

2019 LOCAL LABOUR

MARKET PLAN



Simcoe Muskoka
**Workforce
Development Board**



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





Simcoe Muskoka Workforce Development Board

2019 Local Labour Market Plan

In 2019, the Ministry of Labour, Training and Skills Development, the Ministry which now manages the Workforce Development Board's contracts, directed all Local Employment Planning Councils and Workforce Planning Boards to undertake an In-Demand Skilled Trades Project. The focus of this project was to provide local insights on labour market conditions for skilled trades and to obtain employer perspectives on the operations of the apprenticeship system.

SMWDB conducted a number of employer focus groups, interviews and collected online survey results across a broad sampling of industries and sectors to assist the

Ministry in their action plan to update the apprenticeship system and make it more responsive and relevant. A summary of that data is presented as part of this Local Labour Market Plan and the full report is available at www.smwdb.com.

Additionally, this year's Summary of Labour Market Information (LMI) contains key data on categories that include Commuting by Occupation, comparing Education and Skill Levels, and data on the current landscape of self-employment in the County of Simcoe and District of Muskoka. As always, access to this information will help provide a solid empirical foundation for employment planning and strategy.

WHAT WE DO

RESEARCH

Analyze and identify
priorities and opportunities

CONVENE

Bring groups together

EVALUATE

Measure, refine and add value

COLLABORATE

Take action through partnerships



About the Simcoe Muskoka Workforce Development Board

Local Labour Market Plan

Simcoe Muskoka Workforce Development Board's (SMWDB) Local Labour Market Plan for March 2020 is an annual review of the progress of our partnership projects and up-to-date information on employment conditions in our community.

SMWDB, together with local thought leaders, regularly engages with our communities to identify local issues and examine them in the context of available labour market data. This process builds an evidence-based foundation for a strategic framework, which can highlight emerging trends in our local labour market and propose actions that will address these concerns.

We thank all employers, community partners and organizations who have contributed through project partnerships, consultations, conversations, and/or data sharing. We especially would like to thank Tom Zizys for his work in analyzing data and developing tables for this report.

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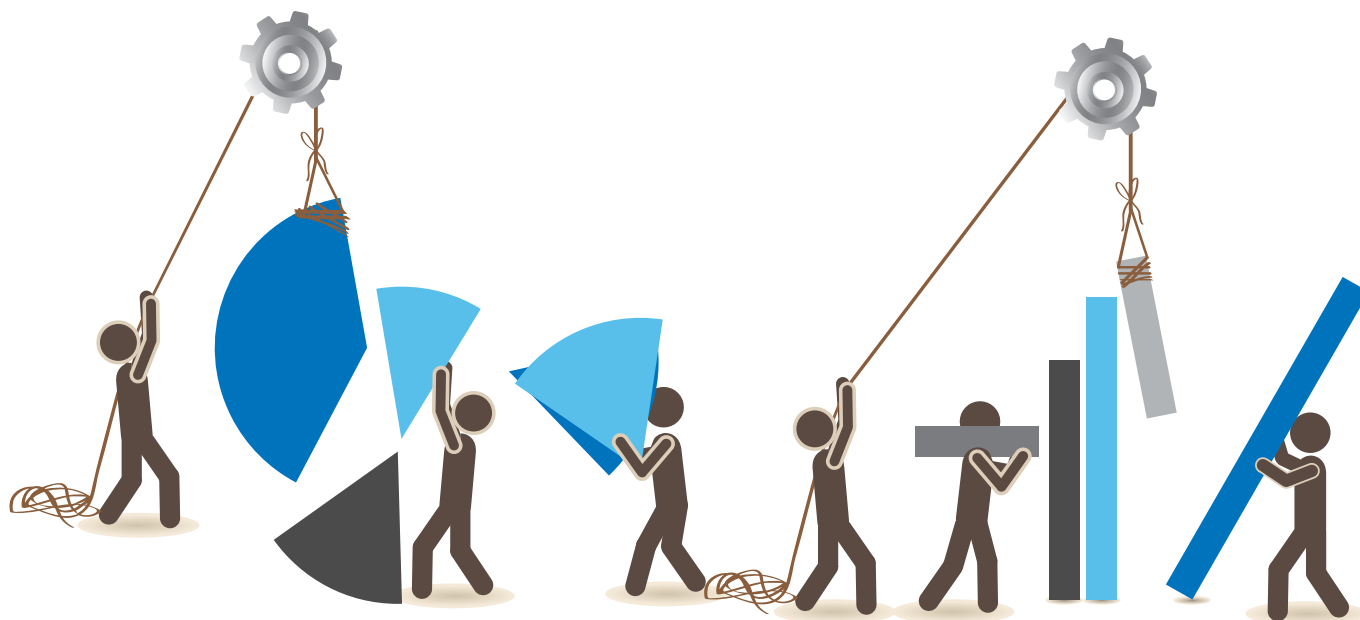


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2019 Labour Market Information Analysis

Introduction

As part of each year’s Local Labour Market Plan, labour market data is analyzed to provide deeper insights into local labour market dynamics. As in the last few years, this year’s labour market analysis relies on data from the 2016 Census. While the data may be several years old, the percentage proportions of the various categories generally do not change very dramatically, so that the comparisons by different population categories still have relevance.

Commuting By Occupation

Our local labour market is defined not only by the industries and occupations present in our local communities, but also by the movement of workers, as local residents travel elsewhere for employment and as non-residents commute from other locations for work in Simcoe and Muskoka.

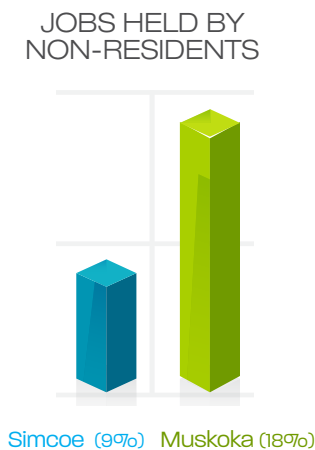
Commuting data captures where people go for work when they leave their homes (individuals working from home or at no fixed workplace are not included in this data). Simcoe and Muskoka have somewhat different

commuting profiles. Only 9% of Simcoe jobs that workers travel to are filled by residents from outside Simcoe, whereas 18% of Muskoka jobs are filled by residents from outside Muskoka (Table 1). On the other hand, when Simcoe residents leave their homes for work, one quarter (26%) of them travel outside of Simcoe, while in the case of Muskoka residents, only one-sixth (16%) leave Muskoka for work. In general, the higher the educational attainment required of a job, the higher is the propensity to commute outside one’s area. The likely reason for this is that jobs which have higher education requirements are more likely to be better paying and so it is worth travelling a greater distance; or to put it another way, it may be unaffordable to commute a greater distance to work in a lower-skilled, lower paying job.

The ratio between jobs with a fixed workplace in a municipality and residents of that municipality employed in a job with a fixed workplace tells us if there is a sufficient number of jobs to provide employment for all local residents if they all chose to work in their district. It gives a sense of the degree to which a given location would sustain its working population. This calculation excludes those individuals working in a job with no fixed workplace as well as those individuals working from home.

Table 1: Percentage of workers commuting outside their area for work, by skill-level of the occupation, Simcoe and Muskoka, 2016

| | SIMCOE | | MUSKOKA | |
|--|---|--|---|--|
| Educational attainment level of the occupation | % of Simcoe jobs held by non-Simcoe residents | % of Simcoe residents working outside Simcoe | % of Muskoka jobs held by non-Muskoka residents | % of Muskoka residents working outside Muskoka |
| ALL OCCUPATIONS | 9% | 26% | 18% | 16% |
| Management | 11% | 35% | 17% | 21% |
| University | 11% | 27% | 15% | 23% |
| College or trades | 10% | 30% | 21% | 15% |
| High school | 9% | 22% | 18% | 14% |
| No certificate | 5% | 15% | 17% | 10% |



Among those 26% of Simcoe commuters traveling out of Simcoe, 11% work in York Region and 7% in Toronto. Of the 18% of Muskoka jobs held by non-Muskoka residents, 7% come from Parry Sound and another 7% come from Simcoe.

Certain occupations stand out in terms of the commuting data:

- Simcoe and Muskoka residents who work in senior management positions are far more likely to be working outside their home region: 46% of Simcoe residents working as senior managers leave Simcoe each day, and 43% of Muskoka senior managers leave Muskoka each day;
- The same pattern is also apparent among professional occupations in business and finance (accountants, investment analysts, HR professionals); 36% of Simcoe residents in these occupations commute elsewhere, as do 29% of Muskoka residents;
- Residents working in professional occupations in natural and applied sciences (engineers, IT professionals, scientists) also have high rates of external commuting; 41% of Simcoe residents in these occupations travel out of Simcoe, as do 39% of Muskoka residents;

- Simcoe residents in the electrical trades have a higher rate of commuting outside Simcoe (42% commute externally) as do Simcoe plumbers, pipefitters and sprinkler system installers (44%); 41% of Simcoe trades helpers and construction labourers commute out of Simcoe for work;
- While only 9% of jobs in Simcoe are filled by workers travelling from outside Simcoe, one occupation that stood out from the rest was dentists – residents from outside Simcoe make up 31% of the County’s dentists.

In terms of commuting, police officers make up an interesting case study, as in many Greater Toronto regions, police officers are very likely to commute to a different region for work from the one they live in. Table 2 shows the percentage of police officers jobs filled by residents of that same region, as well as the percentage of residents who work as police officers who travel outside their home region for work.

SENIOR MANAGEMENT POSITIONS ARE FAR MORE LIKELY TO BE WORKING OUTSIDE THEIR HOME REGION

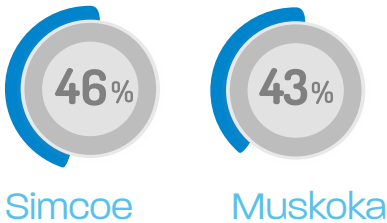


Table 2: Percentage of police officers jobs filled by residents of that same region, as well as the percentage of residents who work as police officers who travel outside their home region for work.

| | SIMCOE | MUSKOKA | DURHAM | YORK | TORONTO | PEEL | HALTON |
|---|--------|---------|--------|------|---------|------|--------|
| % OF LOCAL POLICE FORCE MADE UP OF LOCAL RESIDENTS | 84% | 80% | 81% | 45% | 24% | 24% | 41% |
| % OF LOCAL RESIDENTS WORKING AS POLICE OFFICERS LEAVING THEIR HOME REGION | 48% | 39% | 73% | 50% | 21% | 63% | 76% |

Compared to the average commuting patterns, a high proportion of police officers who live in Simcoe and Muskoka leave their regions to work elsewhere. In Simcoe, 48% of residents who are police officers commute elsewhere, compared to the average of 9% for all occupations, and similarly 39% of Muskoka residents who are police officers travel elsewhere, compared to the 18% of all Muskoka residents who commute out of Muskoka. Yet these percentages are low compared to most of the regions in the Greater Toronto Area, in

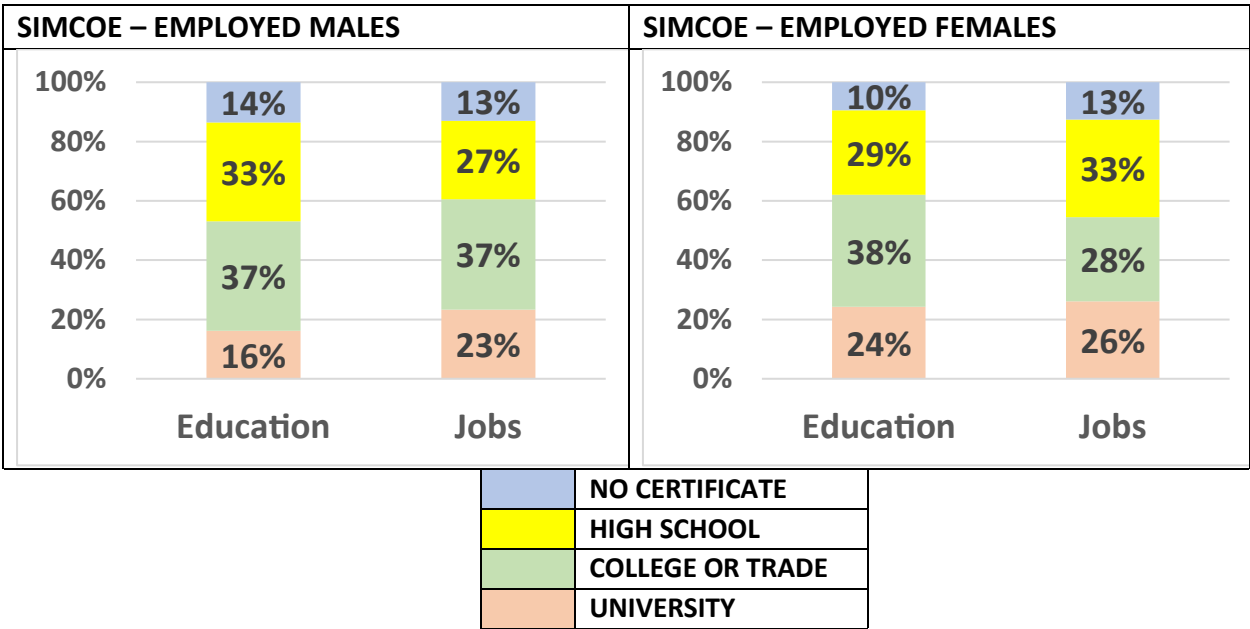
particular Peel, Durham and Halton, where 60% of their police residents serve elsewhere. Simcoe and Muskoka are also unique by comparison in the percentage of their police workforce made up of local residents, at 84% and 80% respectively. Only Durham among GTA regions has the same feature. In all other GTA police forces, less than half of the workforce is local, and in Toronto and Peel, less than one-quarter of their police officers live in the region where they work.¹

Education And Occupational Skill Levels

Over the last decades, far more emphasis has been placed on the acquisition of educational credentials, as Ontario’s youth have been encouraged to stay in school longer in order to secure a post-secondary degree. As the educational attainment of our labour force has increased, how is that reflected in the educational requirements of the jobs they are employed in?

The following two charts compare the education achieved by employed residents of Simcoe and the education typically required for the job they are employed in, providing separate comparisons for males and females. The subsequent two charts do the same for Muskoka.

Chart 1: Educational attainment of employed residents and educational requirements of the occupation they are employed in, males and females, Simcoe, 2016



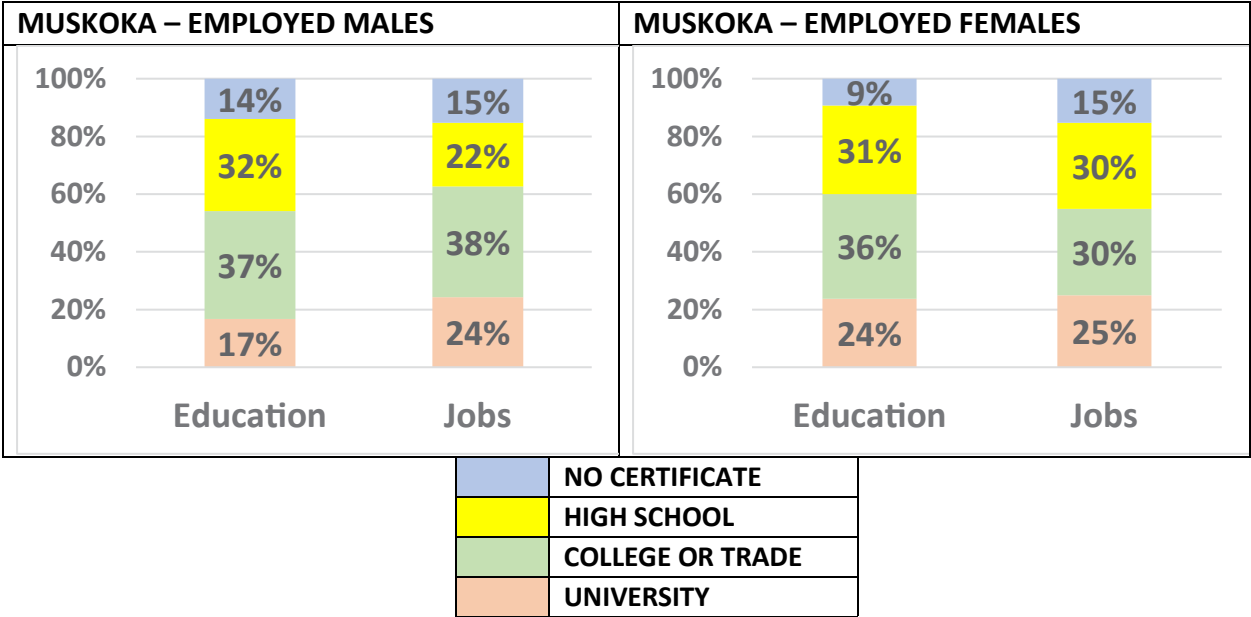
¹ The issue of whether police live in the community where they serve has attracted the attention of policymakers. In the Independent Street Checks Review released last year, Justice Michael Tulloch indicated that he heard “from many stakeholders that they were concerned that police officers did not live within the communities they served, resulting in a lack of strong direct links to or deep understanding of the communities they police.” Molly Hayes, “Data analysis reveals three-quarters of Toronto cops reside outside the city,” The Globe and Mail, January 8, 2019.

Some observations arising from Chart 1:

- Employed Simcoe females have considerably higher levels of university education than Simcoe males (24% versus 16%), yet they are employed in jobs that require a university degree at only a slightly higher rate as Simcoe males (26% versus 23%);
- Employed Simcoe females have about the same level of college or trades/apprenticeship education as Simcoe males (38% versus 37%), yet they hold a consid-

- erably lower proportion of jobs that require college or trades/apprenticeship education (28% versus 37%);
- Even though there is a higher proportion of employed Simcoe males with a high school degree or no certificate, more of them find work in jobs that require a post-secondary level of education, while the Simcoe females are disproportionately employed in jobs that require a high school diploma or no educational attainment, given their levels of education.

Chart 2: Educational attainment of employed residents and educational requirements of the occupation they are employed in, males and females, Muskoka, 2016



The observations regarding Chart 1 apply more or less equally to Chart 2, except that an even greater percentage of Muskoka females work in jobs that require no certificate.

These anomalous results can partly be explained by focusing in on specific occupational categories and exploring the distribution of workers by gender and by educational attainment. Three broad categories will be investigated:

- All management occupations (NOC Code 0)
All management occupations are considered to be jobs which typically require a university degree
- All industrial, electrical and construction trades (NOC

- 72) and maintenance and equipment operation trades (NOC 73)
All of these trades occupations (e.g. machinists, carpenters, auto service technicians) are considered to be jobs which typically require a trades certificate or a college diploma
- All sales support occupations (NOC 66) and service support and other service occupations (NOC 67)
These entry-level service occupations (e.g. cashiers, food counter attendants, light duty cleaners) are considered to be jobs which require no educational certificate

These categorizations, developed for broad statistical purposes, do not always reflect the actual education attainment of individuals who get hired for these occupations. For example, a retail store assistant manager is considered a management occupation, yet many individuals are employed in such jobs without having need of a university degree. Carpenters are considered a voluntary trade and it is common for someone working in this field to only have a high school diploma, not a trade certificate. Someone working as a food counter attendant may not need a high school

diploma but nevertheless may possess a college diploma or university degree.

These occupations employ males and females in different proportions, and the combination of the actual education levels of these employees and the different gender mix produces the kind of results displayed in Chart 1 and 2. The following three tables illustrate this point for the three highlighted occupational categories, for males and females, in both Simcoe and Muskoka.

Table 3: Distribution of management occupations by gender and educational attainment, Simcoe and Muskoka, 2016

| ALL MANAGEMENT OCCUPATIONS | | | | | | |
|----------------------------|--|--------------------------------------|--|-------------|-------------------|------------|
| | Share of all employees for that gender | Distribution of occupation by gender | Distribution by educational attainment | | | |
| | | | No certificate | High school | College or trades | University |
| SIMCOE | | | | | | |
| MALES | 14% | 62% | 9% | 32% | 34% | 25% |
| FEMALES | 9% | 38% | 6% | 31% | 34% | 29% |
| MUSKOKA | | | | | | |
| MALES | 15% | 63% | 11% | 28% | 36% | 25% |
| FEMALES | 9% | 37% | 7% | 30% | 32% | 30% |

In the case of management occupations (Table 3), 14% of Simcoe males and 15% of Muskoka males are employed in management occupations, compared to 9% of females in both areas. Males account for 62%-63% of residents employed in management occupations. Yet only a quarter (25%) of males and 29%-30% of females are in possession of a university degree, the presumed qualification for this occupation. Indeed, among males, approximately 40% of them working in this occupation have a high school diploma or less. Because a greater proportion of males work in this occupation, this provides them with a labour market outcome that appears better positioned than their educational attainment levels might predict.

Table 4 highlights trades occupations. Trades occupations are predominately male, occupying 94%-95% of these jobs. In Simcoe, these jobs account for 19% of all employed males, in Muskoka even higher at 23%, while just a sliver of female employment at 1% in both areas. While the majority of the male workforce has a trades certificate or a college diploma, a considerable minority, over a third (37%-39%) have a high school diploma or less. Once again, as in the case of the management occupations, males with lower educational attainment benefit from being employed in much larger numbers in jobs that are designated as trades or college-level occupations.

Table 4: Distribution of trades occupations by gender and educational attainment, Simcoe and Muskoka, 2016

| ALL TRADES OCCUPATIONS | | | | | | |
|------------------------|--|--------------------------------------|--|-------------|-------------------|------------|
| | Share of all employees for that gender | Distribution of occupation by gender | Distribution by educational attainment | | | |
| | | | No certificate | High school | College or trades | University |
| SIMCOE | | | | | | |
| MALES | 19% | 96% | 12% | 25% | 59% | 4% |
| FEMALES | 1% | 4% | 15% | 35% | 39% | 11% |
| MUSKOKA | | | | | | |
| MALES | 23% | 95% | 12% | 27% | 59% | 3% |
| FEMALES | 1% | 5% | 17% | 49% | 29% | 6% |

In the case of sales and service support occupations, the dynamic witnessed with management and trades occupations works in a different direction (Table 5). Females make up at least 60% of these occupations and these jobs employ a larger proportion of the female workforce, 11% in Simcoe and 13% in Muskoka, compared to 7% of males in both areas. While these jobs are classified as not requiring any level of education attainment, more than two-thirds of all employees in

these jobs have at least a high school diploma and approximately a quarter has completed post-secondary education. With more females working in these jobs, the consequence is that the overall result for females registers lower labour market outcomes in terms of the educational attainment designation of their occupation compared to their actual educational attainment.



Table 5: Distribution of sales and service support occupations by gender and educational attainment, Simcoe and Muskoka, 2016

| ALL SALES AND SERVICE SUPPORT OCCUPATIONS | | | | | | |
|---|--|--------------------------------------|--|-------------|-------------------|------------|
| | Share of all employees for that gender | Distribution of occupation by gender | Distribution by educational attainment | | | |
| | | | No certificate | High school | College or trades | University |
| SIMCOE | | | | | | |
| MALES | 7% | 40% | 31% | 46% | 18% | 5% |
| FEMALES | 11% | 60% | 29% | 45% | 20% | 6% |
| MUSKOKA | | | | | | |
| MALES | 7% | 37% | 30% | 42% | 22% | 6% |
| FEMALES | 13% | 63% | 27% | 47% | 20% | 7% |

Self-Employment

Self-employment refers to a person who is their own boss. Self-employment has several categories: an individual may work on their own (without paid help) or they may also employ others (with paid help) and the business itself can be incorporated as a legal establishment or the self-employed individual can carry on as an unincorporated entity.

Table 6 presents the overall rates of self-employment for each of Simcoe, Muskoka and, for the sake of comparison, Ontario, for each of these categories in 2016. In addition, these proportions are compared to the data for 2006.

Table 6: Rates of self-employment (incorporated, unincorporated, without or with paid help), employed residents, Simcoe, Muskoka and Ontario, 2006 and 2016

| | ALL | | | | ALL | | ALL | | ALL |
|---------|-----------------------------------|--------------------------------|-------------------------------------|----------------------------------|-------------------|----------------|--------------|----------------|-------|
| | INCORPORATED Without paid help | INCORPORATED With paid help | UNINCORPORATED Without paid help | UNINCORPORATED With paid help | WITHOUT PAID HELP | WITH PAID HELP | INCORPORATED | UNINCORPORATED | |
| ONTARIO | | | | | | | | | |
| 2016 | 1.8% | 2.6% | 5.1% | 2.2% | 6.9% | 4.8% | 4.4% | 7.3% | 11.8% |
| 2006 | 1.5% | 2.5% | 5.2% | 2.5% | 6.7% | 4.9% | 4.0% | 7.7% | 11.7% |
| SIMCOE | | | | | | | | | |
| 2016 | 1.5% | 2.5% | 6.1% | 2.2% | 7.6% | 4.7% | 4.0% | 8.3% | 12.3% |
| 2006 | 1.3% | 2.4% | 6.4% | 2.5% | 7.8% | 5.0% | 3.7% | 8.9% | 12.7% |
| MUSKOKA | | | | | | | | | |
| 2016 | 2.1% | 3.8% | 8.1% | 3.6% | 10.2% | 7.4% | 5.9% | 11.7% | 17.6% |
| 2006 | 1.5% | 3.6% | 8.8% | 4.3% | 10.4% | 7.9% | 5.1% | 13.1% | 18.3% |

The first thing to note is that the rate of self-employment in the labour market has hardly changed in Ontario between 2006 and 2016, increasing a very small amount, from 11.7% to 11.8%. The 6.9% of self-employed who work without paid help has hardly changed since 2006 and they represent around 58% of all self-employed. However, the split between incorporated and unincorporated has changed slightly, with a slightly smaller proportion of unincorporated compared to 2006. This 7.3% of unincorporated represent around 62% of all self-employed.

In both Simcoe and Muskoka, there has been a slight decline in the overall rate of self-employed and this drop is reflected in all sub-categories displayed in Table 6, except for an increase in the proportion of self-employed who are incorporated. The figures for Muskoka make this point well: there was a drop between 2006 and 2016 in both categories of self-employed by whether they had hired help or not, and a considerable drop in the proportion of unincorporated self-employed, from 13.1% of all employed residents to 11.7%. Yet the proportion of incorporated self-employed individuals increased, from 5.1% to 5.9%.

There are a number of legal and tax advantages to being incorporated as opposed to unincorporated, so that it may be that even with a steady or declining rate of self-employment, more individuals are choosing to incorporate for these legal and tax reasons.

Self-employment varies considerably by individual occupation. Table 7 lists certain occupations with larger numbers of employed residents which have higher levels of self-employment. The occupations which are listed represent different levels of occupational definitions, designated by the numerical code preceding the occupational name, as follows:

- A single digit entry represents a broad occupational category: thus, Occupations in Art, Culture, Recreation and Sport means every occupation in this category, of which there are 33 distinct occupations;
- A three-digit entry represents a minor group with a broad occupational category; thus, Physicians, Dentists and Veterinarians represents four distinct occupations (specialist physicians; general practitioners and family physicians; dentists; and veterinarians);
- A four-digit entry represents its own distinct occupation.

Table 7: Percentage of self-employed residents by select occupational categories, Simcoe, Muskoka and Ontario, 2016

| | SIMCOE | MUSKOKA | ONTARIO |
|---|--------|---------|---------|
| ALL OCCUPATIONS | 12% | 18% | 12% |
| 5 Occupations in art, culture, recreation and sport | 34% | 47% | 33% |
| 071 Managers in construction and facility operation and maintenance | 38% | 44% | 35% |
| 311 Physicians, dentists and veterinarians | 71% | 66% | 54% |
| 720 Contractors and supervisors, industrial, electrical and construction trades and related workers | 38% | 67% | 41% |
| 0621 Retail and wholesale trade managers | 23% | 35% | 26% |
| 0631 Restaurant and food service managers | 31% | 43% | 31% |
| 1311 Accounting technicians and bookkeepers | 36% | 37% | 25% |
| 4112 Lawyers and Quebec notaries | 43% | 69% | 39% |
| 4411 Home childcare providers | 46% | 52% | 35% |
| 6341 Hairstylists and barbers | 42% | 46% | 40% |
| 7251 Plumbers | 22% | 39% | 20% |
| 7271 Carpenters | 38% | 37% | 33% |
| 7294 Painters & decorators (except interior decorators) | 55% | 37% | 48% |

The rate of self-employment in the labour market has hardly changed in Ontario between 2006 and 2016.

This limited list of occupational functions represents a distinct set of categories: cultural professionals and technicians; professionals in medicine, accounting and law; contractors, supervisors and specific skilled trades in construction; and retail store and restaurant managers/owners. In Simcoe and Ontario, the occupations in Table 7 account for slightly over a third (35%-36%) of all self-employed in those areas; in Muskoka, the figure reaches 44%, almost half of the self-employed. Not only does Muskoka have a higher proportion of self-employed in these categories, but the higher proportion of residents in construction, retail trade and food and accommodation services sectors, industries with higher proportions of self-employed individuals, drives the rate of self-employment in Muskoka to 18% of all employed residents, 50% higher than the 12% figure for Simcoe or Ontario.

The self-employed in these occupations have varying proportions of hired help, as illustrated in Table 8 (the calculation is based on the Ontario figures; these are some variations for Simcoe and Muskoka, but the general trend applies).

Professionals such as physicians and lawyers are more likely to have office staff, including medical or legal secretaries, nurses or paralegals. Bookkeepers more often balance the books by themselves. Retail store owners include many small corner stores where unpaid family members help out, whereas restaurant owner/managers require cooks, kitchen helpers and servers, and so are more likely to have hired help. Carpenters and painters are more likely to be solo operators compared to plumbers.

Professionals such as physicians and lawyers are more likely to have office staff, including medical or legal secretaries, nurses or paralegals.

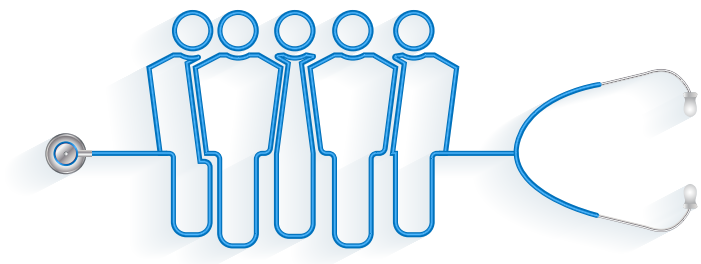


Table 8: Distribution of self-employed with or without hired help, Ontario, 2016

| 60% or more have hired help | 60% or more do not have hired help |
|---|---|
| Physicians, dentists and veterinarians Restaurant and food service managers Lawyers and Quebec notaries | Occupations in art, culture, recreation and sport Accounting technicians and bookkeepers Home childcare providers Hairstylists and barbers Carpenters Painters and decorators (except interior decorators) |
| Roughly equal proportion between those with and without hired help | |
| Managers in construction and facility operation and maintenance Contractors and supervisors, industrial, electrical and construction trades and related workers Retail and wholesale trade managers Plumbers | |

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 GST files) and surveys of businesses. The information for this section comes from this data set, called Canadian Business Counts. The data in this report relies on June 2019 data.

Ranked #1

of the total number of
businesses by industry

Muskoka: Construction

Simcoe: Real Estate, Rental, Leasing

Number of businesses, by size of establishment and by industry

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

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

2) All businesses, classified and unclassified: the last three rows of the table present the distribution of all businesses (classified and unclassified) by number of employees; 9% of the total counts in each of Simcoe and Muskoka represent businesses that are unclassified, slightly lower than the provincial average of 12%. This simply means that for these establishments, Statistics Canada was unable to identify which industries these businesses belonged to.

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 and in red.

The highlighted cells identify 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 1 – SIMCOE
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2019**

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES | | | | | | | | % | RANK |
|--|---------------------|------|------|-------|-------|-------|------|-------|----|------|
| | 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | | |
| 11 Agriculture | 1359 | 188 | 58 | 27 | 18 | 4 | 2 | 1656 | 4 | 10 |
| 21 Mining | 17 | 7 | 14 | 6 | 8 | 5 | 0 | 57 | 0 | 19 |
| 22 Utilities | 84 | 7 | 4 | 3 | 3 | 2 | 1 | 104 | 0 | 18 |
| 23 Construction | 4522 | 1655 | 533 | 236 | 107 | 17 | 6 | 7076 | 16 | 2 |
| 31-33 Manufacturing | 667 | 249 | 115 | 79 | 90 | 36 | 44 | 1280 | 3 | 12 |
| 41 Wholesale Trade | 616 | 303 | 125 | 99 | 61 | 18 | 9 | 1231 | 3 | 13 |
| 44-45 Retail Trade | 1628 | 635 | 478 | 378 | 225 | 87 | 47 | 3478 | 8 | 4 |
| 48-49 Transportation/Warehousing | 1462 | 474 | 76 | 39 | 38 | 10 | 12 | 2111 | 5 | 9 |
| 51 Information and Cultural | 317 | 87 | 35 | 25 | 17 | 11 | 0 | 492 | 1 | 16 |
| 52 Finance and Insurance | 1834 | 226 | 93 | 85 | 43 | 5 | 0 | 2286 | 5 | 7 |
| 53 Real Estate, Rental, Leasing | 7965 | 468 | 83 | 53 | 18 | 1 | 0 | 8588 | 19 | 1 |
| 54 Professional Scientific Tech | 3307 | 1057 | 181 | 99 | 55 | 9 | 6 | 4714 | 11 | 3 |
| 55 Management of Companies | 263 | 18 | 5 | 6 | 6 | 1 | 1 | 300 | 1 | 17 |
| 56 Administrative Support | 1397 | 431 | 152 | 89 | 51 | 17 | 24 | 2161 | 5 | 8 |
| 61 Educational Services | 351 | 76 | 38 | 25 | 18 | 2 | 3 | 513 | 1 | 15 |
| 62 Health Care & Social Assist | 1703 | 790 | 313 | 161 | 129 | 26 | 37 | 3159 | 7 | 6 |
| 71 Arts, Entertainment & Rec | 560 | 94 | 42 | 47 | 36 | 14 | 10 | 803 | 2 | 14 |
| 72 Accommodation & Food | 459 | 248 | 198 | 232 | 209 | 72 | 15 | 1433 | 3 | 11 |
| 81 Other Services | 2073 | 798 | 287 | 115 | 58 | 6 | 0 | 3337 | 7 | 5 |
| 91 Public Administration | 7 | 1 | 0 | 3 | 0 | 3 | 18 | 32 | 0 | 20 |
| CLASSIFIED BUSINESSES | 30591 | 7812 | 2830 | 1807 | 1190 | 346 | 235 | 44811 | | |
| Percentage of all classified and unclassified businesses | 70% | 17% | 6% | 4% | 3% | 1% | 1% | 100% | | |
| Cumulative percentage | 70% | 87% | 93% | 97% | 99% | 100% | 100% | | | |
| ONTARIO percentage of classified and unclassified businesses | 70% | 17% | 5% | 4% | 2% | 1% | 1% | | | |

Statistics Canada, Canadian Business Counts, June 2019

**TABLE 2 – MUSKOKA
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2019**

| INDUSTRY SECTOR 2-DIGIT NAICS | NUMBER OF EMPLOYEES | | | | | | | | % | RANK |
|--|---------------------|------|-----|-------|-------|-------|------|-------|----|------|
| | 0 | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100+ | TOTAL | | |
| 11 Agriculture | 102 | 20 | 2 | 2 | 4 | 0 | 0 | 130 | 2 | 14 |
| 21 Mining | 7 | 3 | 0 | 5 | 1 | 1 | 0 | 17 | 0 | 19 |
| 22 Utilities | 11 | 2 | 2 | 1 | 2 | 0 | 0 | 18 | 0 | 18 |
| 23 Construction | 809 | 405 | 184 | 89 | 26 | 3 | 1 | 1517 | 20 | 1 |
| 31-33 Manufacturing | 110 | 38 | 20 | 6 | 15 | 9 | 4 | 202 | 3 | 11 |
| 41 Wholesale Trade | 69 | 36 | 17 | 8 | 3 | 2 | 0 | 135 | 2 | 13 |
| 44-45 Retail Trade | 276 | 128 | 101 | 88 | 44 | 14 | 11 | 662 | 9 | 4 |
| 48-49 Transportation/Warehousing | 144 | 39 | 10 | 9 | 4 | 1 | 1 | 208 | 3 | 10 |
| 51 Information and Cultural | 56 | 15 | 11 | 10 | 1 | 0 | 0 | 93 | 1 | 15 |
| 52 Finance and Insurance | 315 | 43 | 26 | 10 | 2 | 1 | 0 | 397 | 5 | 8 |
| 53 Real Estate, Rental, Leasing | 1343 | 105 | 19 | 9 | 4 | 1 | 0 | 1481 | 19 | 2 |
| 54 Professional Scientific Tech | 495 | 148 | 35 | 16 | 1 | 1 | 0 | 696 | 9 | 3 |
| 55 Management of Companies | 59 | 0 | 2 | 1 | 3 | 0 | 0 | 65 | 1 | 16 |
| 56 Administrative Support | 239 | 105 | 33 | 19 | 10 | 1 | 1 | 408 | 5 | 7 |
| 61 Educational Services | 48 | 9 | 2 | 2 | 1 | 0 | 0 | 62 | 1 | 17 |
| 62 Health Care & Social Assist | 213 | 104 | 37 | 31 | 19 | 6 | 4 | 414 | 5 | 6 |
| 71 Arts, Entertainment & Rec | 115 | 26 | 16 | 14 | 12 | 3 | 5 | 191 | 3 | 12 |
| 72 Accommodation & Food | 145 | 39 | 42 | 56 | 47 | 16 | 7 | 352 | 5 | 9 |
| 81 Other Services | 360 | 139 | 59 | 13 | 6 | 1 | 1 | 579 | 8 | 5 |
| 91 Public Administration | 0 | 0 | 0 | 0 | 2 | 2 | 5 | 9 | 0 | 20 |
| CLASSIFIED BUSINESSES | 4916 | 1404 | 618 | 389 | 207 | 62 | 40 | 7636 | | |
| Percentage of all classified and unclassified businesses | 66% | 18% | 8% | 5% | 3% | 1% | 0% | 101% | | |
| Cumulative percentage | 66% | 84% | 92% | 97% | 100% | 101% | 101% | | | |
| ONTARIO percentage of classified and unclassified businesses | 70% | 17% | 5% | 4% | 2% | 1% | 1% | | | |

Statistics Canada, Canadian Business Counts, June 2019

Some observations:

- **Number of small firms:** Businesses are by far made up of small establishments. 70% of the classified and unclassified firms in Simcoe have no employees,¹ and another 17% have 1-4 employees; in Muskoka, no employee firms account for 66%, and 1-4 employees another 18%; in both instances, the percentages of firms with 4 employees or less are relatively close to the figures for Ontario (last line of the table: 70% for no employees and 17% for 1-4 employees – Simcoe exactly matches the provincial average);
- **Highest number of firms by industry:** The second to last column provides the percentage distribution of all firms by industry. The three industries with the largest number of firms in Simcoe are Real Estate and Rental and Leasing, accounting for 19% of all firms, followed closely by Construction (16%), then a more distant third, Professional, Scientific & Technical Services (11%) (these are the exact same proportions as last year); in Muskoka, the three largest are Construction (20%), Real Estate and Rental & Leasing (19%) and, a more distant third, a near tie between Professional, Scientific & Technical Services (9.1%) and Retail Trade (8.7%); by way of context, the five largest industries by number of firms in Ontario are: Real Estate and Rental & Leasing (20%); Professional, Scientific and Technical Services (14%); Construction (10%); Health Care & Social Assistance (7%); and a tie for fifth: Retail Trade (6.7%) and Finance and Insurance (6.7%);
- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. The tables demonstrate how the very large number of firms in the no employee size category drives the total numbers (that is, for Real Estate and Rental &

Leasing; Construction; and Professional, Scientific and Technical Services). In the mid-size ranges, firms in Retail Trade, Health Care and Social Assistance (in Simcoe), Accommodation and Food Services, and Other Services come to the fore. Among the largest firms (100+ employees), the two areas diverge: Simcoe's top three are Retail Trade, Manufacturing and Health Care & Social Assistance; Muskoka's are Retail Trade, Accommodation and Food Services, Arts, Entertainment and Recreation, and Public Administration.

Drilling down further:

- **Simcoe:** Barrie by far accounts for the largest share of all establishments (29%), followed by Innisfil (8%), Bradford West Gwillimbury (8%), New Tecumseth (7%) and Collingwood (7%). The large number of firms in the Real Estate and Rental & Leasing category is primarily made up of landlords of residential buildings and dwellings, followed more distantly by real estate agents (there are more than three and a half times as many residential landlords and firms as there are real estate agents and firms) followed by landlords of non-residential buildings and dwellings; the Construction sector is largely made up of specialty trade contractors and residential home construction firms; among Professional, Scientific & Technical Services, looking first at firms with no employees, almost one-third (31%) are in the category of Management, Scientific & Technical Consulting Services; among firms with employees, five categories each have approximately 15% of all firms: Architectural and Engineering Services (17%); Accounting, Payroll and Tax Preparation Services (16%); Computer Systems Design and Related Services (16%); Management, Scientific & Technical Consulting Services (16%); and Legal Services (15%);

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.

- **Muskoka:** The distribution of establishments among the Muskoka municipalities is as follows: Huntsville (31%); Bracebridge (24%); Muskoka Lakes (20%); Gravenhurst (15%); Lake of Bays (6%); and Georgian Bay (4%); compared to last year, Gravenhurst and Bracebridge experienced declines in the number of their establishments, while Muskoka Lakes had the highest increase; in the Construction sector, more than half of the firms (54%) are specialty trade contractors, with most of the rest in the construction of buildings sector (39%); in Real Estate and Rental & Leasing, landlords of residential buildings and dwellings outnumber real estate agents and firms by

slightly more than three to one, followed by landlords of non-residential buildings and dwellings; in Retail Trade, the major retail store sub-categories are: other miscellaneous general merchandising stores (for example, variety and dollar stores); other direct selling establishments (includes temporary fruit stands and home provisioners of certain products); motorcycle, boat and other motor vehicle dealers; other miscellaneous store retailers (these include everything from art supplies to swimming pool retailers, from party suppliers to sellers of hot tubs); and convenience stores.

Businesses are by far made up of small establishments



Change in the number of firms by industry, June 2018 to June 2019

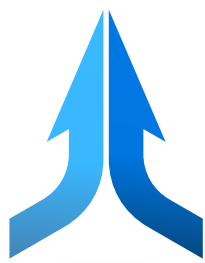
Changes in the number of employers are experienced differently across the various industries. Tables 3 and 4 highlight the changes in the number of firms by industry and by employee size between June 2018 and June 2019 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2019, to provide a context. The colour-coding of the tables (green where there is an increase, orange where there is a decrease) helps to illustrate any pattern.

It should be noted that Statistics Canada discourages comparisons of this sort, on the grounds that their data collection and classification methods change. At the very least, these comparisons can provide the foundation for further inquiry, tested by local knowledge about changes in industries.

Simcoe. Overall, there has been a significant increase in the total number of firms, up 2236, which is a greater increase than that experienced over the previous two years (the change between 2017-2018 was 1342, while

the change between 2016-2017 was 1360 firms). A large part of the growth is in the category of firms with no employees (that is, solo consultants, professionals and the self-employed), amounting to 1389 (last year, 1198). However, all categories of firm sizes showed proportionate increases: 11 more firms with 100 or more employees, 139 more firms with 20-99 employees, and 697 more firms with 1-19 employees.

It would appear that there have been not only increases in firms among most industries but likely also increases in employment among most industries, except for a few exceptions: it is likely that employment has dropped among firms in: Information and Cultural Industries; Utilities; and Management of Companies and Enterprises. While there has been a net decrease in firms among the Agriculture, Forestry, Fishing and Farming sector, as well as the Mining and Oil and Gas Extraction sector, it is less clear what the impact would have been on employment. Otherwise, all sectors would appear to have grown in Simcoe.



Solo consultants, professionals and the self-employed has increased amounting to 1389 in 2019, compared to 1198 in 2018.

**TABLE 3: SIMCOE
CHANGE IN THE NUMBER OF EMPLOYERS,
BY INDUSTRY AND BY FIRM SIZE, JUNE 2018 TO JUNE 2019**

| INDUSTRY | Firm size (number of employees) | | | | | Total number of firms June-19 |
|---|------------------------------------|------|-------|------|-------|--|
| | 0 | 1-19 | 20-99 | 100+ | Total | |
| Agriculture, forestry, fishing and farming | -11 | 10 | 0 | 0 | -1 | 1656 |
| Mining and oil and gas extraction | -12 | -3 | 3 | 0 | -12 | 57 |
| Utilities | -15 | 2 | -1 | 0 | -14 | 104 |
| Construction | 146 | 202 | -7 | 2 | 343 | 7076 |
| Manufacturing | 16 | -5 | 10 | 4 | 25 | 1280 |
| Wholesale trade | 6 | 16 | 3 | 6 | 31 | 1231 |
| Retail trade | 45 | -25 | 35 | -2 | 53 | 3478 |
| Transportation and warehousing | 101 | 61 | -3 | -1 | 158 | 2111 |
| Information and cultural industries | 2 | -7 | 7 | -3 | -1 | 492 |
| Finance and insurance | 129 | 19 | 1 | 0 | 149 | 2286 |
| Real estate and rental and leasing | 458 | 138 | -5 | -3 | 588 | 8588 |
| Professional, scientific and technical services | 57 | 92 | 5 | 2 | 156 | 4714 |
| Management of companies and enterprises | 29 | -3 | -2 | 0 | 24 | 300 |
| Administrative and support | 86 | 49 | 8 | 0 | 143 | 2161 |
| Educational services | 52 | 13 | 3 | -1 | 67 | 513 |
| Health care and social assistance | 63 | 44 | 58 | 4 | 169 | 3159 |
| Arts, entertainment and recreation | 40 | 7 | 4 | 2 | 53 | 803 |
| Accommodation and food services | 20 | 13 | 6 | 0 | 39 | 1433 |
| Other services | 176 | 72 | 16 | 0 | 264 | 3337 |
| Public administration | 1 | 2 | -2 | 1 | 2 | 32 |
| TOTAL | 1389 | 697 | 139 | 11 | 2236 | 44811 |

Statistics Canada, Canadian Business Counts, June 2018 and June 2019

Muskoka. Muskoka also experienced a net increase in the total number of firms, however there was a small net decline in the number of firms in the 100+ employees category. There are also more cells where there appears to have been no change, especially among firms with 100+ employees, but also firms with 20-99 employees.

By industry, far more firms experienced a net increase in the number of establishments, but when one looks at the distribution of increases and decreases of firms, the impact on employment is less clear. Certainly, one can presume that there has been a net decrease in employment in the Transportation and Warehousing

sector, and likely as well in the Accommodation and Food Services sector. There are evident increases in employment in: Agriculture, Forestry, Fishing and Farming; Finance and Insurance; Real Estate and Rental and Leasing; and Other Services.

**TABLE 4: MUSKOKA
CHANGE IN THE NUMBER OF EMPLOYERS,
BY INDUSTRY AND BY FIRM SIZE, JUNE 2018 TO JUNE 2019**

| INDUSTRY | Firm size (number of employees) | | | | | Total number of firms June-19 |
|---|------------------------------------|-----------|-----------|-----------|------------|--|
| | 0 | 1-19 | 20-99 | 100+ | Total | |
| Agriculture, forestry, fishing and farming | -4 | 3 | 1 | 0 | 0 | 130 |
| Mining and oil and gas extraction | 5 | 1 | -1 | 0 | 5 | 17 |
| Utilities | -1 | 1 | 0 | 0 | 0 | 18 |
| Construction | 16 | 41 | -4 | 0 | 53 | 1517 |
| Manufacturing | 5 | -4 | 3 | -1 | 3 | 202 |
| Wholesale trade | -1 | -5 | 1 | 0 | -5 | 135 |
| Retail trade | -11 | -1 | 12 | 2 | 2 | 662 |
| Transportation and warehousing | -1 | -2 | 0 | -1 | -4 | 208 |
| Information and cultural industries | 3 | 0 | -2 | 0 | 1 | 93 |
| Finance and insurance | 1 | 4 | 2 | 0 | 7 | 397 |
| Real estate and rental and leasing | 89 | 34 | 0 | 0 | 123 | 1481 |
| Professional, scientific and technical services | -3 | 10 | 0 | 0 | 7 | 696 |
| Management of companies and enterprises | 6 | 0 | -1 | 0 | 5 | 65 |
| Administrative and support | 11 | 3 | -2 | 0 | 12 | 408 |
| Educational services | 6 | 0 | 0 | 0 | 6 | 62 |
| Health care and social assistance | -1 | -7 | 10 | 0 | 2 | 414 |
| Arts, entertainment and recreation | 8 | 7 | 3 | -2 | 16 | 191 |
| Accommodation and food services | 18 | 5 | -5 | -2 | 16 | 352 |
| Other services | 13 | 7 | 4 | 1 | 25 | 579 |
| Public administration | 0 | 0 | 0 | 0 | 0 | 9 |
| TOTAL | 159 | 97 | 21 | -3 | 274 | 7636 |

Statistics Canada, Canadian Business Counts, June 2018 and June 2019

Analysis Of EO Program Related Data (2018-2019)

Background To The Data

This document is based on data which has been provided by the Ontario Ministry of Labour, Training and Skills Development to the various Local Boards (workforce planning boards and local employment planning councils). This data was specially compiled by the Ministry and has program statistics related to Apprenticeship, Canada Ontario Job Grant, Employment Services, Literacy and Basic Skills, Ontario Employment Assistance Service, Second Career and Youth Job Connection for the 2018-19 fiscal year.

Background To The Data Analysis

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

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

Analysis

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

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

Employment Services

ES Clients

Table 1: ES Unassisted R&I Clients, 2018-19, Number and Percent of all R&I Clients

| | SMWDB | Region | Ontario |
|---|--------|---------|---------|
| 2018-19 UNASSISTED R&I CLIENTS | | | |
| Number | 17,128 | 237,464 | 516,469 |
| As % of Ontario | 3.3% | 46.0% | 100% |
| 2017-18 UNASSISTED R&I CLIENTS | | | |
| Number | 16,286 | 239,418 | 478,853 |
| CLIENT SHARE IN PREVIOUS YEARS | | | |
| 2017-2018 | 3.4% | 50.0% | |
| 2016-2017 | 3.8% | 51.4% | |
| 2015-2016 | 3.6% | 53.8% | |
| 2016 TOTAL POPULATION | | | |
| As % of Ontario | 4.0% | 51.7% | 100% |

Population figures from StatCan 2016 Census.

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

| | SMWDB | Region | Ontario |
|---------------------------------------|-------|--------|---------|
| 2018-19 ASSISTED CLIENTS | | | |
| Number | 6,192 | 90,540 | 189,591 |
| As % of Ontario | 3.3% | 47.8% | 100.0% |
| 2017-18 ASSISTED CLIENTS | | | |
| Number | 5,866 | 90,638 | 189,353 |
| CLIENT SHARE IN PREVIOUS YEARS | | | |
| 2017-2018 | 3.1% | 47.9% | |
| 2016-2017 | 3.1% | 47.3% | |
| 2015-2016 | 3.3% | 47.1% | |
| 2016 TOTAL POPULATION | | | |
| As % of Ontario | 4.0% | 51.7% | 100% |

Population figures from StatCan 2016 Census.

The proportions of assisted and unassisted EO employment services clients for the SMWDB area has remained more or less consistent year after year, relative to the board's population share of the province. Compared to 2017-18, the actual number of unassisted

and assisted clients in 2018-19 has gone up somewhat. The total number of unassisted clients in the province also increased, while the number of assisted clients has stayed the same.

Clients by Age Group

The following tables compare the proportions of ES assisted clients by age range in 2018-19 to the proportion of unemployed for the Central Region and for Ontario in

2016. The table also compares the 2018-19 client data to that of 2017-18.

Table 3: Distribution by age of ES Assisted clients and unemployed

| 2018-19 ES ASSISTED | ASSISTED CLIENTS | | | 2016 UNEMPLOYED | |
|--------------------------------|-------------------------|---------------|----------------|------------------------|----------------|
| | SMWDB | Region | Ontario | SMWDB | Ontario |
| 15-24 years | 22% | 21% | 23% | 34% | 34% |
| 25-44 years | 40% | 52% | 48% | 32% | 36% |
| 45-64 years | 35% | 26% | 27% | 29% | 27% |
| over 65 years | 3% | 1% | 2% | 5% | 3% |
| 2017-18 ES ASSISTED | ASSISTED CLIENTS | | | | |
| | SMWDB | Region | Ontario | | |
| 15-24 years | 21% | 19% | 22% | | |
| 25-44 years | 39% | 51% | 48% | | |
| 45-64 years | 38% | 29% | 29% | | |
| over 65 years | 2% | 1% | 1% | | |
| 2016-17 ES ASSISTED | ASSISTED CLIENTS | | | | |
| | SMWDB | Region | Ontario | | |
| 15-24 years | 22% | 19% | 22% | | |
| 25-44 years | 41% | 52% | 48% | | |
| 45-64 years | 35% | 28% | 29% | | |
| over 65 years | 2% | 1% | 1% | | |

2016 unemployment figures are from 2016 Census.

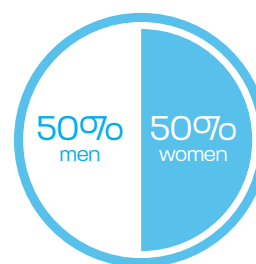
Comparing the youth figures first, one can see that youth are under-represented among all Ontario Assisted clients compared to their share of the unemployed population (23% of the client population compared to 34% of all unemployed in 2016). This under-representation extends to the figures at the SMWDB level (22%) and the Region level (21%). One can also see that this lower share of

the Assisted client population has been present over the previous two years as well.

Indeed, the distribution of Assisted clients over the three years shown in the table has hardly changed much at all, at most by 1%-2% in each category from one year to the next.

Gender

In Ontario, males make up a slightly larger share of the unemployed, as they do at the SMWDB level as well. However, the mix of males and females among ES Assisted clients is nearly 50/50 at the provincial level. The same holds true for the SMWDB area, while at the Central Region level, females have a slightly larger proportion. These proportions have hardly changed from 2017-2018.



ES Assisted clients is nearly a 50/50 mix of males and females.

Table 4: Distribution by gender of ES Assisted clients and unemployed

| 2018-19 ASSISTED | ES ASSISTED CLIENTS | | | 2016 UNEMPLOYED | |
|------------------------|---------------------|--------|---------|-----------------|---------|
| | SMWDB | Region | Ontario | SMWDB | Ontario |
| Females | 49.5% | 53.5% | 49.9% | 48.0% | 48.0% |
| Males | 50.2% | 46.0% | 49.6% | 52.0% | 52.0% |
| Trans | 0.3% | 0.1% | 0.1% | | |
| Other | 0.0% | 0.1% | 0.1% | | |
| Undisclosed | 0.0% | 0.3% | 0.2% | | |
| 2017-18 ES ASSISTED | ES ASSISTED CLIENTS | | | | |
| | SMWDB | Region | Ontario | | |
| Females | 49.0% | 53.3% | 49.5% | | |
| Males | 51.0% | 46.4% | 50.2% | | |
| Trans | 0.0% | 0.1% | 0.1% | | |
| Other | 0.0% | 0.0% | 0.0% | | |
| Undisclosed | 0.0% | 0.2% | 0.1% | | |

Designated Groups

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

Table 5 provides the data for SMWDB, the Region and Ontario levels, and calculates the percentage of each group, based on the total number of clients. There is no way of knowing how many clients declined to self-identify.

Table 5: Distribution of designated groups among ES Assisted clients

| Designated group | NUMBER 2018-19 | | | PERCENTAGE 2018-19 | | |
|---------------------|----------------|--------|---------|--------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Aboriginal group | 402 | 1,339 | 7,497 | 6% | 1% | 4% |
| Deaf | 0 | 48 | 164 | 0% | 0% | 0% |
| Deaf/Blind | 0 | 11 | 26 | 0% | 0% | 0% |
| Francophone | 133 | 1,610 | 7,211 | 2% | 2% | 4% |
| ITP | 313 | 28,970 | 40,336 | 5% | 32% | 21% |
| Newcomer | 213 | 21,115 | 30,909 | 3% | 23% | 16% |
| Person w/disability | 1,109 | 6,759 | 21,214 | 18% | 7% | 11% |
| Visible minority | 179 | 16,608 | 23,744 | 3% | 18% | 13% |

To make an appropriate comparison, we need to rely on the 2016 Census data. We will be limiting the comparisons to a smaller set of these designated groups.

Secondly, we do have 2016 data for unemployment rates for newcomers, visible minorities and Aboriginal peoples, but this data is only for census metropolitan and census agglomeration areas – essentially, larger urban areas, and so do not quite reflect the full population. Thus, for Simcoe and Muskoka, the data represents Barrie, Collingwood, Wasaga Beach, Orillia and Midland in the case of Aboriginal populations and newcomers, and only Barrie in the case of visible minorities. Therefore, the data does provide an approximation, but should still be treated with some caution.

Overall, comparing the share of ES Assisted clients by these designated groups and by their share of the unemployed in these areas, the figures are roughly equivalent, certainly not out of proportion, except for visible minorities (Table 6). The share of newcomers as a proportion of Assisted clients is higher than their share of the unemployed at all levels. The share of Aboriginal groups at the board and regional level is consistent with their share of the unemployed and the client numbers

have been slowly increasing. With regards to disabled persons, we can make use of the StatCan Survey on Disability, from which we can estimate that disabled persons made up 17.6% of Ontario's unemployed in 2017. That is almost exactly the same as the disabled share of Assisted clients at the SMWDB level, which was 17.9%. However, the disabled client share at the Region level and the provincial level were considerably lower.

DISABLED PERSONS MADE UP

17.6%

OF ONTARIO'S UNEMPLOYED
IN 2017

Table 6: Comparison of share of designated groups

| 2018-19 Designated group | ASSISTED CLIENTS | | | % of UNEMPLOYED in 2016 | | |
|-----------------------------|------------------|--------|---------|-------------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Newcomer | 3.4% | 23.3% | 16.3% | 1.2% | 8.7% | 5.9% |
| Visible minority | 2.9% | 18.3% | 12.5% | 10.1% | 54.3% | 35.7% |
| Aboriginal group | 6.5% | 1.5% | 4.0% | 7.3% | 1.5% | 4.2% |
| Person w/disability | 17.9% | 7.5% | 11.2% | | | 17.6% |
| 2017-18 Designated group | ASSISTED CLIENTS | | | | | |
| | SMWDB | Region | Ontario | | | |
| Newcomer | 3.1% | 19.4% | 13.7% | | | |
| Visible minority | 3.6% | 21.5% | 14.1% | | | |
| Aboriginal group | 6.0% | 1.4% | 3.9% | | | |
| 2016-17 Designated group | ASSISTED CLIENTS | | | | | |
| | SMWDB | Region | Ontario | | | |
| Newcomer | 2.8% | 18.2% | 12.3% | | | |
| Visible minority | 3.6% | 19.8% | 13.1% | | | |
| Aboriginal group | 5.7% | 1.4% | 3.5% | | | |

Unemployed data for newcomers, visible minorities and Aboriginal people is from 2016 Census. Central Region data represents Toronto CMA, Oshawa CMA and the SMWDB area. The SMWDB area for Aboriginal peoples and newcomers includes Barrie, Collingwood, Wasaga Beach, Orillia and Midland. For visible minorities, it is represented only by Barrie. For persons with a disability, data is from Canadian Survey on Disability and Labour Force Survey.

The figures for visible minorities warrant further discussion. At the provincial level, their share of 12.5%

is much lower than their share of the unemployed, at 35.7%. This is very much a consequence of the self-reported nature of this data – clients are less likely to identify themselves as visible minorities, especially where they make up a significant proportion of the population, such as in the Greater Toronto area. This under-reporting in the GTA greatly affects the provincial figures. The figures for the SMWDB level may partly represent that. As well, the figure for the share of the unemployed only reflects Barrie data, which would not reflect the demographic mix of the rest of Simcoe and Muskoka.



Under-reporting of visible minorities in the GTA greatly affects the provincial figures

Internationally trained professionals

The ES data indicates how many ES clients served are classified as Internationally Trained Professionals (ITPs). This includes not only newcomers but all immigrants who have education or training in a profession overseas. Table 7 lists the number of ITPs and their share of all ES Assisted clients for each of the boards in the Central Region, as well as the cumulative figures for the Central Region and the province. In addition, the percentage share of ITPs from the previous five years is also included.

Overall, there has been a slight increase in the share of ITPs of all Assisted clients in Ontario and the Central Region. The proportion for Simcoe-Muskoka is smaller and has stayed relatively steady, while in Toronto, Peel-Halton, York and Durham is has been clearly increasing.

Table 7: Number and percentage of Internationally Trained Professionals among ES Assisted clients

| | SIMCOE-MUSKOKA | TORONTO | PEEL-HALTON | YORK | DURHAM | CENTRAL | ONTARIO |
|---------------------|----------------|---------|-------------|-------|--------|---------|---------|
| 2018/9 #ITP | 313 | 15,424 | 8,310 | 3,748 | 1175 | 28,970 | 40,336 |
| 2018/9 % ITP | 5% | 35% | 44% | 29% | 14% | 32% | 21% |
| 2017/8 % ITP | 6% | 33% | 39% | 26% | 13% | 30% | 20% |
| 2016/7 % ITP | 5% | 33% | 39% | 27% | 11% | 29% | 19% |
| 2015/6 % ITP | 5% | 31% | 35% | 26% | 9% | 27% | 18% |
| 2014/5 % ITP | 5% | 29% | 30% | 25% | 8% | 25% | 16% |

Educational attainment

Table 8 provides the breakdown by educational attainment of clients served. The figures are compared to the breakdown of the unemployed, by educational

attainment, for the same geographies, using the 2016 Census data.

Table 8: Comparison of educational attainment levels between 2018-19 ES Assisted clients and unemployed in 2016

| | ES ASSISTED CLIENTS | | | UNEMPLOYED | | |
|-----------------------|---------------------|--------|---------|------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| No certificate | 16% | 7% | 12% | 21% | 13% | 15% |
| High school | 40% | 23% | 29% | 38% | 34% | 35% |
| Apprenticeship | 2% | 1% | 1% | 7% | 4% | 5% |
| College | 26% | 22% | 24% | 22% | 17% | 19% |
| Bachelor | 8% | 26% | 18% | 9% | 20% | 16% |
| Above Bachelor | 2% | 15% | 9% | 3% | 10% | 8% |
| Other | 6% | 6% | 6% | 1% | 2% | 2% |

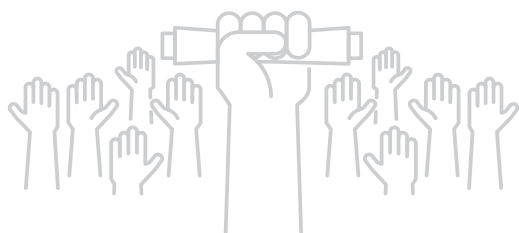
Data for unemployed from 2016 Census

To begin with, a comment needs to be made explaining the “Other” category: in the case of the ES Assisted client data, this category refers to those who have “Some Apprenticeship/College/University” education. In the case of the Census data for the unemployed, there is no such category, and instead this line is used for those who have university education less than a Bachelor’s degree. This category for ES Assisted clients is noticeably larger than this other category for the unemployed, but the comparison is not quite of categories which perfectly match each other.

At the Ontario level, the biggest difference is that there are more ES Assisted clients with college diplomas than there are among the unemployed, and there are comparatively fewer ES Assisted clients with only a high school diploma or with an apprenticeship certificate, compared to their share of the unemployed.

At the Central Region level, there is a far higher proportion of Assisted clients with a college or university degree and far fewer with either a high school diploma or no certificate.

At the SMWDB level, educational mix is quite different from that of the Region (because the Region’s figures are driven by the high levels of educational attainment in Peel, Halton, York and Toronto). Yet at the SMWDB level, there is a relative match between the profile of educational attainment among Assisted clients and among the unemployed, except that there are more clients with College diplomas or in the Other category, and fewer clients with no certificate or with an apprenticeship certificate.



There are more ES Assisted clients with college diplomas than there are among the unemployed.

Source of income

Table 9 shows that there has been little change in the sources of income for Assisted clients at the time of intake, only that Employment Insurance has dropped

slightly, and “No source of income” and ODSP has increased slightly.

Table 9: Percentage distribution of source of income of ES clients, SMWDB, Region and Ontario

| | 2018-19 | | | 2017-18 | | |
|----------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employment Insurance | 13% | 9% | 11% | 16% | 12% | 14% |
| No Source of Income | 47% | 58% | 50% | 45% | 54% | 46% |
| ODSP | 6% | 3% | 4% | 4% | 2% | 3% |
| Ontario Works | 14% | 12% | 15% | 14% | 13% | 16% |
| Other | 20% | 18% | 20% | 19% | 18% | 20% |

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

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

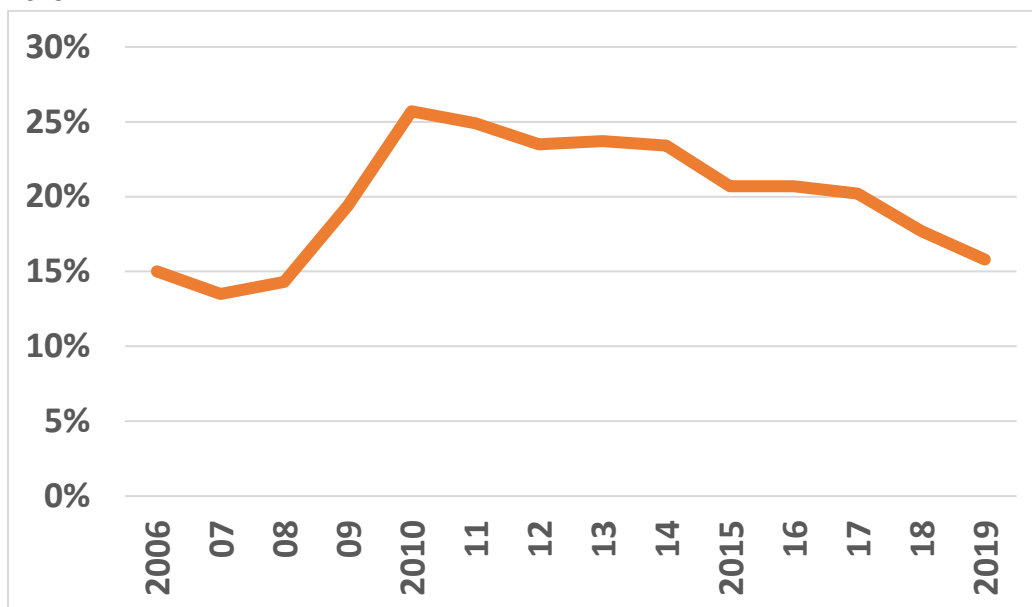
Length of time out of employment/ training

The proportion of longer-term unemployed (unemployed for six months or more) rose significantly in Ontario as a result of the recession and stayed relatively high (Chart 1), with a very slow decline until recently. Still, even in 2019,

the percentage of unemployed Ontarians who have been unemployed for more than six months (27 weeks) sits at 15.8%, just now reaching the level where it was at before the recession, when the figure had dipped to below 15%.

15.8% of Ontarians have been unemployed for more than six months

Chart 1: Percentage of unemployed who have been unemployed for 27 weeks or more, Ontario, 2006-2019



Labour Force Survey (LFS)

The largest difference between the length of time unemployed among ES Assisted clients and the unemployed population is the far fewer numbers of ES clients who have been unemployed for less than 3 months and the far greater number of ES clients who have been unemployed for more than 12 months. These proportions are consistent across the SMWDB area,

regional, and provincial levels.

As one can see from Table 10, roughly 44%-48% of Assisted clients have been unemployed for less than three months, compared to 66% of all unemployed, while 23%-25% of Assisted clients have been unemployed for over 12 months, compared to only 5% of all unemployed.

Table 10: Percentage distribution by length of time out of employment for 2018-19 and 2017-18 ES Assisted clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2018

| | 2018-19 ES CLIENTS | | | 2017-18 ES CLIENTS | | | LFS ONTARIO |
|---------------|--------------------|--------|---------|--------------------|--------|---------|-------------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario | |
| < 3 months | 48% | 44% | 46% | 48% | 43% | 46% | 66% |
| 3 – 6 months | 15% | 16% | 15% | 15% | 15% | 15% | 17% |
| 6 – 12 months | 14% | 16% | 15% | 15% | 16% | 15% | 13% |
| > 12 months | 23% | 25% | 24% | 22% | 26% | 24% | 5% |

Labour Force Survey data is from 2018.



23%-25% of Assisted clients have been unemployed for over 12 months, compared to only 5% of all unemployed.

Outcomes at Exit

There has been virtually no change at the SMWDB level, region and provincial levels in terms of outcomes, compared to last year, apart from a 1% change in some of the categories.

Table 11: Percentage figures for ES Assisted client outcomes at exit, SMDWB, Region and Ontario

| | 2018-19 ES CLIENTS | | | 2017-18 ES CLIENTS | | |
|--------------------|--------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | REGION | ONTARIO | SMWDB | REGION | ONTARIO |
| Employed | 71% | 70% | 70% | 72% | 70% | 70% |
| Education/Training | 11% | 12% | 12% | 11% | 13% | 12% |
| Other | 5% | 4% | 4% | 4% | 4% | 4% |
| Unemployed | 5% | 7% | 7% | 6% | 7% | 7% |
| Unknown | 8% | 7% | 7% | 7% | 6% | 7% |

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

Detailed Employment and Training Outcomes

The Outcomes listed in Table 11 are further detailed by sub-category in Table 12. As was the case with Table 11, there has hardly been any change for Table 12 from the previous year. The only significant difference between

the figures for the SMWDB area is that they report a higher result for “Employed Full-time” and a lower result for “Employed – Other,” compared to the figures for the Region and the province.

Table 12: ES Assisted client employment outcomes, SMWDB, Region and Ontario

| | 2018-19 ES CLIENTS | | | 2017-18 ES CLIENTS | | |
|---------------------------|--------------------|--------|---------|--------------------|--------|---------|
| | SMWDB | REGION | ONTARIO | SMWDB | REGION | ONTARIO |
| Employed Full-Time | 46% | 38% | 37% | 45% | 39% | 37% |
| Employed Part-Time | 16% | 13% | 13% | 15% | 12% | 12% |
| Employed Apprentice | 1% | 0% | 0% | 1% | 0% | 1% |
| Employed – Other* | 6% | 15% | 16% | 7% | 15% | 16% |
| Employed and in education | 1% | 1% | 1% | 1% | 1% | 1% |
| Employed and in training | 0% | 1% | 1% | 1% | 1% | 1% |
| Self-Employed | 2% | 2% | 2% | 2% | 2% | 2% |
| In Education | 5% | 5% | 4% | 5% | 4% | 4% |
| In Training | 6% | 7% | 7% | 6% | 8% | 8% |
| Independent | 1% | 2% | 1% | 2% | 2% | 2% |
| Volunteer | 0% | 0% | 0% | 0% | 0% | 0% |
| Unable to Work | 3% | 2% | 2% | 2% | 2% | 3% |
| Unemployed | 5% | 7% | 7% | 6% | 7% | 7% |
| Unknown | 8% | 7% | 7% | 7% | 6% | 7% |

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

Lay-off Industry – Employed Industry

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

with less than 10 client entries).

Table 13 lists the percentage of clients for which industry employment history is available, and compares the results to previous years.

Table 13: Percentage of clients with lay-off industry data

| | SMWDB | REGION | ONTARIO |
|---|-------|--------|---------|
| % of 2018-19 ES Assisted Clients with industry lay-off data | 65% | 49% | 54% |
| % of 2017-18 ES Assisted Clients with industry lay-off data | 52% | 36% | 43% |
| % of 2016-17 ES Assisted Clients with industry lay-off data | 73% | 50% | 57% |
| % of 2015-16 ES Assisted Clients with industry lay-off data | 65% | 51% | 58% |
| % of 2014-15 ES Assisted Clients with industry lay-off data | 69% | 52% | 55% |
| % of 2013-14 ES Assisted Clients with industry lay-off data | 41% | 42% | 45% |

There has been a rebound in the proportion of clients for whom lay-off industry data has been collected, across all three areas, compared to last year. The figures for the previous five years have been provided to show what the trends had been.

When it comes to employment outcome data and in which industries individuals found employment, there

is a lower proportion of clients for which data has been collected (Table 14). At the SMWDB level, there is data reported for 32% of those clients with employment outcomes, and that figure has been slowly increasing over the years, as has been the case at the Region level and the province.

Table 14: Number of clients with industry employment outcome data

| | SMWDB | REGION | ONTARIO |
|--|-------|--------|---------|
| Clients with industry employment data | 1,406 | 9,487 | 28,874 |
| ES Assisted clients with employment outcomes | 4,412 | 63,320 | 132,871 |
| Industry employment data as % of all clients with employment data, 2018-19 | 32% | 15% | 22% |
| Industry employment data as % of all clients with employment data, 2017-18 | 27% | 14% | 20% |
| Industry employment data as % of all clients with employment data, 2016-17 | 29% | 15% | 20% |
| Industry employment data as % of all clients with employment data, 2015-16 | 12% | 6% | 7% |

Table 15 summarizes the industry lay-off and outcome data that has been provided and provides comparisons to the actual employment of residents by industry, for the local, region and provincial levels.

The big picture story for Ontario is fairly straight-forward: there is considerable reliance on the part of Employment Services on a handful of industries for employment outcomes. Over half (56%) of employment outcomes

Table 15: Industry lay-off, industry employment outcomes and resident employment (2016), SMWDB, Region and Ontario

| | SMWDB | | | REGION | | | ONTARIO | | |
|-------------------------------------|---------------------|---------------------|-----------------|---------------------|---------------------|-----------------|---------------------|---------------------|-----------------|
| | EO lay-off industry | EO industry outcome | Employed – 2016 | EO lay-off industry | EO industry outcome | Employed – 2016 | EO lay-off industry | EO industry outcome | Employed – 2016 |
| Agriculture, forestry, fishing | 1% | 1% | 1% | 0% | 0% | 0% | 2% | 2% | 2% |
| Mining & oil and gas extraction | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% |
| Utilities | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% |
| Construction | 12% | 9% | 10% | 5% | 5% | 6% | 8% | 8% | 7% |
| Manufacturing | 13% | 12% | 11% | 10% | 10% | 9% | 13% | 15% | 10% |
| Wholesale trade | 2% | 2% | 4% | 2% | 2% | 5% | 2% | 2% | 4% |
| Retail trade | 13% | 18% | 13% | 13% | 15% | 11% | 13% | 15% | 11% |
| Transportation & warehousing | 4% | 3% | 4% | 4% | 5% | 5% | 4% | 5% | 5% |
| Information & cultural industries | 1% | 1% | 2% | 3% | 2% | 3% | 2% | 1% | 3% |
| Finance and insurance | 2% | 1% | 3% | 5% | 4% | 8% | 3% | 2% | 6% |
| Real estate & rental and leasing | 1% | 1% | 2% | 2% | 2% | 3% | 1% | 1% | 2% |
| Professional, scientific, technical | 5% | 3% | 5% | 11% | 8% | 10% | 7% | 5% | 8% |
| Management of companies | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Administrative and support | 11% | 10% | 5% | 11% | 13% | 5% | 10% | 11% | 5% |
| Educational services | 2% | 2% | 7% | 5% | 3% | 7% | 4% | 2% | 8% |
| Health care and social assistance | 7% | 8% | 11% | 7% | 9% | 10% | 7% | 8% | 11% |
| Arts, entertainment & recreation | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| Accommodation & food services | 16% | 19% | 7% | 10% | 13% | 6% | 12% | 15% | 7% |
| Other services | 4% | 6% | 4% | 7% | 6% | 4% | 6% | 5% | 4% |
| Public administration | 2% | 1% | 7% | 2% | 1% | 4% | 2% | 2% | 6% |

The employment data is from the 2016 Census.

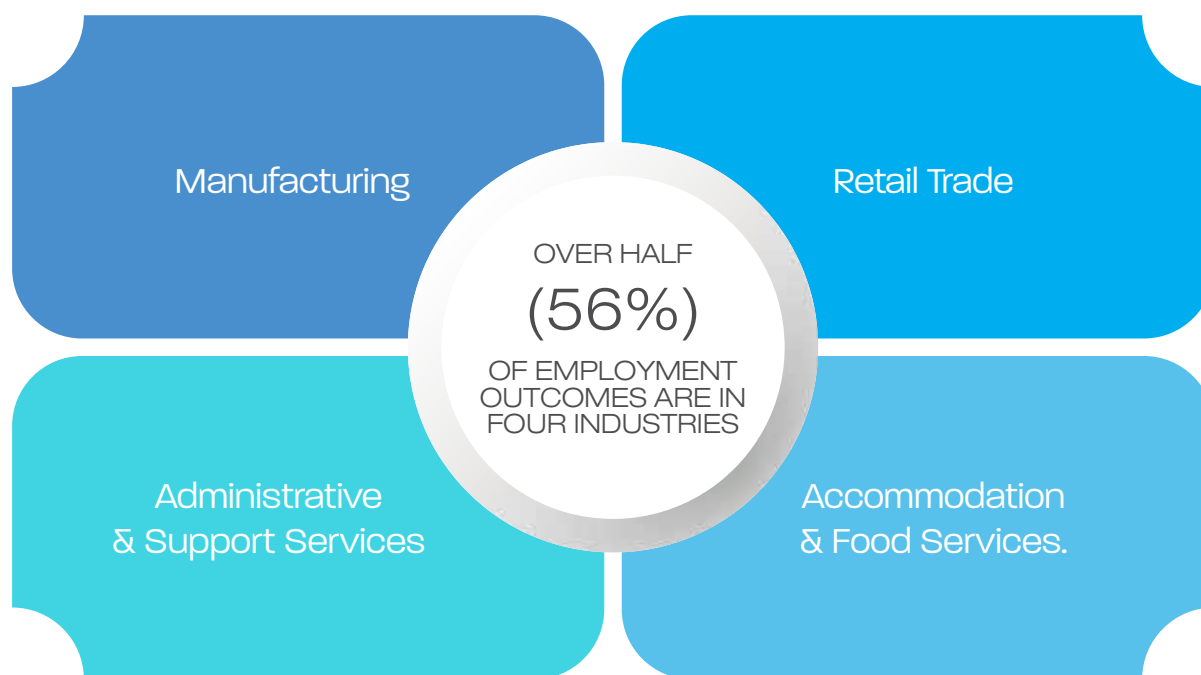
are in four industries: Manufacturing; Retail Trade; Administrative & Support Services; and Accommodation & Food Services. These are also the four sectors from which come the largest proportion of clients (48% for all four). Yet, among all Ontario residents, only 33% are employed in these industries, which suggests these industries have higher rates of turnover.

At the regional level, these same four industries still account for around half (51%) of the employment outcomes, when they account for only 31% of all employment.

At the SMWDB level, these four industries account for 59% of all employment outcomes, while only representing

36% of all employment. A fifth industry can be added to this list, namely Construction. The total employment outcomes for these five industries amount to 68%, two-thirds of all job outcomes.

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



Lay-off Occupation – Employed Occupation

The lay-off and employment outcome data for occupations has been aggregated at the 2-digit NOC

level. Table 16 provides the lay-off occupation data. (The number below each occupation is the number of clients.)

Table 16: Top 10 occupations for lay-offs

| RANK | SMWDB Occupation | # | Region Occupation | # | Ontario Occupation | # |
|------|--|-----|--|-------|--|-------|
| 1. | Service support and other service occupations, n.e.c. | 359 | Service representatives and other customer and personal services occupations | 2,930 | Service support and other service occupations, n.e.c. | 8,495 |
| 2. | Trades helpers, construction labourers and related occupations | 246 | Service support and other service occupations, n.e.c. | 2,647 | Service representatives and other customer and personal services occupations | 6,291 |
| 3. | Service supervisors and technical service occupations | 210 | Administrative and financial supervisors and administrative occupations | 2,381 | Labourers in Processing, Manufacturing and Utilities | 5,753 |
| 4. | Sales representatives and salespersons – wholesale and retail trade | 198 | Office support occupations | 2,124 | Trades helpers, construction labourers and related occupations | 5,022 |
| 5. | Service representatives and other customer and personal services occupations | 197 | Sales support occupations | 1,721 | Sales support occupations | 4,507 |
| 6. | Industrial, electrical and construction trades | 173 | Sales representatives and salespersons – wholesale and retail trade | 1,719 | Sales representatives and salespersons – wholesale and retail trade | 4,240 |
| 7. | Sales support occupations | 171 | Labourers in Processing, Manufacturing and Utilities | 1,488 | Administrative and financial supervisors and administrative occupations | 4,179 |
| 8. | Office support occupations | 156 | Service supervisors and technical service occupations | 1,222 | Office support occupations | 3,890 |
| 9. | Other installers, repairers and servicers and material handlers | 146 | Technical Occupations Related to natural and applied sciences | 1,042 | Service supervisors and technical service occupations | 3,605 |
| 10. | Administrative and financial supervisors and administrative occupations | 130 | Trades helpers, construction labourers and related occupations | 1,038 | Transport and heavy equipment operation and related maintenance occupations | 2,785 |

Administrative supervisors and administrative occupations: Office worker supervisors, executive and administrative assistants

Office support occupations: General office clerks, receptionists

Sales support occupations: Cashiers, store shelf stockers

Service representatives: Food & beverage servers, hostesses, security guards, customer service representatives

Service supervisors: food service supervisors, customer service supervisors, cooks

Service support occupations: Food counter attendants, light duty cleaners, operators in amusement and recreation

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

- Service support occupations
- Trades helpers, construction labourers and related occupations
- Service supervisors
- Salespersons - wholesale and retail
- Service representatives
- Sales support occupations
- Office support occupations
- Administrative supervisors and administrative occupations

When it comes to employment outcomes by occupation, the available data at the SMWDB level is more limited,

as there are more occupational categories and a greater likelihood that some data cells have been suppressed because they have less than 10. Nevertheless, there are similarities across the SMWDB, regional and provincial levels, as well as similarities with the lay-off occupation list. Table 17 lists the top ten occupations for employment outcomes for the SMWDB, regional and provincial areas.

Eight of the top ten employment outcome occupations for the SMWDB area are also in the top ten lay-off occupations for the SMWDB area, although not necessarily in the same order. Totalling all the reported employment outcome occupations at the region and provincial levels, (the data for the SMWDB area has too many suppressed cells); the large majority of these jobs require a high school diploma or less. At the region level, these occupations amount to 63% of all reported outcomes and for the province the figure is 72%, which is almost exactly the same as the outcomes for the previous year.



Eight of the top ten employment outcome occupations for the local area are also in the top ten lay-off occupations for the SMWDB area.

Table 17: Top 10 occupations for employment outcomes

| RANK | SMWDB Occupation | # | Region Occupation | # | Ontario Occupation | # |
|-------------|--|----------|---|----------|--|----------|
| 1. | Service support and other service occupations, n.e.c. | 162 | Service representatives and other customer and personal services occupations | 961 | Service support and other service occupations, n.e.c. | 3030 |
| 2. | Trades helpers, construction labourers and related occupations | 92 | Service support and other service occupations, n.e.c. | 812 | Labourers in Processing, Manufacturing and Utilities | 2433 |
| 3. | Sales support occupations | 72 | Administrative and financial supervisors and administrative occupations | 637 | Service representatives and other customer and personal services occupations | 2264 |
| 4. | Sales representatives and salespersons – wholesale and retail trade | 71 | Office support occupations | 613 | Trades helpers, construction labourers and related occupations | 1628 |
| 5. | Transport and heavy equipment operation and related maintenance occupations | 67 | Sales representatives and salespersons – wholesale and retail trade | 543 | Sales support occupations | 1605 |
| 6. | Labourers in Processing, Manufacturing and Utilities | 67 | Sales support occupations | 539 | Sales representatives and salespersons – wholesale and retail trade | 1489 |
| 7. | Service representatives and other customer and personal services occupations | 63 | Labourers in Processing, Manufacturing and Utilities | 516 | Office support occupations | 1284 |
| 8. | Industrial, electrical and construction trades | 59 | Paraprofessional occupations in legal, social, community and education services | 342 | Administrative and financial supervisors and administrative occupations | 1283 |
| 9. | Service supervisors and technical service occupations | 55 | Transport and heavy equipment operation and related maintenance occupations | 298 | Transport and heavy equipment operation and related maintenance occupations | 1222 |
| 10. | Office support occupations | 49 | Trades helpers, construction labourers and related occupations | 294 | Service supervisors and technical service occupations | 967 |

Literacy

Table 18 presents the overall client numbers for Literacy and Basic Skills and makes some comparisons to last year's figures. SMWDB's area share of all In-Person Learners in the province increased from 4.4% to 5.1%,

still lower than the share the area had in 2016-2017. The Region share has stayed around 40%-41% over the last three years.

Table 18: Number of Literacy and Basic Skills Learners

| | SMWDB | REGION | ONTARIO |
|--|--------------|---------------|---------------|
| Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2018-19) | 2,176 | 17,445 | 42,578 |
| Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2017-18) | 1,738 | 15,926 | 39,061 |
| Number of In-Person Learners (New) (2018-19) | 1,395 | 11,148 | 26,529 |
| Number of In-Person Learners (New) (2017-18) | 1,187 | 10,113 | 24,372 |
| Number of In-Person Learners (Carry-Over) (2018-19) | 781 | 6,297 | 16,049 |
| 2018-19 In-Person Learners as % of Province | 5.1% | 41.0% | |
| 2017-18 In-Person Learners as % of Province | 4.4% | 40.8% | |
| As % of Ontario population | 4.0% | 51.7% | |
| Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel) | | | 4,905 |
| Number of E-Channel Learners (New) | | | 2,008 |
| Number of E-Channel Learners (Carry-Over) | | | 6,913 |
| Total Number of Learners (In-Person + E-Channel) | 2,176 | 17,445 | 49,491 |



SMWDB's area share of all
In-Person Learners in the province
increased from 4.4% to 5.1%

The total number of in-person learners increased locally, and for the region and province.

Table 19 shows the distribution of learners by service provider stream. In the SMWDB area, there are only

clients in the Anglophone (94%) and Francophone (6%) streams. The SMWDB area has a higher proportion of Francophones than the regional level, while figures for providers serving the deaf and native populations show up at the regional and provincial levels.

Table 19: Distribution of clients by service provider stream

| | NUMBER OF LBS CLIENTS | | | % BY SERVICE PROVIDER STREAM | | |
|----------------|-----------------------|--------|---------|------------------------------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Anglophone | 2039 | 16594 | 42285 | 94% | 95% | 85% |
| Deaf | 0 | 149 | 392 | 0% | 1% | 1% |
| Francophone | 137 | 494 | 4061 | 6% | 3% | 8% |
| Native | 0 | 208 | 2753 | 0% | 1% | 6% |
| Non-Designated | 0 | 0 | 0 | 0% | 0% | 0% |
| TOTAL | 2,176 | 17,445 | 49,491 | | | |

DISTRIBUTION OF LEARNERS IN SMWDB

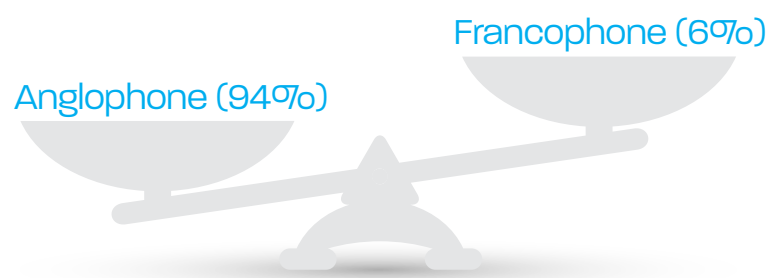


Table 20 shows the distribution by service provider sector. The profile of the distribution of clients by service provider sector is generally similar across the SMWDB

area, regional, and provincial levels, except that at the Region level, there is a slightly higher proportion of clients served via the community college sector.

Table 20: Distribution of clients by service provider sector

| | SMWDB | Region | Ontario |
|--------------------------|-------|--------|---------|
| Community Agency Sector | 28% | 28% | 31% |
| Community College Sector | 40% | 45% | 40% |
| School Board Sector | 31% | 27% | 29% |

The client demographic data for Literacy and Basic Skills provides details for a number of characteristics. In terms of the age of the learners (Table 21), there has been little change from last year (or from the year before).

Compared to the region and province, the SMWDB area has slightly larger proportions of clients aged 45-64 years old, while having fewer in the 25-44 years old range.

Table 21: Literacy and Basic Skills clients by age, 2018-19

| 2018-19 | NUMBER OF LBS CLIENTS | | | % BY AGE | | |
|--------------------|---------------------------|---------------|---------------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| 15-24 years old | 617 | 4539 | 13123 | 28% | 26% | 27% |
| 25-44 years old | 827 | 8191 | 22315 | 38% | 47% | 45% |
| 45-64 years old | 635 | 4153 | 11805 | 29% | 24% | 24% |
| 65 years and older | 96 | 539 | 2184 | 4% | 3% | 4% |
| Unknown | 0 | 23 | 64 | 0% | 0% | 0% |
| TOTAL | 2,176 | 17,445 | 49,491 | | | |
| 2017-18 | 15-24 years old | | | 28% | 26% | 27% |
| | 25-44 years old | | | 39% | 47% | 45% |
| | 45-64 years old | | | 30% | 24% | 24% |
| | 65 years and older | | | 4% | 3% | 4% |



Women make up a larger proportion of learners at the local level (58%), as well as at the regional (60%) and provincial (61%) levels (Table 22).

Women make up a larger proportion of learners at all levels.

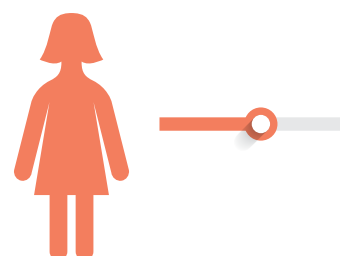


Table 22: Literacy and Basic Skills clients by gender, 2018-19

| | SMWDB | Region | Ontario |
|-------------|-------|--------|---------|
| Females | 58% | 60% | 61% |
| Males | 42% | 39% | 38% |
| Undisclosed | 0% | 0% | 0% |

Table 23 provides the data for designated groups. This data relies on self-reported information and therefore is subject to under-counting. The figures are nevertheless being provided for the sake of comparison, because presumably there is a degree of under-reporting at each level of data.

There is considerable divergence across all three levels. The SMWDB area has a higher proportion of clients with a disability, compared to the region or provincial levels. Its share of Aboriginal peoples and Francophones is similar to that at the provincial level, while the region figures are lower. On the other hand, the SMWDB area has a smaller proportion of newcomers and visible minorities compared to the region and provincial levels.

Table 23: Literacy and Basic Skills clients by designated groups, 2018-19

| 2018-19 | NUMBER OF LBS CLIENTS | | | PER CENT | | |
|-------------------------|-----------------------|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Aboriginal Group | 192 | 603 | 4743 | 9% | 4% | 11% |
| Deaf | 18 | 184 | 542 | 1% | 1% | 1% |
| Deaf/Blind | 0 | 0 | 63 | 0% | 0% | 0% |
| Francophone | 164 | 642 | 4698 | 8% | 4% | 11% |
| Internationally Trained | 0 | 0 | 0 | 0% | 0% | 0% |
| Newcomer | 95 | 2540 | 5733 | 4% | 15% | 14% |
| Person with Disability | 644 | 2616 | 11258 | 30% | 15% | 26% |
| Visible Minority | 95 | 3234 | 6333 | 4% | 19% | 15% |



The SMWDB area has a higher proportion of clients with a disability

The distribution of educational attainment levels of clients is listed in Table 24. There is a high level of similarity in the educational levels of attainment of clients across the SMWDB area, the region and the province. The main difference is that at the SMWDB level, where 43% of clients have less than a Grade 12 education, a

notable contrast to the region figure, which makes up for the difference with more high school as well as more university graduates. There has been a slight drop in the proportion of clients at the SMWDB level with no educational certificate, from 49% to 43%.

Table 24: Literacy and Basic Skills clients by educational attainment, 2018-19 and 2017-18

| 2018-19 | 2018-19 | | | 2017-18 | | |
|----------------|---------|--------|---------|---------|---------|--------|
| | SMWDB | Region | Ontario | Region | Ontario | Region |
| No certificate | 43% | 31% | 37% | 49% | 35% | 40% |
| High school | 27% | 31% | 28% | 25% | 30% | 28% |
| Apprenticeship | 1% | 1% | 1% | 1% | 1% | 1% |
| College | 16% | 14% | 14% | 13% | 13% | 13% |
| University | 7% | 13% | 10% | 6% | 11% | 9% |
| Other | 7% | 10% | 10% | 5% | 9% | 9% |

In terms of sources of income (Table 25), the three main sources of income for clients across all three geographic categories are: Employed; No Source of Income; and

Ontario Works. The distribution by source of income is relatively unchanged from last year.

Table 25: Literacy and Basic Skills clients, percent distribution by source of income, 2018-19 & 2017-18

| | 2018-19 | | | 2017-18 | | |
|----------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Canada Pension Plan | 0% | 0% | 0% | 0% | 0% | 0% |
| Crown Ward | 0% | 0% | 0% | 0% | 0% | 0% |
| Dependent of EI | 0% | 0% | 0% | 0% | 0% | 0% |
| Dependent of OW/ODSP | 1% | 2% | 2% | 1% | 2% | 2% |
| Employed | 28% | 25% | 28% | 26% | 25% | 26% |
| Employment Insurance | 6% | 9% | 6% | 5% | 8% | 7% |
| No Source of Income | 24% | 24% | 19% | 25% | 23% | 18% |
| ODSP | 10% | 9% | 11% | 11% | 9% | 11% |
| Ontario Works | 19% | 21% | 20% | 20% | 23% | 21% |
| Other | 10% | 8% | 11% | 10% | 8% | 11% |
| Pension | 0% | 0% | 0% | 0% | 0% | 0% |
| Self Employed | 2% | 2% | 2% | 2% | 2% | 2% |
| Unknown | 1% | 1% | 1% | 0% | 1% | 1% |

In terms of Learner's Goal Path (Table 26), the major difference between the SMWDB area and the other two areas is that the SMWDB area has considerably more clients seeking a Secondary School Credit and fewer

who are aiming for Post-secondary. In terms of the top Learner Goal Path, Employment is number one in the SMWDB area, whereas it is Post-secondary in the other two areas.

Table 26: Literacy and Basic Skills clients: Learner's Goal Path, 2018-19 & 2017-18

| | 2018-19 | | | 2017-18 | | |
|-------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Apprenticeship | 8% | 9% | 6% | 6% | 12% | 7% |
| Employment | 33% | 30% | 32% | 35% | 28% | 31% |
| Independence | 9% | 10% | 11% | 8% | 10% | 11% |
| Postsecondary | 27% | 39% | 37% | 25% | 37% | 37% |
| Secondary School Credit | 23% | 13% | 14% | 26% | 13% | 14% |



SMWDB area has considerably more clients seeking a Secondary School Credit

By far, the largest proportion of clients is unemployed at point of intake, between 57% to 59% in the case of all three levels. Apart from slightly differing proportions of full time and part time students, there is hardly much

difference in the labour force attachment of clients between the three areas. Furthermore, there has been virtually no change from the figures for last year (Table 27). Table 29 identifies the top three sources of referrals

Table 27: Literacy and Basic Skills clients: Labour force attachment, 2018-19 & 2017-18

| | 2018-19 | | | 2017-18 | | |
|--------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employed Full Time | 18% | 15% | 18% | 17% | 15% | 17% |
| Employed Part Time | 14% | 13% | 14% | 12% | 13% | 14% |
| Full Time Student | 0% | 8% | 4% | 0% | 7% | 4% |
| Part Time Student | 7% | 2% | 2% | 8% | 2% | 2% |
| LFA Self Employed | 2% | 2% | 2% | 2% | 2% | 2% |
| Under Employed | 0% | 2% | 1% | 0% | 2% | 1% |
| Unemployed | 59% | 57% | 58% | 61% | 59% | 59% |

Table 28 shows the distribution of career path goals by labour force attachment.

For those employed full-time or part-time, the primary goal path is post-secondary, with employment coming a clear second. Full-time students at the SMWDB level rank employment as a primary goal, while at the Region and province level, far more choose Post-secondary. For part-time students at the SMWDB level, the predominant goal is secondary school credit. Among the self-employed, 44%-48% across all three levels choose post-secondary.

For the under-employed, at the SMWDB level a large majority identified employment as their goal, although this came second elsewhere, behind the post-secondary goal. For the unemployed, at the SMWDB level a little over a third (36%) chose employment, another quarter (24%) picked secondary school credit, and a fifth (22%) sought a post-secondary path. In these various respects, one's labour force attachment made a considerable difference in one's career path goals.



FULL-TIME STUDENTS AT THE SMWDB LEVEL RANK EMPLOYMENT AS A PRIMARY GOAL.

FOR THE UNEMPLOYED, AT THE SMWDB LEVEL A LITTLE OVER A THIRD (36%) CHOSE EMPLOYMENT AS THEIR GOAL.

Table 28: Percentage distribution of career path goals by labour force attachment, 2018-2019

| | SMWDB | Region | Ontario |
|-----------------------------------|-------|--------|---------|
| EMPLOYED FULL-TIME | | | |
| Apprenticeship Goal Path | 11% | 11% | 9% |
| Employment Goal Path | 32% | 25% | 32% |
| Independence Goal Path | 6% | 11% | 10% |
| Post Secondary Goal Path | 40% | 40% | 39% |
| Secondary School Credit Goal Path | 11% | 13% | 11% |
| EMPLOYED PART-TIME | | | |
| Apprenticeship Goal Path | 8% | 8% | 5% |
| Employment Goal Path | 29% | 28% | 28% |
| Independence Goal Path | 4% | 7% | 7% |
| Post Secondary Goal Path | 44% | 46% | 48% |
| Secondary School Credit Goal Path | 15% | 12% | 11% |
| FULL-TIME STUDENT | | | |
| Apprenticeship Goal Path | 0% | 19% | 14% |
| Employment Goal Path | 50% | 4% | 12% |
| Independence Goal Path | 12% | 3% | 3% |
| Post Secondary Goal Path | 25% | 70% | 60% |
| Secondary School Credit Goal Path | 12% | 4% | 10% |
| PART-TIME STUDENT | | | |
| Apprenticeship Goal Path | 2% | 14% | 8% |
| Employment Goal Path | 12% | 16% | 28% |
| Independence Goal Path | 16% | 11% | 10% |
| Post Secondary Goal Path | 2% | 26% | 28% |
| Secondary School Credit Goal Path | 68% | 33% | 27% |
| SELF-EMPLOYED | | | |
| Apprenticeship Goal Path | 5% | 7% | 6% |
| Employment Goal Path | 44% | 35% | 38% |
| Independence Goal Path | 17% | 18% | 18% |
| Post Secondary Goal Path | 29% | 31% | 29% |
| Secondary School Credit Goal Path | 5% | 8% | 10% |
| UNDER-EMPLOYED | | | |
| Apprenticeship Goal Path | 0% | 8% | 7% |
| Employment Goal Path | 71% | 30% | 35% |
| Independence Goal Path | 0% | 7% | 11% |
| Post Secondary Goal Path | 14% | 51% | 39% |
| Secondary School Credit Goal Path | 14% | 4% | 8% |
| UNEMPLOYED | | | |
| Apprenticeship Goal Path | 8% | 7% | 5% |
| Employment Goal Path | 36% | 35% | 34% |
| Independence Goal Path | 10% | 11% | 13% |
| Post Secondary Goal Path | 22% | 33% | 32% |
| Secondary School Credit Goal Path | 24% | 14% | 15% |

Table 29 identifies the top three sources of referrals to the LBS programs, by percentage of all reported referrals, for each area. Around a third of all referrals in each area

come through “informal word of mouth/media referral,” and the top two sources have been the clear primary sources for the last two years the data has been reported.

Table 29: Top three sources of in-referrals

| SMWDB | % | REGION | % | ONTARIO | % |
|---------------------------------------|-----|---|-----|---------------------------------------|-----|
| Informal Word of Mouth/Media Referral | 38% | Informal Word of Mouth/Media Referral | 32% | Informal Word of Mouth/Media Referral | 35% |
| Other - Structured/Formal | 31% | Other - Structured/Formal | 31% | Other - Structured/Formal | 28% |
| EO - Employment Service Provider | 12% | EO - Literacy and Basic Skills Service Provider | 7% | EO - Employment Service Provider | 9% |

Table 30 provides data on referral destinations. Two categories are provided:

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

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

Table 30: Top destinations of out-referrals

| SMWDB | % | REGION | % | ONTARIO | % |
|---|-----|----------------------------------|-----|---|-----|
| TO OTHER COMMUNITY RESOURCES | | | | | |
| Health/Counselling Services | 41% | Educational/Academic Services | 59% | Educational/Academic Services | 61% |
| Educational/Academic Services | 36% | Multiple | 17% | Multiple | 16% |
| TO OTHER PROGRAMS AND SERVICES | | | | | |
| High School | 26% | Multiple | 17% | EO - Literacy and Basic Skills Service Provider | 16% |
| EO - Employment Service Provider | 16% | Post-Secondary Education | 17% | Multiple | 16% |
| Multiple | 15% | Other - structured/formal | 17% | EO - Employment Service Provider | 16% |
| EO - Literacy and Basic Skills Service Provider | 13% | EO - Employment Service Provider | 13% | Post-Secondary Education | 14% |

With regards to employed outcomes (Table 31), there are a few differences:

- The SMWDB area has a higher proportion of clients with an unemployed outcome and a lower proportion of clients with unknown outcomes, compared to the region and the province;
- Clients in the SMWDB area also have slightly higher “Employed Full-time” outcomes and lower Employed Apprentice outcomes;
- The SMWDB area has a slightly smaller proportion of “In Education” outcomes;
- These characteristics were the same differences as appeared in last year’s analysis.

Table 31: Literacy and Basic Skills clients: Employed outcome, 2018-19 & 2017-18

| | 2018-19 | | | 2017-18 | | |
|------------------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Employed Full-Time | 19% | 14% | 15% | 17% | 14% | 14% |
| Employed Part-Time | 8% | 6% | 7% | 6% | 7% | 8% |
| Employed Apprentice | 0% | 4% | 2% | 0% | 4% | 2% |
| Employed - Other | 1% | 1% | 1% | 0% | 1% | 1% |
| Self-Employed | 4% | 4% | 3% | 2% | 1% | 1% |
| Employed & in Education | 0% | 1% | 1% | 4% | 3% | 2% |
| Employed & in Training | 2% | 1% | 1% | 0% | 0% | 1% |
| In Education | 16% | 20% | 18% | 17% | 20% | 19% |
| In Training | 5% | 6% | 6% | 4% | 7% | 7% |
| Independent | 1% | 2% | 4% | 2% | 2% | 3% |
| Volunteer | 1% | 1% | 2% | 1% | 1% | 2% |
| Unable to Work | 3% | 3% | 3% | 6% | 3% | 4% |
| Unemployed Outcome | 26% | 19% | 17% | 27% | 19% | 16% |
| Unknown | 13% | 18% | 21% | 13% | 18% | 20% |



CLIENTS IN THE SMWDB
AREA HAVE SLIGHTLY HIGHER
“EMPLOYED FULL-TIME”
OUTCOMES

Second Career

The Simcoe and Muskoka area enlisted 86 individuals into the Second Career program last year, the third year in which its numbers have dropped across all three areas (Table 32). As a percentage of all provincial clients, the SMWDB level has maintained roughly the same share

(2.1%-2.2%), which continues to be a lower proportion than their share of the provincial resident population (4.0%). The share at the Central Region has been dropping steadily for the last four years, down to 36.0%.

Table 32: Second Career client numbers, 2018-19

| | SMWDB | REGION | ONTARIO |
|---|-------|--------|---------|
| Number of clients, 2018-19 | 86 | 1,380 | 3,834 |
| Number of clients, 2017-18 | 112 | 2,254 | 5,379 |
| Number of clients, 2016-17 | 148 | 3,215 | 7,158 |
| 2018-19 2nd Career clients as % of Province | 2.2% | 36.0% | |
| 2017-18 2nd Career clients as % of Province | 2.1% | 41.9% | |
| 2016-17 2nd Career clients as % of Province | 2.1% | 44.9% | |
| 2015-16 2nd Career clients as % of Province | 2.1% | 45.5% | |
| Share of provincial population (2016) | 4.0% | 51.7% | |

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

Second Career clients tend to be either younger or middle-aged adults: half are aged 25 to 44 years and

the other half aged 45-64 years old. At the level of the Region, the age profile of the clients is slightly younger, while at the provincial level, it is even younger, with 62% of clients either 25-44 years old or 15-24 years old.

Table 33: Second Career clients by age, 2018-19 and 2017-18

| | NUMBER OF 2 nd CAREER CLIENTS | | | % BY AGE | | |
|---------------------------|--|--------|---------|----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| 2018-19 | | | | | | |
| 15-24 years old | 0 | 38 | 217 | 0% | 3% | 6% |
| 25-44 years old | 41 | 701 | 2150 | 49% | 51% | 56% |
| 45-64 years old | 42 | 627 | 1441 | 51% | 45% | 38% |
| 65 years and older | 0 | 14 | 26 | 0% | 1% | 1% |
| TOTAL | 83 | 1,380 | 3,834 | | | |
| 2017-18 | | | | | | |
| 15-24 years old | | | | 0% | 2% | 5% |
| 25-44 years old | | | | 61% | 54% | 57% |
| 45-64 years old | | | | 39% | 42% | 37% |
| 65 years and older | | | | 0% | 1% | 1% |

In previous years, a higher proportion of males participated in Second Career at the local and provincial levels, while more females were enrolled at the regional

level. This year, the figures for the SMWDB area show an even split, and the provincial figures coming close to an even split.

Table 34: Second Career clients by gender, 2018-19 and 2017-18

| | 2018-19 | | | 2017-18 | | |
|--------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Females | 50% | 56% | 48% | 42% | 53% | 46% |
| Males | 50% | 44% | 52% | 58% | 47% | 54% |
| Undisclosed | 0% | 0% | 0% | 0% | 0% | 0% |

42% of the Second Career clients at the SMWDB level have only a high school diploma, down from last year's 48% but still higher than the region or provincial figures. Next are college graduates. There were no clients who

had a university degree, much unlike the region figures (22%), which no doubt help drive up the figure to 16% at the provincial level (Table 35).

Table 35: Second Career clients: Educational attainment at intake, 2018-19 and 2017-18

| | 2018-19 | | | 2017-18 | | |
|-----------------------|---------|--------|---------|---------|--------|---------|
| | Board | Region | Ontario | Board | Region | Ontario |
| No certificate | 15% | 5% | 9% | 14% | 4% | 9% |
| High school | 42% | 28% | 28% | 48% | 25% | 27% |
| Apprenticeship | 0% | 1% | 2% | 0% | 1% | 1% |
| College | 26% | 21% | 24% | 24% | 21% | 24% |
| University | 0% | 22% | 16% | 0% | 26% | 17% |
| Other | 18% | 23% | 21% | 14% | 9% | 10% |

42%



42% of the Second Career clients
at the SMWDB level have only a high school diploma

In terms of sources of income, almost two-thirds of Second Career clients at the SMWDB level cite Employment Insurance as their source of income,

although that has dropped from last year and is moving closer to the proportions for the region and the province (Table 36).

Table 36: Second Career clients by source of income, 2018-19 and 2017-18

| | 2018-19 | | | 2017-18 | | |
|------------------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Canada Pension Plan | 0% | 0% | 0% | 0% | 0% | 0% |
| Crown Ward | 0% | 0% | 0% | 0% | 0% | 0% |
| Dependent of EI | 0% | 0% | 0% | 0% | 0% | 0% |
| Dependent of OW/ODSP | 0% | 0% | 1% | 0% | 1% | 1% |
| Employed | 0% | 2% | 5% | 0% | 2% | 4% |
| Employment Insurance | 64% | 43% | 45% | 74% | 44% | 47% |
| No Source of Income | 36% | 38% | 29% | 26% | 37% | 29% |
| Ontario Disability Support Program | 0% | 2% | 2% | 0% | 2% | 2% |
| Ontario Works | 0% | 7% | 9% | 0% | 8% | 9% |
| Other | 0% | 7% | 8% | 0% | 6% | 7% |
| Pension | 0% | 0% | 0% | 0% | 0% | 0% |
| Self Employed | 0% | 1% | 1% | 0% | 1% | 1% |
| Unknown | 0% | 0% | 1% | 0% | 0% | 0% |

Second Career clients at the SMWDB level tend to have been unemployed for a shorter period of time than Second Career clients at the regional or provincial levels. Two-thirds (64%) are unemployed for less than six months, compared to the regional (44%) and provincial (54%) figures. The local Second Career clients are

considerably less likely to be unemployed for 12 months or more (13%) compared to local ES Assisted clients (23%). On the other hand, Second Career clients at the regional and provincial levels are as likely as ES Assisted clients to be unemployed for 12 months or more (Table 37).

Table 37: Percentage distribution by length of time out of employment for Second Career clients and ES Assisted clients (2018-19), and unemployed individuals, Ontario, 2018

| | 2018-19 SECOND CAREER | | | 2018-19 ES CLIENTS | | | LFS |
|---------------|-----------------------|--------|---------|--------------------|--------|---------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario | ONTARIO |
| < 3 months | 45% | 26% | 36% | 48% | 44% | 46% | 66% |
| 3 – 6 months | 19% | 18% | 18% | 15% | 16% | 15% | 17% |
| 6 – 12 months | 23% | 25% | 18% | 14% | 16% | 15% | 13% |
| > 12 months | 13% | 28% | 21% | 23% | 25% | 24% | 5% |

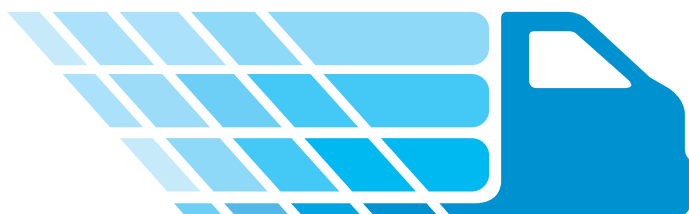
Labour Force Survey, 2018

Table 38 lists the top ten approved skills training programs under Second Career. There is a limited amount of data for the SMWDB area, with only one training program being identified, the rest being suppressed for the number being under 10.

At the regional level, there is a more even spread across various skills training programs, as opposed to the provincial level, where Transport Truck Drivers is by far the largest, larger than the enrolment numbers for the next four largest programs combined.

Table 38: Top 10 Second Career Approved Skills Training Programs

| RANK | SMWDB | | Region | | Ontario | |
|------|-------------------------|----|--|-----|--|-----|
| | Trade | # | Trade | # | Trade | # |
| 1. | Transport Truck Drivers | 28 | Transport Truck Drivers | 168 | Transport Truck Drivers | 808 |
| 2. | | | Accounting and Related Clerks | 94 | Heavy Equipment Operators (Except Crane) | 222 |
| 3. | | | Early Childhood Educators and Assistants | 86 | Social and Community Service Workers | 218 |
| 4. | | | Social and Community Service Workers | 76 | Home Support Workers, Housekeepers and Related Occupations | 146 |
| 5. | | | Computer Network Technicians | 75 | Medical Administrative Assistants | 141 |
| 6. | | | Medical Administrative Assistants (62) | | Accounting and Related Clerks | 138 |
| 7. | | | Home Support Workers, Housekeepers and Related Occupations | 61 | Computer Network Technicians | 134 |
| 8. | | | Payroll Clerks | 53 | Early Childhood Educators and Assistants | 132 |
| 9. | | | Accounting Technicians and Bookkeepers | 37 | Accounting Technicians and Bookkeepers | 90 |
| 10. | | | Paralegal and Related Occupations | 36 | Welders and Related Machine Operators | 81 |



In Ontario Transport Truck Drivers has the largest enrolment

Outcomes at exit are fairly consistent across the SMWDB, regional, and provincial areas, with (very roughly) one-third employed, one third unemployed and one-third for whom the outcome is unknown. At 12 months, the trend is somewhat similar: at the SMWDB level, an even split

between those who are employed and those for whom the outcome is unknown. This figure is somewhat similar at the provincial level, but at the regional level, only a third are known to be employed.

Table 39: Outcomes at exit and at 12 months, 2018-19

| | NUMBER | | | PERCENT | | |
|-----------------------------|--------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| OUTCOME AT EXIT | | | | | | |
| Employed | 29 | 293 | 1065 | 31% | 24% | 31% |
| Training/Edn | 0 | 105 | 265 | 0% | 8% | 8% |
| Other | 0 | 21 | 45 | 0% | 2% | 1% |
| Unemployed | 30 | 419 | 1187 | 32% | 34% | 34% |
| Unknown | 36 | 406 | 898 | 38% | 33% | 26% |
| TOTAL | 95 | 1,244 | 3,460 | | | |
| OUTCOME AT 12 MONTHS | | | | | | |
| Employed | 51 | 525 | 2038 | 50% | 34% | 48% |
| Training/Edn | 0 | 29 | 62 | 0% | 2% | 1% |
| Other | 0 | 20 | 52 | 0% | 1% | 1% |
| Unemployed | 0 | 124 | 300 | 0% | 8% | 7% |
| Unknown | 52 | 839 | 1825 | 50% | 55% | 43% |
| TOTAL | 103 | 1,537 | 4,277 | | | |



Apprenticeship

The number of new apprenticeship registrations has been slowly increasing over the past few years, as is illustrated in Table 40.



Table 40: Number of new apprenticeship registrations, 2014-15 to 2018-19

| | SMWDB | Region | Ontario |
|------------------------------------|-------|--------|---------|
| Number of New Registrations | | | |
| 2018-2019 | 1,089 | 12,318 | 27,821 |
| 2017-2018 | 938 | 10,871 | 24,991 |
| 2016-2017 | 906 | 10,442 | 24,890 |
| 2015-2016 | 867 | 10,451 | 25,793 |
| 2014-2015 | 908 | 9,715 | 26,018 |

In the case of both the SMWDB area and the region, their share of all registrations at the provincial level has also slowly been increasing and in the case of the SMWDB area, the figure of 3.9% is almost equal to the area's

share of the provincial population (4.0%). The proportion of Certificates of Apprenticeship (CofAs) issued still remains lower.

Table 41: New registrations and active apprenticeships

| | SMWDB | Region | Ontario |
|-------------------------------------|-------|--------|---------|
| Number of New Registrations | | | |
| 2018-19 | 1,089 | 12,318 | 27,821 |
| As % of Ontario: 2018-19 | 3.9% | 44.3% | |
| As % of Ontario: 2017-18 | 3.8% | 43.5% | |
| As % of Ontario: 2016-17 | 3.6% | 42.0% | |
| Number of Active Apprentices | | | |
| 2018-19 | 2,476 | 32,525 | 71,279 |
| As % of Ontario: 2018-19 | 3.5% | 45.6% | |
| As % of Ontario: 2017-18 | 3.5% | 44.8% | |
| As % of Ontario: 2016-17 | 3.6% | 45.2% | |
| Number of CofAs Issued | | | |
| 2018-19 | 311 | 4,204 | 9,878 |
| As % of Ontario: 2018-19 | 3.1% | 42.6% | |
| As % of Ontario: 2017-18 | 3.3% | 43.2% | |
| Population | | | |
| As percent of Ontario | 4.0% | 51.7% | |

The distribution by age is heavily skewed towards younger people (Table 42). Around half of the clients are

youth (15-24 years of age), and almost all the rest fall within the 25-44 years old range.

Table 42: Distribution by age of apprenticeship

| Percent | 2018-19 | | | 2017-18 | | |
|---------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| 15-24 years | 53% | 46% | 48% | 48% | 53% | 50% |
| 25-44 years | 44% | 49% | 47% | 46% | 43% | 46% |
| 45-64 years | 3% | 5% | 5% | 6% | 4% | 4% |
| over 65 years | 0% | 0% | 0% | 0% | 0% | 0% |



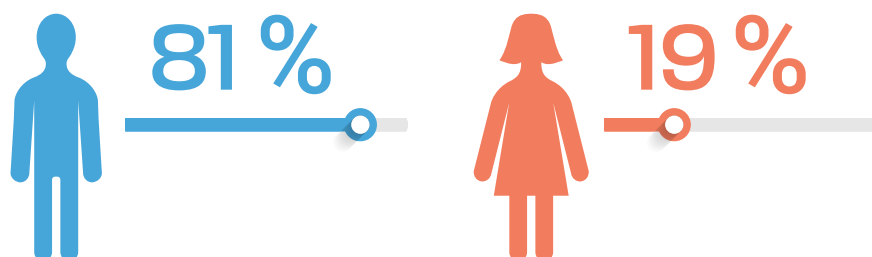
The distribution by age is heavily skewed towards younger people. Only 3% of apprenticeships are over 45 years of age.

The apprenticeship field is also heavily made up of males, where there are four times as many males as there are females in the program at the SMWDB level (81% male

compared to 19% female) (Table 43). The proportion of females is actually lower at the regional and provincial levels.

Table 43: Distribution by gender of apprenticeship

| Percent | 2018-19 | | | 2017-18 | | |
|---------------------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| Females | 19% | 15% | 15% | 19% | 16% | 16% |
| Males | 81% | 85% | 85% | 81% | 84% | 84% |
| Other/not disclosed/trans | 0% | 0% | 0% | 0% | 0% | 0% |



THERE ARE FOUR TIMES AS MANY MALES AS THERE ARE FEMALES IN THE PROGRAM AT THE SMWDB LEVEL

The program is almost exclusively used by clients who have only completed secondary school (78% at the SMWDB level), or who have no certification (19%).

Table 44: Distribution by education at intake of apprenticeship

| | 2018-19 | | | 2017-18 | | |
|----------------|---------|--------|---------|---------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| No certificate | 19% | 12% | 12% | 20% | 15% | 14% |
| High school | 78% | 85% | 85% | 76% | 82% | 82% |
| Apprenticeship | 0% | 0% | 0% | 0% | 0% | 0% |
| College | 1% | 1% | 1% | 2% | 1% | 1% |
| University | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 2% | 2% | 1% | 2% | 2% | 2% |

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

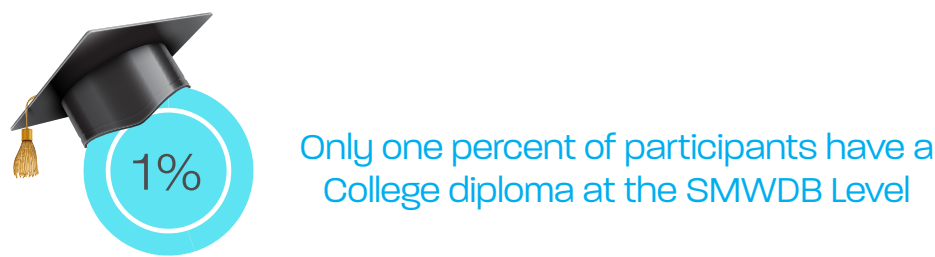


Table 45 shows the distribution by designated group of the apprenticeship program. While a few small figures appear in the table, one has to assume that the collection of this data is inadequate, because in a number of the other EO programs, one finds greater proportions of designated group populations.

Table 45: Distribution by designated group of apprenticeship

| Percent | APPRENTICESHIP | | |
|------------------------|----------------|--------|---------|
| | SMWDB | Region | Ontario |
| Aboriginal Group | 1% | 1% | 1% |
| Deaf | 0% | 0% | 0% |
| Deaf/Blind | 0% | 0% | 0% |
| Francophone | 1% | 1% | 2% |
| ITPs | 0% | 0% | 0% |
| Newcomer | 0% | 2% | 1% |
| Person with Disability | 0% | 0% | 0% |
| Visible Minority | 1% | 2% | 1% |

Table 46 shows the top 10 trades for new registrations, ranking them in order of the number of clients. The following eight trades are found in the top ten across the SMWDB, regional, and provincial levels:

- Electrician – Construction and Maintenance;
- Automotive Service Technician;
- Hairstylist;
- Plumber;
- General Carpenter;
- Truck and Coach Technician;
- Child Development Practitioner;
- Sheet Metal Worker.

Table 46: Top 10 trades for new registrations

| RANK | SMWDB Trade | # | Region Trade | # | Ontario Trade | # |
|------|--|-----|---|------|---|------|
| 1. | Electrician - Construction and Maintenance | 210 | Electrician - Construction and Maintenance | 2412 | Electrician - Construction and Maintenance | 4563 |
| 2. | Automotive Service Technician | 176 | Automotive Service Technician | 1636 | Automotive Service Technician | 3629 |
| 3. | Hairstylist | 113 | Hairstylist | 934 | Hairstylist | 2068 |
| 4. | Plumber | 77 | Plumber | 863 | General Carpenter | 1754 |
| 5. | General Carpenter | 72 | General Carpenter | 741 | Plumber | 1720 |
| 6. | Truck and Coach Technician | 71 | Truck and Coach Technician | 584 | Truck and Coach Technician | 1613 |
| 7. | Child Development Practitioner | 51 | Child Development Practitioner | 490 | Industrial Mechanic Millwright | 1147 |
| 8. | Industrial Mechanic Millwright | 29 | Refrigeration and Air Conditioning Systems Mechanic | 442 | Child Development Practitioner | 932 |
| 9. | Sheet Metal Worker | 26 | Sheet Metal Worker | 348 | Refrigeration and Air Conditioning Systems Mechanic | 751 |
| 10. | General Machinist | 26 | Industrial Mechanic Millwright | 288 | Sheet Metal Worker | 730 |

TOP 3 TRADES ARE THE SAME AT SMWDB, REGIONAL, AND PROVINCIAL LEVELS



Electrician – Construction and Maintenance



Automotive Service Technician



Hairstylist

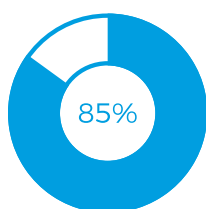
Canada Ontario Job Grant (COJG) – Employer

Employers that participate in COJG are mostly smaller firms with less than 50 employees. At the SMWDB level, they comprise 85% of all employers, rather higher than the proportions at the regional and provincial levels (both at 70%). There were a few firms at the SMWDB level

with more than 150 employees who used this program, however in each category the number was less than 10 and so the figure was suppressed, resulting in a 0% share being reported for those categories.

Table 47: Canada Ontario Job Grant – Employers

| | SMWDB | Region | Ontario |
|----------------------------|-------|--------|---------|
| Number of employers | 195 | 1,557 | 3,952 |
| Size (percent) | | | |
| <50 | 85% | 70% | 70% |
| 50-160 | 15% | 18% | 18% |
| 151-300 | 0% | 5% | 5% |
| 301-500 | 0% | 2% | 2% |
| 501-1,500 | 0% | 3% | 3% |
| 1,501-10,000 | 0% | 2% | 2% |
| > 10,000 | 0% | 0% | 1% |



Employers that participate in COJG are mostly smaller firms with less than 50 employees at the SMWDB level.

Almost three-quarters (73%) of the training at the SMWDB level was provided by private trainers, a proportion somewhat higher than that reported at the region or provincial level. Compared to the rest of the

province, there is very little training at the SMWDB level which is provided by public entities such as school boards, community colleges or universities.

Table 48: Canada Ontario Job Grant – Training provider type

| Percentage | COJG | | |
|--|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Private Trainer | 73% | 59% | 58% |
| Product Vendor | 9% | 13% | 11% |
| Public College | 0% | 5% | 8% |
| Registered Private Career College | 19% | 15% | 16% |
| School Board | 0% | 0% | 0% |
| Union Based Training Centre | 0% | 0% | 0% |
| University | 0% | 8% | 6% |
| Unknown | 0% | 0% | 0% |

The outcome at exit details remained consistent across SMWDB, region, and province, with extremely high reported levels of an increase in productivity among those

trained and that the training met their workforce needs (Table 49).

Table 49: Outcome at exit detail

| Percent | | | |
|---|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Increase in trainee productivity | 87.5% | 91.8% | 91.1% |
| Training met workforce needs | 98.2% | 97.1% | 97.4% |

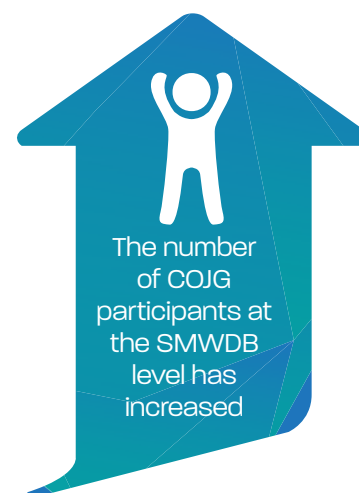
Canada Ontario Job Grant (COJG) – Participant

The number of COJG participants at the SMWDB level has increased somewhat from last year, whereas it has declined significantly at both the region and provincial

levels. The SMWDB area share (3.7%) of all COJG participants is close to the area's share (4.0%) of the provincial population.

Table 50: Number of COJG participants

| | SMWDB | Region | Ontario |
|---|-------|--------|---------|
| COJG PARTICIPANTS | | | |
| 2018-19 Number | 722 | 9,216 | 19,742 |
| 2017-18 Number | 666 | 11,223 | 25,278 |
| As % of Ontario: 2018-19 | 3.7% | 46.7% | |
| As % of Ontario: 2017-18 | 2.6% | 44.4% | |
| EO ASSISTED CLIENTS PARTICIPANTS | | | |
| As % of Ontario | 3.3% | 47.8% | |
| 2017 TOTAL ONTARIO POPULATION | | | |
| As % of Ontario | 4.0% | 51.7% | 100% |



As Table 51 shows, most of the clients are adults, either younger or older adults. Slightly over half of clients are between the ages of 25 and 44, compared to just over

one-third of clients who are 45-64 years old. The share of clients who are under 25 was low across all three levels, at roughly 8-14%.

Table 51: Distribution by age of COJG participants

| Percent | COJG | | |
|----------------------|-------|--------|---------|
| | SMWDB | Region | Ontario |
| 15-24 years | 14% | 8% | 11% |
| 25-44 years | 56% | 58% | 56% |
| 45-64 years | 31% | 32% | 31% |
| over 65 years | 0% | 2% | 1% |

The distribution of gender was more heavily skewed towards males at all three levels.

Table 52: Distribution by gender of COJG participants

| Percent | COJG | | |
|---------------------------|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Females | 43% | 40% | 39% |
| Males | 56% | 59% | 61% |
| Other/not disclosed/trans | 2% | 1% | 0% |

There is a lower degree of certainty when it comes to education at intake for COJG participants, especially at the regional and provincial levels, where “Unknown” accounted for over 50% of the responses. At the SMWDB

level, the figure was not much better, with 42% being reported as unknown. Of those participants for whom there is data, one can see that a far greater proportion of training goes to those with a post-secondary education.

Table 53: Distribution by education at intake of COJG participants

| Percent | 2017-2018 | | | 2016-2017 | | |
|---------------------|-----------|--------|---------|-----------|--------|---------|
| | SMWDB | Region | Ontario | SMWDB | Region | Ontario |
| No certificate | 3% | 1% | 2% | 2% | 1% | 1% |
| High school | 12% | 5% | 8% | 10% | 6% | 8% |
| Some post-secondary | 4% | 1% | 2% | 4% | 3% | 3% |
| Certificate/diploma | 24% | 13% | 18% | 31% | 14% | 20% |
| University degree | 14% | 24% | 19% | 19% | 25% | 19% |
| Unknown | 42% | 56% | 52% | 29% | 51% | 48% |

No certificate includes less than grade 12 and less than grade 9

Certificate/diploma include apprenticeship or college certificate or diploma

There are either far fewer clients or far less information about designated groups at the SMWDB level for the COJG program. Only 5% of clients have designated group status at the SMWDB level, among aboriginal people and internationally trained professionals. At the

region and provincial levels, there is also low reporting, with by far the largest category being internationally trained professionals. One has to assume these results are the consequence of inadequate data collection.

Table 54: Distribution by designated group of COJG participants

| Percent | COJG | | |
|---------------------------------------|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Aboriginal Group | 3% | 0% | 1% |
| Deaf | 0% | 0% | 0% |
| Deaf/Blind | 0% | 0% | 0% |
| Francophone | 0% | 0% | 1% |
| Internationally Trained Professionals | 2% | 11% | 7% |
| Newcomer | 0% | 3% | 2% |
| Person with Disability | 0% | 1% | 1% |
| Visible Minority | 0% | 4% | 3% |

The distribution by labour force attachment, as shown in table 55, reveals the overwhelming proportion of clients who are employed full time, at least 89% across all three levels. This proportion of employed is not only consistent

across SMWDB, regional, and provincial, but also across the distribution by distribution by source of income (table 56), and outcome at exit (table 57).

Table 55: Distribution by labour force attachment of COJG participants

| Percent | COJG | | |
|--------------------|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Employed Full Time | 89% | 93% | 92% |
| Employed Part Time | 4% | 3% | 4% |
| Full Time Student | 0% | 0% | 0% |
| Part Time Student | 0% | 0% | 0% |
| Self Employed | 0% | 0% | 0% |
| Under Employed | 0% | 0% | 0% |
| Unemployed | 7% | 3% | 3% |
| Unknown | 0% | 0% | 0% |

Table 56: Distribution by source of income of COJG participants

| | 2018-19 | | |
|------------------------------------|---------|--------|---------|
| | SMWDB | Region | Ontario |
| Canada Pension Plan | 0% | 0% | 0% |
| Crown Ward | 0% | 0% | 0% |
| Dependent of EI | 0% | 0% | 0% |
| Dependent of OW/ODSP | 0% | 0% | 0% |
| Employed | 93% | 96% | 95% |
| Employment Insurance | 2% | 1% | 1% |
| No Source of Income | 2% | 2% | 2% |
| Ontario Disability Support Program | 0% | 0% | 0% |
| Ontario Works | 0% | 0% | 0% |
| Other | 2% | 1% | 1% |
| Pension | 0% | 0% | 0% |
| Self Employed | 0% | 0% | 0% |
| Unknown | 0% | 0% | 0% |



89%
of clients are employed
full time when COJG is
completed

Table 57: Outcome at exit COJG participants

| Percent | COJG | | |
|--|-------|--------|---------|
| | SMWDB | Region | Ontario |
| Employed | 100% | 99% | 98% |
| In Training/Education | 0% | 0% | 0% |
| Other (Independent, Unable to Work, Volunteer) | 0% | 0% | 0% |
| Unemployed | 0% | 0% | 0% |
| Unknown | 0% | 1% | 1% |

Youth Job Connection (YJC)

The following tables show the number of Youth Job Connection clients, and their break down by age and gender. Firstly, the total number of clients at all levels has declined from last year, as it had the year before as well. As a percentage share of the province, the SMWDB share of YJC participants (2.8%) is slightly lower than

the SMWDB share of ES Assisted clients (3.3%). Not surprisingly, most of the clients are between the ages of 15 and 24 (roughly 78-82% across all three levels), and all of the remaining clients are 25-44 years old (Table 58). At all levels, males make up a slightly higher proportion of the participants, between 55% and 62% (Table 60).

Table 58: Number of YJC participants

| | SMWDB | Region | Ontario |
|---|-------|--------|---------|
| YJB PARTICIPANTS | | | |
| 2018-19 Number | 339 | 5,714 | 12,024 |
| 2017-18 Number | 402 | 6,106 | 12,958 |
| As % of Ontario: 2018-19 | 2.8% | 47.5% | |
| As % of Ontario: 2017-18 | 3.1% | 47.1% | 100.0% |
| EO ASSISTED CLIENTS PARTICIPANTS | | | |
| As % of Ontario | 3.3% | 47.8% | |
| 2016 TOTAL ONTARIO POPULATION | | | |
| As % of Ontario | 4.0% | 51.7% | 100% |

Table 59: Distribution by age of YJC participants

| Percent | Youth Job Connection | | |
|----------------------|----------------------|--------|---------|
| | SMWDB | Region | Ontario |
| 15-24 years | 82% | 78% | 78% |
| 25-44 years | 18% | 22% | 21% |
| 45-64 years | 0% | 0% | 0% |
| over 65 years | 0% | 0% | 0% |

Table 60: Distribution by gender of YJC participants

| Percent | Youth Job Connection | | |
|----------------------------------|----------------------|--------|---------|
| | SMWDB | Region | Ontario |
| Females | 38% | 44% | 44% |
| Males | 62% | 55% | 55% |
| Other/not disclosed/trans | 0% | 1% | 1% |

total number
of YJC clients
at all levels has
declined from
last year



The majority of clients have either no certificates or only have a high school diploma. At the SMWDB level, 5% have a college diploma. Almost a quarter (24%) of clients at the regional have anywhere from

some post-secondary education to a university degree, with a similar 18% at the provincial level (Table 61).

Table 61: Distribution by education at intake of YJC participants

| Percent | Youth Job Connection | | |
|----------------|----------------------|--------|---------|
| | SMWDB | Region | Ontario |
| No certificate | 49% | 25% | 34% |
| High school | 46% | 51% | 47% |
| Apprenticeship | 0% | 0% | 0% |
| College | 5% | 8% | 7% |
| University | 0% | 8% | 5% |
| Other | 0% | 8% | 6% |

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

All of the clients with designated group status at the SMWDB level are either from an aboriginal group (12%) or are persons with disabilities (39%). At the regional and

provincial levels, there is far more variation. However, as with the designated data for other programs, one cannot be certain regarding the quality of the data.

Table 61: Distribution by designated group of YJC participants

| Percent | Youth Job Connection | | |
|---------------------------------------|----------------------|--------|---------|
| | SMWDB | Region | Ontario |
| Aboriginal Group | 12% | 3% | 9% |
| Deaf | 0% | 0% | 0% |
| Deaf/Blind | 0% | 0% | 0% |
| Francophone | 0% | 2% | 3% |
| Internationally Trained Professionals | 0% | 5% | 4% |
| Newcomer | 0% | 11% | 7% |
| Person with Disability | 39% | 19% | 30% |
| Visible Minority | 0% | 28% | 18% |

SMWDB DISTRIBUTION BY DESIGNATED GROUP

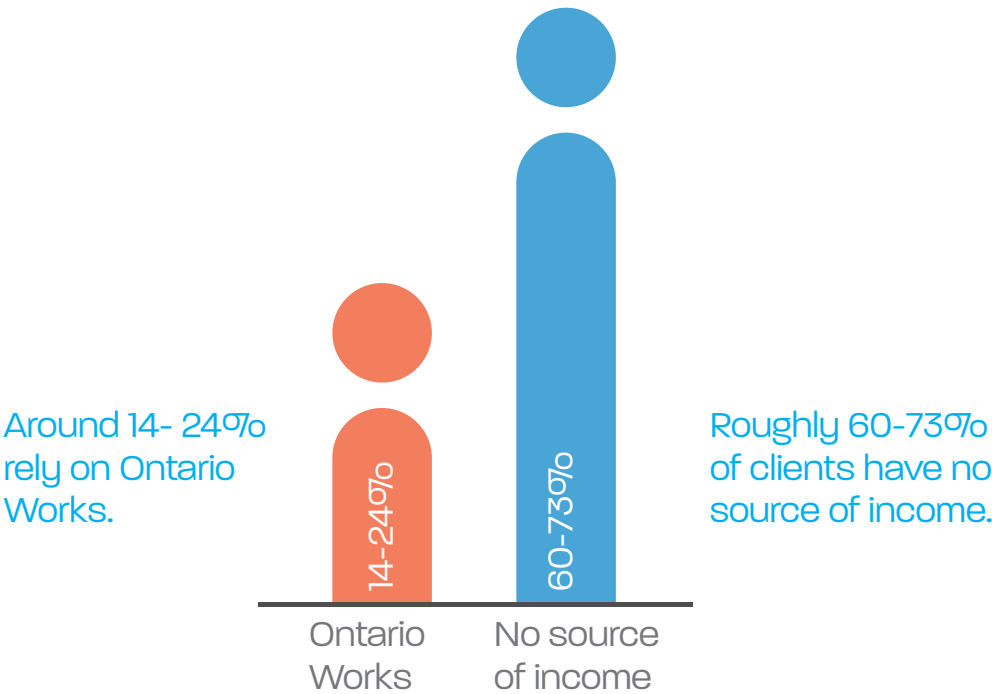


The distribution by source of income is more consistent across the SMWDB area, regional, and provincial levels. Roughly 60-73% of clients have no source of income,

and around 14% to 24% rely on Ontario Works. The next largest source of income is ODSP, which is particularly larger at the SMWDB level.

Table 62: Distribution by source of income of YJC participants

| | 2018-19 | | |
|------------------------------------|---------|--------|---------|
| | SMWDB | Region | Ontario |
| Canada Pension Plan | 0% | 0% | 0% |
| Crown Ward | 0% | 1% | 2% |
| Dependent of EI | 0% | 0% | 0% |
| Dependent of OW/ODSP | 3% | 2% | 4% |
| Employed | 0% | 0% | 0% |
| Employment Insurance | 0% | 0% | 1% |
| No Source of Income | 68% | 73% | 60% |
| Ontario Disability Support Program | 9% | 5% | 6% |
| Ontario Works | 20% | 14% | 24% |
| Other | 0% | 3% | 3% |
| Pension | 0% | 0% | 0% |
| Self Employed | 0% | 0% | 0% |
| Unknown | 0% | 1% | 0% |



Ministry of Labour, Training and Skills Development In-demand Skilled Trades Project

In the late spring of 2019, the Ministry of Labour, Training and Skills Development directed all Local Employment Planning Councils and Workforce Planning Boards to undertake an In-Demand Skilled Trades Project to provide local insights on labour market conditions for skilled trades and to obtain employer perspectives on the operations of the apprenticeship system.

To carry out this project, the Simcoe Muskoka Workforce Development Board (SMWDB) undertook a literature review, analyzed local labour market data, interviewed employers and key informants, conducted employer focus groups and an employer survey, all for the purpose of gathering as much evidence as possible on which to base its findings. Through the latter half of 2019, SMWDB carried out 38 employer interviews, two interviews with key informants, and held three employer focus groups with a total of 21 participants. The employer survey attracted 109 employers who hire skilled tradespersons. In short, the project undertook 170 engagements with employers and other stakeholders.

Employers like the apprenticeship approach in principle, namely the combination of training in the workplace and periodic classroom instruction. Overall, 42% of employers felt that the apprenticeship system is extremely effective or effective in meeting the skill needs of their business, while 21% gave it a negative rating (not so effective or not at all effective).

61% of employers said it was very difficult to hire a journeyperson, while only 26% said it was very difficult to hire an apprentice. While a clear majority of employers expect that the demand for skilled tradespersons will increase over the next few years, they are divided as to whether the supply of skilled tradespersons will increase or decrease. The biggest concern for employers is the retirement of the baby-boom generation and the resulting shortage of skilled tradespersons brought about by declining enrollments over the decades in apprenticeship programs.

This tight labour market for certain occupations, in particular with respect to journeypersons, means that employers sometimes resort to poaching workers from other businesses, which also leads to complaints when an apprentice is lured away from the employer who trained them soon after receiving their certificate.

Other concerns expressed by employers included the financial cost to employers of providing the training, the complexity of the apprenticeship process (including getting responses in a timely manner), the difficulty at



The biggest concern for employers is the retirement of the baby-boom generation and the resulting shortage of skilled tradespersons

times of securing classroom training seats, outdated curriculum for certain programs, and what is viewed as a diminished work ethic among job candidates.

Employers are also feeling the impact of technological change, resulting in higher skill levels required of new workers, and in the need for constant upgrading of equipment, work processes and the skills of incumbent workers.

Despite the fact that there are 144 skilled trades in Ontario, the following five trades account for at least three-quarters of the registered journeypersons in each of Simcoe and Muskoka: Electrician (Construction and Maintenance); Automotive Service Technician; Hairstylist; Plumber; and Truck and Coach Technician.

Among actions which employers suggested could make the apprenticeship system better were:

- Promote the trades more through high schools, targeting not just youth but also their parents and guidance counsellors;
- Make the apprenticeship process easier to navigate;
- Bring back the personal connection which used to be provided by the Ministry to support apprentices should they encounter challenges;
- Provide more financial incentives to employers and more financial support to apprentices.

Despite the fact that there are 144 skilled trades in Ontario, the following five trades account for at least three-quarters of the registered journeypersons in each of Simcoe and Muskoka:



Together with all the other workforce planning boards and local employment planning councils, SMWDB has submitted its findings to the Ministry of Labour, Training and Skills Development. The Ministry has already announced a series of initiatives, including:

- A marketing campaign to highlight good-quality, well-paying and flexible careers in the trades;
- Increased investments in:
 - The Ontario Youth Apprenticeship Program
 - The Specialist High Skills Major program
 - The pre-apprenticeship program.

A full community report on the In-Demand Skilled Trades Project will be available on the Simcoe Muskoka Workforce Development Board website: www.smwdb.com on the Labour Market Information page.

2019 - 2020 Project Updates

Personal Support Worker Career Laddering Roadshow

Simcoe County and the District of Muskoka is currently facing a critical shortage of trained Personal Support Workers (PSWs), and the need will only grow as our population ages. With this in mind, the Simcoe Muskoka Workforce Development Board offered a series of free Personal Support Worker Career Fairs throughout the County of Simcoe and District of Muskoka in September and October. Events were held in Huntsville, Gravenhurst, Orillia, Midland, Collingwood and Barrie. It was important to communicate not only what the PSW career had to offer, but also to clearly show how PSW credentials could result in laddering to other rewarding healthcare careers. SMWDB developed a project-specific website and all marketing activities drove traffic to the site. Event promotion included a four-week radio advertising campaign; cable TV interviews covering Simcoe and Muskoka; digital ads through Bell Media, Facebook and Kijiji; social media outreach; newspaper stories in two Muskoka print and online newspapers; event flyers hand-

delivered to libraries and community bulletin boards in the event communities. Additionally, two Workforce Webisode video interviews with PSW's for YouTube have garnered the highest number of views on our channel.

Events were well-attended by employers in both Long-Term Care and Community Placement, with many signing up for all the events. Educators were represented by Georgian College and the Simcoe County District School Board as well as adult upgrading organizations from the communities.

Attendance by the public was disappointing, although those who did attend provided positive feedback (resulting in an 92% satisfaction score). Comments received from our exhibitors were generally favourable in terms of the organization of the events and that a good cross-section of community partners were involved. All were understandably disappointed in the attendance, however several commented that the attendance was in line with the current interest in the career.

Anecdotally, several exhibitors said that they derived benefit from having an opportunity to network with other employers or educators to discuss issues affecting them all.



Workforce Webisodes

As noted above, two webisode interviews have been completed with a practicing PSW and a recently certified PSW. These two videos have drawn our highest YouTube viewing numbers to date. A further interview is in production with both the PSW program coordinators with the Simcoe County District School Board and Georgian College outlining their views on what the PSW career path has to offer.

Further webisodes include excerpts or full presentations from the guest speakers who participated in our “Breaking Down Barriers to Employment” event day in January.



Chris D'souza



Trina Foster

Breaking Down Barriers to Employment Presentation Day

This full-day event took place on Tuesday, January 21st at the Gibson Centre for Community Arts and Culture in Alliston, Ontario. The invited Employment Ontario and Ontario Works service providers heard presentations from:

Chris D'souza, noted motivational speaker and human rights strategist. Chris helped the audience explore personal biases and power dynamics that affect both professional and personal relationships. These can be racially based but can also relate to attitudes toward others such as the LGBTQ+ community.

Meghan Reid M.A., C. Psych., President and Practice Lead – Ontario Canada Career Counselling spoke on “Translating the Warrior”. The challenges of transitioning from serving in the Canadian Armed Forces to the Canadian civilian workforce are unique. Military members spend months training to enter into the military workforce, moving through training institutions and learning how to work as a highly functional team. When these military members either reach retirement, decide to retire early, or get released for medical or other reasons, they can find themselves in the precarious position of re-creating their identity and finding their way in the civilian world.

Trina Foster, Chief Executive Officer at ONESTEP Toronto provided an update on the Service System Management (SSM) initiative focusing on the Muskoka-Kawartha prototype and talked about the delivery models they will be implementing.

Stephanie Hobbs, Executive Director of the Simcoe/Muskoka Literacy Network (SMLN) delivered an update on targeted services available to adult learners. These include skills upgrading for job seekers as well as those currently employed.

Tom Zizys, Labour Market Consultant and Metcalf Foundation Fellow provided his annual update on changes to the labour market and their real-world impacts based on the latest Employment Ontario data.

Soft Skills Solutions® Employer Marketing Plan

The goal of this project is to determine how to best offer the content of the SSS® program directly to employers as training modules for their current staff. Pilot sessions conducted through a partnership with the York Region Workforce Planning Board and SSS Master Trainer Samantha Timbers were completed in January 2020. Based on Samantha's recommendations, a marketing plan that will target employers has been developed for implementation in 2020-21. Employer outreach will be through all available channels including direct communication, social media and through our Employment Ontario and Ontario Works community partners.



Gain skills | to compete and advance in today's job market



Delivered by trained facilitators

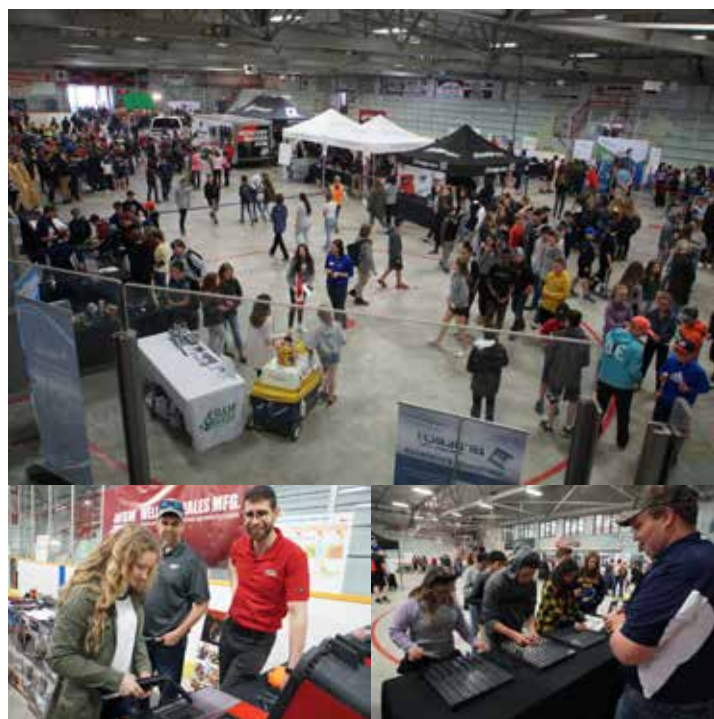
- Communication Skills
- Teamwork
- Personal Management
- Problem Solving
- Professional Development



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2019 Simcoe Muskoka Skilled Trades Expo

The Elmvale Community Arena was once again host to the Simcoe Muskoka Skilled Trades Expo in May of 2019. Two sessions were held: a student-only session from 9 a.m. to 3 p.m. and a session geared for the general public, high school students and job seekers from 4 to 7 p.m. The event served as an opportunity for tradespeople to showcase their businesses and sector to students and the public. Each exhibitor engaged visitors with hands-on activities that gave them insight into what skills would be required to succeed in each specific trade. The 2019 Expo helped introduce 3,000 students to more than 35 skilled trades and welcomed more than 200 residents to the job fair. The event was organized by a number of community partners including SMWDB, Ontario Youth Apprenticeship Program Coordinators from the Simcoe County District School Board and Simcoe Muskoka Catholic District School Board, Georgian College, County of Simcoe, City of Barrie, City of Orillia, Springwater Township and Flos Agricultural Society.



Muskoka Employment Partnership

The genesis of this project was the Trillium-funded Muskoka Labour Market Study, Findings and Recommendations conducted by SMWDB in 2018-19. One of the major recommendations was to hold an employment summit event in Muskoka to reveal the recommendations from the report to regional stakeholders (government, employers, educators, employment service providers and literacy upgrading service providers) and to start generating ideas to deal with on-going labour issues identified.

While working on follow-up activities from the Muskoka Employment Summit held in June 2019, SMWDB assisted the District of Muskoka to apply for funding to support the creation of the Muskoka Employment Partnership through the Ministry of Labour, Training and Skills Development's OLMP program. SMWDB supported the District of Muskoka's submission of a concept paper outlining a two-year development of the Partnership. The concept paper was subsequently approved by the Ministry and work is now underway on the full-length proposal submission for Ministry approval. Based on final approval of the proposal, the two-year project will lead to the following initial actions:

- **Creation of a steering committee for the Muskoka Employment Partnership:** This would involve a group of approximately 20 or so individuals, representative of the various sectors, geographies and demographics of Muskoka, providing the strategic direction to the Partnership;
- **Recruitment for the MEP itself:** This would involve enlisting the involvement of a wide range of organizations and employers who have an interest in addressing the labour market challenges present in Muskoka;
- **Creation of several sub-committees of the MEP:** Out of the process which led to the Muskoka Employment Summit, three distinct functional areas emerged, each of which would be assigned to a sub-committee, to deliberate and propose strategies to address these challenges; those sub-committees

would be as follows:

WORKFORCE ATTRACTION: To implement strategies for attracting workers, both seasonal and permanent, to Muskoka;

WORKFORCE DEVELOPMENT: To ensure that job candidates, workers and employers are developing the right skills for the Muskoka labour market; and

EMPLOYERS AND EDUCATORS: To enhance collaboration between employers and educators to produce better prepared school graduates in Muskoka, in particular, with respect to experiential learning opportunities, including apprenticeships.

Additional subcommittees addressing other priorities raised at the June Summit will be created in Year 2 of the Partnership based on the priorities set in Year 1.



Ministry of Labour, Training and Skills Development In-Demand Skilled Trades Project

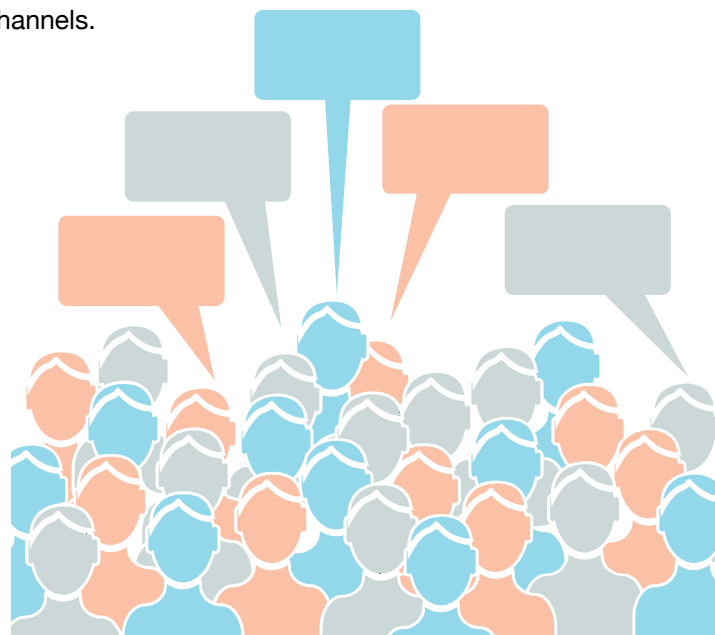
While not one of SMWDB's original project commitments for 2019-20, nonetheless this major examination of workforce needs for skilled trades in our service area was an important data collection and analysis project for us. Working with consultant Tom Zizys, SMWDB used the following data collection methods to analyze the needs

- Analysis of available data sets for both the County of Simcoe and District of Muskoka
- Online survey (109 Employers who hire skilled tradespersons)
- Telephone interviews (40 completed)
- Three focus groups with employers with a total of 21 participants (Barrie Construction Association, Attendees at the County of Simcoe Manufacturers Forum and a group of employers representing a range of skilled trades including CNC machinists, welding, millwright, plumbing and electrical services, ag and heavy machinery service technicians, ski lift technicians)

All results were uploaded to the Ministry website by the closing date of January 15th. Tom Zizys also produced a narrative report on the result which was shared with all participants, posted to the SMWDB website and distributed via social media channels.

Foundational Assessment for Skilled Trades (FAST)

SMWDB continues to promote the FAST platform as developed in partnership with Georgian College. FAST is a digital version (including mobile and tablet format) of the original paper-based EARAT pre-apprenticeship program which is accessed via internet delivery. To date SMWDB has completed the online conversion and formatting of over sixty of the original EARAT assessments for twenty-one trades. The long-term goal is to make them available to partners provincially.



Simcoe and Muskoka's Trends, Priorities and Opportunities

Strategic Priorities

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

Whenever possible, SMWDB has endeavoured to create initiatives that can address multiple priorities (i.e. Webisodes, Soft Skills Solutions®, etc.)

“Foster employer investment in on-the-job training and skills development in employees.” i.e. SMWDB

- has rolled out Webisodes to create a high-level understanding of employment issues such as skills development. These webisodes are housed on the SMWDB website and YouTube channel to become on-going awareness tools.
- continues to develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today's workforce, helping them to be more successful in obtaining and retaining their jobs by partnering with the Workforce Planning Board of York Region. The program is now available and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce.
- has rolled out FAST (Foundational Assessment for Skilled Trades) for those who may want to strengthen their knowledge and understanding before entering apprenticeship training. These assessments, taken with the assistance of instructors or employment counsellors, are intended to increase the success rate for those entering apprenticeship.



Priority #2

“Foster partnerships between education and business” i.e. SMWDB

- continues to, based on the success and continued demand for this program develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today's workforce, helping them to be more successful in obtaining and retaining their jobs by partnering with the Workforce Planning Board of York Region. The course is now available to and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. 2020 will see the marketing of SSS® to employers.
- is working on a current Foundational Assessment for Skilled Trades. SMWDB has, in partnership with Georgian College, developed a digital version (including mobile and tablet format) of the original paper-based EARAT pre-apprenticeship program which is accessed via internet delivery. To date SMWDB has completed the online conversion and formatting of over sixty of the original EARAT assessments for twenty-one trades. The long-term goal is to make them available to partners provincially.
- completed a Marine Mechanic pilot project to develop marketing and champions to work with three regional school boards and Georgian College. Based on the successful pilot in 2018-19, a successful program of a similar nature can be applied to other trades.

Priority #3

“Enhance Simcoe County and the District of Muskoka's transportation network to facilitate worker mobility across the region.” i.e. SMWDB

- received Trillium funding (\$70,000) to research barriers to employment in Muskoka including transportation and upon successful application of further funding, to implement a pilot project touching on this issue.



Priority #4

“Advance Economic Development Initiatives to create and sustain local jobs.” i.e.

- SMWDB partners annually with the community to offer Simcoe Muskoka Skilled Trade Expo with participation from schools across Simcoe County as well as businesses. The Expo showcases skilled trades to approximately 3,000 Grade 7, 8 and 12 students. Representatives from more than 40 trades welcome students (and parents in the evening) with hands-on interactive displays and information to help them make informed career decisions. This year’s event included a job fair in the evening.
- based on a successful Trillium-funded project, “Muskoka Labour Market Assessment, Analysis and Recommendations”, SMWDB is assisting the District of Muskoka government apply for OLMP funding in support of a Muskoka Employment Partnership. This two-year program will bring together employers, educators and other community stakeholders to address the following priority issues (with other to follow):
 - WORKFORCE ATTRACTION: To implement strategies for attracting workers, both seasonal and permanent, to Muskoka;
 - WORKFORCE DEVELOPMENT: To ensure that job candidates, workers and employers are developing the right skills for the Muskoka labour market; and
 - EMPLOYERS AND EDUCATORS: To enhance collaboration between employers and educators to produce better prepared school graduates in Muskoka, in particular, with respect to experiential learning opportunities, including apprenticeships.

Priority #5

“Strengthen local employers’ success in recruiting and retaining suitable employees.” i.e. SMWDB

- presented our “Breaking Down Barriers to Employment” workshop day for Employment Ontario service providers in January of 2020. This full-day workshop offered speakers on the following topics chosen to enhance the abilities of EO personnel to support both employers and job seekers:
 - Christopher D’souza (Hons BA, B.Ed, M.Ed) This interactive workshop explored the fundamental right of employees to work in a bias free environment and provide tools to engage clients in an equitable and inclusive manner. It also focused on deconstructing personal bias around human identity using anti-oppression discourse and concrete examples. The goal was to have the audience think critically about the ways they process identity and the forces that either privilege or oppress bodies.
 - Meghan Reid (M.A., C. Psych.), President and Practice Lead – Ontario Canada Career Counselling spoke on “Translating the Warrior”. The challenges of transitioning from serving in the Canadian Armed Forces to the Canadian civilian workforce are unique. Military members spend months training to enter into the military workforce, moving through training institutions and learning how to work as a highly functional team. When these military members either reach retirement, decide to retire early, or get released for medical or other reasons, they can find themselves in the precarious position of re-creating their identity and finding their way in the civilian world.
 - Trina Foster, Chief Executive Officer at ONESTEP Toronto provided an update on the Service System Management initiative focusing primarily on the Muskoka-Kawartha prototype area as well and talk about the delivery models they will be implementing.
- Stephanie Hobbs, Executive Director of the Simcoe Muskoka Literacy Network delivered an update on targeted services available to adult learners. These include skills upgrading for job seekers as well as those currently employed.
- Tom Zizys, Labour Market Consultant presented his annual “Data and More” review of Employment Ontario data and trends.
- continues to develop Soft Skills Solutions®, moving into the workplace itself to help individuals learn the skills that are expected in today’s workforce, helping them to be more successful in obtaining and retaining their jobs. The program is now available to and being utilized by any organizations provincially that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. A version of the program for employers to use to train their current staff is now in development.
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- Other key regional workforce issues will be addressed through the actions of individual sub-committees developed under the MEP steering committee. SMWDB will provide support in a secretariat function for the Muskoka Employment Partnership for the length of the program.

Priority #6

“Improve information about the local labour market.”

i.e. SMWDB

- is rolling-out Webisodes to create a high-level understanding of employment issues such as skills development. These webisodes are housed on the SMWDB website and our YouTube Channel to become on-going awareness tools. Where possible, SMWDB-sponsored presentations such as the annual “Data and More” Employment Ontario data analysis are videotaped and made available through social media for wider audience dissemination.
- through the donation of Georgian College now has office space in Muskoka one day a week, ensuring the District has access, by appointment, to SMWDB offerings and information sharing activities.





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