

EMERGING LABOUR MARKET TRENDS

**Reggie Caverson
Executive Director**

Workforce Planning for Sudbury & Manitoulin



WORKFORCE PLANNING FOR SUDBURY & MANITOULIN

- 25 planning boards/areas across Ontario
- Core funding – MTCU (Employment Ontario)
- Engage key partners*
- Address local labour market issues
- Lead partnership projects
- Contribute to workforce-related actions
- Build school - employer relations
- Support experiential learning
- Consult to various planning tables - neutral voice
- Annual local labour market report



**business, labour, education & training, employment services, industry leads, government and others*



LABOUR MARKET INFORMATION (LMI) INDICATORS

- Population (age, growth/decline, in-migration & out-migration patterns)
- Unemployment rates
- Number of employers
- Change in number of employers by size of firm
- Change in number of employers by industry
- Changes in employment in SME*

**Small & Medium Enterprises*



INFORMATION SOURCES*

- **Statistics Canada**

- Census profiles
- Annual migration estimates
- Canadian Business Patterns
- Taxfiler data

- **Other data sources**

- Local economic development organizations
- Conference Board of Canada
- Chamber of Commerce

- **Other sources**

- Media & journal reports
- Stakeholder consultations

**Does not include public and non-profit sector*



HIGHLIGHTS

SUDBURY & MANITOULIN DISTRICTS

- Minimal population growth/ decline
- Manitoulin larger portion of residents over 40
- In Greater Sudbury, unemployment rate for youth (15-24) is 2 ½ times that of the adult population
- Most industries are SME (less than 500 employees)
- Just under ½ of all employers are self-employed
- Total number of employers:
 - 852 (Manitoulin)
 - 1101 (District of Sudbury)
 - 8167 (Greater Sudbury)



LIMITATIONS OF TRADITIONAL DATA SOURCES USED

- Not current (sometimes behind by a few years)
- Location of head office - payroll
- Most data only captures top 100 industries
- Need to pay for more detailed information
- All industries identified by NAICS* code
- NAICS codes generally 2 digit codes
- NAICS codes for renewable energy embedded in broader categories (construction, manufacturing, professional, scientific and technical services)

**NAICS – North American Industry Classification System*



NAICS codes – energy examples

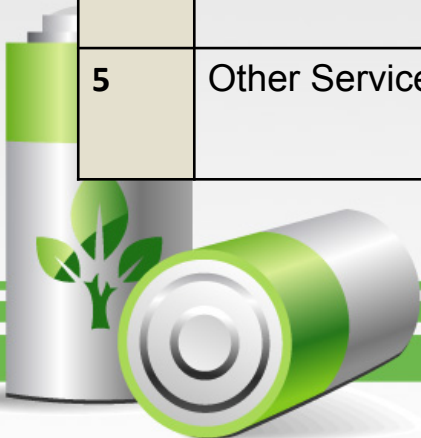
2 digit CODE	CLASSIFICATION	CODE	SUB-CATEGORIES
23	Construction		
		237130	Alternate energy (geothermal, ocean wave, solar and wind) structure construction
		237130	Wind energy equipment construction
31-33	Manufacturing		
		331317	Energy wire or cable, made in aluminum wire drawing plants
		333416	Solar energy heating equipment, manufacturing



**FIVE TOP INDUSTRIES BY NUMBER OF EMPLOYERS
MANITOULIN, SUDBURY, GREATER SUDBURY AND ONTARIO, JUNE 2012**

	Manitoulin	Sudbury (District)	Greater Sudbury	Ontario
1	Retail Trade	Accommodation and Food Services	Retail Trade	Professional, Scientific, Technical
2	Construction	Retail Trade	Construction	Construction
3	Accommodation and Food Services	Construction	Real Estate and Rental and Leasing	Real Estate and Rental and Leasing
4	Agriculture, Forestry, Fishing and Hunting	Agriculture, Forestry, Fishing and Hunting	Professional, Scientific, Technical	Retail Trade
5	Other Services	Other Services	Health Care and Social Assistance	Other Services

Taken from Local Labour Market Plan Report 2013



RENEWABLE ENERGY INDUSTRY (district)



Implementing eco-friendly practices

Relatively small number of renewable energy-specific industries

Range of services:

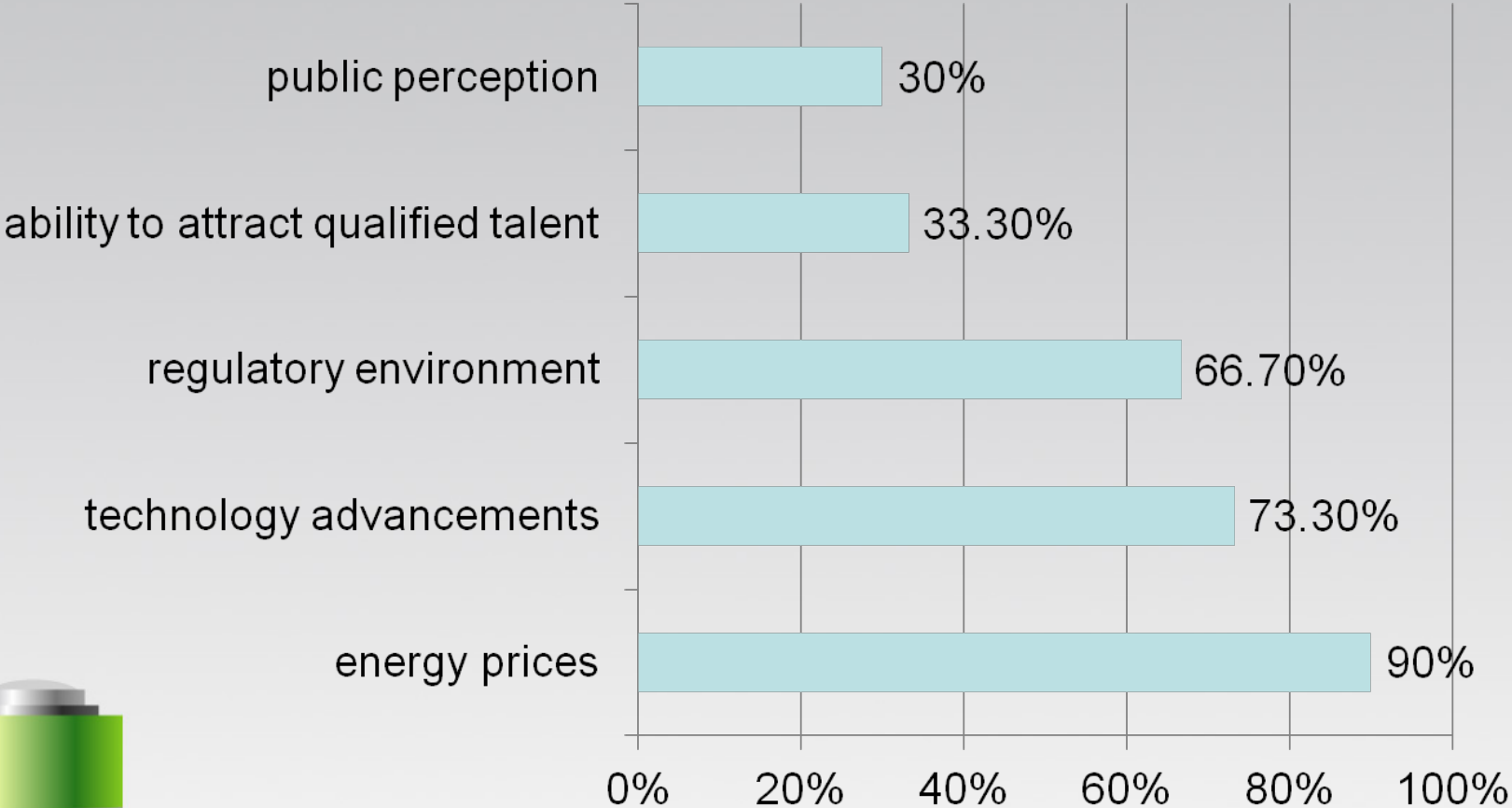
- primary focus R&D (research & development)
- manufacturing, construction and installation (i.e. geothermal piping & heating, solar panels, wind farms)
- professional, scientific & technical services & consulting
- often highly specialized

Several technology and research centres (i.e. Xstrata Nickel Sustainable Energy Centre – Cambrian College)

Potential for job creation opportunities



GROWTH FACTORS



Taken from a survey conducted by: BioTalent Canada (funded by Government of Canada's Sector Council Program)



INDUSTRY SPECIFIC WORKFORCE ISSUES

- Canada lags behind in world re: training options for renewable energy
- most are SME and do not have HR capacity
- technologies (jobs) generally build on existing trades (electrician, plumber, etc.)
- or rely on existing trades (i.e. At OPG 50% of employees work in skilled trades)
 - some jobs are highly specialized
 - difficulty attracting talent (location, expertise, salary, etc.)
 - outsourcing skills due to shortages



RECRUITMENT CHALLENGES

CHALLENGE	(%)
Lack of candidates with required skill sets	46.7
Competition for qualified candidates	33.3
Unable to find candidates quickly enough	26.7
Insufficient capital/resources to recruit	23.3
Excessive salary expectations	13.3
Loss of skilled candidates to other companies	10.0
Complex immigration rules/procedures	10.0

Taken from a survey conducted by: BioTalent Canada (funded by Government of Canada's Sector Council Program)



COMPETING WORKFORCE ISSUES



SKILLED TRADES SHORTAGES

- By 2020, Ontario short 200,000 skilled workers (Canadian Chamber of Commerce)
- Retiring baby boom generation
- Low birth rates
- Fewer students enrolling in trades
- Stigma surrounding trades' career
- High apprenticeship ratios
- Lack of employers offering apprenticeship opportunities
- Women and Aboriginal people underrepresented in the trades



COMPETING WORKFORCE ISSUES (cont'd)



- Competition with other industries needing same skills/talent (driving wages up)
- Shortages in highly skilled professionals (high competition - globally)
- Public policy impacts on industry growth
- Experienced people but no jobs in their area
- Lack of basic and essential skills (reading, writing, document use, numeracy, computer skills, etc.)



PLANNING FOR THE FUTURE: your short & long term strategy

- Invest in your industry by building your Human Resources capacity
- Identify skills needed and conduct a skills' inventory (of people in company, in community)
- Identify education & training resources
- Develop partnerships with local college programs (renewable energy, skilled trades, etc.)
- Tap into older skilled workers to be mentors and train apprentices
 - Offer apprenticeship opportunities
 - Promote your industry as a great career option



FOR MORE INFORMATION CONTACT:

**Reggie Caverson
Executive Director
Workforce Planning for Sudbury & Manitoulin**

www.planningourworkforce.ca

706-675-5822

