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Simcoe Muskoka
Workforce Development Board

2017-2018 | LOCAL LABOUR MARKET PLAN

Soft Skills Solutions — skills employers want

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

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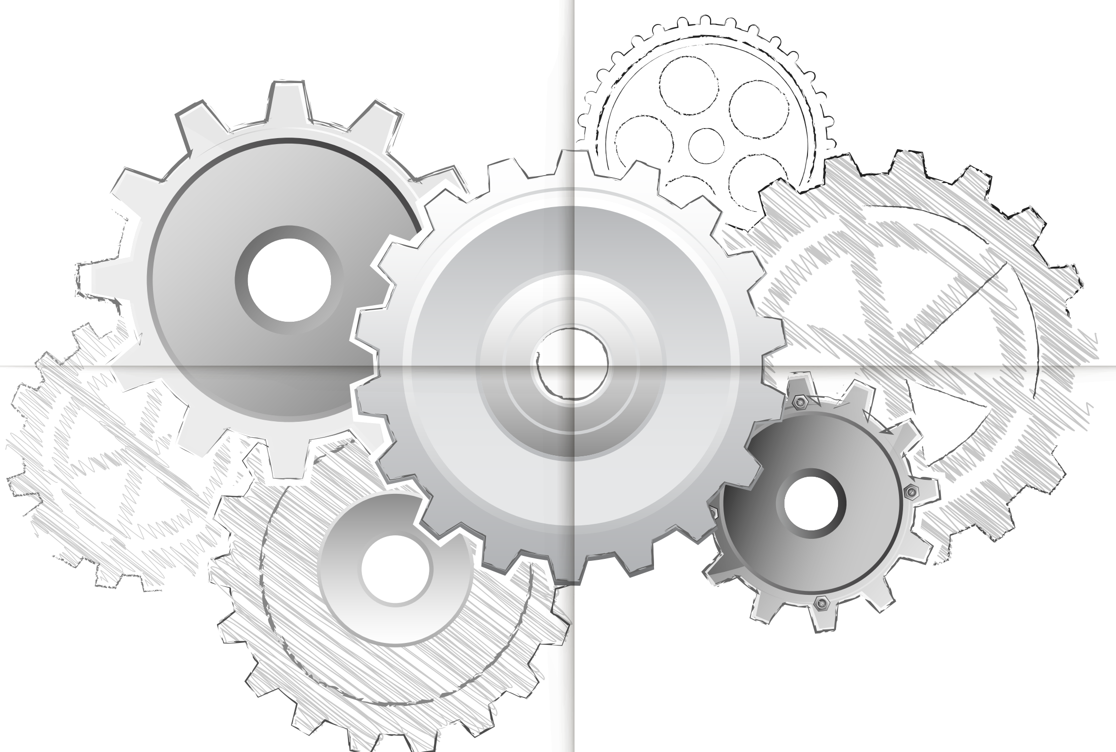
Simcoe Muskoka
Workforce Development Board

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 2018 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 wish to thank the County of Simcoe Economic Development Department for their financial funding of our projects. As well, we would like to thank Tom Zizys for his work in analyzing data and developing tables for this report.

"Canada has a strong foundation with some of the highest rates of educational attainment in the world, and a tech sector that has never been stronger. Canadian youth are highly skilled, well-educated, entrepreneurial, and arguably among the best suited to adapt to the complex skills required for the future of work. No one sector can address this challenge alone. As Canada begins to focus more deliberately on inclusive economic growth, it is paramount that the country's public, private and non-profit sectors work together to ensure that Canadian youth have the skills and experience to benefit from and drive technological progress." — Creig Lamb, Policy Advisor, and Sarah Doyle, Director of Policy + Research, Brookfield Institute for Innovation and Entrepreneurship

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Simcoe Muskoka
Workforce Development Board

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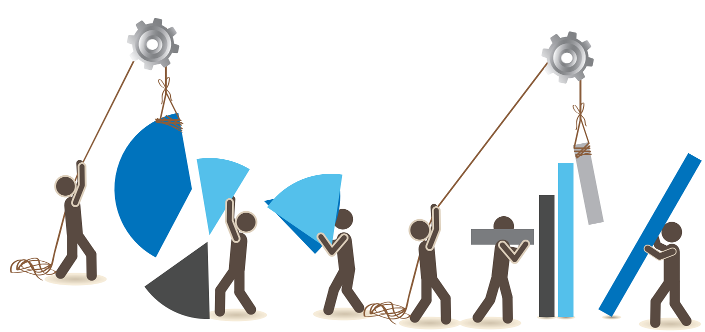

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Summary Of Labour Market Indicators

Population change

The census is the most accurate count of individuals living in communities across Canada and it is administered every five years. The most recent census was in 2016 and Table 1 presents the results for Ontario, Simcoe and Muskoka, and for some of their larger municipalities.

Between 2011 and 2016, Ontario's population grew by 4.6%. Muskoka's population more or less matched the provincial increase, while Simcoe outpaced it.

Employment by industry in Simcoe and Muskoka

The number of employed residents grew by 5.0% in Ontario between 2011 and 2016. In Simcoe, that rate was considerably higher, at 9.3%, while the growth in Muskoka was slightly lower, at 4.3%.

The five largest industries for employment for Simcoe residents were:

- Retail Trade (12.5%)
- Health Care & Social Assistance (11.4%)
- Manufacturing (11.2%)
- Construction (9.7%)
- Accommodation & Food Services (7.2%)

The five largest increases for employment among Simcoe residents were:

- Construction (+4,495 of employed residents)
- Health Care & Social Assistance (+3,700)
- Retail Trade (+2,460)
- Accommodation & Food Services (+2,455)
- Administrative & Support (+2,235)

Table 1: Population data, Simcoe and Muskoka, 2011-2016

Community	2016	2011	% Change 2011-2016
ONTARIO	13,448,494	12,851,821	4.6%
SIMCOE	479,650	446,063	7.5%
Barrie	141,434	136,063	3.9%
Innisfil	36,566	32,727	11.7%
New Tecumseth	34,242	30,234	13.3%
Orillia	31,166	30,586	1.9%
MUSKOKA	60,599	58,017	4.5%
Gravenhurst	12,311	12,055	2.5%
Bracebridge	16,010	15,414	3.9%
Huntsville	19,816	19,056	4.0%

2016 Census

The five largest industries for employment for Muskoka residents were:

- Retail Trade (15.0%)
- Construction (14.6%)
- Health Care & Social Assistance (11.2%)
- Accommodation & Food Services (9.2%)
- Public Administration (5.9%)

The five largest increases for employment among Muskoka residents were:

- Retail Trade (+350 of employed residents)
- Construction (+340)
- Administrative & Support (+295)
- Professional, Scientific & Technical Services (+215)
- Accommodation & Food Services (+155)

Among losses, there were fewer Simcoe residents employed in:

- Transportation & Warehousing (-620 employed residents)
- Arts, Entertainment & Recreation (-585)

And losses among employed Muskoka residents:

- Public Administration (-175 employed residents)
- Manufacturing (-150)

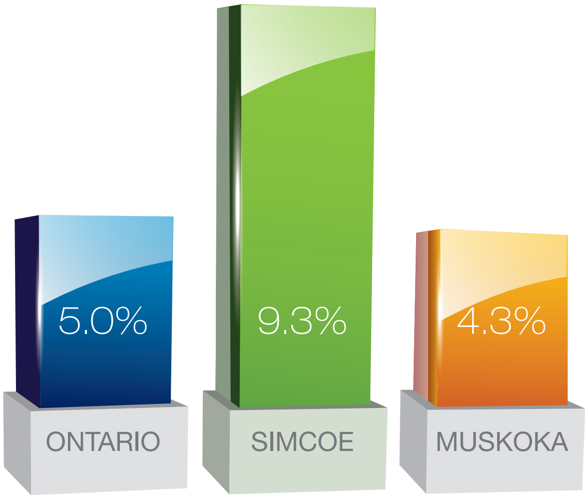
Employment by occupation in Simcoe and Muskoka

The two largest occupation categories by employed residents in Simcoe were:

- Sales & Service Occupations (24.1% of all employed residents)
- Trades, Transport & Equipment Operators (17.6%)

The same top two occupation categories represented the top employment for Muskoka residents:

- Sales & Service Occupations (25.3% of all employed residents)
- Trades, Transport & Equipment Operators (20.4%)



Growth of employed residents between 2011 and 2016

Educational attainment

Among residents aged 15 to 24 years of age, compared to the Ontario averages, Simcoe and Muskoka both have considerably higher proportions of youth with no high school diploma, as well as slightly higher proportions of college graduates, and considerably fewer university graduates.

Among those aged 25 years and older, compared to the Ontario averages, Simcoe and Muskoka residents have higher levels of residents with a high school diploma, an apprenticeship certificate or a college diploma, but considerably fewer residents with a university degree.

Labour force survey data

With the onset of the 2008 recession, the Simcoe unemployment rate increased significantly and stayed slightly higher than the Ontario rate for a few years, but has since returned to its proportionately lower rate. The Muskoka rate (which also includes Parry Sound) was slower to increase, but also rose significantly, and only started its downward descent in the last three years. The last couple of years the local unemployment rate has been slightly lower than the provincial unemployment rate. The local unemployment rate has only now reached the level of unemployment present just before the start of the 2008 recession.

Number of businesses

The three industries with the largest number of firms in Simcoe are Real Estate and Rental & Leasing, accounting for 18% of all firms, followed closely by Construction (16%), then a more distant third, Professional, Scientific & Technical Services (11%); in Muskoka, the three largest are Construction (20%), Real Estate and Rental & Leasing (18%) and, a more distant third, a near tie between Retail Trade (9.5%) and Professional, Scientific & Technical Services (9.4%).

Overall, there has been a significant increase in the total number of firms in Simcoe between June 2016 and June 2017, up 1,360 firms, a jump of 3.4% over last year. While 1113 firms have been added to the category of firms with no employees (that is, solo consultants, professionals and the self-employed), the largest rate of growth occurred in the category of firms with more than 100 employees, where an additional 11 firms amounted to a 5.0% increase. These numbers are tempered by the fact that there was a decline of 50 firms in the 20-99 employees category, a drop of 3.5% (of course, some of these firms grew to advance into the 100+ category). There were gains in most industries, with a considerable decline in the number of firms in the Arts, Entertainment & Recreation sector, and smaller declines in Agriculture and in Information & Cultural Industries.

Muskoka experienced net increases in three of the four employee size categories, most notably in the firms with no employees category, and there were significantly more industries with a growth in the number of firms. Thirteen industries saw increases, six sectors that saw decreases, and one sector experienced no change. The biggest numerical increase was in Real Estate and Rental & Leasing, although this was mainly driven by the large increase in the zero employee category. Substantial increases were registered in Construction, Transportation & Warehousing, Administrative & Support, and Health Care & Social Assistance, while likely losses in employment are only apparent in Retail Trade.

Insights from Employment Ontario client data

Table 2 compares the Simcoe-Muskoka share of clients for various Employment Ontario services to the area's share of the province's population, as one way of measuring the level of uptake of these services.

Table 2: Simcoe-Muskoka client share of EO services

	SMWDB	Region	Ontario
POPULATION	4.0%	51.7%	100%
EO UNASSISTED			
Number	18,584	249,140	484,354
Percentage	3.8%	51.4%	100%
EO ASSISTED			
Number	6.004	90,253	190,762
Percentage	3.1%	47.3%	100%
SECOND CAREER			
Number	148	3,215	7,158
Percentage	2.1%	44.9%	100%
CANADA ONTARIO JOB GRANT – PARTICIPANTS			
Number	1,397	14,694	35,680
Percentage	3.9%	41.2%	100%
APPRENTICESHIP – NEW REGISTRATIONS			
Number	906	10,442	24,890
Percentage	3.6%	42.0%	100%
LITERACY AND BASIC SKILLS – IN-PERSON LEARNERS			
Number	2,059	14,885	37,126
Percentage	5.5%	40.1%	100%

Only in the case of Literacy and Basic Skills services does the client share of the provincial total exceed the area's share of the province's resident population (5.5% versus 4.0%). In the case of all other services, the share of clients is either slightly below the population share (EO Unassisted; COJG participants; new Apprenticeship registrations) or considerably below (EO Assisted; Second Career).

Other observations from the EO client data:

EO Assisted clients

- The proportion of youth clients has been dropping for two years;
- The share of older adult clients (45-64 years of age) has been consistently higher than this age group's share of the unemployed;
- The share of female clients has increased to 51% from last year's 48%;
- The proportion of Aboriginal clients has been steadily increasing over the last few years, but is still somewhat below their share of the unemployed;
- The proportion of clients who are internationally trained professionals has maintained the same level of 5% for four years;
- Compared to the provincial averages, more local clients have a high school diploma or a college or apprenticeship diploma or certificate, and far fewer have a university degree;
- A large share of clients (45%) cite no source of income;
- Around a third (34%) of clients have been unemployed for over six months;
- 72% of outcomes involve employment;
- The prominent industries for both lay-offs and employment outcomes are: Accommodation & Food Services; Business, Building and Other Support Services (cleaners, landscapers and temporary employment agencies); Manufacturing: and Retail Trade;

Literacy and Basic Skills clients

- 95% are in the Anglophone stream, 5% in the Francophone stream;
- In terms of service providers: community college – 41%; school boards – 32%; community sector – 27%; this is very similar to the provincial distribution by service provider;
- 40% of clients are 25-44 years of age; 31% are 15-24 years old;
- Slightly over half are female;
- Almost half (47%) have no educational certificate, and another third (29%) have a high school diploma;
- Around a quarter (26%) are employed, another quarter (25%) have no source of income and almost another quarter (22%) are in receipt of Ontario Works;

Second Career clients

- Half (50%) are 25-44 years of age, and another 39% are 45-64 years old;
- A little over half (55%) are males;
- Most either have a high school diploma (43%) or a college diploma (33%) and none have a university degree;
- Two-thirds are in receipt of Employment Insurance;
- Three-quarters have been unemployed for less than six months;

Apprenticeship clients

- Over half (56%) are 15-24 years of age, and another 40% are 25-44 years old;
- 79% are males;
- Two-thirds (66%) have finished high school, and almost a quarter (24%) have not finished high school;

- The three most common trade registrations are: automotive service technician; electrician; and hairstylist;

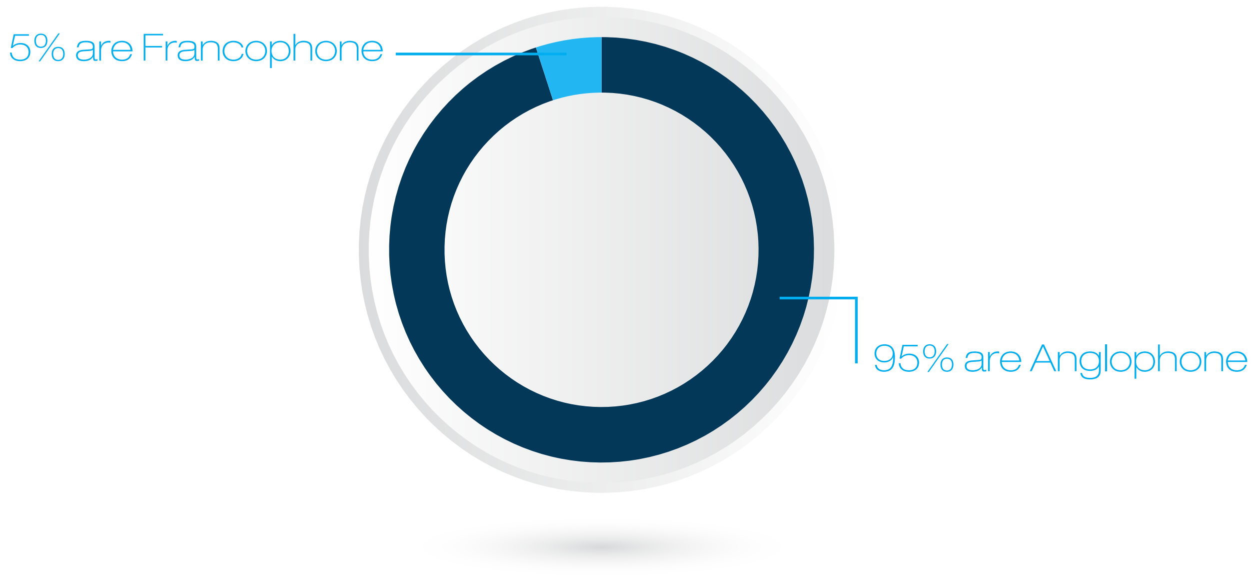
Canada Ontario Job Grant

- Two-thirds (70%) of employers have fewer than 50 employees;
- Almost half (46%) of the training provided is done through product vendors; a further third (33%) is provided through private career colleges;
- Among the trainees: over half (52%) are 25-44 years old; 65% are males; and almost all are currently employed

Youth Job Connection

- 78% of clients are 15-24 years old; 63% are males; the majority have either no certificate (46%) or a high school diploma (46%);
- 60% have no source of income and 27% are in receipt of Ontario Works.

Literacy and Basic Skills clients



Insights from Employer survey and from Job Seeker survey

The County of Simcoe administered two surveys which form part of the labour market information relied on by SMWDB. The first was a survey of manufacturing employers. Sixty-four employers participated in the survey, and some of the findings are:

- There are steady expectations regarding the forecasted demand for production workers over the next ten years;
- The most common vacant production positions are: general labourer; CNC operator; and machine operator;
- Similarly, administration positions are forecast to be in consistent demand. The top vacant position among administration positions is accountant/controller, followed by customer service. Tied for third place are marketing and quality control;
- While there are fewer management positions, these also are expected to be in consistent demand. The most frequent vacancies are among engineering supervisors and production supervisors;
- Production positions fall into three categories as far as educational attainment requirements: some high school education, a high school diploma and a post-secondary degree, usually a college certificate;
- The most important soft skill employers desired for production workers was working with others, followed by oral communications and problem-solving;
- Almost half of vacant administration jobs required a college diploma or certificate and most required three to five years of experience; slightly over a third only required a high school diploma;
- For administration positions, computer use was high on the list, followed by employers selecting all of the soft skills which were provided on the list to choose, indicating a broad range of soft skills was desired;
- For management jobs, close to half of the positions required an undergraduate degree, with the rest almost evenly divided between college diploma and high school diploma. The minimum level of experience was 3-5 years, or more likely 6-10 years; when it came to selecting desired soft skills, two-thirds of employers were most likely to choose all the soft skills suggested;
- When it came to hard-to-fill vacancies, the most common complaint was the low number of applicants, followed by the lack of skills and the lack of work experience expected;
- By far, most employers recruit job candidates from the Simcoe County area (88%), although a significant portion also recruit from the Greater Toronto Area (40%) and more than a quarter (27%) recruit provincially. Indeed, almost one in twelve (12%) recruit internationally;
- When it comes to recruiting job candidates, the three top methods are on-line job boards, word-of-mouth and co-op placements with educational institutions;
- When asked how they provided training to their employees, employers relied on a wide array of methods for delivering training, starting with internal corporate training (71%), apprenticeship/trades school (51%) and 3rd party customized training. Almost all of the training is carried out in Simcoe County, and in three-quarters of the training, the employer does not receive any financial aid to carry out the training;
- Almost four out of ten employers currently offer co-op placements, and another almost four out of ten say they have offered co-op placements in the past. Almost a quarter say they do not offer co-op

placements;

- The largest proportion of employers have made co-op arrangement with a college, followed by a high school and third a university;
- More employers are likely to cite the opportunity to evaluate a potential future employee as the reason for participating in a co-op program, with the second most common reason being providing an opportunity to young people to gain some work experience/ training;
- There is a fairly high level of reliance on apprentices: 37% of respondents said they currently hire apprentices and another 24% said they have done so in the past;
- A high proportion of employers were familiar with the Canada Ontario Job Grant (84%) and the Apprenticeship Training Tax Credit (75%). Programs for summer jobs and for youth were less well-known.

Approximately 150 individuals participated in the job seeker survey. Only one in five were looking for employment in manufacturing. Of those looking for manufacturing jobs, around half with under the age of 30 and half were male. Manufacturing jobseekers are slightly more likely to have only some high school education, and similarly are less likely to have an undergraduate degree. Other findings:

- Almost all job seekers used on-line job boards for their job searching and around half relied on word-of-mouth;
- Those seeking manufacturing jobs were more likely to cite the lack of a sufficient number of job openings, while those seeking non-manufacturing jobs were more likely to feel that employers are not offering sufficiently high wages;
- When it comes to ranking how employers may prioritize the importance of soft skills, jobseekers placed oral communications at the top, followed by problem-solving and working with others;
- Almost half of jobseekers have participated in a co-op program, most often either in high school or in college; almost all felt their skills improved as a result and felt it was a positive experience; around a third staying with their employer after their co-op was completed.

Labour Market Indicators

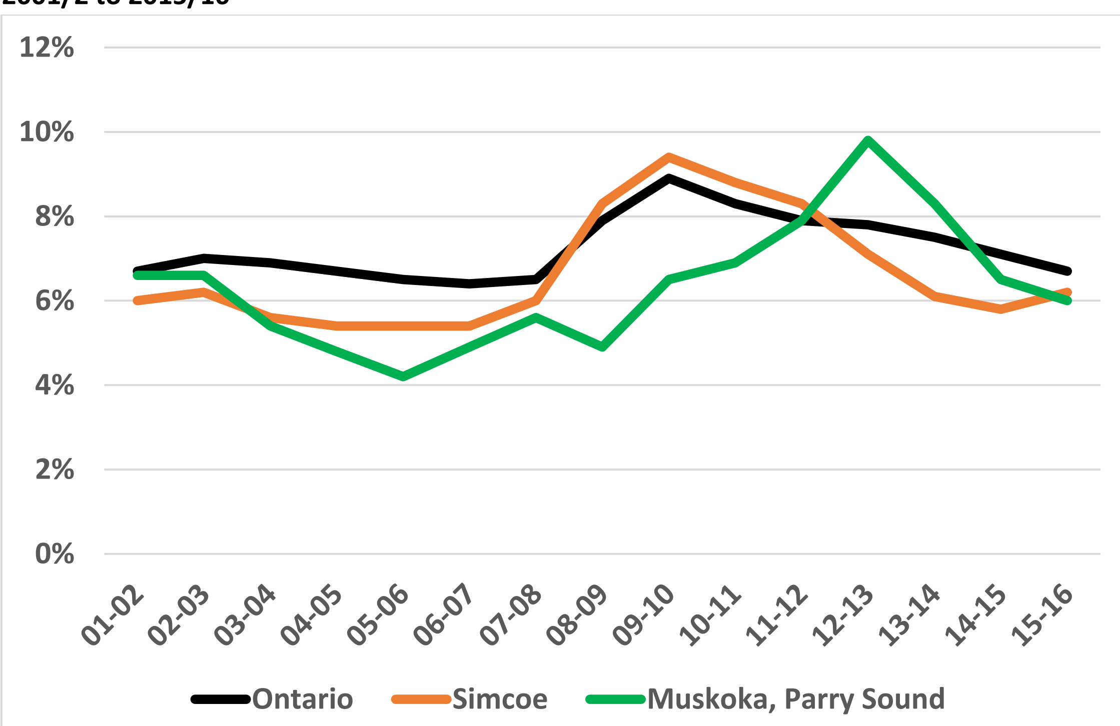
Labour Force Survey Context

Statistics Canada has made available Labour Force Survey data at the census division level. This information is available for Simcoe, however the data for Muskoka is combined with Parry Sound, because of the smaller populations. Because of the limited sample size, the data set is presented as a two-year moving average: instead of data for 2015, we have data for 2014-15 and for 2015-16. Nevertheless, the data provides us with a sense of overall trends and the differences that exist between smaller geographic areas.

Chart 1 illustrates the unemployment rate for Simcoe and Muskoka (+ Parry Sound) since 2001 and compares it to the Ontario figure. Overall, Simcoe and Muskoka (+ Parry Sound) have tended to have an unemployment rate lower than that for Ontario. With the onset of the 2008 recession, the Simcoe unemployment rate increased and stayed slightly higher than the Ontario rate for a few years, but has since returned to its proportionately lower rate, with a slight increase for 2015-16. The Muskoka (+ Parry Sound) rate was slower to increase, but also rose significantly, and only started its downward descent in the last four years.

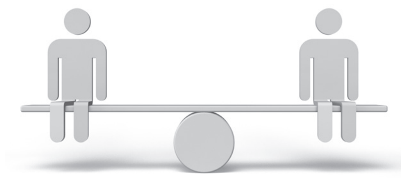
Overall, Simcoe and Muskoka (+ Parry Sound) have tended to have an unemployment rate lower than that for Ontario.

Chart 1: Unemployment rates, Simcoe, Muskoka (+ Parry Sound) and Ontario, 2-year moving average, 2001/2 to 2015/16



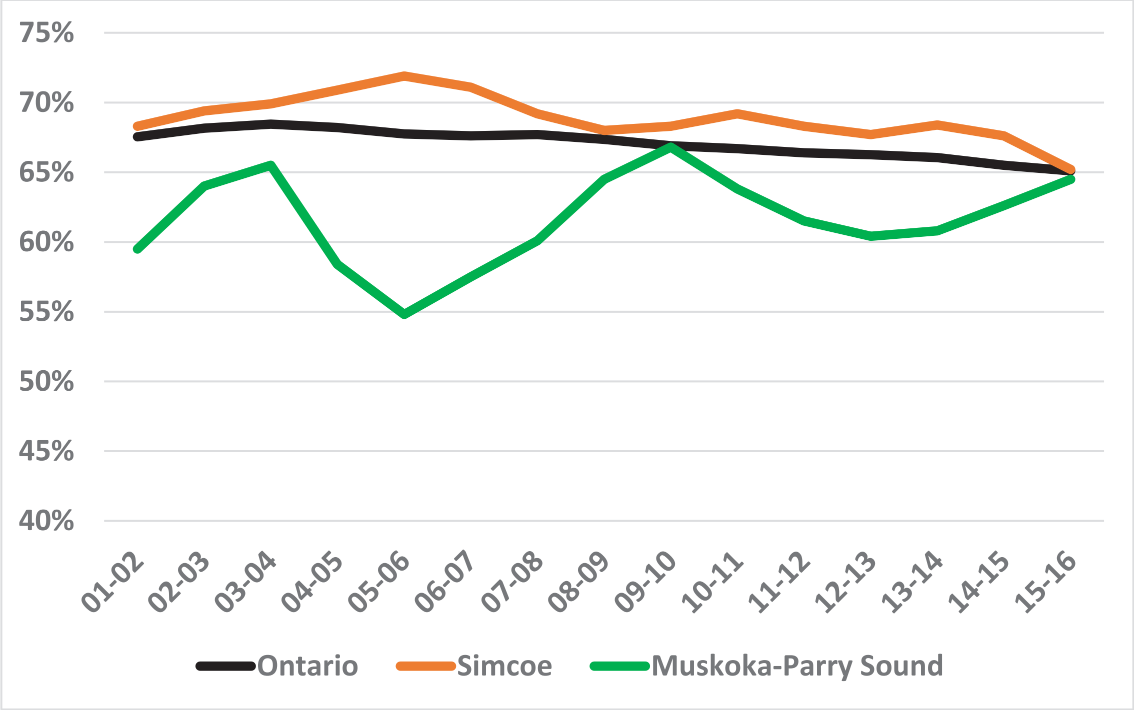
Statistics Canada, Labour Force Survey

Chart 2 displays the participation rate, the proportion of all residents aged 15 years or older who are either working or actively looking for work. The Ontario rate has been slowly dropping over the years, in part because the provincial population is getting older and retiring from the labour force. Muskoka (+ Parry Sound) has a considerably older population, and so its participation rate is lower (the sharper variation in the rate from year to year reflect the much smaller sample size for Muskoka and Parry Sound, which would result in a larger margin of error). What is noteworthy about Simcoe is that its population is slightly older than the Ontario average, yet its participation rate has been slightly higher than the provincial figure. Yet by 2015-16, the participation rates for both Simcoe and for Muskoka (+ Parry Sound) have both converged to be almost to the provincial participation rate.



Participation rates for both Simcoe and for Muskoka (+ Parry Sound) are almost to the provincial participation rate.

Chart 2: Participation rates, Simcoe, Muskoka (+ Parry Sound) and Ontario, 2001/2 to 2015/16



Statistics Canada, Labour Force Survey

2016 CENSUS Labour Market Update

Introduction

Every five years, Canada carries out a national survey, the most recent being in 2016. In addition to collecting basic data regarding population counts, the Census assembles a wide range of information regarding demographic characteristics, including levels of educational attainment and various labour market data. This report presents the initial detailed data from the 2016 Census. Next year we will provide more in-depth analyses and comparisons of data.

To offer a context, the first two tables provide data for Ontario as a whole, listing the broad industry and occupation categories that Ontario residents are employed in. All the data presented is based on where residents live, not where their jobs are. For the Ontario data, this is not such a major issue, as only a small fraction of the population leave the province for work. However, in smaller geographies there can be more commuting that crosses census division boundaries.

The employed labour force grew by 5.0% in Ontario between 2011 and 2016.

Employment by Industry in Ontario

Table 1 profiles the resident employment numbers by industry for Ontario. The first column lists each major industry, the second column provides the number of employed residents by industry, and the third column indicates the percentage change for each number from the figure reported in 2011. The last four columns show the percentage distribution of the entire employed labour force by industry over the last 20 years, to highlight how these proportions have shifted over time.

Overall, the employed labour force grew by 5.0% in Ontario between 2011 and 2016. In actual numbers, the largest employment gains were recorded in: Health Care & Social Assistance (+64,215); Accommodation & Food Services (+61,830); Construction (+56,640); and Professional, Scientific & Technical Services (+56,120). The largest percentage increase was in Management of Companies & Enterprises, an industry with a minuscule labour force.

The two largest industries by employment are virtually tied in size: Retail Trade, and Health Care & Social Assistance. Manufacturing had been the only other industry that had at least 10% of the employed labour force, but in this census it has declined to 9.9%. Based on its growing share of the labour force, the trend would suggest that Health Care & Social Assistance will be clearly ahead of Retail Trade in terms of employment numbers by the time of the 2020 Census.

All industries that experienced a drop in total employment also saw their share of the employment workforce also decline. These industries were: Utilities; Manufacturing; Wholesale Trade; Information & Cultural Industries; and Public Administration.

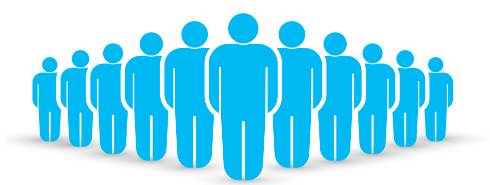
Table 1: Employment by Industry; Comparisons between 2001, 2006, 2011 and 2016; Ontario

	2016		Percent distribution by industry			
	Number	Change	2001	2006	2011	2016
ALL INDUSTRIES	6,612,150	5.0%	100%	100%	100%	100%
Agriculture, forestry, fishing, farming	96,610	1.5%	2.1%	1.8%	1.5%	1.5%
Mining and oil and gas extraction	29,475	4.6%	0.3%	0.4%	0.4%	0.4%
Utilities	49,230	-10.8%	0.8%	0.8%	0.9%	0.7%
Construction	439,210	14.8%	5.5%	5.9%	6.1%	6.6%
Manufacturing	651,835	-0.9%	16.3%	13.9%	10.4%	9.9%
Wholesale trade	259,655	-10.8%	4.7%	4.8%	4.6%	3.9%
Retail trade	737,210	5.1%	11.2%	11.0%	11.1%	11.1%
Transportation and warehousing	315,530	7.3%	4.7%	4.8%	4.7%	4.8%
Information and cultural industries	167,990	-0.9%	2.9%	2.7%	2.7%	2.5%
Finance and insurance	369,570	4.6%	5.0%	5.0%	5.6%	5.6%
Real estate and rental and leasing	139,340	8.6%	1.8%	2.0%	2.0%	2.1%
Professional, scientific, technical	542,895	11.5%	7.2%	7.3%	7.7%	8.2%
Management of companies	11,890	90.9%	0.1%	0.1%	0.1%	0.2%
Administrative and support	307,490	10.7%	4.1%	4.7%	4.4%	4.7%
Educational services	504,145	6.3%	6.3%	6.8%	7.5%	7.6%
Health care and social assistance	732,650	9.6%	9.1%	9.6%	10.6%	11.1%
Arts, entertainment and recreation	133,880	4.0%	2.0%	2.1%	2.0%	2.0%
Accommodation and food services	439,435	16.4%	6.2%	6.2%	6.0%	6.6%
Other services	282,245	1.0%	4.6%	4.7%	4.4%	4.3%
Public administration	401,865	-9.0%	5.2%	5.5%	7.0%	6.1%

Statistics Canada, 2016 Census

The two largest industries by employment:

Retail Trade, and Health Care & Social Assistance



Employment by Occupation in Ontario

Table 2 presents the resident employment numbers by occupation in Ontario. Overall, there is far less change in terms of the percentage distribution of workers by major occupational categories. Consider the largest occupational category, Sales and Service Occupations, whose share of the total labour force has hardly changed over 15 years. Between 2011 and 2016, the notable changes have been an increase in share from 6.1% to 6.6% among Health Occupations (an increase in employment of 14.5%) and a decrease in share from 17.2% to 16.3% among Business, Finance and Administrative Occupations (a drop in employment of 0.7%).

Table 2: Employment by Occupation; Comparisons between 2001, 2006, 2011 and 2016; Ontario

	2016			Percent distribution by occupation			
	Number	Change		2001	2006	2011	2016
ALL OCCUPATIONS	6,612,150	5.0%		100%	100%	100%	100%
Management occupations	769,925	2.8%		11.7%	10.6%	11.9%	11.6%
Business, finance, administration	1,074,965	-0.7%		18.4%	18.7%	17.2%	16.3%
Natural and applied sciences	495,540	4.3%		7.1%	7.1%	7.5%	7.5%
Health occupations	436,945	14.5%		4.9%	5.4%	6.1%	6.6%
Education, law, social, government	800,060	4.3%		7.7%	8.5%	12.2%	12.1%
Art, culture, recreation and sport	207,565	10.2%		2.8%	3.0%	3.0%	3.1%
Sales and service occupations	1,522,085	6.3%		22.6%	23.2%	22.7%	23.0%
Trades, transport, equipment operators	866,660	7.6%		14.0%	14.0%	12.8%	13.1%
Primary occupations (natural resources)	101,965	8.2%		2.7%	2.5%	1.5%	1.5%
Manufacturing + utilities occupations	336,450	4.3%		8.0%	7.0%	5.1%	5.1%

Statistics Canada, 2016 Census

Employment by Industry in Simcoe and Muskoka

Tables 3 and 4 provide the industry employment numbers for 2016, with comparisons to 2011, for Simcoe County and the District of Muskoka. It bears emphasizing again that this data represents in what industries residents of these communities are employed, not the actual jobs that are present in both Simcoe and Muskoka.

Simcoe. The distribution of employment by industry in Simcoe (Table 3) illustrates a mostly consistent pattern, with some differences from the Ontario averages (Table 1). There was a much higher share of employment in Construction and Manufacturing, and a slightly higher share of jobs in Retail Trade. Simcoe has significantly lower proportions of residents employed in Finance & Insurance and in Professional, Scientific & Technical Services jobs.

Simcoe experienced a large increase in the number of employed residents between 2011 and 2016, a growth of 20,415, representing an increase of 9.3%. The largest increases took place in Construction (+4,495, or 24.1%); Health Care & Social Assistance (+3,700, or 15.8%); Accommodation & Food Services (+2,455, or 16.8%); and Administrative & Support (+2,235, or 22.8%). There were also a few industries that experienced decreases: Transportation & Warehousing (-620, or -5.5%); Arts, Entertainment & Recreation (-585, or -8.3%); and Utilities (-125, or -6.0%).

Table 3: Employment by Industry; Comparisons between 2011 and 2016; Simcoe

	2016	Change between 2011 and 2016			Percent distribution by industry	
	Number	Number	Percent		2011	2016
ALL INDUSTRIES	238,925	20,415	9.3%		100.0%	100.0%
Agriculture, forestry, fishing, farming	3,530	360	11.4%		1.5%	1.5%
Mining and oil and gas extraction	660	35	5.6%		0.3%	0.3%
Utilities	1,970	-125	-6.0%		1.0%	0.8%
Construction	23,175	4,495	24.1%		8.5%	9.7%
Manufacturing	26,800	1,535	6.1%		11.6%	11.2%
Wholesale trade	9,145	-30	-0.3%		4.2%	3.8%
Retail trade	29,945	2,460	9.0%		12.6%	12.5%
Transportation and warehousing	10,715	-620	-5.5%		5.2%	4.5%
Information and cultural industries	4,210	180	4.5%		1.8%	1.8%
Finance and insurance	6,570	-80	-1.2%		3.0%	2.7%
Real estate and rental and leasing	4,720	650	16.0%		1.9%	2.0%
Professional, scientific, technical	12,535	1,415	12.7%		5.1%	5.2%
Management of companies	240	125	108.7%		0.1%	0.1%
Administrative and support	12,035	2,235	22.8%		4.5%	5.0%
Educational services	15,910	1,085	7.3%		6.8%	6.7%
Health care and social assistance	27,135	3,700	15.8%		10.7%	11.4%
Arts, entertainment and recreation	6,445	-585	-8.3%		3.2%	2.7%
Accommodation and food services	17,100	2,455	16.8%		6.7%	7.2%
Other services	10,010	1,130	12.7%		4.1%	4.2%
Public administration	16,070	-10	-0.1%		7.4%	6.7%

Statistics Canada, 2016 Census

Muskoka. Muskoka has a much higher proportion of residents employed in Construction, Retail Trade, and Accommodation & Food Services. Compared to Ontario, Muskoka has significantly lower proportions of residents employed in Manufacturing, Finance & Insurance, Professional, Scientific & Technical Services, and Educational Services.

Between 2011 and 2016, the number of employed residents in Muskoka increased by a reasonable amount (+1,165, or 4.3%). Large increases occurred in Retail Trade (+350, or 9.0%); Construction (+340, or 9.0%); Administrative & Support (+295, or 23.8%); and Professional, Scientific & Technical Services (+215, or 16.5%). The biggest decreases occurred in Public Administration (-175, or -9.5%); Manufacturing (-150, or -8.4%); and Finance & Insurance (-135, or -18.1%).

4.3% increase in the number of employed residents in Muskoka

Table 4: Employment by Industry; Comparisons between 2011 and 2016; Muskoka

	2016	Change between 2011 and 2016			Percent distribution by industry	
	Number	Number	Percent		2011	2016
ALL INDUSTRIES	28,340	1,165	4.3%		100.0%	100.0%
Agriculture, forestry, fishing, farming	285	75	35.7%		0.8%	1.0%
Mining and oil and gas extraction	155	55	55.0%		0.4%	0.5%
Utilities	265	60	29.3%		0.8%	0.9%
Construction	4,130	340	9.0%		13.9%	14.6%
Manufacturing	1,630	-150	-8.4%		6.6%	5.8%
Wholesale trade	705	5	0.7%		2.6%	2.5%
Retail trade	4,240	350	9.0%		14.3%	15.0%
Transportation and warehousing	945	-40	-4.1%		3.6%	3.3%
Information and cultural industries	365	-10	-2.7%		1.4%	1.3%
Finance and insurance	610	-135	-18.1%		2.7%	2.2%
Real estate and rental and leasing	795	120	17.8%		2.5%	2.8%
Professional, scientific, technical	1,560	215	16.0%		4.9%	5.5%
Management of companies	10	10	--		0.0%	0.0%
Administrative and support	1,535	295	23.8%		4.6%	5.4%
Educational services	1,520	-30	-1.9%		5.7%	5.4%
Health care and social assistance	3,185	15	0.5%		11.7%	11.2%
Arts, entertainment and recreation	1,005	25	2.6%		3.6%	3.5%
Accommodation and food services	2,610	155	6.3%		9.0%	9.2%
Other services	1,140	5	0.4%		4.2%	4.0%
Public administration	1,665	-175	-9.5%		6.8%	5.9%

Statistics Canada, 2016 Census

Employment by Occupation in Simcoe and Muskoka

Simcoe. There were increases across all occupations for Simcoe. The largest increases occurred in Trades, Transport & Equipment Operators; Sales & Service Occupations; Education, Law, Social & Government Occupations; and Health Occupations. The smallest increases occurred in Art, Culture, Recreation & Sport; Business, Finance & Administration Occupations; and Primary Occupations (although, the percentage change for primary occupation jobs was quite large, at 22%).

Muskoka. There were only decreases registered in three occupations, in Health Occupations (-65, or -3.3%), Manufacturing & Utilities Occupations (-35, or -4.0%), and Management Occupations (-10, or -0.3%). Otherwise, every occupation saw growth. The occupations with the largest increases were Sales & Service Occupations (+400, or 5.9%), Natural & Applied Sciences (+220, or 23.0%), and Primary Occupations (+210, or 33.1%).

Table 5: Employment by Occupation; Comparisons between 2011 and 2016; Simcoe

	2016	Change between 2011 and 2016		Percent distribution by occupation	
	Number	Number	Percent	2011	2016
ALL OCCUPATIONS	238,925	20,415	9.3%	100.0%	100.0%
Management occupations	27,125	1,970	7.8%	11.5%	11.4%
Business, finance, administration	32,290	400	1.3%	14.6%	13.5%
Natural and applied sciences	11,490	915	8.7%	4.8%	4.8%
Health occupations	16,390	2,510	18.1%	6.4%	6.9%
Education, law, social, government	27,965	2,715	10.8%	11.6%	11.7%
Art, culture, recreation and sport	5,615	270	5.1%	2.4%	2.4%
Sales and service occupations	57,585	4,230	7.9%	24.4%	24.1%
Trades, transport, equipment operators	41,950	5,630	15.5%	16.6%	17.6%
Primary occupations (natural resources)	4,610	830	22.0%	1.7%	1.9%
Manufacturing + utilities occupations	13,915	960	7.4%	5.9%	5.8%

Statistics Canada, 2016 Census

IN MUSKOKA OCCUPATIONS WITH THE LARGEST INCREASES WERE

Sales & Service Occupations 5.9%
Natural & Applied Sciences 23.0%
Primary Occupations 33.1%

Table 6: Employment by Occupation; Comparisons between 2011 and 2016; Muskoka

	2016	Change between 2011 and 2016		Percent distribution by occupation	
	Number	Number	Percent	2011	2016
ALL OCCUPATIONS	28,340	1,165	4.3%	100.0%	100.0%
Management occupations	3,390	-10	-0.3%	12.5%	12.0%
Business, finance, administration	3,615	55	1.5%	13.1%	12.8%
Natural and applied sciences	1,175	220	23.0%	3.5%	4.1%
Health occupations	1,885	-65	-3.3%	7.2%	6.7%
Education, law, social, government	2,860	55	2.0%	10.3%	10.1%
Art, culture, recreation and sport	770	155	25.2%	2.3%	2.7%
Sales and service occupations	7,170	400	5.9%	24.9%	25.3%
Trades, transport, equipment operators	5,790	175	3.1%	20.7%	20.4%
Primary occupations (natural resources)	845	210	33.1%	2.3%	3.0%
Manufacturing + utilities occupations	845	-35	-4.0%	3.2%	3.0%

Statistics Canada, 2016 Census

Place of Work

Table 7 provides place of work data for Simcoe and Muskoka, presenting the numbers and percentage distribution by various categories, and compares that distribution to the averages for Ontario. Simcoe and Ontario have very similar figures across all categories, where there is a difference of distribution in Muskoka.

The main difference is in the proportion of employees with no fixed workplace address: the provincial average is 11%; in comparison, Simcoe shows 14%, and in Muskoka 18% of employees have no fixed workplace address. The Muskoka figure for a usual place of work (72%) is consequently less than the provincial average of 81%.

Table 7: Place of work status for residents of Simcoe and Muskoka, 2016

	Total, place of work status	Worked at home	Worked outside Canada	No fixed workplace address	Usual place of work
NUMBER					
Simcoe	238,925	17,550	730	32,460	188,185
Muskoka	28,340	2,770	100	5,005	20,470
PERCENT					
Simcoe	100%	7%	0%	14%	79%
Muskoka	100%	10%	0%	18%	72%
Ontario	100%	7%	1%	11%	81%

Statistics Canada, 2016 Census

The figures for “Worked outside Canada” are so small that when they are rounded off to the nearest percentage, they appear as zero.

Educational Attainment

In Ontario, there were only minor changes among various categories, with the cumulative effect being virtually no change across Ontario. Among youth there has been a slight, further increase in the percentage of high school finishers. Among the adult age groups, the proportion holding a post-secondary certificate has essentially not changed, although there have been changes in the mix between apprenticeship, college and university completers. This is not cause for alarm: among 25 to 44 years old, 70% hold a post-secondary certificate. Canada’s cumulative levels of educational attainment for adults are the highest in the world.

Table 8 presents the data for 2016 and compares it to the 2011 numbers, for Ontario, Simcoe and Muskoka.

70% of 25 to 44 years olds in Ontario hold a post-secondary certificate

Table 8: Level of Educational Attainment, All Residents, Simcoe, Muskoka and Ontario, 2011 and 2016

2011				2016		
Ontario	Simcoe	Muskoka		Ontario	Simcoe	Muskoka
15 to 24 years old						
35%	39%	40%	No certificate, diploma or degree	33%	37%	37%
41%	41%	41%	High school certificate or equivalent	42%	41%	42%
2%	3%	3%	Apprenticeship certificate or equivalent	2%	2%	2%
10%	10%	10%	College certificate or diploma	10%	12%	12%
12%	7%	6%	University certificate, diploma or degree	12%	7%	6%
25 to 44 years old						
8%	10%	10%	No certificate, diploma or degree	8%	10%	10%
22%	27%	27%	High school certificate or equivalent	22%	27%	29%
6%	9%	11%	Apprenticeship certificate or equivalent	5%	7%	9%
25%	31%	32%	College certificate or diploma	25%	32%	30%
39%	23%	21%	University certificate, diploma or degree	40%	23%	22%
45 to 64 years old						
14%	15%	13%	No certificate, diploma or degree	13%	14%	13%
27%	30%	29%	High school certificate or equivalent	27%	32%	31%
9%	12%	12%	Apprenticeship certificate or equivalent	7%	9%	10%
22%	25%	25%	College certificate or diploma	24%	28%	26%
28%	17%	21%	University certificate, diploma or degree	29%	17%	19%

Statistics Canada, 2016 Census

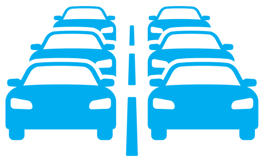
Simcoe exhibited a similar pattern from 2011. Among youth, there was a slight drop among no certificate holders, and a slight increase among youth with a university degree. Among 25 to 44 years old, there was a slight redistribution among post-secondary certificate holders, where there were fewer apprenticeship graduates, and slightly more college certificate and diploma holders. However, among 45 to 64 years old, there were increases in the percentage of college graduates (from 25% to 28%) and of high school graduates (from 30% to 32%), largely offset by a decline among those with apprenticeship certificates (12% to 9%).

In Muskoka, the figures for youth have improved since 2011. There were fewer youth with no certificate, and more with high school diplomas and with college certificates and diplomas. Among 25 to 44 years old, there were slight increases in high school diploma attainment, and university degrees, and slight decreases in apprenticeship graduates. In the 45 to 64 years old category, there were improvements to high school and college level completions, with a large drop in apprenticeship completions and a slight dip in university level certification.

Commuting to Work Data

The Census data includes commuting to work data. The tables below provide the data for select municipalities in Simcoe and Muskoka. The data is presented in the following format: the top three commuting destinations FROM the selected municipality, together with the top three ORIGINS for commuting travelling TO the selected municipality, with both the number of commuters and percentage for that category. Commuters do not include individuals working from home.

To illustrate: 35,350 City of Barrie residents travel to a job in the City of Barrie. Those 35,350 make up 61% of all Barrie commuters (around 7% of Barrie commuters travel to Toronto for work). Those 35,350 Barrie residents



7% of Barrie commuters travel to Toronto for work

TABLE 9: BARRIE
TOP COMMUTING DESTINATIONS AND ORIGINS

COMMUTING FROM BARRIE TO	Number	%		%	Number	COMMUTING TO BARRIE FROM
Barrie	35,350	61%		64%	35,350	Barrie
Toronto	3,795	7%		7%	3,775	Springwater
New Tecumseth	2,625	5%		6%	3,480	Innisfil

TABLE 10: ORILLIA
TOP COMMUTING DESTINATIONS AND ORIGINS

COMMUTING FROM ORILLIA TO	Number	%		%	Number	COMMUTING TO ORILLIA FROM
Orillia	6,715	60%		46%	6,715	Orillia
Barrie	1,030	9%		14%	2,060	Severn
Mnjikaning First Nation	810	7%		12%	1,695	Oro-Medonte

TABLE 11: MIDLAND
TOP COMMUTING DESTINATIONS AND ORIGINS

COMMUTING FROM MIDLAND TO	Number	%		%	Number	COMMUTING TO MIDLAND FROM
Midland	3,690	65%		42%	3,690	Midland
Penetanguishene	880	15%		18%	1,545	Tay
Barrie	325	6%		15%	1,315	Tiny

travelling to jobs in Barrie make up 64% of commuters coming to Barrie for work. The next largest origin of Barrie workers come from Springwater.

In most communities, 60% of local residents commute to a job within their local community – the notable exception is Wasaga Beach, where 30% of local residents end up commuting to jobs in Wasaga Beach. In most cases, local residents make up at least half of the commuters travelling to work in a given community. A few exceptions: Orillia residents make up only 46% of commuters travelling to a job in Orillia, and Midland residents make up 42% of commuters travelling to work in Midland.

In most communities 60% commute to a local job.

TABLE 12: WASAGA BEACH TOP COMMUTING DESTINATIONS AND ORIGINS						
COMMUTING FROM WASAGA BEACH TO				COMMUTING TO WASAGA BEACH FROM		
	Number	%		%	Number	
Wasaga Beach	1,705	30%		64%	1,705	Wasaga Beach
Collingwood	1,100	20%		11%	300	Clearview
Barrie	655	12%		7%	195	Collingwood

TABLE 13: COLLINGWOOD TOP COMMUTING DESTINATIONS AND ORIGINS						
COMMUTING FROM COLLINGWOOD TO				COMMUTING TO COLLINGWOOD FROM		
	Number	%		%	Number	
Collingwood	4,890	66%		55%	4,890	Collingwood
The Blue Mountains	965	13%		16%	1,440	Clearview
Clearview	390	5%		13%	1,100	Wasaga Beach

TABLE 14: HUNTSVILLE TOP COMMUTING DESTINATIONS AND ORIGINS						
COMMUTING FROM HUNTSVILLE TO				COMMUTING TO HUNTSVILLE FROM		
	Number	%		%	Number	
Huntsville	5,380	64%		71%	5,380	Huntsville
Bracebridge	785	11%		7%	525	Perry
Lake of Bays	205	3%		5%	410	Lake of Bays

Canadian Business Counts

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. This registry of businesses used to be called Canadian Business Patterns. With a few changes in how this information has been collected, Statistics Canada has re-branded this data set as Canadian Business Counts.

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; roughly 9-10% of the total counts in each of Simcoe and Muskoka represent businesses that are unclassified, lower than the provincial average of 13%.

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 most number of classified businesses have their ranking numbers bolded.

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

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

TABLE 1 – SIMCOE NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2017										
INDUSTRY SECTOR 2-DIGIT NAICS	**NUMBER OF EMPLOYEES**								**%**	**RANK**
	0	**1-4**	**5-9**	**10-19**	**20-49**	**50-99**	**100+**	**TOTAL**		
11 Agriculture	1390	176	59	28	18	4	2	1677	4	10
21 Mining	31	8	15	11	4	3	0	72	0	19
22 Utilities	95	7	6	3	5	1	1	118	0	18
23 Construction	4141	1430	523	226	108	21	5	6454	16	2
31-33 Manufacturing	654	225	120	85	80	31	44	1239	3	12
41 Wholesale Trade	602	291	154	77	66	18	4	1212	3	13
44-45 Retail Trade	1608	639	508	354	196	73	49	3427	8	4
48-49 Transportation/Warehousing	1307	408	64	44	32	20	11	1886	5	9
51 Information and Cultural	307	66	28	7	21	3	3	435	1	16
52 Finance and Insurance	1642	227	78	79	50	8	0	2084	5	7
53 Real Estate, Rental, Leasing	6892	373	74	45	16	7	3	7410	18	1
54 Professional Scientific Tech	3221	933	203	79	44	7	3	4490	11	3
55 Management of Companies	231	20	6	7	7	3	1	275	1	17
56 Administrative Support	1277	400	141	87	43	13	22	1983	5	8
61 Educational Services	329	66	35	25	19	1	3	478	1	15
62Health Care & Social Assist	1527	716	298	184	76	22	36	2859	7	6
71 Arts, Entertainment & Rec	437	93	39	44	33	10	10	666	2	14
72 Accommodation & Food	447	224	209	239	198	68	15	1400	3	11
81 Other Services	1860	730	295	104	40	3	1	3033	7	5
91 Public Administration	6	2	2	2	0	6	17	35	0	20
CLASSIFIED BUSINESSES	28004	7034	2857	1730	1056	322	230	41233		
Percentage of all classified and unclassified businesses	69	17	6	4	2	1	1	100		
Cumulative percentage	69	86	92	96	99	100	100			
ONTARIO percentage of classified and unclassified businesses	70%	17%	5%	4%	2%	1%	1%			

TABLE 2 – MUSKOKA NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2017										
INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	91	20	6	1	3	0	0	121	2	14
21 Mining	3	4	0	4	2	0	0	13	0	19
22 Utilities	8	2	1	1	2	0	0	14	0	18
23 Construction	796	382	159	83	28	4	1	1453	20	1
31-33 Manufacturing	103	42	23	7	17	5	5	202	3	11
41 Wholesale Trade	70	38	15	11	3	3	0	140	2	13
44-45 Retail Trade	291	135	104	100	37	8	9	684	9	3
48-49 Transportation/Warehousing	147	44	7	5	4	3	2	212	3	10
51 Information and Cultural	60	14	7	5	5	1	0	92	1	15
52 Finance and Insurance	291	48	12	16	3	0	0	370	5	8
53 Real Estate, Rental, Leasing	1196	74	15	6	3	2	0	1296	18	2
54 Professional Scientific Tech	491	139	34	12	1	1	0	678	9	4
55 Management of Companies	53	2	2	0	2	0	0	59	1	16
56 Administrative Support	223	93	28	22	10	1	1	378	5	7
61 Educational Services	45	8	2	2	1	0	0	58	1	17
62Health Care & Social Assist	202	99	45	35	11	3	6	401	6	6
71 Arts, Entertainment & Rec	97	25	19	10	11	3	7	172	2	12
72 Accommodation & Food	122	44	45	46	51	16	9	333	5	9
81 Other Services	323	131	50	11	4	0	0	519	7	5
91 Public Administration	1	0	1	0	3	1	5	11	0	20
CLASSIFIED BUSINESSES	4613	1344	575	377	201	51	45	7206		
Percentage of all classified and unclassified businesses	66	18	8	5	3	1	1	101		
Cumulative percentage	66	84	91	96	99	99	100			
ONTARIO percentage of classified and unclassified businesses	70%	17%	5%	4%	2%	1%	1%			

Some observations:

- **Number of small firms:** Businesses are by far made up of small establishments. 69% 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);

- **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 18% of all firms, followed closely by Construction (16%), then a more distant third, Professional, Scientific & Technical Services (11%); in Muskoka, the three largest are Construction (20%), Real Estate and Rental & Leasing (18%) and, a more distant third, a near tie between Retail Trade (9.5%) and Professional, Scientific & Technical Services (9.4%); by way of context, the four largest industries by number of firms in Ontario are: Estate and Rental & Leasing (19%); Professional, Scientific and Technical Services (14%); Construction (10%); and Retail Trade (7%);

- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. The table demonstrates how the 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 and Accommodation & Food 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 & Food Services, and Arts, Entertainment & Recreation.

Drilling down further:

- **Simcoe:** 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 around four times as many residential landlords and firms as there are real estate agents and firms) and then landlords of non-residential buildings and dwellings; the Construction sector is largely made up of specialty trade contractors and residential home construction firms, followed by firms involved in land subdivision; by far the largest subsector in Professional, Scientific & Technical Services is Management, Scientific & Technical Consulting Services; with around half the number of firms, Accounting Services follows in second place; third place is more or less equally shared by Engineering and Architectural Services, Computer Systems Design and Related Services, and Other Professional, Scientific & Technical Services firms;

- **Muskoka:** Compared to Simcoe, the number of Muskoka firms in the residential home construction sector is somewhat closer to the number of firms in the specialty trade contractor field; in Real Estate and Rental & Leasing, landlords of residential buildings and dwellings easily top the list, followed in roughly equal numbers by real estate agents and landlords of non-residential buildings and dwellings; in Retail Trade, there are considerably more convenience stores, followed by grocery stores and building material and supplies dealers, followed closely by clothing stores, and then, bunched up in forth place: health and personal care stores (includes pharmacies); RV, boat and motorcycle dealers; and other general merchandise stores (warehouse clubs and home and auto supplies stores).

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

TABLE 3: SIMCOE CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2016 TO JUNE 2017						
	Firm size (number of employees)					Total number of firms
INDUSTRY	0	1-19	20-99	100+	Total	June-17
Agriculture, forestry, fishing and farming	-6	-18	2	0	-22	1677
Mining and oil and gas extraction	1	-4	0	0	-3	72
Utilities	21	-6	0	0	15	118
Construction	220	146	5	1	372	6454
Manufacturing	43	-25	1	5	24	1239
Wholesale trade	15	-12	7	-2	8	1212
Retail trade	9	15	-17	1	8	3427
Transportation and warehousing	28	37	-1	0	64	1886
Information and cultural industries	-10	-1	-3	2	-12	435
Finance and insurance	296	49	-45	-1	299	2084
Real estate and rental and leasing	425	27	-2	0	450	7410
Professional, scientific and technical services	196	56	0	0	252	4490
Management of companies and enterprises	-420	-37	4	-1	-454	275
Administrative and support	48	24	0	2	74	1983
Educational services	68	-1	4	0	71	478
Health care and social assistance	110	24	-9	1	126	2859
Arts, entertainment and recreation	-65	-2	-3	1	-69	666
Accommodation and food services	2	26	0	2	30	1400
Other services	133	-13	7	0	127	3033
Public administration	-1	1	0	0	0	35
TOTAL	1113	286	-50	11	1360	41233

Statistics Canada, Canadian Business Counts, June 2016 and June 2017

Change in the number of firms by industry, June 2016 to June 2017

- 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 2016 and June 2017 for Simcoe and Muskoka. Each table also lists the total number of firms in each industry in June 2017, 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 StatsCan 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 1,360 firms, a jump of 3.4% over last year. While 1113 firms have been added to the category of firms with no employees (that is, solo consultants, professionals and the self-employed), the largest rate of growth occurred in the category of firms with more than 100 employees, where an additional 11 firms amounted to a 5.0% increase. These numbers are tempered by the fact that there was a decline of 50 firms in the 20-99 employees category, a drop of 3.5% (of course, some of these firms grew to advance into the 100+ category).

- Fourteen industries experienced an increase in the total number of firms, and only five saw a decrease. There were widespread increases in the following sectors: Construction; Real Estate and Rental & Leasing; and Professional, Scientific & Technical Services. These were led mostly by increases in the zero employee category, but were hardly limited to that, with considerable increases among firms with employees as well. Other industries with notable increases in the number of firms (and in employment) were: Manufacturing; Administrative & Support; and Accommodation & Food Services.

- Among declines, the most significant drop was in Management of Companies & Enterprises (these involve head offices and holding companies). It is possible that StatsCan has reclassified many firms that were traditionally in the Management of Companies & Enterprises sector into the Finance & Insurance sector. This is a trend that has been observed in multiple other counties, frequently with equivalent losses and gains in the Management of Companies & Enterprises sector and the Finance & Insurance sector respectively. Otherwise, there was a significant drop in the number of firms in the Arts, Entertainment & Recreation sector, and smaller declines in Agriculture and in Information & Cultural Industries.

TABLE 4: MUSKOKA CHANGE IN THE NUMBER OF EMPLOYERS, BY INDUSTRY AND BY FIRM SIZE, JUNE 2016 TO JUNE 2017						
	Firm size (number of employees)					Total number of firms June-17
INDUSTRY	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-6	-1	1	0	-6	121
Mining and oil and gas extraction	-2	2	-2	0	-2	13
Utilities	3	-1	0	0	2	14
Construction	12	24	3	0	39	1453
Manufacturing	11	-7	1	1	6	202
Wholesale trade	-13	1	2	0	-10	140
Retail trade	-2	-3	-2	0	-7	684
Transportation and warehousing	7	6	1	0	14	212
Information and cultural industries	9	4	0	0	13	92
Finance and insurance	39	16	-14	0	41	370
Real estate and rental and leasing	83	-9	2	0	76	1296
Professional, scientific and technical services	24	3	-1	0	26	678
Management of companies and enterprises	-70	-7	0	0	-77	59
Administrative and support	4	10	0	1	15	378
Educational services	8	-3	1	0	6	58
Health care and social assistance	22	4	-1	0	25	401
Arts, entertainment and recreation	7	1	0	0	8	172
Accommodation and food services	-13	2	7	0	-4	333
Other services	24	9	-2	0	31	519
Public administration	0	0	0	0	0	11
TOTAL	147	51	-4	2	196	7206

Statistics Canada, Canadian Business Counts, June 2016 and June 2017

- **Muskoka.** Muskoka experienced net increases in three of the four employee size categories, most notably in the firms with no employees category, and there were significantly more industries with a growth in the number of firms. Thirteen industries saw increases, six sectors saw decreases, and one sector experienced no change (Public Administration). There was also only a small increase among firms with 100+ employees.
- The biggest numerical increase was in Real Estate and Rental & Leasing, although this was mainly driven by the large increase in the zero employee category. Substantial increases were registered in Construction, Transportation & Warehousing, Administrative & Support, and Health Care & Social Assistance.
- Likely losses in employment are only apparent in Retail Trade (and possibly Mining and Oil and Gas). While there was a significant drop in Management of Companies & Enterprises, it is possible that this has to do with a reclassification by StatsCan, moving many firms that were once classified in this sector, into another sector, likely Finance & Insurance (which is why it might be better to omit Finance & Insurance from the list of industries that likely saw employment growth).

13 industries
IN MUSKOKA
SAW A GROWTH
IN NUMBER OF FIRMS

Analysis of Employment Ontario Program Related Data

(2016-2017)

Background to the data

This document is based on data which has been provided by the Ontario Ministry of Advanced Education and Skills Development to the various SMWDB Boards (workforce planning boards). 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, Second Career and Youth Job Connection for the 2016-17 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 SMWDB Board consists of three sets of data:

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

working together

Simcoe Muskoka
Workforce Development Board

Employment Services

Employment Services (ES) Clients

Table 1: ES Unassisted Resource and Information Clients, 2016-17 and 2015-16, Number and Percent of all Resource & Information Clients

	SMWDB	Region	Ontario
2016-17 UNASSISTED RESOURCE AND INFORMATION CLIENTS			
Number	18,584	249,140	484,354
As % of Ontario	3.8%	51.4%	100.0%
2015-16 UNASSISTED RESOURCE AND INFORMATION CLIENTS			
Number	14,055	212,770	395,226
As % of Ontario	3.6%	53.8%	100.0%

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

	SMWDB	Region	Ontario
2016-17 ASSISTED CLIENTS			
Number	6,004	90,253	190,762
As % of Ontario	3.1%	47.3%	100.0%
2015-16 ASSISTED CLIENTS			
Number	6,353	91,616	194,388
As % of Ontario	3.3%	47.1%	100.0%
2014-15 ASSISTED CLIENTS			
Number	6,564	93,663	201,886
As % of Ontario	3.3%	46.4%	100%
2016 TOTAL POPULATION			
As % of Ontario	4.0%	49.2%	100%

Population figures from StatsCan 2016 Census.

The proportions of assisted and unassisted EO employment services clients for Simcoe/Muskoka remain consistent year after year, and relative to Simcoe/Muskoka's population share of the province. Compared to 2015-16, the share of unassisted clients went up from 3.6% to 3.8%, whereas the share of assisted clients went down from 3.3% to 3.1%.

Assisted and unassisted EO employment services clients for Simcoe/Muskoka remain consistent year after year

Clients by Age Group

The following tables compare the proportions of ES assisted clients by age range to the proportion of unemployed for the Central Region and for Ontario. The table also compares the previous two years.

The share of unemployment by age in Ontario has not changed dramatically, simply a 2% decrease amongst youth aged 15-24 years old, and a 1% increase amongst adults aged 45-64 years old. At the provincial level, youth are under-represented among Assisted clients compared to their share of the unemployed population (21.8% of the client population compared to 31% of all unemployed in 2016).

Ontario adults aged 25-44 years old, meanwhile, are over-represented among Assisted clients (47% of clients compared to 37% of the unemployed). The 45-64 years old and the 65 years and over adult categories are almost equally represented among Assisted clients as among the total unemployed population.

There is a similar pattern at the regional level, if not more pronounced. The share of youth aged 15-24 years old who use ES is slightly lower than the provincial figures, as is their share of the unemployed, and that share of the unemployed has dropped from 33% in 2014-15 to 29% in 2016-17. Meanwhile, the share of young adults aged 25-44 years old who use ES at the regional level is slightly higher than the province.

At the SMWDB level, two observations stand out: the share of youth clients has been dropping for two years, and the share of older adults (45-64 years old) has been consistently higher than their share of the unemployed.

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

2016-17 ES ASSISTED	ASSISTED CLIENTS			ALL UNEMPLOYED	
	SMWDB	Region	Ontario	Region	Ontario
15-24 years old	22.3%	19.1%	21.8%	29%	31%
25-44 years old	41.2%	51.9%	48.4%	39%	37%
45-64 years old	34.8%	28.0%	28.7%	31%	30%
65 years and older	1.8%	1.0%	1.1%	1%	2%
2015-16 ES ASSISTED	**ASSISTED CLIENTS**			**ALL UNEMPLOYED**	
	SMWDB	Region	Ontario	Region	Ontario
15-24 years old	27%	22%	24%	31%	32%
25-44 years old	38%	50%	47%	37%	37%
45-64 years old	34%	28%	28%	30%	29%
65 years and older	2%	1%	1%	2%	2%
2014-15 ES ASSISTED	**ASSISTED CLIENTS**			**ALL UNEMPLOYED**	
	SMWDB	Region	Ontario	Region	Ontario
15-24 years old	29%	24%	26%	33%	32%
25-44 years old	38%	48%	46%	38%	37%
45-64 years old	32%	27%	28%	28%	29%
65 years and older	1%	1%	1%	1%	2%

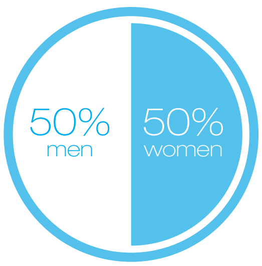
Unemployed figures from Labour Force Survey, 2016: Central Region is based on sum of Barrie, Oshawa and Toronto CMAs.

Gender

In Ontario, males make up a somewhat larger share of the unemployed, however the mix of males and females among ES Assisted clients is nearly 50/50. At the regional level, males have slightly increased their share of the unemployed, though it hasn't affected their share of the client population. In the SMWDB area and the region, females make up a slightly larger percentage of assisted clients.

Designated Groups

The ES client data collects information on designated groups, namely: newcomers, visible minorities, persons with disabilities, members of Aboriginal groups, those who are Deaf, Deaf and Blind, and Francophone. This information is self-reported. Table 5 provides the data for the SMWDB, 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.



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

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

2016-17 ASSISTED	ES ASSISTED CLIENTS			2016 UNEMPLOYED	
	SMWDB	Region	Ontario	Region	Ontario
Females	51.0%	52.9%	48.8%	48.4%	45.8%
Males	49.0%	46.8%	51.0%	51.6%	54.2%
Undisclosed	0.0%	0.3%	0.2%		
2015-16 ES ASSISTED	ES ASSISTED CLIENTS			2015 UNEMPLOYED	
	SMWDB	Region	Ontario	Region	Ontario
Females	51.4%	53.3%	49.5%	50.3%	45.7%
Males	48.6%	46.5%	50.3%	49.7%	54.3%
Undisclosed	0.0%	0.2%	0.2%		

Central Region unemployment rate is based on sum of Barrie, Oshawa and Toronto CMAs data.

Table 5: Distribution of designated groups among ES Assisted clients

	NUMBER 2016-17			PERCENTAGE 2016-17		
Designated group	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Newcomer	166	16,391	23,524	2.8%	18.2%	12.3%
Visible minority	219	17,846	24,915	3.6%	19.8%	13.1%
Person w/disability	783	5,326	16,025	13.0%	5.9%	8.4%
Aboriginal group	340	1,252	6,689	5.7%	1.4%	3.5%
Deaf		56	155		0.1%	0.1%
Deaf/Blind						
Francophone	173	1,320	6,262	2.9%	1.5%	3.3%

In order to make an assessment about the share of the client population represented by each designated group, a comparison will be made to the share of the unemployed for each designated group. For this purpose, we need to rely on the 2016 Census data. Unfortunately, there isn't accurate labour market data regarding persons with disabilities, and so it is not possible to pass any judgment regarding this category.

Looking at the data for the Aboriginal category, at the provincial level there is a slight under-representation (4.2% of the unemployed are Aboriginal while a lower 3.5% of ES Assisted clients are Aboriginal). At the region level, the figures are equivalent, while at the SMWDB level there is also an under-representation (7.3% of the unemployed are Aboriginal, while only 5.7% of ES Assisted clients are Aboriginal). However, it should be pointed out that the proportion of Aboriginal clients has increased somewhat since 2015-16 and 2014-15.

The data for visible minority groups shows wildly different proportions between the share of unemployed and the share of clients at the regional (30%+ difference) and provincial (20%+ difference) levels. It seems quite likely that this is a consequence of the self-reported nature of this data – clients are less likely to identify themselves as visible minorities, especially in areas where they make up a large share of the population. At the SMWDB level, visible minorities are also somewhat under-represented (8.2% of the unemployed and only 3.6% of the client population), but there also may be under-reporting.

On the other hand, newcomers appear to make greater use of ES Assisted services than their share of the unemployed, and this holds true at the SMWDB, Region and Provincial levels.

Newcomers make greater use of ES Assisted services at SMWDB, Region and Provincial levels.

Table 6: Comparison of share of designated groups

2016-17	ASSISTED CLIENTS			UNEMPLOYED in 2016		
Designated group	SMWDB	Region	Ontario	Board	Region	Ontario
Newcomer	2.8%	18.2%	12.3%	1.3%	8.7%	5.9%
Visible minority	3.6%	19.8%	13.1%	8.2%	53.6%	35.7%
Aboriginal group	5.7%	1.4%	3.5%	7.3%	1.5%	4.2%
2015-16	ASSISTED CLIENTS					
Designated group	SMWDB	Region	Ontario			
Newcomer	2.5%	15.4%	9.9%			
Visible minority	2.5%	18.1%	11.7%			
Aboriginal group	5.2%	1.3%	3.4%			
2014-15	ASSISTED CLIENTS					
Designated group	SMWDB	Region	Ontario			
Newcomer	2.4%	13.6%	8.8%			
Visible minority	2.5%	17.2%	11.0%			
Aboriginal group	5.2%	1.2%	3.0%			

Unemployed figures are from 2016 Census.

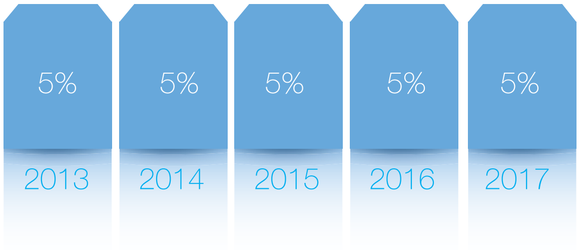
Table 7: Number and percentage of Internationally Trained Professionals among ES Assisted clients

	SMWDB	TORONTO	PEEL-HALTON	YORK	DURHAM	CENTRAL	ONTARIO
2016/7 # ITP	306	14,949	7,252	3,470	895	26,544	36,949
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%
2013/4 % ITP	5%	32%	35%	25%	10%	28%	18%

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 IEPs from the previous three years is also included.

Similar to 2015-16, the percentage share of ITPs among clients has experienced a slight increase the Region and Provincial levels. In the SMWDB area, the proportion of ITPs hasn't changed since 2013-14, and the number of ITPs did not change from 2015-16.



In the SMWDB area, the proportion of ITPs hasn't changed

Educational Attainment

Looking at the Ontario figures first, there is a high degree of consistency between educational attainment levels of ES Assisted clients and those of the unemployed in Ontario, except that fewer unemployed with no certificate use ES services, and more with a high school diploma use these services.

At the Region level, there is a much larger proportion of individuals with a university degree who use ES Assisted services compared to their share of the unemployed, although with the higher proportion of residents with a university degree in the Central Region, it is highly likely there is also a higher proportion of unemployed with a university degree.

At the SMWDB level, the regional pattern is nearly the opposite. As opposed to a high proportion of individuals with a university degree seeking ES services, a much higher proportion of clients have College or Apprenticeship certificates and diplomas, or have only completed high school.

Table 8: Comparison of educational attainment levels among 2016-17 and 2015-16 ES Assisted clients and unemployed in 2016 and 2015

	ES ASSISTED CLIENTS			UNEMPLOYED
	SMWDB	Region	Ontario	Ontario
	2016-17			2016
No Certificate (less than Grade 12)	15%	7%	12%	15%
High school	40%	24%	29%	35%
Some post-secondary	6%	6%	6%	2%
Certificate/Diploma	30%	26%	28%	24%
University	10%	37%	26%	24%
	2015-16			2015
Less than Grade 8	1%	1%	1%	2%
Less than Grade 12	15%	7%	11%	16%
High school	40%	26%	31%	26%
Trades or college	2%	1%	1%	26%
University	26%	26%	26%	21%
"Other"	9%	35%	24%	10%

Source of Income

There has been virtually no change in the profile of ES Assisted clients by their source of income compared to the last two years (Table 9 only shows the comparison with the previous year). The one slight difference is a slight decrease in the proportion of clients claiming No Source of Income at the SMWDB level, bucking the growth pattern this category has seen since 2012-13, when it represented 39% of all clients.

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

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employment Insurance	18%	14%	16%	19%	15%	17%
Ontario Works	13%	12%	15%	12%	11%	14%
ODSP	4%	2%	3%	3%	2%	2%
No Source of Income	45%	53%	46%	48%	52%	45%
Other	19%	20%	21%	18%	20%	22%

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

Length of Time Out of Employment/Training

The major difference between the length of unemployment among ES Assisted clients and the unemployed population is the much larger proportion of ES clients who have been unemployed for over a year, roughly three times the proportion when comparing the provincial numbers (Table 10).

Comparing the ES Assisted client figures between this year and last shows only nominal differences (plus or minus 1-4%). The largest difference between this year and last is the inclusion of the “Unknown” category, which has shifted the proportions slightly.

Table 10: Percentage distribution by length of time out of employment for 2016-17 and 2015-16 ES Assisted clients, SMWDB, Region and Ontario, and unemployed individuals, Ontario, 2015

	2016-17 ES CLIENTS			2015-16 ES CLIENTS			LFS
	SMWDB	Region	Ontario	SMWDB	Region	Ontario	ONTARIO
< 3 months	46%	42%	45%	50%	44%	47%	63%
3 – 6 months	15%	15%	15%	14%	16%	15%	16%
6 – 12 months	14%	16%	14%	13%	15%	14%	13%
> 12 months	20%	24%	22%	23%	26%	24%	8%
Unknown	6%	4%	4%				

Larger proportion of ES clients who have been unemployed for over a year, roughly three times the proportion when comparing the provincial numbers.

Outcomes at Exit

Similarly to the length of time out of employment data, the data for client outcomes at exit has only very slightly changed. There has only been changes of 1-2% at the SMWDB and provincial levels, and no change in the regional level proportions.

Employment Outcomes

The Employment Outcomes listed in Table 11 are further detailed by sub-category in Table 12, which also compares the 2016-17 results to the 2015-16 figures.

There has been a reclassification of categories since last year, thereby shifting some of the percentages to other categories. Taking this into consideration, it is more understandable why the "Employed Full Time" category has seen a decrease by roughly 14-17% across the SMWDB, regional, and provincial levels.

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

	2016-17 ES CLIENTS			2015-16 ES CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed	72%	69%	69%	71%	69%	68%
Training	10%	13%	13%	12%	13%	13%
Other	18%	18%	18%	17%	18%	19%

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

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

	2016-17 ES CLIENTS			2015-16 ES CLIENTS		
	SMWDB	REGION	ONTARIO	SMWDB	REGION	ONTARIO
Employed Full Time	46%	41%	39%	60%	58%	56%
Employed Part Time	15%	12%	12%	19%	16%	17%
Self-employed	3%	2%	2%	5%	3%	3%
Employed + education	1%	1%	1%	2%	1%	1%
Employed + training	1%	1%	1%	1%	1%	1%
Employed apprentice	1%	0%	1%	1%	1%	1%
Employed – other*	7%	13%	13%	***13%	***20%	***20%
In Education	5%	4%	4%			
In Training	6%	9%	9%			
Other**	18%	18%	18%			

*A new category for this year, includes employed in area of training/choice, more suitable job, and professional occupation/trade

**Other includes: Independent, Unable to work, volunteer, unemployed, and unknown

***Combined data for 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 the previous year.

Overall, there is industry lay-off data for at least half of all clients, and the SMWDB area does even better, almost three-fourths (73%) of all clients.

Even though the same cannot be said of the employment outcome data by industry, the amount of data for this category has increased quite substantially. Most notably the SMWDB area has increased its collection by 17% since last year, to almost one-third (29%) of all clients.

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

	SMWDB	REGION	ONTARIO
% 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%

Table 14: Number of clients with industry employment outcome data

	SMWDB	REGION	ONTARIO
Clients with industry employment data	1,247	9,214	26,089
ES Assisted clients with employment outcomes	4,329	62,623	131,719
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 Ontario industry share by job vacancy, the unemployed and employed.

The big picture story for Ontario is fairly straight-forward: there is considerable reliance in terms of employment outcomes on a handful of industries which themselves have a higher proportion of job vacancies, the unemployed and usually a higher proportion of the employed: Accommodation & Food Services; Business, Building and Other Support Services; Manufacturing; and Retail Trade. Health Care & Social Assistance is one sector where there is a higher level of employment (12% of the labour force) but a larger disparity between job vacancies and EO employment outcomes.

For the SMWDB area, Accommodation & Food Services, Retail Trade, and Manufacturing have the largest profiles, both in terms of layoffs and employment outcomes. These figures are consistent with the regional level numbers. Also, Business, Building & Other Support has a share of the lay-off and employment outcomes at the SMWDB, region and provincial levels (11-14%) that is much higher than that industry's share of employment in 2016 (5%). This sector is made up of such services as cleaners, landscapers and temporary employment agencies.

Health Care & Social Assistance is one sector where there is a higher level of employment.

of the labour force

Table 15: Industry lay-off and industry employment outcomes, SMWDB, Region and Ontario; Ontario job vacancies, resident unemployment and employment profile

	SMWDB		REGION		ONTARIO				
	EO lay-off industry	EO industry outcome	EO lay-off industry	EO industry outcome	EO lay-off industry	EO industry outcome	Job vacancies – 2016	Unemployed – 2016	Employed – 2016
Accommodation and food services	16%	13%	11%	10%	13%	12%	---	11%	7%
Agriculture, forestry, fishing	1%	0%	0%	0%	1%	1%	---	1%	1%
Business, building & other support	11%	12%	12%	14%	11%	12%	9%	10%	5%
Construction	11%	9%	6%	6%	9%	8%	7%	11%	7%
Educational services	2%	2%	4%	4%	3%	3%	4%	6%	7%
Finance and insurance	1%	1%	3%	4%	2%	2%	5%	3%	6%
Health care and social assistance	7%	8%	7%	9%	7%	8%	13%	6%	12%
Information, culture & recreation	5%	5%	5%	4%	4%	3%	4%	7%	5%
Manufacturing	12%	11%	11%	10%	15%	15%	10%	11%	11%
Mining, quarrying, and oil and gas	1%	0%	0%	0%	1%	1%	---	1%	0%
Other services (not public admin)	6%	4%	7%	6%	6%	5%	5%	4%	4%
Professional, scientific & technical	4%	5%	9%	8%	6%	5%	7%	7%	9%
Public administration	2%	2%	1%	1%	2%	2%	3%	3%	5%
Real estate and rental and leasing	2%	1%	1%	1%	1%	1%	---	1%	2%
Retail trade	15%	19%	12%	14%	13%	15%	10%	11%	11%
Transportation and warehousing	3%	5%	3%	5%	4%	5%	6%	4%	5%
Utilities	0%	0%	0%	0%	0%	0%	---	0%	1%
Wholesale trade	2%	2%	3%	2%	2%	2%	5%	4%	4%

Ontario job vacancy data is from 2015 Job Vacancy and Wage Survey.
Ontario employed and unemployed data is from 2015 Labour Force Survey.
The following represent combined industries:

- Business, building & other support = Management of companies + Administrative and other support services
- Information, culture, recreation = Information and cultural industries + Arts, entertainment and recreation

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.)

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

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

Nine 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. But it does stand to reason that individuals with a work history in a particular occupation will look for and find work in the same occupation.

Nine of the top ten employment outcome occupations for the SMWDB area are also in the top ten lay-off occupations for the SMWDB area,

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.	445	Service representatives and other customer and personal services occupations	3545	Service support and other service occupations, n.e.c.	9552
2.	Service representatives and other customer and personal services occupations	330	Administrative and financial supervisors and administrative occupations	3345	Service representatives and other customer and personal services occupations	7679
3.	Sales representatives and salespersons – wholesale and retail trade	317	Office support occupations	3318	Labourers in Processing, Manufacturing and Utilities	6927
4.	Trades helpers, construction labourers and related occupations	311	Service support and other service occupations, n.e.c.	3069	Sales support occupations	6342
5.	Sales support occupations	242	Sales representatives and salespersons – wholesale and retail trade	2606	Trades helpers, construction labourers and related occupations	6338
6.	Service supervisors and technical service occupations	238	Sales support occupations	2507	Office support occupations	6052
7.	Industrial, electrical and construction trades	230	Labourers in Processing, Manufacturing and Utilities	2123	Sales representatives and salespersons – wholesale and retail trade	5781
8.	Administrative and financial supervisors and administrative occupations	209	Service supervisors and technical service occupations	1699	Administrative and financial supervisors and administrative occupations	5775
9.	Office support occupations	206	Professional occupations in natural and applied sciences	1563	Industrial, electrical and construction trades	4820
10.	Labourers in Processing, Manufacturing and Utilities	193	Technical Occupations Related to natural and applied sciences	1535	Service supervisors and technical service occupations	4742

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

n.e.c. – not elsewhere classified

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.	138	Service representatives and other customer and personal services occupations	920	Service support and other service occupations, n.e.c.	2532
2.	Service representatives and other customer and personal services occupations	124	Office support occupations	729	Labourers in Processing, Manufacturing and Utilities	2213
3.	Sales representatives and salespersons – wholesale and retail trade	101	Service support and other service occupations, n.e.c.	689	Service representatives and other customer and personal services occupations	2111
4.	Sales support occupations	82	Administrative and financial supervisors and administrative occupations	679	Sales support occupations	1624
5.	Labourers in Processing, Manufacturing and Utilities	72	Sales representatives and salespersons – wholesale and retail trade	610	Sales representatives and salespersons – wholesale and retail trade	1579
6.	Office support occupations	71	Labourers in Processing, Manufacturing and Utilities	560	Office support occupations	1514
7.	Trades helpers, construction labourers and related occupations	67	Sales support occupations	528	Trades helpers, construction labourers and related occupations	1455
8.	Transport and heavy equipment operation and related maintenance occupations	60	Paraprofessional occupations in legal, social, community and education services	388	Administrative and financial supervisors and administrative occupations	1326
9.	Administrative and financial supervisors and administrative occupations	57	Technical Occupations Related to natural and applied sciences	327	Transport and heavy equipment operation and related maintenance occupations	1212
10.	Industrial, electrical and construction trades	45	Other installers, repairers and servicers and material handlers	284	Industrial, electrical and construction trades	1002

Literacy and Basic Skills

Table 18 presents the overall client numbers for Literacy and Basic Skills (LBS) and makes some comparisons to last year's figures. SMWDB's area share of all In-Person Learners in the province remained steady at 5.5%, while the share of the region rose by 1%, from 39.1% to 40.1%.

5.5%

SMWDB's area share of all In-Person Learners in the province remained steady at 5.5%,

Table 18: Number of Literacy and Basic Skills Learners

	SMWDB	REGION	ONTARIO
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2016-17)	**2,059**	**14,885**	**37,126**
Number of In-Person Learners (New In-Person + Carry-Over In-Person) (2015-16)	**2,087**	**14,754**	**37,777**
Number of In-Person Learners (New) (2016-17)	**1,382**	**9,280**	**22,715**
Number of In-Person Learners (New) (2015-16)	**1,387**	**9,197**	**23,008**
Number of In-Person Learners (Carry-Over) (2016-17)	**677**	**5,605**	**14,411**
2016-17 In-Person Learners as % of Province	**5.5%**	**40.1%**	
2015-16 In-Person Learners as % of Province	**5.5%**	**39.1%**	
Number of E-Channel Learners (New E-Channel + Carry-Over E-Channel)			5,972
Number of E-Channel Learners (New)			3,913
Number of E-Channel Learners (Carry-Over)			2,059
Total Number of Learners (In-Person + E-Channel)	**2,059**	**14,885**	**43,098**

Table 19 shows the distribution of learners by service provider stream. In the SMWDB area, there are only clients in the Anglophone (95%) and Francophone (5%) streams. These proportions are fairly consistent with the regional level (2% distributed to Deaf and Native streams), and mostly consistent with the provincial level (a wider spread of service provider streams, albeit still mostly Anglophone).

Table 19: Distribution of clients by service provider stream

	NUMBER OF LBS CLIENTS			% BY SERVICE PROVIDER STREAM		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Anglophone	1,959	14,184	35,348	95%	95%	82%
Francophone	100	399	3,095	5%	3%	7%
Deaf		161	435		1%	1%
Native		141	2,112		1%	5%
Non-Designated			2,108			5%
TOTAL	2,059	14,885	43,098	100%	100%	100%

Table 20 shows the distribution by service provider sector. The profile of the distribution of clients by service provider sector is very similar across the SMWDB, regional, and provincial levels. Essentially, the proportions are: 30% via the community sector, 30% via school boards, and 40% via community colleges.

Table 20: Distribution of clients by service provider sector

	SMWDB	Region	Ontario
Community Agency Sector	27%	29%	30%
School Board Sector	32%	31%	29%
Community College Sector	41%	40%	40%

The distribution of clients by service provider sector is very similar across the SMWDB, regional, and provincial levels.

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 virtually no change from last year. Compared to the region and province, the SMWDB area has slightly larger proportions of 15-24 and 45-64 years old, while having fewer 25-44 years old.

Table 21: Literacy and Basic Skills clients by age, 2016-17

	NUMBER OF LBS CLIENTS			% BY AGE		
2016-17	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
15-24 years old	640	4,164	12,291	31%	28%	29%
25-44 years old	830	6,910	19,159	40%	46%	44%
45-64 years old	544	3,462	10,074	26%	23%	23%
65 years and older	45	321	1,510	2%	2%	4%
Unknown		28	64			
TOTAL	2,059	14,885	43,098	99%	99%	100%
2015-16	**15-24 years old**			31%	28%	30%
	25-44 years old			39%	48%	44%
	45-64 years old			27%	22%	23%
	65 years and older			3%	2%	4%

Women make up a larger proportion of learners at the SMWDB level (54%), and even more so at the regional (59%) and provincial (60%) levels (Table 22). These figures are very similar to those of last year.

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.

Table 23: Literacy and Basic Skills clients by designated groups, 2016-17

	NUMBER OF LBS CLIENTS			PERCENT		
2016-17	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
Newcomer	66	1,783	3,814	7%	23%	15%
Visible Minority	74	2,528	4,766	7%	33%	19%
Person with Disability	589	2,251	8,527	58%	29%	33%
Aboriginal Group	169	455	560	17%	6%	16%
Deaf or Deaf/Blind		201	632		2%	2%
Francophone	117	548	4,152	12%	7%	14%

Table 24: Literacy and Basic Skills clients by educational attainment, 2016-17

2016-17	SMWDB	Region	Ontario
No Certificate	47%	38%	42%
High school	29%	31%	28%
Apprenticeship	1%	1%	1%
College	13%	11%	13%
University	5%	11%	8%
Other	5%	9%	9%

The SMWDB area data shows a high degree of divergence from the regional and provincial data, except for Francophone and Aboriginal groups, where SMWDB shares similar proportions with the provincial data. Otherwise, SMWDB shows a much higher proportion of persons with disabilities, and much lower proportions of visible minorities and newcomers, especially compared to the regional proportions.

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 SMWDB, the region and the province. At the SMWDB level, almost half (47%) of clients have less than a Grade 12 education.

At the SMWDB level, almost half (47%) of clients have less than a Grade 12 education.

In terms of sources of income (Table 25), the SMWDB area has a larger proportion of learners who report no source of income, and a slightly lower proportion of clients who receive Ontario Works. There has also been a substantial drop in the number of clients reporting "Other" (which includes "Crown Ward," "Dependent of OW/ODSP," or "Other") as a source of income. Other than that, there has been very little change in the profile of sources of income from that of last year.

Table 25: Literacy and Basic Skills clients, percent distribution by source of income, 2016-17 & 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Other	2%	2%	2%	8%	11%	14%
Employed	26%	25%	26%	27%	26%	27%
Employment Insurance	6%	7%	7%	7%	8%	7%
No Source of Income	25%	22%	16%	25%	19%	15%
ODSP	11%	9%	12%	11%	10%	12%
Ontario Works	22%	24%	22%	20%	24%	23%
Self Employed	2%	2%	2%	2%	2%	2%

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

When it comes to learner's goal paths (Table 26), the SMWDB area has a distribution of goals that is broadly similar to those at the regional and provincial levels, except for a higher proportion seeking a secondary school credit or employment, and a lower proportion seeking post-secondary education. The share of those seeking employment has again increased slightly from the previous year (from 34% to 36%).

Table 26: Literacy and Basic Skills clients: Learner's Goal Path, 2016-17 & 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Apprenticeship	8%	10%	7%	8%	7%	6%
Employment	36%	26%	30%	34%	28%	31%
Independence	7%	9%	10%	7%	9%	11%
Postsecondary	28%	40%	38%	30%	42%	38%
Secondary School Credit	21%	14%	15%	21%	14%	15%

By far, the largest proportion of clients is unemployed at point of intake, 60% in the case of all three levels. Apart from differing proportions of full time and part time students, there is hardly much difference in the labour force attachment of clients between SMWDB, the region and the province. Furthermore, there has been virtually no change from the figures for last year (Table 27).

Table 27: Literacy and Basic Skills clients: Labour force attachment, 2016-17 & 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employed Full Time	16%	15%	17%	15%	16%	16%
Employed Part Time	13%	13%	14%	14%	14%	14%
Full Time Student	1%	5%	4%	1%	6%	4%
Part Time Student	8%	3%	2%	7%	3%	3%
LFA Self Employed	2%	2%	2%	2%	2%	2%
Under Employed	1%	1%	1%	1%	2%	2%
Unemployed	60%	60%	60%	60%	57%	59%

With regards to employed outcomes (Table 28), there are a few differences:

- The SMWDB area has a notably higher proportion of clients with an unemployed outcome and clients with unknown outcomes, compared to the region and the province;
- Clients at the SMWDB area have fewer “Employed Full-time” outcomes over last year, although those proportions are still higher than the regional and provincial figures;
- The SMWDB area also has a lower proportion of outcomes in the “In Education” category.

Table 28: Literacy and Basic Skills clients: Employed outcome, 2016-17 & 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employed Apprentice	0%	4%	2%	0%	6%	2%
Employed Full-Time	16%	14%	14%	19%	15%	16%
Employed Part-Time	9%	7%	7%	9%	7%	8%
Employed - Other	1%	1%	1%	0%	1%	1%
Self-Employed	1%	1%	1%	1%	1%	1%
Employed & in Education	3%	2%	2%	3%	2%	2%
Employed & in Training	2%	1%	1%	0%	1%	1%
In Education	14%	23%	20%	17%	24%	21%
In Training	3%	7%	8%	3%	8%	8%
Independent	0%	2%	3%	1%	3%	4%
Volunteer	2%	1%	2%	2%	1%	2%
Unable to Work	6%	3%	4%	4%	4%	4%
Unemployed Outcome	28%	17%	16%	31%	16%	16%
Unknown	16%	17%	19%	10%	14%	15%

Second Career

The SMWDB area enlisted 148 individuals into the Second Career program last year. Although this number is lower than last year's figure, as a share of the provincial numbers it remains steady at 2.1%.

Table 29: Second Career client numbers, 2016-2017

	SMWDB	REGION	ONTARIO
Number of clients, 2016-17	148	3,215	7,158
Number of clients, 2015-16	183	3,927	8,626
2016-17 Second Career clients as % of Province	2.1%	44.9%	
2015-16 Second Career clients as % of Province	2.1%	45.5%	
2014-15 Second Career clients as % of Province	2.0%	46.7%	
Share of provincial population (2016)	4.0%	49.2%	

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

Table 30: Second Career clients by age, 2016-17 and 2015-16

	NUMBER OF SECOND CAREER CLIENTS			% BY AGE		
2016-17	**SMWDB**	**Region**	**Ontario**	**SMWDB**	**Region**	**Ontario**
15-24 years old	16	87	456	11%	3%	6%
25-44 years old	74	1,745	4,040	50%	54%	56%
45-64 years old	57	1,359	2,626	39%	42%	37%
65 years and older		24	34		1%	0%
TOTAL	148	3,215	7,158	100%	100%	101%
2015-16	**15-24 years old**			8%	3%	7%
	25-44 years old			52%	56%	58%
	45-64 years old			40%	41%	35%
	65 years and older			0%	1%	1%

Second Career clients tend to be either younger or middle-aged adults: exactly half are aged 25 to 44 years old, and around forty percent are aged 45 to 64 years old. This pattern is consistent across the SMWDB, regional and provincial areas, and there has been little change from the previous year (Table 30).

In Ontario, a slightly higher proportion of males enrol in Second Career, and that proportion is even higher at the SMWDB level, yet at the regional level, the balance tips towards females (Table 31).

Table 31: Second Career clients by gender, 2016-17 and 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Females	45%	54%	47%	50%	56%	49%
Males	55%	45%	53%	50%	44%	51%
Undisclosed	0%	0%	0%	0%	0%	0%

Table 32: Second Career clients: Educational attainment at intake, 2016-17 and 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Less than Grade 9	0%	0%	1%	0%	1%	1%
Less than Grade 12	14%	4%	8%	11%	5%	8%
Completion of Secondary	43%	28%	29%	33%	29%	31%
Completion of College	33%	22%	24%	24%	23%	24%
Apprenticeship Certificate	0%	1%	1%	0%	1%	1%
Completion of University	0%	23%	16%	0%	20%	14%
Other Education	10%	8%	10%	31%	22%	21%

The SMWDB area has no Second Career clients who have completed university, while the region and province has a considerable proportion. The share of clients with a college diploma, with a high school diploma, and less than Grade 12 education at the SMWDB level are all higher then the regional and provincial level figures (Table 32).

In terms of sources of income, two-thirds of Second Career clients at the SMWDB level cite Employment Insurance as their source of income, roughly twenty percent higher than is the case at the regional or provincial level. Twenty percent cite No Source of Income at the SMWDB level, as opposed to almost a third at the regional level (Table 33).

Table 33: Second Career clients by source of income, 2016-17 and 2015-16

	2016-17			2015-16		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
Employment Insurance	67%	46%	49%	57%	44%	46%
Ontario Works	0%	7%	9%	0%	7%	8%
ODSP	0%	1%	2%	0%	1%	2%
No Source of Income	21%	32%	26%	28%	32%	28%
Other	12%	13%	13%	15%	15%	17%

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

Second Career clients at the local level tend to have been unemployed for a shorter period of time than Second Career clients at the regional or provincial levels. Three-quarters (75%) are unemployed for less than six months, compared to the regional (46%) and provincial (56%) figures. The local Second Career clients are considerably less likely to be unemployed for 12 months or more (12%) compared to local ES Assisted clients (20%). 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 34: Percentage distribution by length of time out of employment for Second Career clients and ES Assisted clients (2016-17), and unemployed individuals, Ontario, 2016

	2016-17 SECOND CAREER			2016-17 ES CLIENTS			LFS
	SMWDB	Region	Ontario	SMWDB	Region	Ontario	ONTARIO
< 3 months	44%	27%	37%	46%	42%	45%	63%
3 – 6 months	31%	19%	19%	15%	15%	15%	16%
6 – 12 months	14%	24%	19%	14%	16%	14%	13%
> 12 months	12%	26%	20%	20%	24%	22%	8%

Second Career clients at the local level tend to have been unemployed for a shorter period of time.

(75%) are unemployed for less than six months

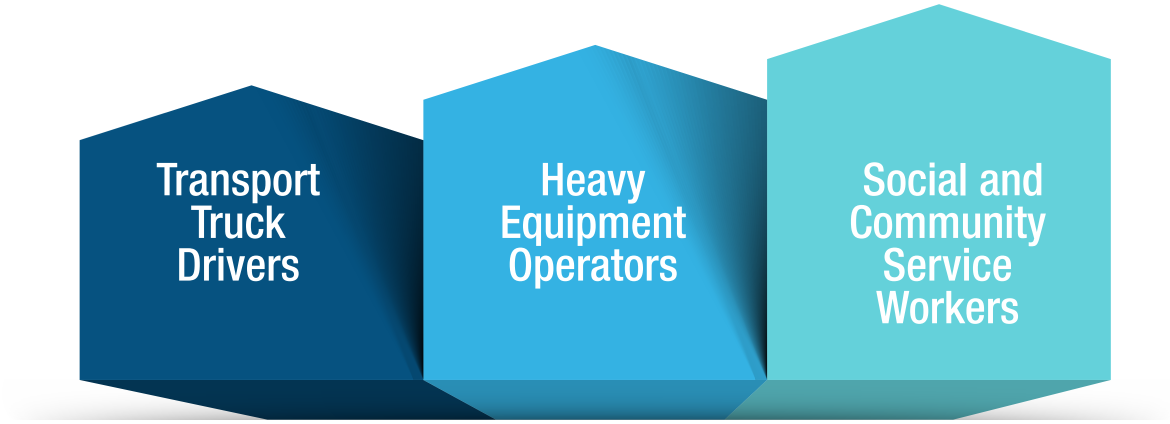
Table 35 lists the top ten approved skills training programs under Second Career. There is a limited amount of data for the SMWDB area, with only three training programs being identified, the rest being supressed for being under 10. All three of these programs made the list for the top ten at both the regional and provincial levels:

- Transport Truck Drivers
- Heavy Equipment Operators
- Social and Community Service Workers

At the regional level, there is a more equitable spread across various skills training programs, as opposed to the provincial level, where Transport Truck Drivers is by far the largest, almost equalling the sum of the next three largest programs.

Table 35: Top 10 Second Career Approved Skills Training Programs

RANK	SMWDB		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Transport Truck Drivers	38	Transport Truck Drivers	227	Transport Truck Drivers	1,120
2.	Heavy Equipment Operators (Except Crane)	18	Social and Community Service Workers	209	Heavy Equipment Operators (Except Crane)	448
3.	Social and Community Service Workers	12	Accounting and Related Clerks	207	Social and Community Service Workers	400
4.			Early Childhood Educators and Assistants	181	Home Support Workers, Housekeepers and Related Occupations	307
5.			Computer Network Technicians	172	Accounting and Related Clerks	298
6.			Medical Administrative Assistants	167	Medical Administrative Assistants	278
7.			Home Support Workers, Housekeepers and Related Occupations	152	Computer Network Technicians	265
8.			Estheticians, Electrologists and Related Occupations	102	Early Childhood Educators and Assistants	255
9.			Heavy Equipment Operators (Except Crane)	95	Welders and Related Machine Operators	166
10.			Paralegal and Related Occupations	95	Administrative Officers	155



Top 3 Second Career Approved Skills Training Programs in SMWDB area

Table 36: Outcomes at exit and at 12 months, 2016-17

	NUMBER			PERCENT		
	SMWDB	Region	Ontario	SMWDB	Region	Ontario
OUTCOME AT EXIT						
Employed	53	415	1,556	52%	33%	39%
Training/Education		142	364		11%	9%
Other		47	80		4%	2%
TOTAL	102	1,269	3,948			
OUTCOME AT 12 MONTHS						
Employed	79	932	3,062	86%	77%	82%
Training/Education		37	87		3%	2%
Other		40	91		3%	2%
TOTAL	92	1,203	3,713			

Since there are such low numbers at the SMWDB level, much of the data has been suppressed and has therefore made it difficult to compare across the SMWDB, regional, and provincial levels. Nevertheless, we can see that as a proportion of Second Career clients, more of them at the SMWDB level have employed outcomes at exit, and at 12 months compared to the regional and provincial levels.

Apprenticeship

The proportion of all new registrations and all active apprenticeships at the SMWDB level increased slightly, whereas the proportions at the regional level increased more significantly, especially the percentage share of active apprentices which went from 40% to 45.2% in the last year.

The distribution by age is heavily skewed towards younger people. Over 95% of clients are between 15 and 44 years old, which is understandable for the apprenticeship program. These proportions are consistent across SMWDB, regional, and provincial levels.

OVER

95%

OF CLIENTS ARE BETWEEN 15 AND 44 YEARS OLD

Table 37: New registrations and active apprenticeships

	SMWDB	Region	Ontario
Number of New Registrations			
2016-2017	906	10,442	24,890
As % of Ontario: 2016-17	3.6%	42.0%	
As % of Ontario: 2015-16	3.4%	40.5%	
Number of Active Apprentices			
2016-2017	2,485	31,615	69,945
As % of Ontario: 2016-17	3.6%	45.2%	
As % of Ontario: 2015-16	2.7%	40.0%	
Number of Certificate of Apprenticeships Issued			
2016-2017	331	2,314	9,189
As % of Ontario: 2016-17	3.6%	25.2%	
Population			
As percent of Ontario	4.0%	49.2%	

Table 38: Distribution by age of apprenticeship

Percent	APPRENTICESHIP		
	SMWDB	Region	Ontario
15-24 years old	55.7%	47.0%	50.2%
25-44 years old	40.4%	47.2%	44.6%
45-64 years old	3.9%	5.7%	5.1%
over 65 years old	0%	0%	0.1%

The apprenticeship is also heavily made up of males, where there are almost four times as many males as there are females in the program at the SMWDB level (79.0% male compared to 17.9% female). These proportions are even slightly higher at the regional and provincial levels.

Table 39: Distribution by gender of apprenticeship

Percent	APPRENTICESHIP		
	SMWDB	Region	Ontario
Females	21.0%	17.1%	16.8%
Males	79.0%	82.9%	83.1%
Other/not disclosed/trans	0%	0%	0.1%

The program is almost exclusively used by clients who have only completed secondary school (66.0% at the SMWDB level), or who have no certification (23.7%). These proportions are even higher at the regional and provincial levels. At all three levels, roughly 10% of apprenticeship clients have either some post-secondary or a college level certificate or diploma, with very few having a university degree.

Table 40: Distribution by education at intake of apprenticeship

Percent	APPRENTICESHIP		
	SMWDB	Region	Ontario
No certificate	23.7%	17.8%	16.3%
High school	66.0%	71.7%	73.9%
Some post-secondary	4.9%	7.3%	5.4%
Certificate/diploma	5.4%	2.5%	3.8%
University degree	0.0%	0.6%	0.6%

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

Certificate/diploma include apprenticeship or college certificate or diploma

Table 41 shows the distribution by designated group of the apprenticeship program. The only designated group represented at the SMWDB level is Francophone, however this is might be due to the fact that figures under 10 are suppressed. On the other hand, even at the regional and provincial levels, the proportions by designated groups is so far below their share of the general population that one has to think that considerable underreporting is the reason.

Table 41: Distribution by designated group of apprenticeship

Percent	APPRENTICESHIP		
	SMWDB	Region	Ontario
Aboriginal Group	0.0%	1.2%	1.8%
Deaf	0.0%	0.0%	0.0%
Deaf/Blind	0.0%	0.0%	0.0%
Francophone	2.8%	1.0%	2.6%
Internationally Trained Professionals	0.0%	0.0%	0.0%
Newcomer	0.0%	1.5%	1.0%
Person with Disability	0.0%	0.2%	0.2%
Visible Minority	0.0%	2.3%	1.4%

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

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

Table 42: Top 10 trades for new registrations

RANK	SMWDB		Region		Ontario	
	Trade	#	Trade	#	Trade	#
1.	Automotive Service Technician	152	Electrician - Construction and Maintenance	1,990	Electrician - Construction and Maintenance	3,811
2.	Electrician - Construction and Maintenance	150	Automotive Service Technician	1,567	Automotive Service Technician	3,425
3.	Hairstylist	109	Hairstylist	835	Hairstylist	2,111
4.	Truck and Coach Technician	52	General Carpenter	737	General Carpenter	1,707
5.	Plumber	49	Plumber	691	Plumber	1,383
6.	Child Development Practitioner	46	Child Development Practitioner	512	Truck and Coach Technician	1,370
7.	General Carpenter	44	Truck and Coach Technician	417	Child Development Practitioner	957
8.	General Machinist	25	Refrigeration and Air Conditioning Systems Mechanic	329	Industrial Mechanic Millwright	832
9.	Cook	22	Heat and Frost Insulator	227	Refrigeration and Air Conditioning Systems Mechanic	569
10.	Refrigeration and Air Conditioning Systems Mechanic	19	Sheet Metal Worker	211	Cook	564

Canada Ontario Job Grant

Canada Ontario Job Grant - Employer

Employers that participate in Canada Ontario Job Grant (COJG) are mostly smaller firms with less than 50 employees. At the SMWDB level, they comprise nearly 70% of all employers, which is fairly consistent with regional and provincial numbers.

Table 43: Canada Ontario Job Grant - Employers

	SMWDB	Region	Ontario
Number of employers	328	2,287	6,316
Percent in Under 25 Stream	100.0%	96.9%	97.8%
Percent in Over 25 Stream	0.0%	3.1%	2.2%
Size (percent)			
<50	69.6%	62.1%	64.7%
50-160	10.0%	17.3%	17.6%
151-300	11.6%	8.0%	7.0%
301-500	0.0%	2.8%	2.9%
501-1,500	8.8%	5.4%	3.8%
1,501-10,000	0.0%	3.8%	3.2%
>10,001	0.0%	0.7%	0.8%

Around half of the training provided came through product vendors at all three levels, and roughly one-third was provided by registered private career colleges. The SMWDB level seemed to use public colleges a bit more than the region and the province, although only by roughly 5-10%.

Table 44: Canada Ontario Job Grant - Training provider type

Percentage	SMWDB	Region	Ontario
Product Vendor	45.7%	50.8%	47.4%
Public College	15.6%	6.7%	10.1%
Registered Private Career College	32.5%	33.0%	34.6%
School Board	0.0%	0.2%	0.1%
Union Based Training Centre	0.0%	0.2%	0.2%
University	6.1%	9.0%	7.3%
Unknown	0.0%	0.2%	0.3%

IN ALL AREAS
70%
SAW AN INCREASE
IN TRAINEE PRODUCTIVITY

The outcome at exit details remained consistent across the SMWDB area, region, and province, where roughly 70% saw an increase in trainee productivity.

Table 45: Outcome at exit detail

Percent	SMWDB	Region	Ontario
Increase in trainee productivity	72.4%	70.5%	69.1%
Training met workforce needs	27.6%	29.5%	30.9%

Canada Ontario Job Grant - Participant

The number of Canada Ontario Job Grant participants was relatively proportional to the percentage share of EO assisted clients at the SMWDB and regional levels, and as their share of the total population of Ontario. There were fewer clients at the regional level compared to the regional share of assisted clients, 41% compared to the EO assisted client share of 47.3%.

As table 47 shows, most of the clients are either young or older adults. Roughly 50% 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 consistent across all three levels, at roughly 10-12%.

Table 46: Number of COJG participants

	SMWDB	Region	Ontario
COJG PARTICIPANTS			
Number	1397	14,694	35,680
As % of Ontario	3.9%	41.0%	100%
EO ASSISTED CLIENTS PARTICIPANTS			
As % of Ontario	3.1%	47.3%	100%
2017 TOTAL ONTARIO POPULATION			
As % of Ontario	4.0%	49.2%	100%

Table 47: Distribution by age of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
15-24 years old	10.1%	12.8%	12.0%
25-44 years old	52.1%	52.1%	52.0%
45-64 years old	37.9%	33.8%	34.6%
over 65 years old	0.0%	1.3%	1.3%

The distribution of gender was more heavily skewed towards males. Roughly two-thirds of COJG participants were male as opposed to female, although at the regional level that difference is narrower, where 58% of clients are male compared to 41% female.

There is a much lower degree of certainty when it comes to education at intake for COJG participants, especially at the regional and provincial levels. At those levels, 42-45% of clients have an unknown level of educational attainment, as opposed to the SMWDB levels, which are much lower at 20%. Of clients with known data, SMWDB has far more clients with a university degree or college certification, totally more than 50% of the program's clients. At regional and provincial levels, the figures are much more heavily skewed towards high school and no certification.

Table 48: Distribution by gender of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Females	35.4%	41.0%	37.5%
Males	64.6%	58.2%	62.0%
Other/not disclosed/trans	0.0%	0.9%	0.5%

Table 49: Distribution by education at intake of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
No certificate	2.6%	25.2%	18.5%
High school	19.4%	18.5%	20.9%
Some post-secondary	4.4%	3.4%	3.4%
Certificate/diploma	34.1%	8.7%	10.1%
University degree	19.6%	1.3%	1.8%
Unknown	20.0%	42.9%	45.4%

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

Certificate/diploma include apprenticeship or college certificate or diploma

Table 50: Distribution by designated group of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Aboriginal Group	0.0%	0.1%	0.6%
Deaf	0.0%	0.0%	0.0%
Deaf/Blind	0.0%	0.0%	0.0%
Francophone	0.0%	0.4%	1.3%
Internationally Trained Professionals	2.8%	11.0%	6.9%
Newcomer	1.1%	2.5%	1.6%
Person with Disability	0.0%	0.5%	0.6%
Visible Minority	0.9%	5.3%	3.3%

There are either far fewer clients or far less information about designated groups at the SMWDB level for the COJG program. Only 4.8% of clients have designated group status, most of which are internationally trained professionals. There is also a larger share of internationally trained professionals at the regional level than at the provincial level, 11% compared to roughly 7%.

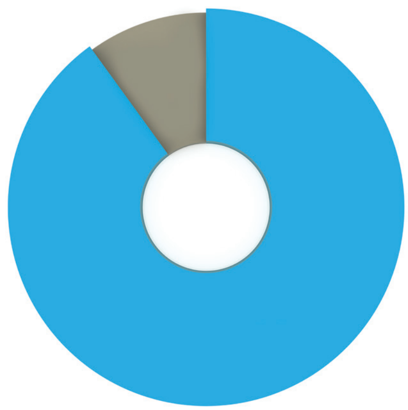
The distribution by labour force attachment, as shown in Table 51, reveals the overwhelming number of clients who are employed full time, at least 90% at all three levels. This proportion is not only consistent across the SMWDB, regional and provincial levels, but also across distribution by labour force attachment (table 51), distribution by source of income (table 52), and outcome at exit (table 53). This shouldn't be too surprising as they are the focus of the COJG.

Table 51: Distribution by labour force attachment of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Employed Full Time	97.7%	93.8%	93.5%
Employed Part Time	2.3%	3.3%	3.8%
Full Time Student	0.0%	0.5%	0.4%
Part Time Student	0.0%	0.1%	0.2%
Self Employed	0.0%	0.3%	0.3%
Under Employed	0.0%	0.1%	0.1%
Unemployed	0.0%	1.7%	1.7%
Unknown	0.0%	0.1%	0.1%

Table 52: Distribution by source of income of COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Crown Ward	0.0%	0.0%	0.0%
Dependent of OW/ODSP	0.0%	0.0%	0.0%
Employed	97.8%	96.6%	96.6%
Employment Insurance (EI)	0.0%	1.0%	1.0%
No Source of Income	2.2%	1.3%	1.1%
Ontario Disability Support Program	0.0%	0.1%	0.1%
Ontario Works	0.0%	0.1%	0.2%
Other	0.0%	0.4%	0.5%
Self Employed	0.0%	0.4%	0.4%
Dependent of EI	0.0%	0.0%	0.0%
Unknown	0.0%	0.1%	0.1%



AT LEAST

90%

OF PARTICIPANTS IN THE CANADIAN ONTARIO JOB GRANT ARE EMPLOYED FULL TIME.

Table 53: Outcome at exit COJG participants

Percent	COJG		
	SMWDB	Region	Ontario
Employed	100.0%	98.0%	98.1%
In Training/Education	0.0%	0.1%	0.0%
Other (Independent, Unable to Work, Volunteer)	0.0%	0.0%	0.0%
Unemployed	0.0%	0.2%	0.2%
Unknown	0.0%	1.8%	1.6%

Youth Job Connection

The following tables show the number of Youth Job Connection (YJC) clients, and their break down by age and gender. As a percentage share of the province, there is almost an equal proportion of Youth Job Connection clients at the SMWDB level (3.2%) as there are EO assisted clients at the same level (3.1%). Most of the clients are between the ages of 15 and 24 (roughly 77-78% across all three levels), and all of the remaining clients are 25-44 years old. At the SMWDB level, roughly two-thirds of the clients are male, as opposed to the region and province, where 55-57% are male.

Table 54: Number of YJC participants

	SMWDB	Region	Ontario
YJC PARTICIPANTS			
Number	469	6,706	14,761
As % of Ontario	3.2%	45.4%	100.0%
EO ASSISTED CLIENTS PARTICIPANTS			
As % of Ontario	3.1%	47.3%	100%
2016 TOTAL ONTARIO POPULATION			
As % of Ontario	4.0%	49.2%	100%

Table 55: Distribution by age of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
15-24 years	78.0%	77.6%	77.4%
25-44 years	22.0%	22.4%	22.6%
45-64 years	0.0%	0.0%	0.0%
over 65 years	0.0%	0.0%	0.0%

MOST CLIENTS ARE BETWEEN THE AGES OF
15 and 24
ACROSS ALL 3 LEVELS

Table 56: Distribution by gender of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
Females	36.9%	43.7%	42.2%
Males	63.1%	55.6%	57.0%
Other/not disclosed/trans	0.0%	0.7%	0.7%

ROUGHLY
2/3
OF CLIENTS ARE MALE
AT THE SMWDB LEVEL

The majority of clients have either no certificates or only have a high school diploma. At the SMWDB level, 3.6% have some post-secondary education, and 4.3% have either an apprenticeship certificate or a college diploma. Nearly 25% of clients at the regional level have anywhere from some post-secondary education to a university degree.

Table 57: Distribution by education at intake of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
No certificate	45.7%	25.3%	33.7%
High school	46.4%	50.6%	47.8%
Some post-secondary	3.6%	7.5%	5.7%
Certificate/diploma	4.3%	8.6%	7.7%
University degree	0.0%	6.3%	4.3%
Unknown	0.0%	1.5%	0.9%

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

Table 58: Distribution by designated group of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
Aboriginal Group	15%	3%	8%
Deaf	0%	0%	0%
Deaf/Blind	0%	0%	0%
Francophone	0%	1%	3%
Internationally Trained Professionals	0%	5%	3%
Newcomer	0%	7%	5%
Person with Disability	23%	13%	19%
Visible Minority	3%	21%	12%

Almost all of the clients with designated group status at the SMWDB level are either from the aboriginal group or are persons with disabilities (a combined 38% of YJC clients). At the regional level, there is slightly more variation, where 21% of clients between two visible minority groups, 7% are newcomers, and 5% internationally trained professionals, all of which are higher proportions than the province. Nevertheless, the low figures strongly suggest significant under-reporting.

The distribution by source of income is more consistent across SMWDB, regional, and provincial levels. Roughly 50-60% of clients have no source of income, as opposed to the 20-30% of clients who rely on Ontario Works. The next largest source of income is ODSP, where 5-10% of clients find their source of income.

Table 59: Distribution by source of income of YJC participants

Percent	Youth Job Connection		
	SMWDB	Region	Ontario
Crown Ward	0%	1%	2%
Dependent of OW/ODSP	4%	4%	4%
Employed	0%	0%	0%
Employment Insurance	0%	1%	1%
No Source of Income	60%	62%	51%
Ontario Disability Support Program	10%	5%	6%
Ontario Works	27%	20%	30%
Other	0%	6%	5%
Self Employed	0%	0%	0%
Dependent of EI	0%	0%	0%
Unknown	0%	2%	1%

ROUGHLY

50-60%

OF YOUTH JOB CONNECTION CLIENTS

HAVE NO SOURCE OF INCOME

Findings

Simcoe Manufacturing Employer Survey 2017

Chart 1 shows the distribution of employers by manufacturing sector. Employers were allowed to choose as many sectors as applied to describe their field of manufacturing. The top three sectors (Metal Processing/ Fabrication, Automotive, and Equipment – a total of 54 responses) total almost as many selections as the rest of the sectors combined (a total of 55).

The profile of businesses, in Tables 1 through 3, shows a breakdown of firms by the number of employees in specific occupational groupings, and by the number of vacancies. When it comes to production workers, most businesses have between 6 and 50 employees (31 firms out of 52). There were 9 firms with 101-250 production employees, and there were no firms with more than 500 production employees. The vast majority of respondents only had 1 to 5 production job vacancies at the present time. The forecast for the immediate future showed a similar trend: most firms think they won't have many vacancies. The long-term forecast showed a different trend however, where more firms thought that as time went on, they would have an increasing number of vacancies in production jobs.

We especially wish to thank the County of Simcoe Economic Development Department for providing us with their survey results.

COUNTY OF SIMCOE EDO
ECONOMIC DEVELOPMENT OFFICE

Chart 1: Businesses by manufacturing sector (N=64)

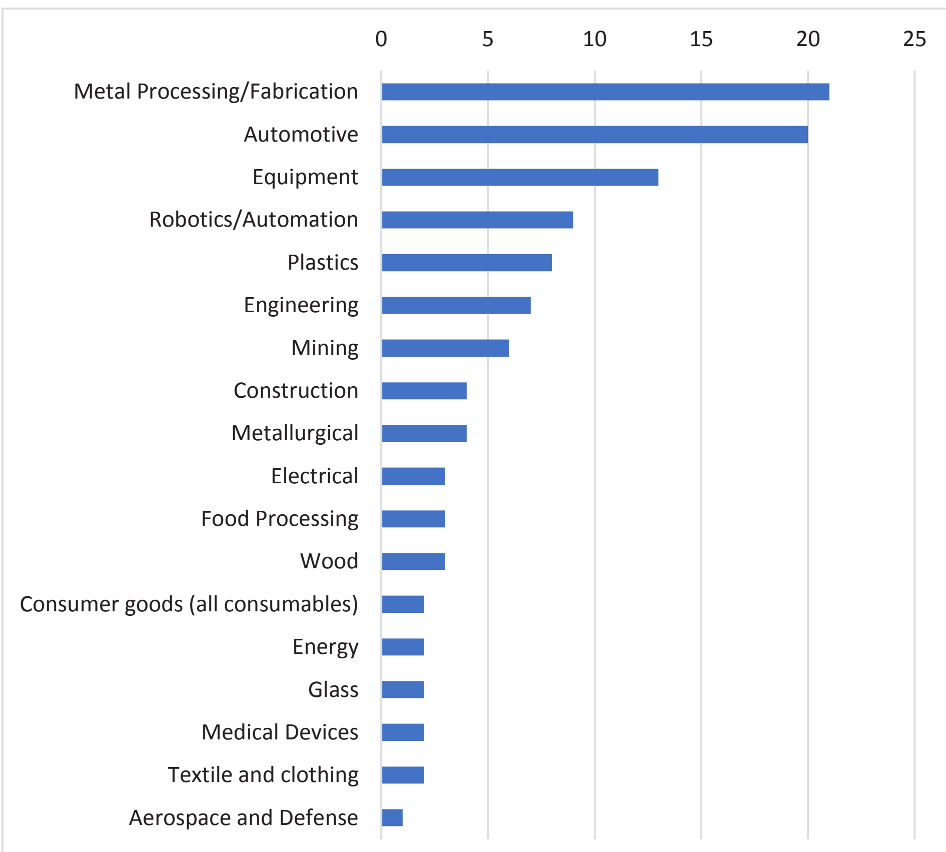
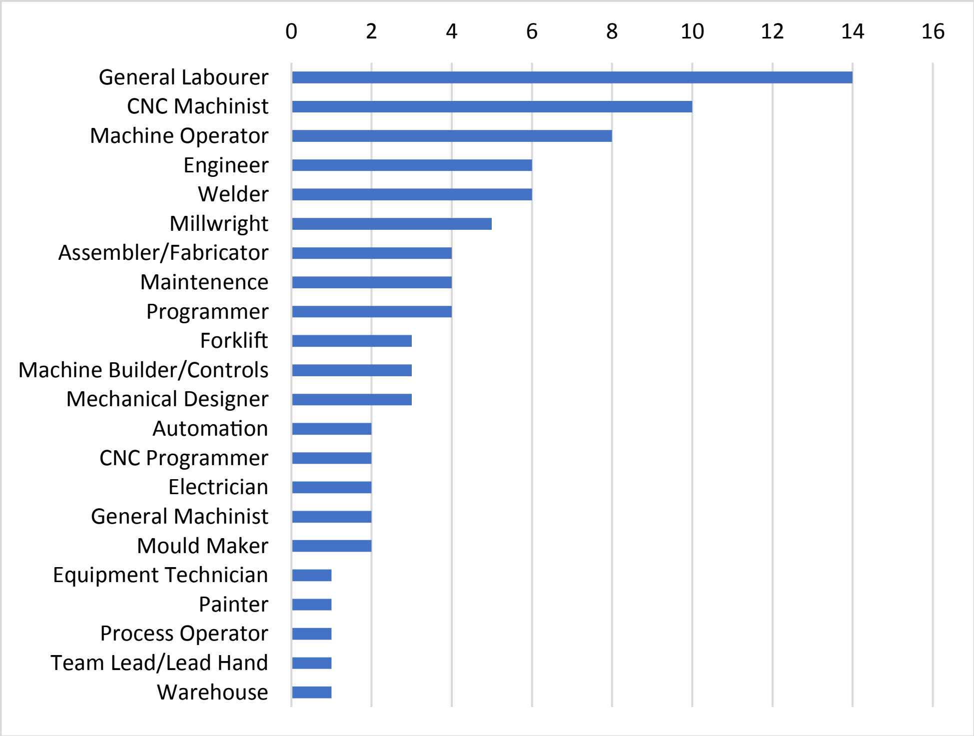


Table 1: Profile of Businesses, production workers

	Current Employees	Vacant Positions	Forecasted Vacancies (0-2 years)	Forecasted Vacancies (2-5 years)	Forecasted Vacancies (5-10 years)
1-5	6	27	28	15	9
6-10	7	4	5	8	6
11-20	11	3	4	4	8
21-50	13	0	3	4	4
51-75	2	1	0	2	1
76-100	2	0	1	0	2
101-250	9	0	0	1	0
251-500	2	0	0	0	0
500+	0	0	0	0	0
TOTAL	**52**	**35**	**41**	**34**	**30**

The production occupation most frequently cited among current vacancies is general labourer, followed by CNC machinist and then machine operator (Chart 2).

Chart 2: Number of vacant production positions



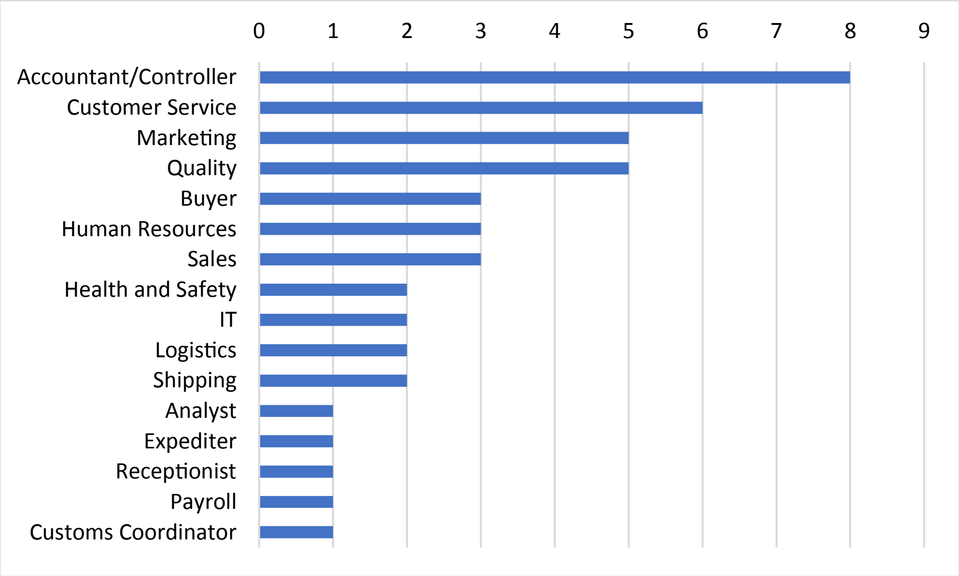
When it came to administration workers, respondents said they had fewer employees in that category compared to production workers. Nearly 80% of firms said they had between 1 and 10 administration workers. The number of vacant positions was even more heavily skewed, where 95% of respondents said they only had between 1 and 5 vacant positions. Respondents think that that trend will continue into the future, where even 5 to 10 years from now, there will be few vacancies in administration jobs in their firms.

Table 2: Profile of Businesses, administration workers

	Current Employees	Vacant Positions	Forecasted Vacancies (0-2 years)	Forecasted Vacancies (2-5 years)	Forecasted Vacancies (5-10 years)
1-5	28	19	23	19	18
6-10	11	0	2	4	4
11-20	8	1	0	1	4
21-50	4	0	1	1	0
51-75	0	0	0	0	0
76-100	0	0	0	0	0
101-250	1	0	0	0	0
251-500	0	0	0	0	0
500+	0	0	0	0	0
TOTAL	**52**	**20**	**26**	**25**	**26**

The top vacant position among administration positions is accountant/controller, followed by customer service. Tied for third place are marketing and quality control.

Chart 3: Number of vacant administration positions



The picture was similar for management jobs. Firms typically employ even fewer management workers, almost all of them reporting between 1 and 10 positions. Firms mostly have 1 to 5 management position vacancies, and project a similar number of vacancies over the next 2 to 10 years.

Table 3: Profile of Businesses, management workers

	Current Employees	Vacant Positions	Forecasted Vacancies (0-2 years)	Forecasted Vacancies (2-5 years)	Forecasted Vacancies (5-10 years)
1-5	34	14	16	18	20
6-10	12	1	1	2	2
11-20	3	0	0	0	1
21-50	2	0	0	0	0
51-75	0	0	0	0	0
76-100	0	0	0	0	0
101-250	0	0	0	0	0
251-500	0	0	0	0	0
500+	0	0	0	0	0
TOTAL	**51**	**15**	**17**	**20**	**23**

There were fewer vacant management positions (Chart 4). The largest number of vacancies (5) were in relation to engineering supervisors, followed by production supervisors (3).

Chart 4: Number of vacant management positions

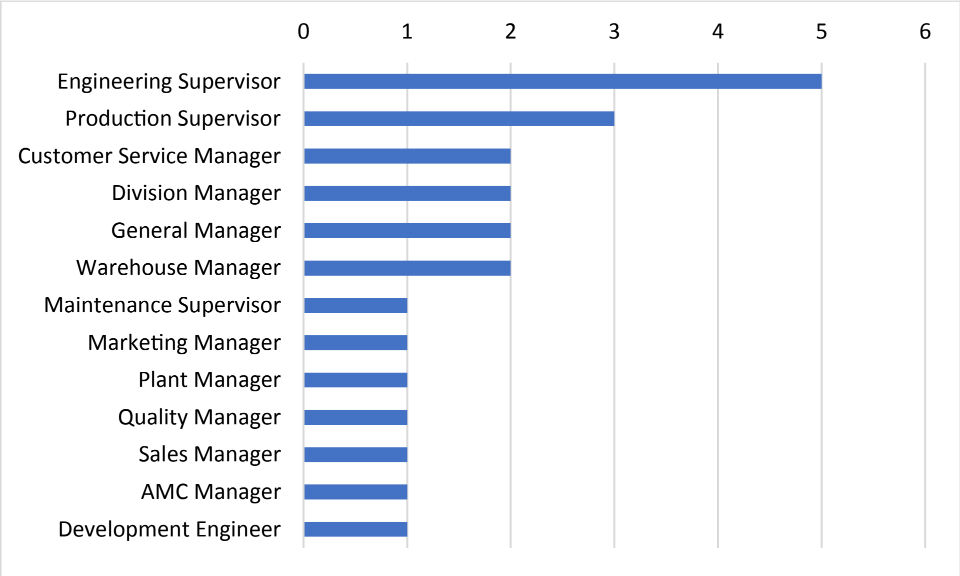


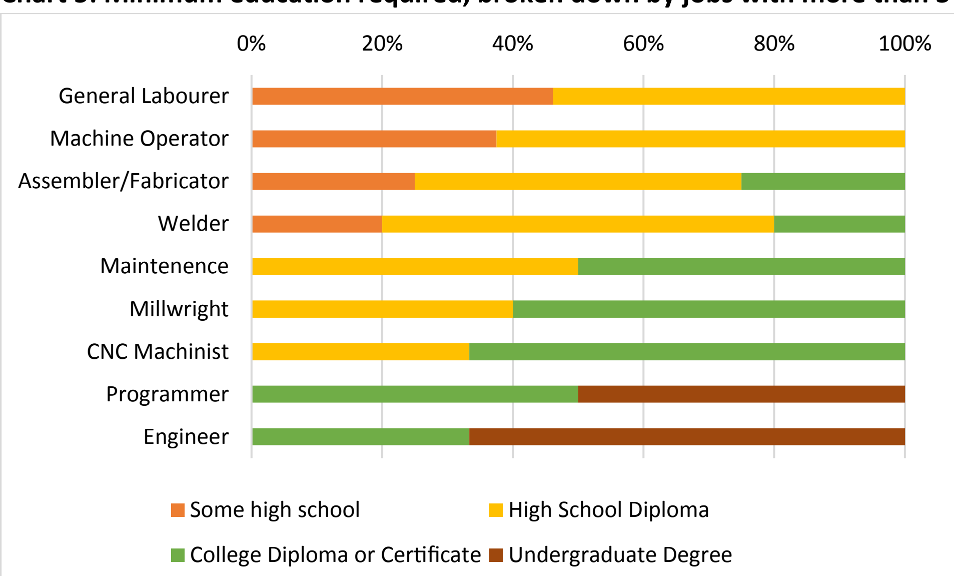
Table 4 shows a summary of the minimum education and experience required for production jobs. The majority of jobs in this category require a high school or a college diploma. The majority of production positions also required at least 3 to 5 years of experience, followed by no experience (listed as entry level positions).

Table 4: Minimum education and experience required for Production jobs

Education	%		Experience
Some High school	16%	24%	Entry Level
High School Diploma	38%	18%	1-2 years
College Diploma or Certificate	37%	44%	3-5 years
Undergraduate Degree	9%	15%	6-10 years

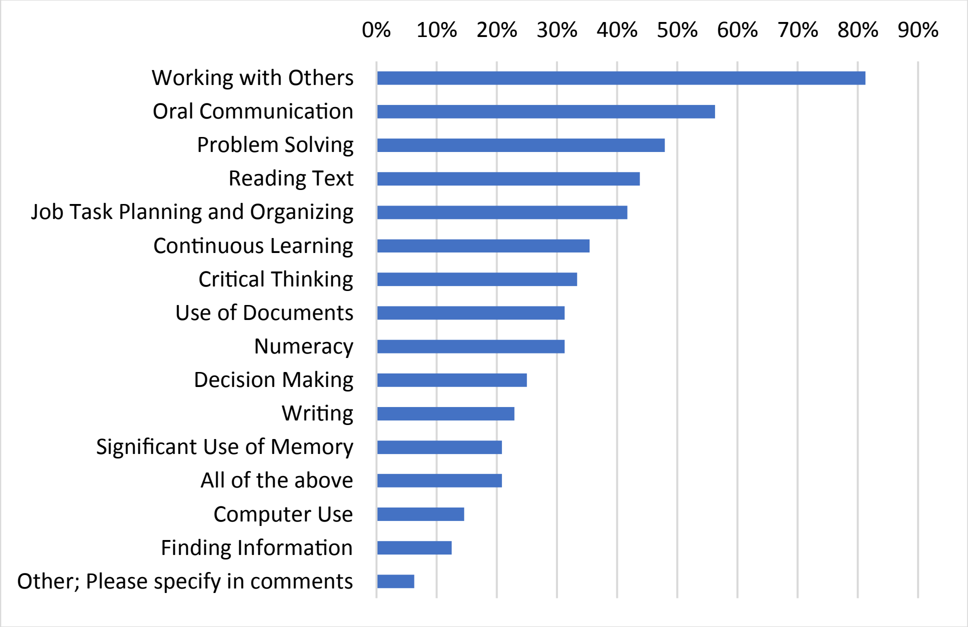
Although production jobs were listed in the same category, there is a significant amount of variation between the different positions. A break down of production jobs by minimum education requirements (Chart 5) shows the varying levels of education required for the jobs listed under "production." There are three general categories found in the chart. There are jobs whose lowest minimum requirement is only some high school required. This category includes general labourers, machine operators, assemblers, and a smaller portion of the welder's positions. The second category is jobs where the lowest minimum requirement is a high school diploma. This category includes listings for maintenance, millwrights, and CNC machinists. The last category is for jobs whose applicants must have some sort of post secondary degree. This category includes programmers and engineers.

Chart 5: Minimum education required, broken down by jobs with more than 3 listings



Employers were further asked to choose which soft skills were important to them when hiring production employees (respondents could choose as many as they deemed appropriate from a list). The most important skill, selected by over 80% of employers, was working with others, distantly followed by oral communication (56%) and problem solving (48%). The categories that employers listed as the least important were finding information (13%), computer use (15%), and significant use of memory (21%). Apart from the two top items, the soft skills listed were considered "important" by less than 50% of the employers.

Chart 6: Importance of soft skills when hiring Production employees



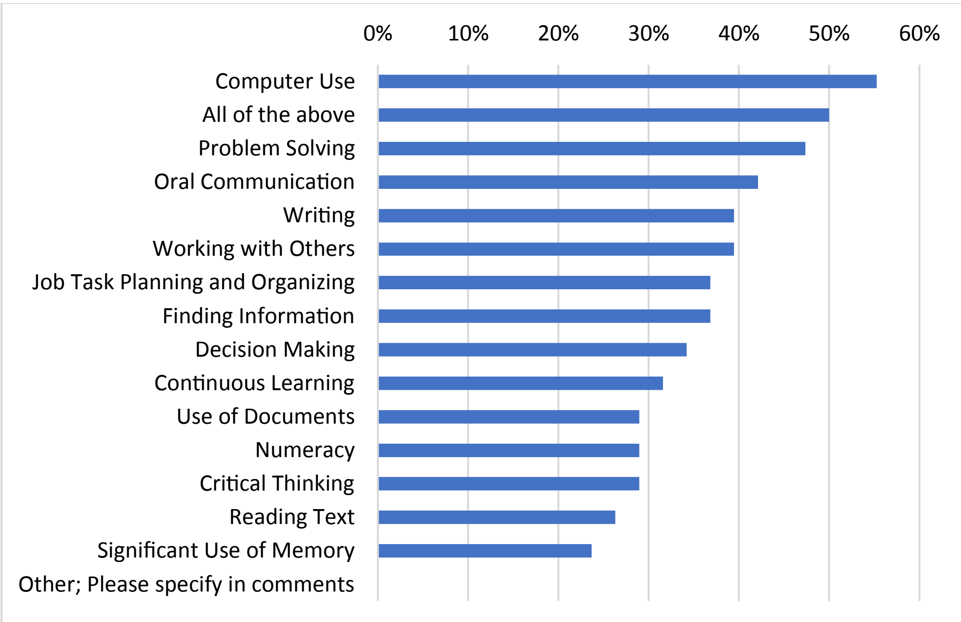
Almost half of vacant administration jobs required a college diploma or certificate (49%) and most (58%) required 3 to 5 years of experience. A considerable minority (37%) required only a high school diploma, and another quarter (23%) required 1-2 years of experience. 10% of these vacancies required no experience (entry-level).

Table 5: Minimum education and experience required for Administration jobs

Education	%		Experience
Some High school	0%	10%	Entry Level
High School Diploma	37%	23%	1-2 years
College Diploma or Certificate	49%	58%	3-5 years
Undergraduate Degree	14%	10%	6-10 years

When asked regarding the soft skills that are important for new hires to have for these administrative positions, 55% of employers cited computer use, but perhaps more significantly, 50% chose “all of the above,” choosing the entire list of soft skills presented (Chart 7). This is in considerable contrast to the soft skills expected of production workers. The third soft skill with the highest selection was problem-solving.

Chart 7: Importance of soft skills when hiring Administration employees



For management jobs, close to half of the positions (48%) required an undergraduate degree, with the rest almost evenly divided between college diploma (29%) and high school diploma (24%). The minimum level of experience was 3-5 years (38% of positions), or more likely 6-10 years (43%). A considerable minority (20%) cited 11 years or more.

Table 6: Minimum education and experience required for Management jobs

Education	%		Experience
Some High school	0%	0%	Entry Level
High School Diploma	24%	0%	1-2 years
College Diploma or Certificate	29%	38%	3-5 years
Undergraduate Degree	48%	43%	6-10 years
		19%	11 years +

Interestingly, in selecting the important soft skills that managers must possess, two-thirds (67%) chose all of the above. Beyond that response, there were a large number of soft skills individually selected by close to a third of the respondents (Chart 8).

Employers were next asked, what are the most common reasons for hard-to-fill vacancies? Chart 9 lists their responses. Two-thirds (68%) of employers cite the low number of applicants. The next two most common reasons were applicants lacked the skills required (60%) and applicants lacked the work experience required (46%).

Chart 8: Importance of soft skills when hiring Management employees

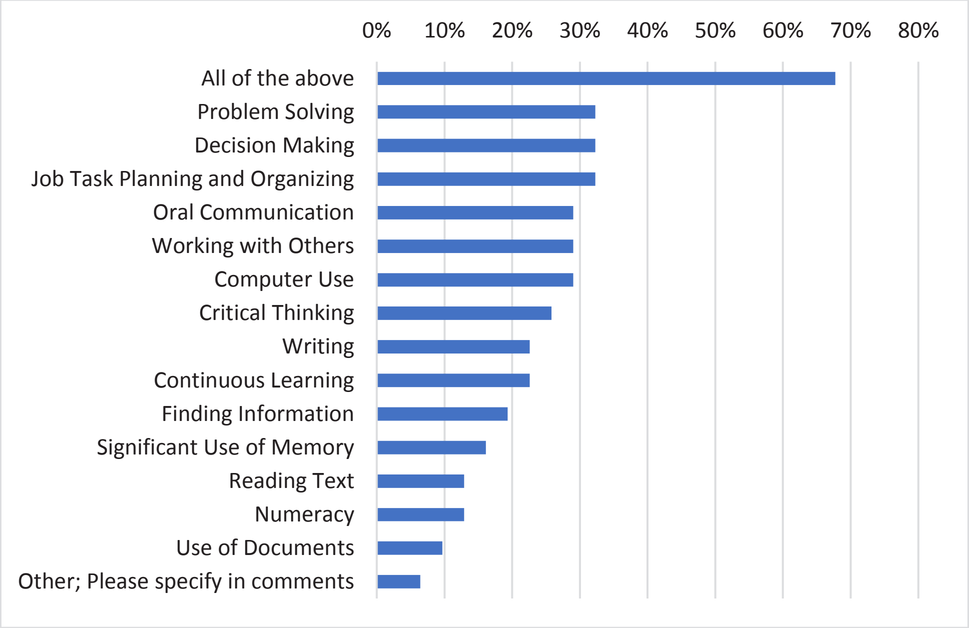
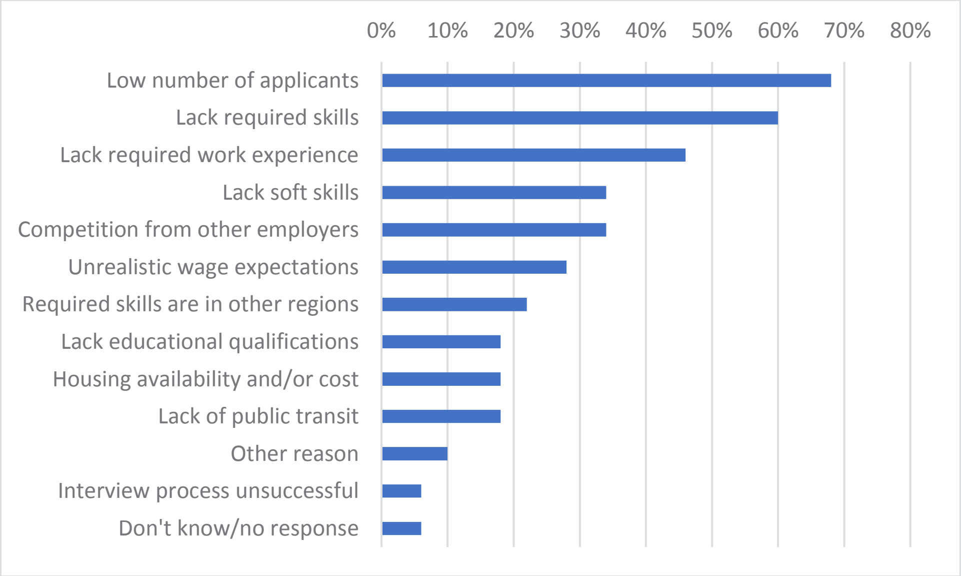


Chart 9: Most common reason for hard to fill vacancies



Last year, a similar question asked respondents to identify issues that arose with respect to the recruitment process. The four issues that received the highest ranking were very similar to this year's responses:

1st – Not enough applicants
2nd – Applicants not meeting motivation, attitude, or interpersonal skills requirements
3rd – Applicants not meeting work experience requirements
4th – Applicants not meeting technical skills requirements

By far, most employers recruit job candidates from the Simcoe County area (88%), although a significant portion also recruit from the Greater Toronto Area (40%) and more than a quarter (27%) recruit provincially. Indeed, almost one in twelve (12%) recruit internationally (Table 7).

Table 7: Recruitment by location

Location	
Simcoe County	88%
Greater Toronto Area (GTA)	40%
Provincially	27%
Nationally	13%
Internationally	8%

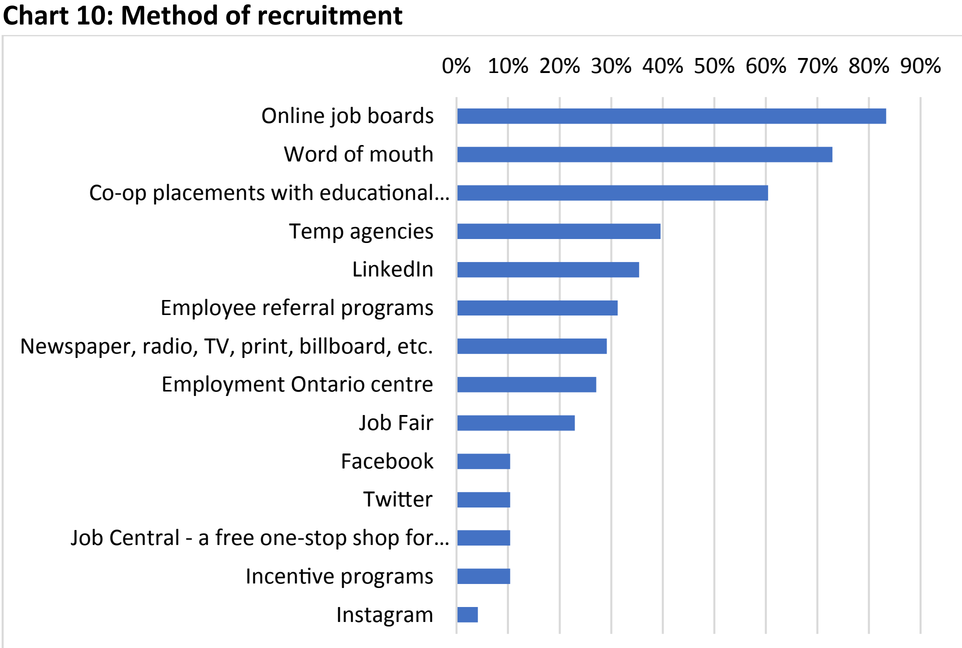
83%
OF RECRUITING JOB CANDIDATES IS DONE THROUGH ON-LINE JOB BOARDS

When it comes to recruiting job candidates, three methods top 60%:

- On-line job boards (83%)
- Word of mouth (73%)
- Co-op placements with educational institutions (60%)

Otherwise, all other methods score less than 40% of respondents.

Chart 10: Method of recruitment



Employers were asked to identify which labour-related activities/initiatives/programs they were interested in further exploring. Table 8 lists the responses: Almost two-thirds (65%) expressed an interest in the Job Central website (a free on-line site that allows local employers to post job openings), and half were interested in upskilling their current employees or in the Ontario Youth Apprenticeship Program (OYAP). Another third expressed interest in an on-line job fair, a skilled trades expo for students, and in providing tours/open house of their manufacturing facility.

Table 8: Interest in other labour related activities/initiatives/programs

Program	
Posting on Job Central	65%
Upskilling current employees	49%
Ontario Youth Apprenticeship Program (OYAP)	49%
Online Job Fair	38%
Skilled Trades Expo for students	35%
Provide tours/open house of manufacturing facility	32%
Labour Related Workshops	24%
Outbound recruitment (ie. CMTS, Career Fair Canada, The Gateway, etc.)	19%
Accreditation program	16%

Employers were asked what programs, initiatives, or incentives they have implemented that worked well to retain employees. The question was open-ended, with no prompts or lists to respond to. Twenty-eight employers provided responses that covered a wide-range of strategies. The most common are listed in Table 9, with seven citing "providing a benefits plan" and another six mentioning profit-sharing.

Table 9: Programs that worked well to retain employees, most common answers (N=28)

Program	
Benefit plans	7
Profit sharing	6
Good wages	3

Employee Retention Initiatives

- BENEFITS PLANS
- PROFIT SHARING
- GOOD WAGES

The next set of questions focused on training. When asked how they provided training to their employees, employers relied on a wide array of methods for delivering training, starting with internal corporate training (71%), apprenticeship/trades school (51%) and 3rd party customized training (49%). Prominent answers in the Other category included on-the-job training and internal training.

Table 10: Training provided

Training program	
Internal corporate training	71%
Apprenticeship/Trade School	51%
3rd party customized training	49%
Online Resources	39%
Community Colleges – Diploma Programs (ex. Georgian College)	37%
Other; Please specify in comments	24%
University	6%
Don't know/No response	2%
No training provided	0%
Private College	0%

Asked whether the training which is provided is completed in Simcoe County, 89% said "Yes," 6% said "No" and 4% said the training was carried out on-line (Table 11). 74% of employers who provided training to their employees did not receive funding for the training (table not shown).

Table 11: Is training provided in Simcoe County?

Yes	No	Online
89%	6%	4%

Several more questions focused on co-op placements. Almost four out of ten (39%) employers currently offer co-op placements, and another four out of ten (37%) say they have offered co-op placements in the past. Another quarter (24%) say they do not offer co-op placements (Table 12).

Table 12: Availability of co-op placements

Offered in the past	Currently offered	Not offered
37%	39%	24%

Of those who have arranged co-op placements, almost 90% have made the arrangements with a college, 60% have made a co-op arrangement with a high school, and 31% have made the arrangement with a university (Table 13).

Table 13: Where the co-ops were arranged from

Location	
High school	60%
College	89%
University	31%

Three-quarters of the employers offering a co-op placement have provided one in a production role, half of the employers have provided a co-op role in administration, and only 17% have structured a co-op in relation to a management function (Table 14).

Table 14: Types of co-ops offered

Location	
Production	75%
Administration	50%
Management	17%

In response to an open-ended question, more employers are likely to cite the opportunity to evaluate a potential future employee as the reason for participating in a co-op program, with the second most common reason being providing an opportunity to young people to gain some work experience/training. Of those employers who have provided a co-op placement, 97% said they would use a co-op program again in the future (table not shown).

There is a fairly high level of reliance on apprentices: 37% of respondents said they currently hire apprentices and another 24% said they have done so in the past (Table 15). Four out of ten (39%) employers said they have not hired apprentices, a somewhat higher percentage than those who have not offered a co-op placement.

Table 15: Hired apprentices

Hired in the past	Currently hiring	Have not hired
24%	37%	39%

When asked if they have ever kept an apprentice after their apprenticeship ended, 100% of the employers answered “Yes.”

Employers were asked if they had ever hired a skilled worker from outside Canada: 71% said “No” and 25% said “Yes” (4% did not know if they had) (Table 17).

Table 16: Business that have hired skilled workers outside of Canada

Yes	No
25%	71%

Finally, employers were asked regarding their awareness of a list of labour-related funding options. A high proportion were familiar with the Canada Ontario Job Grant (84%) and the Apprenticeship Training Tax Credit (75%). Programs for summer jobs and for youth were less well-known (44% were aware of Canada Summer Jobs, 39% were aware of Youth Job Connection). Knowledge about several other funding options was considerably lower.

Table 17: Awareness of labour related funding options

Canada Ontario Job Grant	83%
Apprenticeship Training Tax Credit	75%
Canada Summer Jobs	44%
Youth Job Connection	39%
Aboriginal Skills and Employment Training Strategy	6%
I use labour related funding not listed above (please specify)	6%
TalentEdge Internship and Fellowship Program	3%
Internship for Internationally Trained Individuals	0%
Transition au travail	0%

44%

of employers were aware of Canada Summer Jobs,

39%

of employers were aware of Youth Job Connection

Manufacturing Survey Job Seekers

Simcoe Muskoka

This was a survey administered to job seekers in Simcoe County, exploring their experiences relating to job searching, their views on preparing for employment and seeking jobs, and identifying their demographic characteristics. This survey was a companion survey to one administered to manufacturing employers, and so job seekers were asked if they were looking for work in the manufacturing sector. Of the 150 job seekers who began the survey, thirty-two (21%) indicated they were looking for a job in manufacturing. All subsequent responses identify the response pattern by those individuals interested in a manufacturing job and by those individuals who had not expressed an interest in manufacturing.

Some basic characteristics about the survey respondents: half of the manufacturing jobseekers were 30 years of age or younger, compared to 30% of the others (Table 1). They were far more likely to be male (50% of the manufacturing jobseekers were male, compared to 24% among the other category) (Table 2).

We especially wish to thank the County of Simcoe Economic Development Department for providing us with their survey results.

Table 1: Age of respondents

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
14-17	2%	0%
18-21	9%	14%
22-30	19%	36%
31-40	30%	23%
41-50	17%	14%
50+	23%	14%

Table 2: Gender of respondents

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Male	24%	50%
Female	74%	41%
Transgender	0%	0%
Do not identify as male, female, or transgender	1%	5%
Prefer not to say	1%	5%

Manufacturing jobseekers are slightly more likely to have only some high school education, and similarly are less likely to have an undergraduate degree (Table 3). However, when it comes to a post-graduate degree, the results are the same between manufacturing jobseekers and non-manufacturing jobseekers.

Table 3: Level of educational attainment

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Some High School	6%	17%
High School Diploma	21%	17%
College Diploma or Certificate	46%	39%
Undergraduate Degree	12%	4%
Post-Graduate Education	11%	13%

In terms of their current employment status, slightly over 40% were unemployed and around 30% were under-employed – there was not a significant difference between the two categories (Table 4).

Table 4: Current employment status

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Unemployment	43%	44%
Underemployment	28%	36%
Commuting	10%	12%
Not in preferred field	20%	8%

Among those who were employed, the most common employment location was Barrie (seven respondents), followed by four in Orillia, three who simply named Simcoe County, and two in Midland. There were 26 single responses, many of which named municipalities in Simcoe.

Those seeking manufacturing jobs had been unemployed for a shorter period of time: 60% of them had been unemployed for less than three months, compared to 43% among those not seeking manufacturing jobs (Table 5). On the other hand, both groups had a similar proportion who had been unemployed for seven months or more (manufacturing jobseekers: 32%, non-manufacturing jobseekers: 31%).

Table 5: Length of time looking for employment

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Less than a month	23%	16%
1-3 months	20%	44%
4-6 months	14%	4%
7 months to 1 year	10%	4%
Over a year	21%	28%
Not looking for work	12%	4%

Those seeking manufacturing jobs were more likely to be looking for work in Simcoe County as well as more likely to be looking for work almost anywhere. Thus, 95% of manufacturing jobseekers were looking for work in Simcoe County (compared to 83% of the other category), but also higher proportions of them were looking for work provincially, nationally and internationally (Table 6).

Table 6: Where job seekers look for employment

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Simcoe County	83%	95%
Greater Toronto Area (GTA)	27%	27%
Provincially	13%	23%
Nationally	3%	5%
Internationally	1%	9%
Don't know/No response	0%	9%

Respondents were asked what occupations they were seeking (they could list up to three), together with the expected hourly wage. Tables 7, 8 and 9 provide the information for each position cited at least three times, categorized by production, administration and management positions. In most cases, the wages cluster within a limited band of wage rates. Certain occupations would nevertheless have considerable variations (for example, an IT administration position still leaves open what level of occupation one is talking about).

Table 7: Production position sought and expected wage

Production position	Expected hourly wage						
	$12-$15	$16-$20	$21-$25	$26-$30	$31-$35	$36-$40	$41+
Assembler/Fabricator		3					
Environmental	1	2		1	1		
Forklift		2	2				
General labourer	5	3	3				
Painter		2	1				
Welder			2				1

Table 8: Administration position sought and expected wage

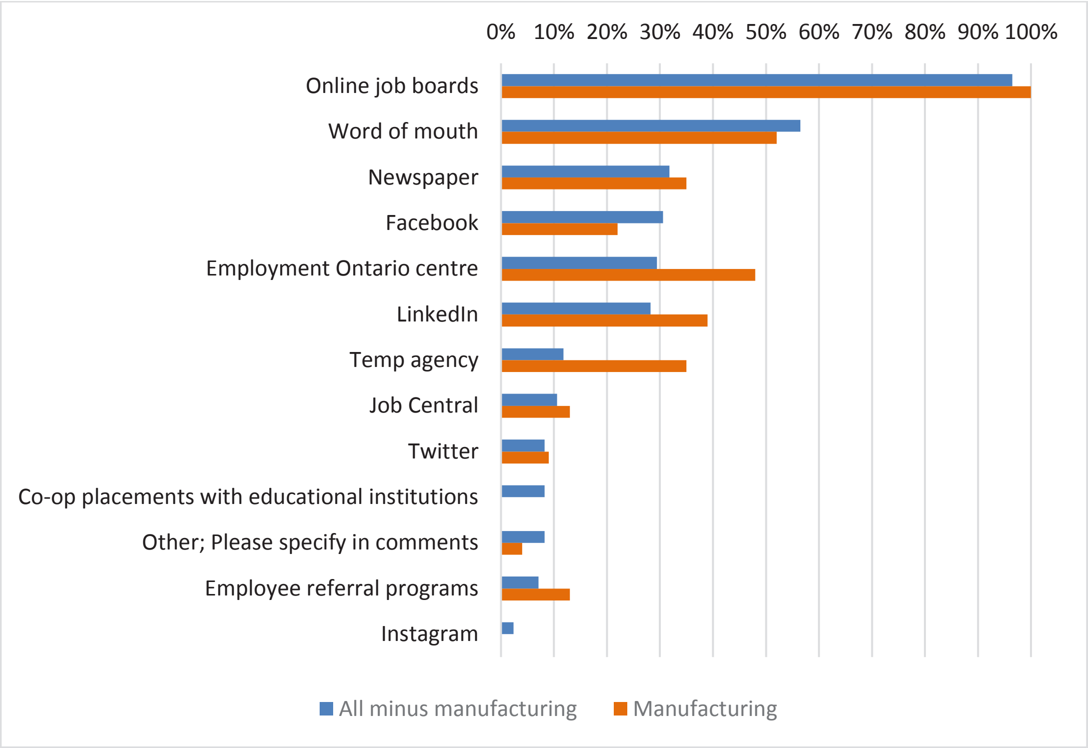
Administration position	Expected hourly wage						
	$12-$15	$16-$20	$21-$25	$26-$30	$31-$35	$36-$40	$41+
Analyst				2	1		1
Communications	3	3	4	2		2	
Customer service	8	6	2				
Health and safety		2		1			
Human resources	1	1		1			
IT	1	1					1
Marketing		1	2	2	1		
Public relations		5	2	2			
Sales	2	1	1		1		
Shipping		2		1			

Table 9: Management position sought and expected wage

Management position	Expected hourly wage						
	$12-$15	$16-$20	$21-$25	$26-$30	$31-$35	$36-$40	$41+
Customer service manager	1	1	1				
General manager	1		1				1
IT manager						1	2
Marketing manager		1		1	1	1	
Project manager			1		1	1	
Sales manager	2					1	
Team lead/lead hand	2		1	1			

Survey respondents were asked which methods they used to find job openings (Chart 1). They could select as many methods as applied, from a defined list. By and large, there were limited differences between manufacturing jobseekers and others. By far, on-line job boards are the most frequently used method (100% of manufacturing jobseekers and 96% of the other category). The next most frequently used method was word of mouth, in both instances slightly more than half. Where there were notable differences: manufacturing jobseekers were more likely to rely on an Employment Ontario Centre, LinkedIn or a temp agency.

Chart 1: Finding available job postings



Jobseekers were further asked what made it difficult to find employment. For manufacturing jobseekers, the biggest challenge was the low number of available positions, an issue cited by 61% of the jobseekers in this category. This was also an issue for non-manufacturing jobseekers, of whom 49% chose this factor, but they were slightly more likely to note that the wages were not high enough (51%). Among manufacturing jobseekers, this was somewhat less a concern (35%). There was somewhat more consensus on the next three factors:

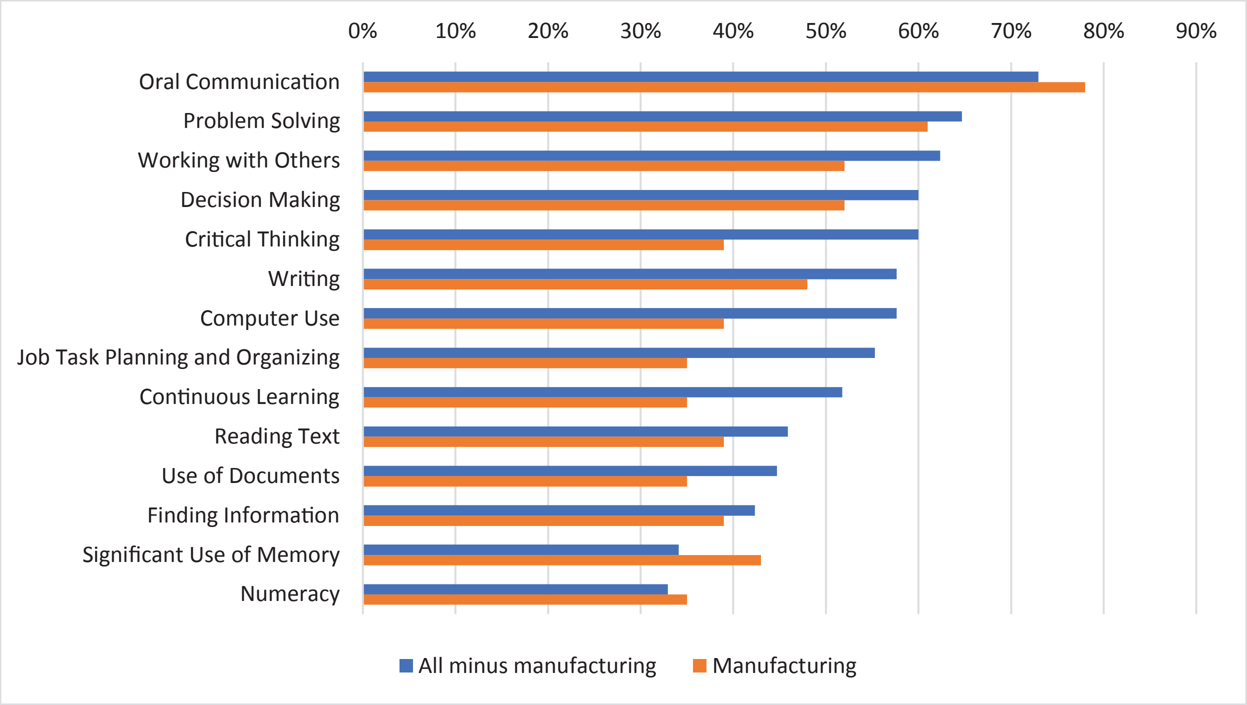
- Available positions do not match my education/skill level
- Working hours do not fit my schedule
- Too much competition for the available positions

Manufacturing job seekers were considerably more likely to cite the 6th most common issue, that of relevant work experience.

Chart 2: What makes it difficult in finding employment?

Respondents were asked to identify the soft skills which they felt were important when looking for employment. As Chart 3 illustrates, in very broad terms the two categories of jobseekers more or less rank individual soft skill in the same order of importance, except that in most respects non-manufacturing jobseekers are more likely the attach importance to each skill than the manufacturing jobseeker. That spread is particularly pronounced in relation to the following soft skills: critical thinking; computer use; job task planning and organizing; and continuous learning. The few soft skills where manufacturing jobseekers were more likely to cite importance were: significant use of memory; numeracy; and oral communication.

Chart 3: Importance of soft skills



Several questions focused on the jobseekers' experience with co-op programs. Between 40% and 48% of the jobseekers had participated in a co-op placement in the past, with manufacturing respondents just slightly more likely than the others to have done so. Of those jobseekers who had done a co-op placement, manufacturing jobseekers were more likely to have done it in high school, while a high proportion of the non-manufacturing jobseekers did a college co-op placement (Table 10).

Table 10: Type of co-op

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
High school	47%	55%
College	71%	45%
University	6%	0%

The kind of work that was performed in the co-op placement was unlikely to fall into the manufacturing occupation categories of production, administration or management. Among the “Other” positions, common answers included cooks and working in child care (Table 11).

Table 11: Position in co-op

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Production	9%	9%
Administration	15%	18%
Management	0%	0%
Other	76%	73%

100%
OF MANUFACTURING RESPONDENTS SAID THEIR SKILLS IMPROVED AS A RESULT OF CO-OP

Survey respondents very much believed that their skills improved as a result of their co-op placement (Table 12) and that generally it was a positive experience (Table 13).

Table 12: Respondents who said their skills improved as a result of the co-op placement

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Yes	91%	100%
No	9%	0%

Table 13: Respondents who said their co-op was a positive experience

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Yes	94%	91%
No	6%	9%

Around a third of respondents who participated in a co-op placement remained with the company after the co-op was completed (Table 14), slightly more among the non-manufacturing jobseekers, perhaps because they experienced a higher rate of college co-op placements.

Table 14: Respondents who remained with the company after the co-op was complete

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Yes	35%	27%
No	65%	73%

Finally, jobseekers were asked regarding their interest in pursuing various employment-related activities, initiatives and programs (Table 15). Generally, manufacturing jobseekers expressed a higher level of interest in each of the proposed items, and that was especially so in relation to tours/open houses, labour related workshops and apprenticeships.

Table 15: Interest in pursuing the following employment related activities/ Initiatives/programs

	All minus Manufacturing respondents (%)	Manufacturing respondents (%)
Online Job Fair	62%	75%
Job Central	61%	70%
Local Job Fair	61%	65%
Upskilling Skills	37%	45%
Apprenticeships	30%	50%
Accreditation Program	24%	35%
Labour Related Workshops	17%	45%
Tours/Open House	8%	40%

75% OF MANUFACTURING JOB SEEKERS EXPRESSED IN INTEREST IN AN ONLINE JOB FAIR

2017-2018 Project Updates

Evaluating Academic Readiness for Apprenticeship Training Digital Update

The current Evaluating Academic Readiness for Apprenticeship Training testing by candidates in Trades was in hard copy form and marked by hand by the instructor. This project's objective was to research and develop a digital version (including mobile and tablet format) that is accessed via internet delivery. One or two representative trades have been chosen to develop the model. The long-term goal is to be able to apply this model as developed to approximately 10 of the most popular trades within the Ontario College of Trades list of trades. Additionally, SMWDB will determine what final output data (global and specific) will be collected as part of the testing. This may include participant geographic/demographic information, trends in strengths/weaknesses in testing areas and other data as determined by the subject matter experts.

The new digital platform has been developed and is currently being beta tested by Ontario Youth Apprenticeship Program (OYAP) instructors with the local school boards. We would like to thank the Centre for Research and Innovation (CIRA) and the Programming Department at Georgian College for their invaluable support for this project. When beta testing is complete, we will develop the assessments for priority trade based on consultation and feedback from educators.

Virtual Job Fair Platform

Georgian College has partnered to build a platform as part of an IT winter program curriculum. The project has been assigned to teams of Georgian web development students. At the end of the process, each team will present their proposal for the initiative and SMWDB will select the one that best fits our needs. SMWDB can then contract with the winning student team to fully implement the platform of our choice. Georgian College Programming Professor Rich Freeman will assist and oversee this development as part of his participation in the project. Additionally, the students will provide a mechanism for delivery of detailed reports of the online event. This information will include but is not limited to:

- Total active job seekers
- Total job seeker “no shows”
- Total employers
- Employer registration information/contact information
- Total booth visits
- Number of visits per employer booth
- Number of chats per booth
- Total number of chats
- Number of uploaded resumes

SMWDB will work with the students to develop a brief closing survey/evaluation for participants and employers.

Tourism Success Story Videos

- Management/Owners who started in Tourism and rose through the ranks
- Employers Who Have Overcome Barriers to Hiring or Retention with Unique Offerings
- Student Entrepreneurs: Seeding the Future Growth of Tourism

The videos are 5-7 minutes in length and have been shot throughout 2017/18. The final edited presentations will be launched online and promoted online and through social media.

Once released, these positive and engaging vignettes will reinforce the importance of the Tourism sector within our region, as well as highlight just some of the people and personalities who have created successful outcomes for the workforce in our communities.

Breakfast and Learn Simulcast

Topics being covered

- Express entry Skilled Trades stream of the Ontario Immigrant Nominee Program (OINP)
- Business case for hiring immigrants - data
- International student – they have a 3yr window to stay in Canada
- Temporary work visa
- Local labour market impact assessments

Speakers

A speaker from the province on Express entry Skilled Trades stream of the Ontario Immigrant Nominee Program (OINP) will present as there have been some changes in the criteria in the program.

Vignettes

We will support the live speakers with the following planned video segments:

- International student profile video(s)
- Overview of the Temporary Work Visa
- Business case for hiring immigrants via an interview with and area business owner or HR manager

The event will be recorded by Rogers TV and aired as a one-hour documentary. Additionally, the vignettes created beforehand of the speakers will be available at SMWDB.com.

Thanks to Georgian College for once again donating five video conferencing rooms for employers to participate in a live simulcast across Simcoe and Muskoka.

Our Breakfast and Learn was recognized by the Ministry of Advanced Education and Skills Development at their first ever awards event.

Soft Skills SOLUTIONS©
skills employers want

Soft Skills Solutions©

For the last 4 years, Simcoe Muskoka Workforce Development Board has been working on a curriculum to address the employment concern as highlighted on page 32, section 5.2 of the Premier's Highly Skilled Workforce Report. The following is a very brief overview.

Backgrounder

Results of a thorough Employability Skills research projects are available at smwdb.com at the local, national and global level were examined which validated:

- Employability skills are a critical element informing hiring decisions and retention.
- The majority of local employers would send their employees for "no cost employability skills training"
- The majority of employers indicated "yes" they would be more likely to consider hiring a job candidate that has participated in an "employability skills training program" considering that 'hard skills' are met.

Rationale

A unique employability skills training course was designed 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. This curriculum was piloted in five sites across central and southwest Ontario in early 2015 and was well received by participants and facilitators.

The course is available to all that support unemployed, underemployed or at-risk populations who are looking to enter or re-enter the workforce. Facilitators require training in order to deliver the course, and the course is free of charge for participants.

What makes this project different?

- Authentic response to employer needs
- Training is acknowledged & valued by employers (and community/volunteer agencies)
- Broad, unbiased collaboration and consultation process
- Comprehensive, yet compact curriculum
- Universal and equitable access to training

Soft Skills Solutions© consists of 5 training modules:

- Communications
- Teamwork
- Personal Management
- Problem Solving & Critical Thinking
- Professional & Skills Advancement

Updates:

SMWDB made updates to our proprietary Soft Skills Solutions© (SSS) program to widen the potential audience and streamline the delivery model. SMWDB:

- Worked with Literacy Basic Skills providers to tailor optional content for participants with lower literacy skills.
- Partnered with York Region Training Board to deliver an employer pilot program to their employees on site.
- Developed an on-line registration component to capture SSS trained participants' data (location, gender, age).
- Expanded the reach, improved the timely delivery and cost effectiveness of SSS by contracting four experienced regionally-based Master Trainers across Ontario. These trainers will be responsible for marketing and facilitating Soft Skills Solutions© "Train the Trainer" sessions in their geographic catchment area to any organization with an employment mandate.

County of Simcoe Labour Market Project

The main goal of the Manufacturing Labour Action Plan is to better align labour supply and demand in the manufacturing sector in Simcoe County. The partnering organizations recognize employers are reporting challenges filling positions, all while job seekers are expressing frustrations with securing and maintaining meaningful employment.

The Project will have three main objectives:

- Completed: Collected employer labour data on current job vacancies, anticipated retirements, recruitment methods/cycles, retention strategies, and any training initiatives currently being undertaken by manufacturers. Likewise, similar information was collected from job seekers to address the issues of soft skills development (e.g. communication, work ethic, etc.), job-specific hard skills and technology/innovative skills to help job seekers be better prepared.
- Underway: Build a working partnership between key stakeholders including employers, training providers, employment and workforce organizations, etc. with the long-term goal to help better promote opportunities within the sector and to help workers gain the right skills that will connect them to in-demand jobs within advanced manufacturing.
- Long term: Identify strategies to promote and implement soft skills development (literacy, numeracy, communication, work ethic, etc.), apprenticeship pathways, continuing education, skilled trades attraction and innovation.

COUNTY OF SIMCOE EDO
ECONOMIC DEVELOPMENT OFFICE

Job Central

Job Central Simcoe Muskoka launched spring 2015 and has since had 213 employers register and post 632 jobs. A new Manufacturing page was developed in partnership with the County of Simcoe to highlight the manufacturing sector in Simcoe County and Muskoka. There are opportunities for talented workers to help bring these companies to the next level. Many available positions exist including CNC Machinists, Tool and Die Makers, Millwrights, Welders, and General Labourers, just to name a few.

Job Central is your go-to centre for all things job related in Simcoe County and the District of Muskoka. The site includes a job search tool, connections to in-person Employment Ontario support services, links to the best on-line tips and resources, a training calendar with events, workshops and job fairs, information on living and doing business here as well as information on transportation options.

Additionally, employers can post their jobs at no charge; search out strategies to assist with onboarding and training employees; and follow links to labour related grants, tax credits and other resources.

Thanks to the County of Simcoe for both funding and marketing support of Job Central.

JOB central

Simcoe • Muskoka

JOB central Simcoe • Muskoka

Your Centre for Workforce Success
www.jobcentralsm.ca

Benefits To The County Of Simcoe And The District Of Muskoka

- Compiling information on labour trends
- Providing comprehensive job search tools including job feeds gathered from many sources
- Connecting to local learning opportunities and workshops
- Providing information on living and doing business here

Post Your Training Events On Our Calendar For Free!

Are you an organization which offers training leading to certifications or other desirable job skills? Or, are you hosting an event to provide information or training to employers? If so you can post your training or events on our calendar page free of charge.

working together
Simcoe Muskoka
Workforce Development Board

18 Alliance Blvd. Unit 22
Barrie, ON L4M 5A5
1-705-725-1011
1-800-337-4598
info@jobcentralsm.ca
www.jobcentralsm.ca

Funding for this project provided by EMPLOYMENT ONTARIO
Ontario's employment and training network.

Simcoe Muskoka Skilled Trade Expo ’17

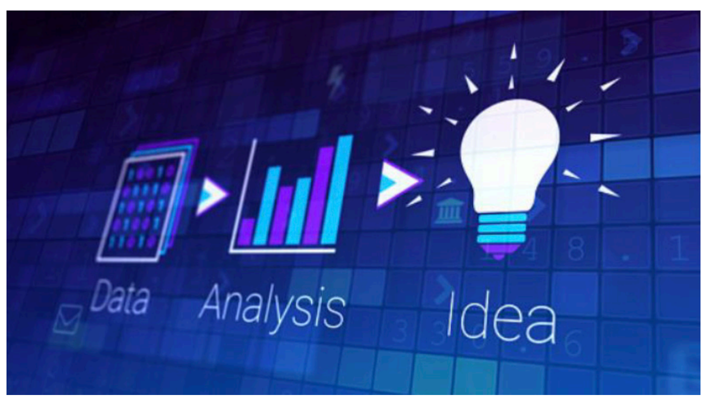
The Skilled Trades Expo 2017 (held on May 24th) was another successful event with participation from schools across Simcoe County as well as businesses. Our partners included the County of Simcoe, Simcoe County District School Board, Simcoe Muskoka Catholic District School Board, Ontario Youth Apprenticeship Program, City of Orillia, City of Barrie, Springwater Township, and the Flos Agricultural Society. Together, we showcased skilled trades to approximately 2,500 Grade 7, 8 and 12 students and we introduced an evening option to the event where 200 parents and members of the general public attended. Representatives from more than 40 trades welcomed students (and parents in the evening) with hands-on interactive displays and information to help them make informed career decisions. Plans are already underway for the 2018 event.

Thanks to all the businesses that took part this year.

- ARO Technologies Inc. - Electrical Control (Machine) Builder
- Barrie Construction Association - General Carpenter
- Barrie Welding and Machine Ltd. - General Machinist, CNC Programmer, Machine Tool Builder, Tool and Cutter Grinder, Welder, Metal Fabricator, Precision Metal Fabricator, Pressure Systems Welder, Millwright, Industrial & Construction Electrician
- Bear Creek Secondary School - Hairstylist and Esthetics
- Brian's Little Electric Inc. - Electrician
- Cakes by Design - Baker
- Centennial College - Motive Power
- Currie Truck Centre -Truck and Coach Technician
- DriveWise - Tractor-Trailer Commercial Driver
- Elmvale Home Building Centre - Mobile Crane Operator
- Georgian College - Various trades (Small Engine Technician)
- Hapamp Elmvale Limited - Heavy Equipment Operator
- IBEW 353 - Electrician
- Infrastructure Health and Safety Association - Mobile Crane Operator, Utility Arborist
- Jim and Melissa Small Farm - Horse Groom
- Joe Johnson Equipment - Truck and Coach Technician, Heavy Duty Equipment Technician
- KGM Simulation - Heavy Equipment Operator - Excavator
- Kubota Materials - Welder, General Machinist, Pattern Maker
- McNamara Powerline - Powerline Technician
- Muskoka Chefs Association - Chef, Cook
- Ontario Construction Careers Alliance - Heavy Equipment Operator - Excavator
- O'Tools - Tire Change Challenge - Tire, Wheel and Rim Mechanic
- Pic it Up Photo Booth - Photo Booth
- Pumpcrete - Concrete Pump Operator
- Skills Ontario - Skilled Trades
- Springwater Township - Heavy Equipment Operator
- Trillium Ford - Automotive Service Technician
- Weber Manufacturing - Mould Maker, General Machinist, Tool and Die Maker, Mould Designer
- Wellspring Equine - Horse Groom
- ZF TRW - Tool and Die Maker, Industrial Mechanic Millwright, Industrial Electrician

View a video taken at the Skilled Trades Expo here.

Community Consultation “Data and More”



SMWDB’s annual presentation and discussion of the Employment Service Providers and Literacy and Basic Skills Employment Ontario compiled data will be held on March 6, 2018 at Rotary Place in Orillia.

This winter’s presentation will include:

OMAFRA advisor, Catherine Oosterbaan will share trends in OMAFRAs’ Analyst data.

Due to popular response, we have invited Consultant and Metcalf Foundation Fellow, Tom Zizys to return and provide an update on changes to the labour market and their real-world impacts based on the latest Employment Ontario data.

2018 – 2020 Action Plan Update

Strategic Priorities

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

1. Ensure access to accurate, timely and relevant local labour market information as the basis for evidence based analysis and community planning.

2. Engage employers to help identify skill gaps, employment opportunities, training needs and other "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. Job Central, Soft Skills Solutions©, etc.)

Priority #1 "Foster employer investment in on-the-job training and skills development in employees." i.e. SMWDB

1. is rolling-out Webisodes to create a high-level understanding of employment issues such as skills development. These webisodes will be housed on the SMWDB website to become on-going awareness tools.
2. continues to develop Soft Skills Solutions©, moving it 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 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.
3. is working with the County of Simcoe Manufacturing Labour Action Plan (MLAP) Promotion of Available Resources strategy for:
    - Assessment of what training is available and what can be improved for manufacturers
    - Identify what the top sectors within manufacturing are in order to identify training needs
    - Identify what the job seeker audience is that could benefit from training opportunities.
    - Access to funding opportunities for training

Priority #2 "Foster partnerships between education and business" i.e. SMWDB

- is working on this year's Breakfast and Learn simulcast at five Georgian College campuses. Next year's theme is Women in Trades.
- 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. 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.
- is working on a current Foundational Assessment for Skilled Trades (formerly EARAT) in partnership with Georgian College is to develop a digital version (including mobile and tablet format) which is accessed via internet delivery. Two representative trades have been used to create the program infrastructure. The long-term goal is to apply this model to approximately 10 of the most popular trades within the Ontario College of Trades list of trades and make them available to partners.
- is working with the County of Simcoe MLAP Focus on Newcomers to potentially develop an Immigrant Employment council (IEC) to act as a platform to connect employers with Internationally Trained Newcomers and International Talents.
- is working on a Marine Mechanic pilot project to develop marketing and champions to work with high schools. The pilot, if successful, can be rolled out to other trades.

maximizing
career
potential

Priority #3 “Enhance Simcoe County and the District of Muskoka’s transportation network to facilitate worker mobility across the region.” i.e. SMWDB

• has embedded and updates transportation information and links on Job Central.

• is developing a Virtual Job Fair platform for our Region to engage job seekers who may have weather and transportation issues around attending events in person and employers who prefer to recruit online.

Priority #4 “Advance Economic Development Initiatives to create and sustain local jobs. i.e.

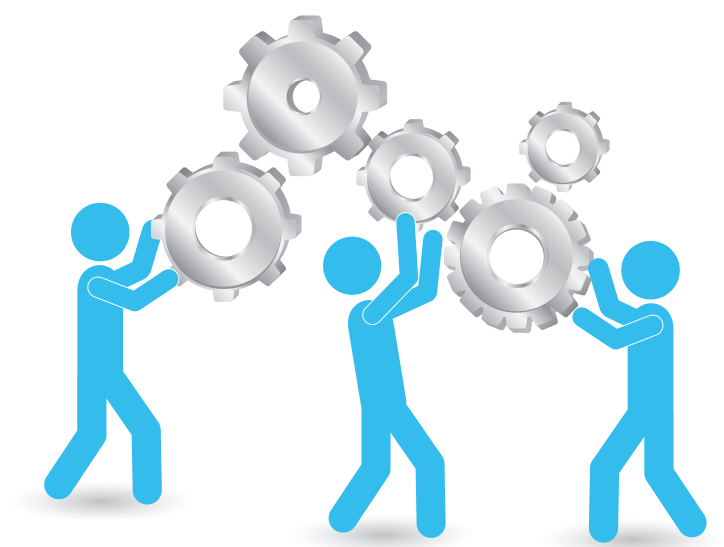
- SMWDB is working with The County of Simcoe MLAP to :
    - Retool and expand the Job Central platform to accommodate the changing needs of job seekers and employers
    - Promote the job board to job seekers and employers
    - Development of a back-end job seeker profile
    - Refresh of available job seeker and employer resources
    - Further development of Manufacturing Job Board
- SMWDB has undertaken a strategic interview process with businesses in Muskoka in partnership with OMAFRA to better address labour force challenges and opportunities within the District.
- 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 2,500 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 will include a job fair in the evening.

Priority #5 “Strengthen local employers’ success in recruiting and retaining suitable employees”. i.e. SMWDB

- is working with The County of Simcoe MLAP to :
    - Retool and expand the Job Central platform to accommodate the changing needs of job seekers and employers
    - Promote the job board to job seekers and employers
    - Development of a back-end job seeker portal to help job seekers upskill to meet employer’s needs
    - Refresh of available job seeker and employer resources
    - Further development of Manufacturing Job Board
- is working on this year’s Breakfast and Learn simulcast at five Georgian College campuses this year theme of which is Women in Trades.
- 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.

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 will be housed on the SMWDB website to become on-going awareness tools.
- 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.
- anticipates an increased amount of traffic to the re-tooled Job Central job posting board and therefore increased data to be compiled and disseminated.
- is working with the County of Simcoe MLAP to develop a resource for employers to access relevant job market data (wages, legislation, labour pool, succession planning, recruiting for their needs etc.). They anticipate creating a resource toolkit to showcase all solutions/aids available.



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Soft Skills SOLUTIONS© skills employers want

JOB central Simcoe • Muskoka

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Workforce Planning Ontario
www.workforceplanningontario.ca