

WORKFORCE PLANNING FOR SUDBURY & MANITOULIN

2012 ACCOMPLISHMENTS

A YEAR OF CHANGE:

As one of 25 planning boards/areas across Ontario, Workforce Planning for Sudbury and Manitoulin (WPSM) had its beginnings in 1997 as a funding, training and adjustment board. Although our name has changed a number of times since then, what has not changed is our commitment to local labour market issues and our role as a not-for-profit organization with a neutral voice.

At WPSM, we continue to keep abreast of the most current issues facing our workforce and how these issues impact on our communities. This is why our Board of Directors continues to have strong representation from business/industry; labour; education; and various equity groups. Our Board is also supported by several ex-officio members from various levels of government.

Here are some of the changes over the last year:

- Sharon Murdock, former Executive Director retired after being with WPSM since its inception and left behind a legacy of commitment and partnerships addressing workforce issues
- Although the loon has been the icon of WPSM, our loon has received a refreshed and updated look to match our new name – Workforce Planning for Sudbury & Manitoulin
- We have a new bilingual website – that provides up-to-date information, resources and links on a variety of labour market issues
- Our office also has a new look and new signs to match our new logo and image - you are welcome to drop by and visit!
- Several of our long time board members have retired/resigned and while they will be missed, this has paved the way for new energy, new ideas and new actions
- On the downside, funding from the Ministry of Education for Passport to Prosperity, a program that supported essential skills and a registry of employers committed to providing experiential learning opportunities for students (career talks/fairs, job-shadowing, co-ops & apprenticeships) was cancelled. At WPSM we are committed to supporting student – employer linkages and will continue to chair the Education Coordinating Team to help build our future workforce

A YEAR OF PARTNERSHIPS:

- Earlier this year, we hosted a successful workshop for employers and others on the benefits of hiring Internationally Trained Workers in collaboration with The Alliance of Sector Councils
- We wrote and published (thanks to Northern Life) a series of four articles targeted at parents and students on the viability of a career in the trades. These articles were so well received that one of the articles was republished in a special supplement for university and college students
- Labour market shortages in the skilled trades and in skilled professions, particularly in our mining, and mining supply and services industries sparked an important new collaboration with MiHR (Mining Industry Human Resources Council) to conduct a human resources forecasting study examining 66 different occupations. As part of this

study, we discovered that Greater Sudbury has almost 350 mining supply and services companies – many that serve both the local and global markets. This study is being conducted across northern Ontario by other boards.

- The District of Manitoulin along with the LaCloche & Espanola area are unique in their labour market issues – a labour market and economic roundtable discussion was hosted by WPSM in collaboration with LAMBAC to better understand local issues and potential solutions
- Young women are underrepresented in the skilled trades – a new partnership is forming with a number of key industry leaders and educators to develop a campaign to address this pattern
- Projected skills shortages will form the basis of a new partnership with Greater Sudbury Development Corporation and others, to develop a promotional video on skilled trades jobs that are available in mining, mining supply and services and construction

A YEAR OF ACTIONS & CONSULTATIONS:

- WPSM's efforts to highlight projected shortages in skilled trades and professions (such as highly specialized engineers) has been part of a local movement to address these issues in a more proactive way: from the Mayor's high level efforts; to Greater Sudbury's new video on skilled professions in demand and their expanded talent attraction strategy; to the Chamber of Commerce's roundtable discussions and subsequent committees that have been formed
- WPSM has responded/contributed to: the Learning City initiative by underscoring labour market challenges and bridging issues (such as literacy, apprenticeships, essential skills, etc.); discussions with employment service providers on labour market trends; Women of the Future – supporting at risk youth; and requests for information and presentations on the labour market
- We are proud to be a new member of SAMSSA (Northern Ontario Mining Supply and Services Association) which helps us keep in touch with growing workforce demands, and to continue as a member of the Sudbury Chamber of Commerce – a key link to business and industry
- Hosted a number of labour market consultations across the Districts of Sudbury & Manitoulin
- Wrote and disseminated the Local Labour Market Plan 2012
- Conducted in-depth interviews with various mining and mining related industries and companies to develop an "on the ground" perspective on labour market challenges and actions

A YEAR OF CONTINUED GROWTH:

- WPSM continues to be committed to:
 - building our organization as a source of credible and current labour market information for industry, labour, education, employment services providers, government and others
 - expanding our partnerships, actions, and collaborations to address local challenges and
 - being both proactive and responsive to labour market issues that impact on the communities that we serve

...facilitating partnerships that build our workforce



Reggie Caverson
Executive Director

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**Sudbury
& Manitoulin**

Workforce Planning
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