year olds, but also a higher proportion of youth. Females make up a small majority of the LBS clients, at the Board, Region and provincial levels (approximately 60%).

Second Career client data

The Peel Halton area accounts for a share of the Second Career client population more or less equal to their share of ES Assisted clients (10.7% compared to 9.6%). Their Second Career clients have roughly the same age profile as that found at the Region and provincial levels: 56% are between 25-44 years old, and 41% are 45-64 years old. There is a slightly greater share of females than the average for the province (54% females in Peel Halton, 50% in the province).

Both the Peel Halton area and Central Region have a higher proportion of Second Career clients who had completed a university degree at the time of intake, compared to the provincial average.

Second Career clients are more likely to have been unemployed for a longer period of time than ES Assisted clients, and this is especially so in the case of the Peel Halton area and Central Region.

The top ten approved skills training programs in Peel Halton very much match those of the Region and the province, with nine programs in the top ten for all three areas. Table 8 lists the top ten programs for each area, with the number of clients entered under each heading.

Table 8: Top 10 Second Career Approved Skills Training Programs

	Board	Region	Ontario
1	Medical Administrative Assistants (92)	Early Childhood Educators and Assistants (347)	Transport Truck Drivers (1231)
2	Transport Truck Drivers (71)	Accounting and Related Clerks (338)	Heavy Equipment Operators (608)
3	Accounting and Related Clerks (69)	Transport Truck Drivers (313)	Accounting and Related Clerks (466)
4	Early Childhood Educators and Assistants (63)	Medical Administrative Assistants (278)	Medical Administrative Assistants (455)
5	Computer Network Technicians (57)	Social and Community Service Workers (216)	Early Childhood Educators and Assistants (445)
6	Social and Community Service Workers (56)	Computer Network Technicians (210)	Social and Community Service Workers (428)
7	Paralegals (35)	Home Support Workers and Housekeepers (164)	Home Support Workers and Housekeepers (413)
8	Home Support Workers and Housekeepers (27)	Paralegals (140)	Computer Network Technicians (335)
9	Hairstylists and Barbers (23)	Administrative Officers (110)	Welders and Related Machine Operators (253)
10	Heavy Equipment Operators (22)	Heavy Equipment Operators (103)	Paralegals (244)

Peel Halton Employer Survey Results

The fifth annual employer survey for Peel and Halton resulted in 484 responses, with a generally representative sample of firms by geography, industry and number of employees. There is an over-representation of manufacturing firms and a definite over-representation of firms with more than 20 employees – this being a survey about employment, an over-representation of larger employers is hardly a bad thing. Indeed, the survey generated the participation of 7% of the 1547 firms with over 100 employees in Peel and Halton.

Part of the attempt to characterize employers included segmenting them by the different factors that drive their business decisions.

91% cited ensuring customer satisfaction and good customer service as a very important factor

87% similarly cited keeping costs under control

The two lowest ranking business drivers were:

23% choosing promoting innovation and/or research

41% choosing feeding our talent pipeline for the future

When it comes to job readiness, the greatest gap is in relation to soft skills, something that would appear in employers' minds to be overcome by work experience (and/or possibly training). Nine out of ten employers agree or strongly agree that job candidates have the potential, but lack the experience or training. Concerns regarding soft skills score twice as highly as concerns regarding technical skills.

Seventy percent of employers are willing to spend time with education partners to explain their needs. Firms in the Knowledge Sector (half of whom are in the Educational Services field), firms with over 100 employees and firms citing the promotion of innovation as an important business driver are particularly willing to engage.

Employers often feel that individuals looking for work do not have the motivation, the attitude, or the interpersonal skills requirements for the job. Sixty-one percent said it was often or almost always a concern.

Community college grads are seen as having slightly better preparation for the workplace (technical skills, workplace familiarity), and university students score slightly better on soft skills and potential for advancement and leadership. When it comes to motivation and teamwork, the two are scored almost equally. Fifty-one percent of employers feel college students are better prepared with respect to technical skills, while 47% feel that university Bachelor degree students have greater leadership potential.

The retirement of the baby boom generation still does not register as a major concern for most employers. Only two of ten employers say they are feeling its impact currently, and another three of ten say they expect to feel it within the next five years. Sixty percent of firms in the Services sector do not expect that the baby boom retirement will affect them.

Employers go outside their firms to hire most often when a vacancy has opened up, a specific technical skill is required, the business is expanding, or more skilled individuals are needed. Employers aim to meet specific business needs – they are less motivated to consider personal characteristics such as bringing in maturity, youth or diversity, or to seek to change their corporate culture.

Forty-one percent of firms in Peel and Halton already rely on newcomers as an important source of new hires, and that is more likely the case the larger the firm. Seventeen percent of Professional, Scientific and Technical Services firms state that they will be relying on newcomers less.

For entry-level service and production worker jobs, employers quite readily accept the prospect of hiring newcomers. For occupations such as technical occupations, skilled trades, administrative and clerical positions, and professionals, employers are more likely to seek evidence of considerable relevant experience before hiring a newcomer. Around a third of employers state that they would not hire newcomers for sales and marketing occupations, supervisory and manager positions, and as senior leaders and executives.

Slightly over half of employers have not heard of Express Entry, the new federal government procedures for admitting economic immigrants into Canada, in operation since January of this year. When the program is explained, the reaction is very lukewarm.

Over half of employers are not comfortable hiring someone without an in-person assessment or without a probationary employment period.

Sixteen to nineteen percent of firms use the following government-funded services or programs: no fee recruiting services; wage subsidies for the unemployed; training subsidies; and summer student hire subsidies. These programs are more often used the larger the firm. Medium-sized firms (5-19 and 20-99 employees) and Services sector firms are most interested in being contacted to learn more about these services and programs.

The following list identifies some specific variations to survey responses by various employer categories:

1-4 employees

- More likely to rely on part-time and temporary workers
- Less likely to cite as very important such business drivers as innovation or feeding the talent pipeline
- Have a lower level of concern with the technical skills of job candidates

100+ employees

- Greater concern for meeting regulatory and legislative requirements
- Less concern regarding the soft skills of job candidates

Manufacturing

- Greater emphasis on innovation
- Higher levels of frustration with technical skills, and less with soft skills
- Give higher scores for the technical skills of community college grads and at the same time give higher scores for the leadership potential of university grads
- Slightly more likely to rely on newcomers as an important source of new hires

Professional, Scientific and Technical Services

- Slightly less concerned with cost considerations as a business driver
- Higher levels of frustration with soft skills, technical skills and lack of work experience
- More likely than other employers to have concerns regarding a job applicant's English writing skills or conversational or higher functioning English speaking skills
- More likely to rank university grads higher in terms of their soft skills and their potential for advancement and for leadership

Knowledge Sector

- Higher premium on innovation

Services Sector

- Greater premium on customer service
- Less importance placed on innovation
- Give higher scores for the technical skills of community college grads and do not rank university grads as highly for their soft skills and career potential

Employers in Caledon, Halton Hills and Milton are somewhat more likely to express concerns about attracting job applicants due to their remote locations or poor public transit, and Caledon and Halton Hills in particular complain that they often do not get enough applicants for a job posting.

Overview of the Planning Process

Phase
01

Review of labour market research

The Peel Halton Workforce Development Group engages key community partners and stakeholders throughout the year on emerging labour market issues. Through regular consultations on an ongoing basis PHWDG monitors local labour market conditions. Review of local economic development resources, labour market reports, bulletins & media reports is undertaken.

PHWDG also gathers, analyzes & shares current labour market information with a broad membership through the www.workinginpeelhalton.com website and related social media platforms.

Phase
02

Discussions and continued community participation

Consultations are on an ongoing basis to determine high priority actions and to build consensus from both the demand side stakeholders and the supply side stakeholders for a new "road map" that sets out short term, medium term and longer term actions.

The demand side is engaged in one on one; small group and large consultations each year. The 2015 Peel Halton Employer Survey engaged over 500 employers in defining their challenges with respect to a broad spectrum of issues. These findings shared with the communities of Peel Halton lead to determination of actions to address challenges highlighted.

Additionally, close to 60 representatives from employer networks, service providers, education, municipalities and community organizations attended a September 15th 2015 community consultation meeting to identify.

Phase
03

The 2016 Local Labour Market Plan

The results of the year round consultations are captured in the action plan for 2016. This plan will be shared with the Peel & Halton communities on October 15th 2016.

Updates on 2014-2015 Action Items

Action 01

Virtual Job Fair (VJF)

Deliver the first of its kind VJF in Peel Halton.

Results

- In collaboration with 15 Employment Ontario Employment Services partners in Peel Halton the Virtual Job Fair was delivered on October 21st & October 22nd, 2015 by the Peel Halton Workforce Development Group.
- Over 1800 job seekers participated.
- 96 employers participated.
- Other data about jobs filled is being collected.

Action 02

Employer Incentives – "Hire for Less"

Compile an inventory of Provincial & Federal incentives for Peel Halton employers.

Results

- Peel Halton Workforce Development Group in partnership with an advisory committee of EOES partners created the "Hire for Less" Resource for employers in Peel & Halton.
- Over 5000 employers received this information.
- Improved knowledge of the incentives, tax credits and bonuses that can increase and sustain employment in Peel & Halton.

Action 03

Employer Outreach

A need to target employer outreach collaboratively. Job developer networks need to work together across agencies to streamline the process.

Results

- The Employment Services community are working on coordinating the employer outreach in Peel & Halton.

Action 04

Engaging Employers

Create employer councils to bring together and educate employers on best practices and standards.

Results

- Partners were unable to commit to this work as they were heavily committed to other activities.

Action 05

Engaging Employers

Develop a strategy for engaging employers in workforce development activities in Peel & Halton.

Results

- The Peel Halton Workforce Development Group submitted a proposal to undertake the proposed pilot for the Local Employment Planning Council (LEPC). Should funding be made available, this priority will be under consideration.

Action 06

Engaging Employers

Build a business case for diversity showcasing how it would benefit employers.

Results

- An HR Roundtable discussion was held on Human Resource issues in companies. "Multi-generational Workforce" was a main concern.
- Mississauga Board of Trade (MBOT) & Advantage Mississauga planned and delivered a workshop with HR industry leaders titled, "Managing Your Multigenerational Workforce". The interactive session educated, informed and gave resources to over 20 employers on September 15, 2015.

Action 07

Skilled Trades Job Fair

Connect employers with apprentices through a "skilled trades job fair".

Results

- The Skilled Trades Job Fair was held on Thursday, April 16, 2015 from 7:00am to 9:00am in the Skills Training Centre of Sheridan College.
- Qualified tradespeople and apprentices networked with twenty-five interested employers.
- Over 20 jobs were filled.

Action 08

Apprenticeship Career Connections

With over 145 trades it is often challenging to connect young people with the broad spectrum of options within the trades. An interest to deliver the very successful Apprenticeship Career Connections initiative to connect all those (youth, newcomers, laid off, second career etc.) interested in the skilled trades to get an up close look at the broad range of offerings.

Results

- Partners working on this initiative have not been able to source the necessary funding to deliver the Apprenticeship Career Connections Fair. Efforts are ongoing to identify funding sources to deliver this initiative.

Action 09

Increase and Enhance Experiential Learning Opportunities for Students through Innovative Business Project in Mississauga

Address existing gaps between academia and business that limits the utilization of student talent in the Mississauga business community.

Results

- In coordination with the City of Mississauga, invited high schools, universities, colleges and community service providers to deliver presentations at Ideas Forum on Youth Initiatives, Career Guidance and Placement Programs.
- Coordinated seminars on 'Innovation' and 'Change Management' to groups of employers and planning two more for Fall 2015.

Action 10

Youth Mentoring Circles

Mentoring for unemployed and underemployed youth to set developmental goals and build the competence needed to reach these goals.

Results

- The Ontario Ministry of Citizenship, Immigration and International Trade established a youth mentoring program which rendered this project unnecessary.

Action 11

Outreach to youth on career options

With so many pathways and career options young people need clarity on all options available to them in selecting careers.

Results

- Partners committed to undertake this work were not able to deliver this due to time constraints.

Action 12

Increase the retention rates of Newcomers within the workplace

Develop baseline data that depicts existing retention rates across service organizations. Identify, establish and roll-out strategies that aid retention.

Results

- Around 50 Peel employers participated in the retention survey.
- Over 100 new immigrants participated in the survey.
- Baseline data gathered – identifying a need to understand impact of soft skills on new immigrant retention rates.

Action 13

New immigrant employment challenges

Compile a single resource listing all CIC funded programs across Peel Halton to assist employers to better navigate these valuable services.

Results

- The agencies committed to work on this were unable to do so this year.

Action 14

Peel Halton Employer Survey

Accurate, up-to-date labour market information (LMI) is a commodity in consistently high demand and consistently low supply.

Results

- The Peel Halton Workforce Development Group in collaboration with an advisory committee comprised of key Peel Halton stakeholders developed the survey tool.
- Over 45 partners that included Boards of Trades; Chambers of Commerce; HRPA Peel; Economic Development Offices; Municipalities and EOES partners disseminated the survey.
- Over 500 employers responded with 484 complete surveys.
- The findings from the 2015 Peel Halton Employer Survey were shared with over 5,000 stakeholders across Peel & Halton.
- This survey has come to be accepted as an information resource about the demand side (employers) allowing community partners to strategize and plan to work more efficiently with employers in Peel and Halton to fulfil their workforce needs.

Action 15

Snapshot of the Manufacturing Sector in Peel Halton

Undertake a short data analysis of the state of the manufacturing sector in Peel and Halton Regions.

Results

- The Peel Halton Workforce Development Group has begun preliminary work on this study.
- Study will be completed in early 2016.

Action 16

Identify how CaMS can better support the local labour market planning process

Work with Employment Ontario Employment Services partners in Peel Halton to determine how CaMS can better capture relevant client data allowing identification of gaps/duplications in services; underserved groups & to improve service coordination.

Results

- The Peel Halton Workforce Development Group worked with a group of EOES partners to guide this project.
- A half day meeting of all EOES providers in Peel Halton was held with 25 EOES partners participating to analyze the strengths/ weaknesses of the CaMS database.
- "Unlocking the Planning Potential" a report with recommendations has been submitted to MTCU for their consideration.

Other PHWDG Activities

Labour Market Information Conference

The third annual NCON Labour Market Information (LMI) conference was held on March 26, 2015 in the Mississauga Convention Centre. The topic of this meeting was the difficulties young post-secondary graduates face in becoming employed. Fifty-one representatives of NCON member organizations heard presentations discussing that difficulty and the story of one young graduate who gave up his employment to find his passion and the satisfaction he gained in finding it.

Newcomer Organizations Network (NCON)

The Peel Halton Workforce Development Group continues to lead the planning and presentation of the NCON meetings. The high attendance among those who work in newcomer serving organizations attests to the value they place on these meetings. NCON meetings have proven quite popular as both networking platforms and means of sharing information about program changes, ideas and new initiatives. PHWDG and the NCON committee organized these meetings for the NCON members.

This summer, a session was held featuring the Magnet job-matching system that connects newcomers with jobs that fit their skills, experiences and preferences.

Working in Peel Halton

Our employment-oriented website has been active.

- Unique visitors have approached 25,000 while newsletter subscriptions have approached 750 since January, 2015.
- Connections to Facebook (1070 likes), Twitter (586) and LinkedIn (856) have consistently risen.
- Three new tip sheets have been added, dealing with: credit history and job search, job search for students in Peel and Halton, and convincing employers to hire you. More tip sheets are in production.

The website also distributes information.

- Weekly reviews of the previous week's labour market information are distributed via email and social media.
- Daily LMI is researched and distributed through the website and social media.
- The bi-weekly Peel Halton Insights reports continue to be released. A total of 48 have been issued.

Precarious Employment

PHWDG supported Poverty and Employment Precarity in Southern Ontario (PEPSO) by organizing a community round table of residents to discuss precarious employment. Information gathered at the round table fed into the second phase of this research initiative.

Proposed 2015-2016 Action Items

ISSUE: Accurate, up-to-date labour market information (LMI) is a commodity in consistently high demand and consistently low supply.

IDEA

2016 Peel Halton Employer Survey

The need for "demand side" information has been a constant requirement for a range of stakeholders – employment services, educational institutions, job seekers, businesses, etc. This information is useful to understand what trends exist for hiring & training on the demand side. PHWDG's annual employer survey provides up-to-date information on these and other important factors affecting business. Its yearly snapshot of current employer perspectives informs stakeholders on employers' needs. This ongoing collection of LMI to keep abreast of changing employer priorities is necessary for all stakeholders.

Economic Development Offices, business network groups (boards of trade & chambers of commerce), educational institutions, Employment Ontario Employment Services and other partners want this annual collection of LMI to serve their strategic priorities.

Proposed Action(s):

1. Consult community partners on high priority information requirement from the demand side.
2. Create survey tool to collect this LMI.
3. Create a marketing plan and strategy to disseminate the survey in year one of a three year program.
4. Outreach to partners - Chambers of Commerce, Boards of Trade, Economic Development Offices, HRPA, and EO Service Providers etc.
5. Analyze data from survey to highlight current LMI trends.
6. Distribute survey findings to all stakeholders.

Lead Partners

Peel Halton Workforce Development Group

Other Partners

Sheridan College

Economic Development Offices in Peel & Halton

Chambers of Commerce in Peel & Halton

Boards of Trade in Peel & Halton

Region of Halton

Region of Peel

Employment Ontario Service Providers

Human Resources Professional Association – Peel & Halton

Peel Halton Employers

Timelines:

June – November 2015/ 2016/ 2017

Expected Outcomes:

- At least 250 employers of various sizes, from various sectors across all municipalities in Peel & Halton will participate in this survey.
- A report providing meaningful, current labour market information will be shared with stakeholders.
- Up-to-date information on employer needs and perspectives will aid all stakeholders in their information needs and planning efforts.
- Improved LMI for all those looking for work.

ISSUE: The face of recruitment is constantly changing with technological advances. To engage employers and jobseekers effectively it I important that job fairs tap into new technology to reach a broader employer base and job seekers.

IDEA

The face of recruitment is changing and virtual job fairs (VJFs) are increasingly becoming an effective way for employers to find top talent to fill their positions. Most employers said that they do a lot of hiring from online job boards as well as through their websites. They find the traditional format of "setting up a booth" and having several staff at the venue cumbersome and costly. On many occasions, hotel stays and travel are involved.

Virtual Job Fair technology allows easier contact between employers and job seekers. Many people may not be able to get to traditional job fairs as they are engaged in precarious jobs that limit their movement during working hours or because transportation poses a challenge. VJF's are not limited by time constraints and allow job seekers to browse companies and view listed jobs from the convenience of their homes or other venues. VJFs also allow them to participate in job fairs at any time.

Proposed Action(s):

Create a virtual job fair to satisfy employer needs

1. Confirm participation from all Employment Ontario service providers that attended a VJF presentation & consultation meeting in early August 2014.
2. Invite participation on planning committee of VJF to define scope and logistics as well as lay out criteria for equitable participation.
3. Develop a marketing plan to attract both employers and job seekers to participate in a VJF.
4. Invite all Employment Ontario service provider clients to participate.
5. Deliver Peel Halton's first virtual job fair, most likely in April, 2015.
6. Survey employers/job seekers on their experience with the VJF and how the process can be improved.

Lead Partners

Peel Halton Workforce Development Group

Other Partners

Employment Ontario Service Providers
Peel Halton Employers

Timelines:

2016

Expected Outcomes:

- At least 60 GTA employers will participate in the VJF.
- At least 100 real jobs will be available at the VJF.
- At least 1000 job seekers from EO service provider client base to participate.
- Infrastructure & foundation laid out for year 3 of the VJF.
- Improved knowledge of how to organize and operate VJFs.

ISSUE: French speaking clients in the employment services network require opportunities to network with GTA employers that have bilingual opportunities.

IDEA	Mentoring for Francophones French-speaking clients within the EO Network require Franco-specific networking opportunities in order to obtain exposure to GTA employers who require assistance to fill bilingual positions.
Proposed Action(s):	We are proposing the extension of a pilot to ensure a bilingual employer engagement program that targets Francophone newcomers. ACCES Employment has adapted its renowned Speed Mentoring™ initiative to a bilingual format. This will expose employers to an untapped talent pool and bridge the gap between employers that require bilingual workers and bilingual jobseekers that are looking for employment. This program has been developed and piloted between February and October 2015. Efforts to secure funding to ensure a second phase of programming are currently underway.
Lead Partners	ACCES Employment
Other Partners	PHWDG Collège Boréal The Employment Ontario Network Other French Language Employment Services Organizations
Timelines: If multi-year provide begin & end for each year	**Start: November 2nd, 2015** **End: March 31st, 2016** **Start: April 1st, 2016** **End: March 31st, 2017**
Expected Outcomes:	• 60 employers will be engaged in this project: 15 will represent the sales and marketing sector; 15 will represent the finance sector; 15 will represent the HR sector; and, 15 will represent the IT sector. • 100 mentors from among the 60 employers will be engaged in the project. • 200 bilingual job seekers will participate in mentoring events.

ISSUE: Bilingual newcomer job seekers require specialized employment services to access commensurate employment in their field of expertise.

IDEA

Francophone newcomers require access to sector-specific bilingual employment services (across a range of sectors) to assist them to access and benefit from the broad spectrum of employment services available to them.

Proposed Action(s):

Delivery of Francophone Connections: Bilingual Employment Services for Francophone Newcomers.

Francophone Connections will offer:

1. A bilingual employment service that features robust employer connections and innovative job search strategies.
2. It will ensure access to bilingual components of highly specialized programming
3. It will include ACCES Employment's trademarked Speed Mentoring™ en Français program.
4. The program will also feature: Talk English Café; bilingual employment preparation workshops; and, Canadian context sector orientation modules across 6 separate sectors (HR; IT, Finance, Engineering, Sales & Marketing and Supply Chain).
5. Additionally, a Talk English Café will enhance English language proficiency in an online format to increase Francophone employability in Ontario's bilingual marketplace.
6. Lastly, three bilingual employment preparation modules will feature instruction relating to: networking strategies; Canadian-specific business communications; and, interview skills.

Lead Partners

ACCES Employment

Other Partners

Collège Boréal | Employment Ontario Network | PHWDG

Timelines:
If multi-year provide begin & end for each year

Start: April 1st, 2016	**End: March 31st, 2017**
Start: April 1st, 2017	**End: March 31st, 2018**
Start: April 1st, 2018	**End: March 31st, 2019**

Expected Outcomes:

- A minimum of 480 Francophone new immigrants will be serviced by the Francophone Connections program.
- Six sector orientation modules will feature local LMI and job search strategies for entering the IT, Finance, Engineering, Sales & Marketing, Supply Chain and HR sectors.
- 48 Speed Mentoring™ en Français events will be delivered, attracting 240 employer representatives and 480 bilingual job seekers.
- 300 bilingual job seekers will access the job search modules.
- 100 bilingual job seekers will complete one of 6 sector-orientation modules.
- 200 bilingual job seekers will be referred to an online Talk English Café.

ISSUE: It is often implied that new immigrants are able to secure good jobs but the retention is not very high due to their Soft Skills.

IDEA

Soft Skills as an Employment Standard: Implications for Racialized Newcomer Hiring and Retention in Peel Region

In 2015, the Peel Newcomer Strategy Group (PNSG) undertook a survey focused on the factors that impact job retention. This survey was sent to employers and newcomer employees to gather different perspectives on issues newcomers face leading to low job retention. The findings show that soft skills are the most prevalent explanation for problems with job retention among newcomers.

This new research project will build on those results to better understand the manner in which employers and employees conceptualize and operationalize the notion of 'soft skills'.

The principle investigator and co-investigators from the Peel Newcomer Strategy Group (PNSG) would like to explore the following questions:

- How are soft skills defined by employers for the purpose of hiring and retention in the context of racialized immigrants?
- How are soft skills defined by employees and prospective employees from racialized immigrant backgrounds for the purposes of job search and retention?
- What does the literature tell us about these phenomena?
- What are the implications of differential conceptions of 'soft skills'?
- Are racialized immigrants and in particular newcomers falling behind in terms of employment retention facing difficulties due to a lack of soft skills?
- If a soft skill is a barrier to retention, how can soft skills for newcomers be improved without imposing on them specific cultural norms that compromise their identity?

Proposed Action(s):

1. Conduct a literature review
2. Administer a survey to a sample of employers, racialized immigrant employees and employment agency service providers in the Peel Region. Data will be analyzed to draw out any insights regarding the questions raised.
3. Report back to community on findings.

Lead Partners

Ryerson University

Other Partners	Peel Newcomer Strategy Group Employers	PNSG Advisory Committee New Immigrants
Timelines:	**Start: May 1, 2015**	**End: April 30, 2016**

Expected Outcomes:

1. The research findings will be made available to members of immigrant communities in Peel region through community organizations and immigrant service agencies.
2. A series of report backs in key neighborhoods will take place as a way of checking in to see whether the findings are consistent with the experiences of racialized immigrants, newcomers and employers.
3. PNSG will develop a series of workshops involving employers, service providers, newcomers and racialized immigrants to extend the discussion about the impact of soft skills and the discourse on soft skills on access to employment and job retention.
4. The research will also be presented at academic conferences.
5. The team will also solicit opportunities to publish in academic journals and popular media.

ISSUE: To Enhance Service-Coordination in Peel

IDEA	To validate the map of employment programs & services available to residents in Peel
Proposed Action(s):	To consult & validate a map of employment programs and services in Peel Region that are delivered by community organizations & funded by the 3 levels of government and various charitable organizations.
Lead Partners	Region of Peel
Other Partners	Consultation with Peel Employment Service Providers
Timelines:	**Start: April 2016** **End: December 2016** (to be reviewed & revised on quarterly basis)
Expected Outcomes:	A system map for Peel which will: • Identify potential gaps and duplication in employment / training programs & services for Peel residents. • Inform discussions and collaborative work as the community plans & delivers programs & services.

ISSUE: Cooperating and Coordinating with Employment Ontario to more fully meet the needs of Enhanced Language Training clients at Sheridan College

IDEA

To ensure that students within CIC-funded ELT programs have the maximum amount of support they need in their labour market transition by actively cooperating with EO funded programs and coordinating service delivery.

Proposed Action(s):

To ensure that students within CIC-funded ELT programs have the maximum amount of support they need in their labour market transition by actively cooperating with EO funded programs and coordinating service delivery.

Enrollment of ELT clients into EO at designated course timings.

Active coordination of employment workshops and employment interventions with clients.

Active referral of clients to key interventions and the sharing of information and orientation materials.

Lead Partners

Sheridan College Department of Workforce Development

Other Partners

Sheridan College Community Employment Services

Timelines:

Start September 2015 **End: March 2016**

Expected Outcomes:

- 150 Sheridan ELT students receive EO Orientation.
- 150 Sheridan ELT students receive Mentorship Presentation.
- 100 Sheridan ELT students attend EO workshops.
- 60 Sheridan ELT students enroll in EO.

ISSUE: Many Small Medium Employers (SME) struggle with the creation of their Business Plan and with marketing their businesses effectively, impacting business growth.

IDEA	Educate employers on the creation of business plans and marketing plans by delivering a workshop on: "How to Create a Business Plan/ Marketing Plan".
Proposed Action(s):	Hire facilitators for both capacities and deliver workshops to employers that will allow them to initiate the plans and then further utilize the experts if required.
Lead Partners	Sheridan Community Employment Services PHWDG
Other Partners	All EO Sites within Halton and Peel Employers
Timelines:	**Start: April 2016** **End: March 2017** (to be reviewed & revised on quarterly basis)
Expected Outcomes:	50-100 employers will attend workshops and complete business and marketing plans that will assist them in growing their businesses that will in turn create increased job opportunities in the region.

ISSUE: Skilled Trade Apprentices require increased opportunities in the labor market

IDEA

Deliver a large scale Skilled Trades Job Fair that will include all of the Employment Ontario sites within Halton and Peel.

Proposed Action(s):

1. Create a working group of interested EOES partners.
2. Bring together the broader EOES partners to strategize the best way to deliver and to get commitment to work in collaboration.
3. Recruit 75 – 100 employers to participate in the job fair.
4. Market to apprentices in the trades about the job fair.
5. Deliver the job fair.

Lead Partners

PHWDG and Sheridan Community Employment Services

Other Partners

Employment Ontario Employment Services (EOES) partners
Employers
Apprentices/ Job Seekers

Timelines:

Start: April 2016 **End: March 2017**

Expected Outcomes:

1. At least 75 – 100 employers will have the opportunity to meet potential candidates for their HR needs.
2. At least 40 – 50 skilled trades apprentices will obtain employment.

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