

2015

Workforce Trends
in York Region and Bradford West Gwillimbury

Local Labour Market Plan
Update

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Who We Are

The Workforce Planning Board of York Region and Bradford, West Gwillimbury

The Workforce Planning Board of York Region and Bradford, West Gwillimbury (WPBYR+BWG) is a community based, not-for-profit organization that serves the communities of York Region and Bradford, West Gwillimbury to gather intelligence about the supply of labour and the demand side of the local labour market by working with employers to identify and meet their current and emerging skills needs. The primary role of WPBYR+BWG is to help improve understanding of and coordinate community responses to labour market issues and needs.

Operating as part of the Local Boards Network of Ontario, WPBYR+BWG is one of 26 local planning areas funded by the Ministry of Training, Colleges and Universities to conduct and distribute local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

Local Boards, launched in 1996, are as individual as the community they serve, and each addresses labour market issues in its own way as each community has their own priorities. As a network, Ontario's Workforce Planning Boards work together to address labour market issues from a province-wide perspective.

Each Workforce Planning Board produces an annual Local Labour Market Update that is a report on their community's labour market conditions, characteristics and trends. This report is a snapshot of the types and size of employers, the industries that exist and the occupations they contain.

Part of this Local Labour Market Update is an analysis of the job seeker through the eyes of Employment Ontario Service Providers. This analysis includes the types of services job seekers utilized, for how long they were a client of Employment Ontario and where they found employment or training. An important part of this report is the Action Plan of projects for the upcoming year. These projects are based on consultations with community stakeholders and employers to identify issues in the local labour market that as a community can be addressed together.

This evidence based data is compiled and analyzed based on information from:

- Canadian Business Counts
- National Household Survey
- Employment Ontario Data

The Workforce Planning Board wishes to acknowledge the collaborative effort put forth by the many community stakeholders and associations in York Region and Bradford, West Gwillimbury that can only result in effective workforce planning outputs designed to meet the needs of local employers and job seekers.

The York South Simcoe Training
and Adjustment Board operating as;



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Workforce Planning
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Labour Market Overview

Our Labour Market Overview

The Regional Municipality of York is made up of nine municipalities located in the heart of the Greater Toronto Area (GTA) with a total population of 1,150,000 million residents making York Region first in population growth among Canada's largest municipal census divisions. Forty-five percent of York's residents are foreign born and ninety different languages and dialects are spoken in the region. 52,720 New Permanent Residents (formally known as Landed Immigrants) arrived in York Region between 2008 and 2012. Sixty-one percent were working age adults (age 25-64), 17% were children (age 0 - 7), 14% were youth (age 15 - 24) and 8% were seniors (age 65+). The arrival of this highly educated workforce ranked York Region among Canada's largest municipalities with the most educated workforce. Seventy percent of York's population aged 25 - 64 have a post-secondary education.

York Region is home to 167,800 businesses that employ over 560,000 people adding on average 12,000 new jobs annually. While York is made up of predominately Small and Medium Enterprises (SME's), 117,500 of those businesses are single owner operated. However, York is also home to 90 employers that employ over 500 employees each. The average business owner employs 16 employees and the top five employment sectors (businesses with employees) in York are:

1. **Professional, Scientific and Technical Services**
2. **Construction**
3. **Retail Trade**
4. **Other Services*, Health Care and Social Assistance and Wholesale Trade**
5. **Manufacturing, Accommodation and Food Services**

York Region has key diverse industry clusters that include Information Communication & Technology (ICT), Life Sciences, Financial Business Services, Engineering and Construction, Cleantech, Automotive and Automotive Parts, and Consumer products. 2,359 companies export \$19 billion annually, 500 foreign companies operate in York of which 58% are from the U.S., 26% from Europe and 14% from Asia-Pacific. York Region is Ontario's second largest residential construction market after Toronto.

Bradford, West Gwillimbury is also part of the WPBYR+BWG catchment area and represents a population of 28,000 people and 9,460 households as of 2011. Twenty-two percent of Bradford's population is made up by newcomers to the area. Bradford's primary industries are:

- **Agriculture** - Bradford is located in some of the most productive farmland in Ontario which grows 34 different kinds of vegetables and is supported by good transportation access to the GTA, the USA and Pearson Airport. BWG's food sector is comprised of food processing, warehousing and retail food services.
- **Manufacturing** - containing three main subsectors of machinery manufacturing, chemical manufacturing and fabricated metal products. These industries require semi-skilled labour which fit the South Simcoe area profile.
- **Plastics** - comprised of establishments primarily engaged in making goods for the automotive and construction sectors as well as the packaging industry.

Interestingly, 45% of the available jobs in Bradford are filled by local residents. The remaining residents commute to jobs outside of the area.



Labour Market Overview

While the unemployment rate in the WPBYR+BWG area has stabilized at 6.5% for those 25 years and older, it has stubbornly remained higher at 15% for youth. This includes youth, who have completed their post-secondary education and have been unable to find work related to their education. This is perplexing given the fact that 69% of employers surveyed by the WPB identified that they face challenges finding employees with the right skill sets and experience.

Our work over the last year has continued to focus on:

- Further developing the Employer Leadership Council in order to increase collaboration with employers, education and government, as well as discuss hiring challenges and learn about recruitment techniques that have proven successful.
- Dialoging with youth age 20 -29 to analyse youth employment and identify the skill sets that youth leave school with to enter the job market as well as gauge their use of Employment Ontario employment services during their job search.
- Promoting Essential Soft Skills programs available through the Literacy Council of York Simcoe to employers allow them to organize training for their employees increasing productivity and opportunity for growth within the organization.
- Supporting the integration of newcomers into the labour market by partnering in a collaborative stakeholder conference to assist newcomers entering the labour market by providing information on growing careers in the Region, and participate in a workshop to inform employers on the benefits of hiring IEPs to meet their workforce needs.

Moving forward, our work over the past year and continued consultations with community stakeholders will form the basis of our action plans for next year. Our focus will be on:

- Utilizing youth survey data and local job postings to examine the misalignment between supply and demand in the local labour market
- Continuously engaging employers in discussions that result in increased employment opportunities
- Increasing collaboration between local employers and post-secondary institutions through internship and workplace co-op opportunities.

*Other Services - this sector comprises establishments, not classified to any other sector, primarily engaged in repairing, or performing general or routine maintenance, on motor vehicles, machinery, equipment and other products to ensure that they work efficiently; providing personal care services, funeral services, laundry services and other services to individuals, such as pet care services and photo finishing services; organizing and promoting religious activities; supporting various causes through grant-making, advocating (promoting) various social and political causes, and promoting and defending the interests of their members. Private households are also included.

Action Plan Update 2015 - 16

The projects we have undertaken this year

Priority - Supporting the Integration of Newcomers into the Labour Market

York Region is a growing, diverse community made up of over 200 distinct ethnic groups representing 45% of the Region's population. For many, York Region has become a primary destination location. York Region contains one of the most educated workforces among Canada's largest municipalities with 70% of the population age 25-64 having a post-secondary education. There are 45,500 businesses in YR+BWG that employ 16 employees on average and 97,000 single entrepreneurs; however, newcomers continue to experience high unemployment regardless of their level of education, in some instances as much as 4 times higher than Canadian-born residents. The Workforce Planning Board continues to focus on the integration of newcomers into the labour market by participating in the "Gateway Conference for internationally educated professionals and newcomer entrepreneurs".

Over 500 participants will attend workshops and seminars that offer practical information for newcomers who are inspired to start a new business venture as well as tips on connecting with employers allowing them to utilize their global experience. WPCo will partner in this collaborative conference by providing information on growing careers in the Region to IEPs and participate in a workshop to inform employers on the benefits of hiring IEPs to meet their workforce needs.

Priority - Under Employment of Youth in York Region and Bradford, West Gwillimbury

It is no news to anyone that youth are having trouble finding employment and youth unemployment at 15% is twice the rate of adult unemployment in York Region and Bradford, West Gwillimbury. Increasing numbers of young adults are graduating from post-secondary education and unable to find work in their field of study. During the summer of 2015, WPCo undertook a study to survey 1,500 young adults, age 20 - 29 to analyse youth employment and identify the skill sets that youth are leaving school with to enter the job market as well as gauge their use of Employment Ontario employment services during their job search.

Almost half the young adults surveyed identified that they have not found paid work in their field of study while 27% of those surveyed stated that they have been working in their field of study for over one year. Only 19% of youth identified having used an Employment Ontario Service Provider when searching for employment.

Priority - Engaging Employers in the Discussion of Hiring and Keeping Good Employees

York Region and Bradford, West Gwillimbury is home to 45,500 employers that employ 560,000 people adding an average 12,000 new jobs annually. Ensuring that our labour force is well educated and that potential employees are job ready is imperative for the well-being of our local economy. Opening and maintaining a dialogue with employers of all sizes is a way to understand the barriers that employers face when hiring and retaining their workforce. The Employer Leadership Council was developed to work with employers, education and government to discuss hiring challenges, access funding opportunities, uncover training opportunities that expand the skill sets of employees, engage with community partners and learn about recruitment techniques that have proven successful.

Action Plan Update 2015 - 16

Bringing together all participating employers of the Employer Leadership Council plus employers from the digital outreach program, WPBYR+BWG will host a joint event of council members and the employer public at large that includes a plenary session and breakout workshops. Building Leadership, On Boarding New Employees, Getting the Most out of Your Managers are just a few of the topics that will be covered in this interactive event.

Priority - Increasing Employers Understanding of Employability Essential Soft Skills

The significance of employability soft skills is becoming increasingly more valuable for employers when hiring new candidates. Finding an employee that displays the right “fit” for company culture is becoming increasingly more difficult. Many candidates are lacking essential employability skills such as leadership, teamwork, creative thinking and problem solving skills. These skills along with essential literacy skills and computer skills are “must haves” skills in today’s labour market and allow for greater participation in employment. WPBYR+BWG in partnership with the Literacy Council of York Simcoe is promoting the employability skills programs offered through the Literacy Council.

The increased knowledge of these programs will allow employers to organize training for their employees increasing productivity and opportunity for growth within the organization.



Employers in Our Area

The demand side of the labour market

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 reported as Canadian Business Patterns. In the last year, Statistics Canada has changed some of its information gathering practices, as well as how some of the data is reported, to the extent that it would not be prudent to compare this data set to that of previous years. The most significant impact has been the addition of some 1,200,000 businesses without employees across the Canadian database. To signify all these changes, this data set is now called Canadian Business Counts.

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

Number of businesses, by size of establishment and by industry

Table 1 provides the summary data for all businesses located in York Region for June 2015. The table provides three different counts:

- 1) **Classified businesses:** the breakdown of all businesses for which industry classification is available; this is the information provided by the industry rows in the table, the major part of this table;
- 2) **Unclassified businesses:** those businesses for which the industry classification is not known; roughly 15% of the total count of York Region businesses are unclassified, slightly higher than the provincial average of 12%;
- 3) **All businesses, classified and unclassified:** that is, whether or not their industry classification is known; the last three rows of the table presents the distribution of all businesses, both classified and unclassified, by number of employees.

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

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

Employers in Our Area

York - Number of Businesses by Employee Size Range - June 2015

Industry Sector 2 Digit NAICS	Number of Employees							TOTAL	%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+			
54 Professional Scientific Tech	17057	7144	731	396	207	75	50	25660	18	1
53 Real Estate, Rental, Leasing	22251	1668	259	146	70	23	20	24437	17	2
23 Construction	11977	3267	980	577	373	120	96	17390	12	3
44-45 Retail Trade	5175	2187	1169	690	475	151	132	9979	7	4
52 Finance and Insurance	8010	1121	231	143	217	27	31	9780	7	5
81 Other Services	4454	2819	601	265	104	18	11	8272	6	6
62 Health Care & Social Assist	4307	2217	774	403	164	50	47	7962	6	7
41 Wholesale Trade	3562	1786	675	531	368	124	88	7134	5	8
56 Administrative Support	4492	1234	426	269	161	60	70	6712	5	9
48-49 Transportation/Warehousing	3784	1324	132	101	84	35	31	5491	4	10
31-33 Manufacturing	2239	980	512	415	387	149	176	4858	3	11
55 Management of Companies	4248	333	68	47	42	32	39	4809	3	12
72 Accommodation & Food	1320	844	689	488	422	139	44	3946	3	13
51 Information and Cultural	1231	299	75	49	67	19	25	1765	1	14
61 Educational Services	1061	292	123	95	76	26	10	1683	1	15
71 Arts, Entertainment & Rec	1082	204	78	55	54	23	30	1526	1	16
11 Agriculture	648	143	52	30	28	7	4	912	1	17
22 Utilities	82	10	2	0	7	1	2	104	0	18
21 Mining	60	13	8	8	2	1	1	93	0	19
91 Public Administration	5	3	3	2	3	2	10	28	0	20
All CLASSIFIED BUSINESSES	97045	27888	7588	4710	3311	1082	917	142541		
All UNCLASSIFIED BUSINESSES	20472	4423	265	102	49	23	11	25345		
CLASSIFIED + UNCLASSIFIED	117517	32311	7853	4812	3360	1105	928	167886		
Percentage of all classified and unclassified employers	70%	19%	5%	3%	2%	1%	1%	100%		
Cumulative percentage for York	70%	89%	94%	97%	99%	100%	100%			
ONTARIO percentage of classified and unclassified businesses	69%	18%	6%	4%	3%	1%	1%			

Source: Statistics Canada, Canadian Business Patterns

Some observations:

- **Number of small firms:** Businesses are by far made up of small establishments. 70% of the unclassified firms in York have no employees,¹ and another 19% have 1-4 employees; this is a very slightly higher proportion of very small firms compared to the figures for Ontario (last line of the table);
- **Highest number of firms by industry:** The second to last column provides the percentage distribution of all firms by industry. The Professional, Scientific and Technical Services industry makes up the largest sector, accounting for 18.0% of all businesses in York, considerably larger than the provincial average of 14.1%. This category is made up of many self-employed professionals and consultants. The second largest category of businesses is Real Estate and Rental & Leasing, accounting for 17.1% of all businesses, close to the provincial share of 17.6%;

¹This 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.

Employers in Our Area

- **Highest number of firms by size and industry:** The three largest industries by each employee size category have also been highlighted. The table demonstrates how the large number of firms in the smaller size categories drives the total numbers (for example, in Professional, Scientific and Technical Services and in Real Estate and Rental & Leasing), as is also the case with many solo or small contractors in the Construction field. In the mid-size ranges, Retail Trade firms come to the fore, with Construction at first rounding out the three, displaced among medium-sized firms by Manufacturing and Accommodation & Food Services. Among large firms (100+ employees), Manufacturing and Retail Trade have by far the biggest numbers, with Construction and Wholesale Trade vying for third and fourth positions.

Self-employed entrepreneurs and employers

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

Table 2 examines the distribution by industry of all businesses with NO employees. This category is made up of a large number of real estate agents, construction tradespersons, consultants, financial advisors and store owners. These are essentially self-employed entrepreneurs and professionals.

Table 3 profiles the distribution of employers by industry of all businesses with employees. There are some significant differences in the distribution of businesses by industry, depending on whether one is looking at businesses with or without employees.

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

There is a high degree of similarity in the percentage distribution of businesses with no employees across York, Central Region and Ontario. Almost a quarter of such businesses are in the Real Estate and Rental & Leasing industry, with the next prominent sector being Professional, Scientific & Technical Services, which is slightly more pronounced in York.

Distribution of Businesses with NO Employees

TABLE 2		YORK	CENTRAL REGION	ONTARIO
11	Agriculture, forestry, fishing & farming	1%	1%	5%
21	Mining	0%	0%	0%
22	Utilities	0%	0%	0%
23	Construction	12%	10%	10%
31-33	Manufacturing	2%	2%	2%
41	Wholesale Trade	4%	3%	2%
44-45	Retail Trade	5%	5%	5%
48-49	Transportation/Warehousing	4%	6%	6%
51	Information and Cultural Industries	1%	2%	2%
52	Finance and Insurance	8%	7%	7%
53	Real Estate, Rental & Leasing	23%	24%	24%
54	Professional Scientific Technical Services	18%	17%	15%
55	Management of Companies	4%	4%	3%
56	Administrative and Support	5%	5%	4%
61	Educational Services	1%	1%	1%
62	Health Care & Social Assistance	4%	5%	6%
71	Arts, Entertainment & Recreation	1%	2%	2%
72	Accommodation & Food Services	1%	1%	2%
81	Other Services	5%	5%	5%
91	Public Administration	0%	0%	0%

Source: Statistics Canada, Canadian Business Counts

Employers in Our Area

Otherwise, York and Central Region have fewer such businesses in the Agriculture, Forestry, Fishing and Farming sector, compared to the province, and York has slightly more of its businesses with no employees in the Construction sector.

Among businesses with employees, there again exists a high degree of similarity across the three geographies. York has a slightly smaller proportion of employers in Retail Trade and in Health Care & Social Assistance compared to the provincial averages. But as with firms with no employees, York has a higher preponderance of employers in the Professional, Scientific & Technical Services sector. It also has a higher proportion of employers in Wholesale Trade and Construction. In fact, among Construction firms with over 500 employees, York has 12 out of a provincial total of 44 such firms, over 25% of the provincial number.

Distribution of Businesses with Employees

TABLE 3

	YORK	CENTRAL REGION	ONTARIO
11 Agriculture, forestry, fishing & farming	1%	1%	2%
21 Mining	0%	0%	0%
22 Utilities	0%	0%	0%
23 Construction	12%	9%	11%
31-33 Manufacturing	6%	5%	5%
41 Wholesale Trade	8%	6%	6%
44-45 Retail Trade	11%	11%	13%
48-49 Transportation/Warehousing	4%	7%	6%
51 Information and Cultural Industries	1%	2%	2%
52 Finance and Insurance	4%	4%	4%
53 Real Estate, Rental & Leasing	5%	5%	4%
54 Professional Scientific Technical Services	19%	16%	14%
55 Management of Companies	1%	1%	1%
56 Administrative and Support	5%	5%	5%
61 Educational Services	1%	1%	1%
62 Health Care & Social Assistance	8%	10%	10%
71 Arts, Entertainment & Recreation	1%	1%	1%
72 Accommodation & Food Services	6%	6%	7%
81 Other Services	8%	9%	10%
91 Public Administration	0%	0%	0%

Source: Statistics Canada, Canadian Business Counts

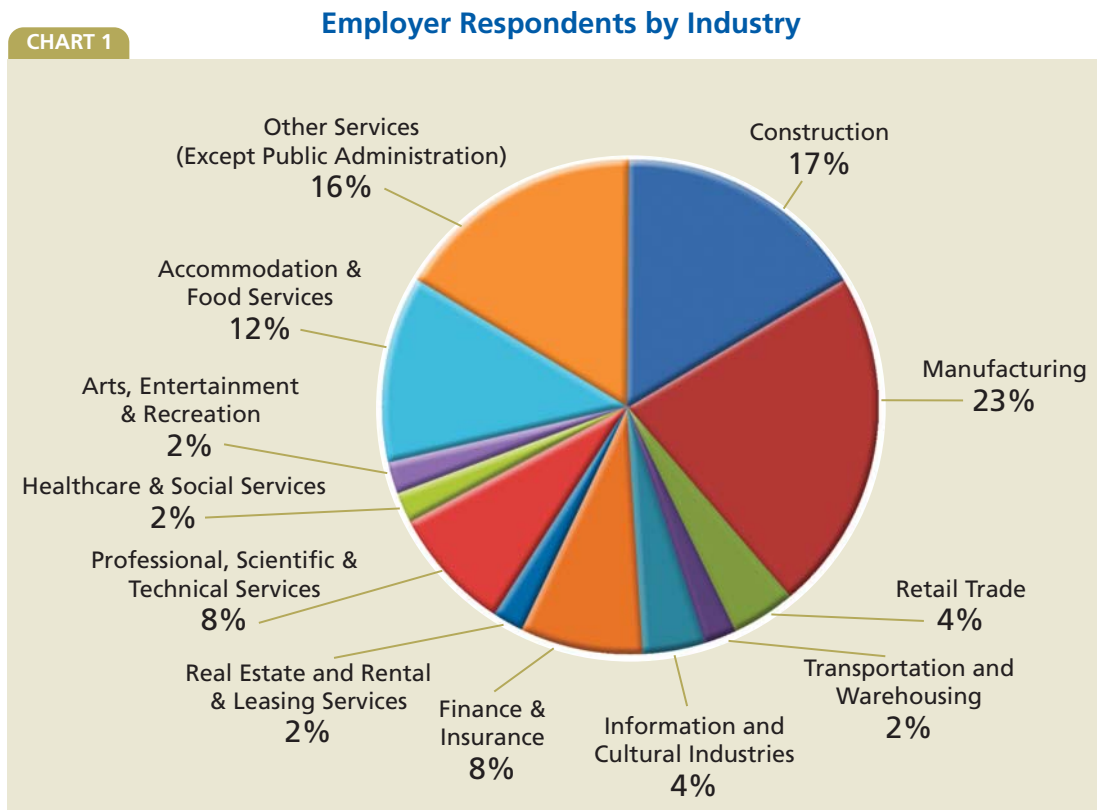
Employers in Our Area

A Discussion with Employers in York Region and Bradford, West Gwillimbury

Part of WPBYR+BWG outreach plan included:

- In-depth discussions with local employers about hiring and retention challenges they face in maintaining their workforce
- Learning about different strategies that reduce the cost of hiring
- Promoting the engagement of their employees that in turn increases company productivity.

Employers representing a variety of industry sectors across the Region, were surveyed to better understand the most pressing workforce challenges they face.



Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

The top five industries in York Region are well represented in this employer survey with the exception of Real Estate, Rental and Leasing Services due to the fact that the majority of employers in this industry employ no one or very few employees.

Employers in Our Area

Employers surveyed identified the occupations that they hired most over the last 12 months. This list includes a wide range of occupations in our catchment area:

Accountants	Front Desk Receptionists	Overnight House Persons	Servers
Administrative Assistants	Guest Service Agents	Procurement Schedulers	Service Workers
Apprentices	Housekeepers	Production Workers	Sheet Metal Workers
Bartenders	HR Directors	Programmers	Shop Technicians
Business Development Specialists	Insurance Brokers	Project Managers	Store Clerks
Chefs	IT Engineers	PSW Care Givers	Supervisors
Content / Design Developers	Journeyman	QA Testers	Technical Sales Representatives
Corrosion Technicians	Juice Bar Clerks	Quality Control Sales	Technicians
Customer Service Agents	Laborers & Operators	Quality Project Managers	Telecom Analysts
Data Clean Up Technicians	Legal Secretaries/Clerks	Receptionists	Tool And Die Apprentices
Dishwashers	Line Cooks	Room Attendants	Tool And Die Maker
Electrical and Mechanical Engineers	Machine Operators	Sales & Service Associates	Tooling Designers
Electricians	Marketing/Sales Associates	Sales Administration Engineers	Truck Drivers
Finance Specialists	Millwrights	Sales Administrators	Waiters
Food Service Clerks	Network Specialists	Sales Executives	
Forklift Operators	Oracle Developers	Scientists	

Employers were asked to provide data on the types of employment that characterizes the workforce of their businesses. Note that data collected about full-time, part-time, contract and seasonal employees were only estimations and not precise numbers.

Workforce Employment Types

% Employed	Full-Time ²	Part-Time ³	Contract ⁴	Seasonal ⁵
>10%	0.0%	47.9%	45.8%	62.5%
10%	4.2%	27.1%	39.6%	29.2%
20%	8.3%	8.3%	2.1%	2.1%
30%	4.2%	4.2%	2.1%	0.0%
40%	2.1%	0.0%	0.0%	0.0%
50%	6.3%	4.2%	2.1%	2.1%
60%	2.1%	2.1%	2.1%	0.0%
70%	8.3%	0.0%	2.1%	0.0%
80%	8.3%	6.3%	4.2%	2.1%
90%	20.8%	0.0%	0.0%	2.1%
100%	35.4%	0.0%	0.0%	0.0%

The estimated results identify that 35.4% of respondents provide 100% full time employment for their employees, 47.9% have less than 10% of their employees employed part time, 45.8% have less than 10% of workers on contract and 62.5% have less than 10% of employees employed seasonally.

Of note, Canada's Wonderland, (survey respondent) one of York Region's larger employers accounts for a large share as 90% of its employees are seasonally employed simply due to the nature of their business.

Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

² Full-Time (Working 30 hours per week or more)

³ Part-Time (Working less than 30 hours per week)

⁴ Contract (A person providing service or products under contract for whom a T4 statement is not required)

⁵ Seasonal (Employment that does not continue year-round, but usually recurs)

Employers in Our Area

10 Reasons why jobs are hard to fill

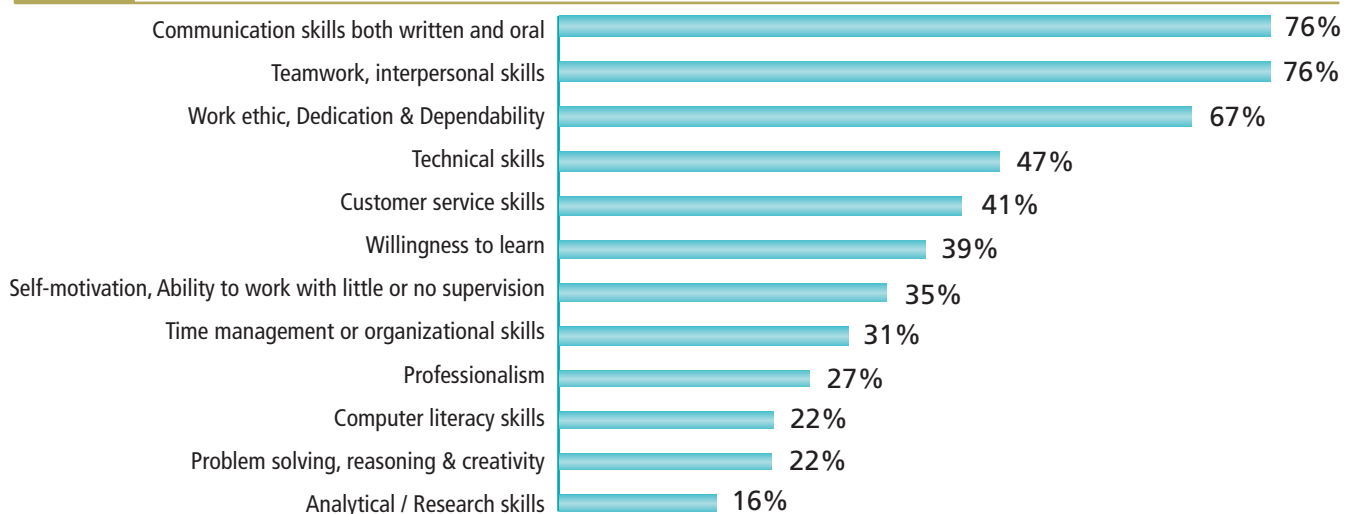
Statement	Response Rate
Not enough applicants	56.7%
Applicants not meeting skills requirements	53.3%
Applicants not meeting qualification requirements (education level / credentials)	50.0%
Applicants not meeting work experience requirements	50.0%
Inability to compete with other employers due to pay and benefits	40.0%
Applicants not meeting motivation, attitude or interpersonal abilities	30.0%
Applicants not meeting language requirement	23.3%
Inability to compete with other employers due to remote location / poor public transit	23.3%
Inability to compete with other employers due to nature of work (seasonal, shift work, irregular hours, job content)	16.7%
No local qualified applicants	10.0%

Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

When asked if employers had difficulties filling new job positions, 69% of the respondents said “yes” and 31% said “no”. The table above summarizes the top 10 reasons why the jobs were hard to fill. 57% of employers identified that there are not enough applicants and 53% identified that candidates are not meeting the skills requirement. The Toronto CMA unemployment rate has hovered around the 8% mark for the last two years, which leads one to believe that there is a disconnect in the labour market. Are employer’s expectations too high or are people graduating from school with the wrong skill sets? Employers constantly express the importance of hiring for the right company “fit” and that essential soft skills such as leaderships skills, teamwork and problem solving skills are key in today’s company culture. These skills are often developed through on the job experience. One possible solution is to increase post-secondary program internship and work co-op opportunities by working collaboratively with business to support the development and preparation of tomorrow’s workforce.

CHART 2

Critical Employability Skills expected by Employers



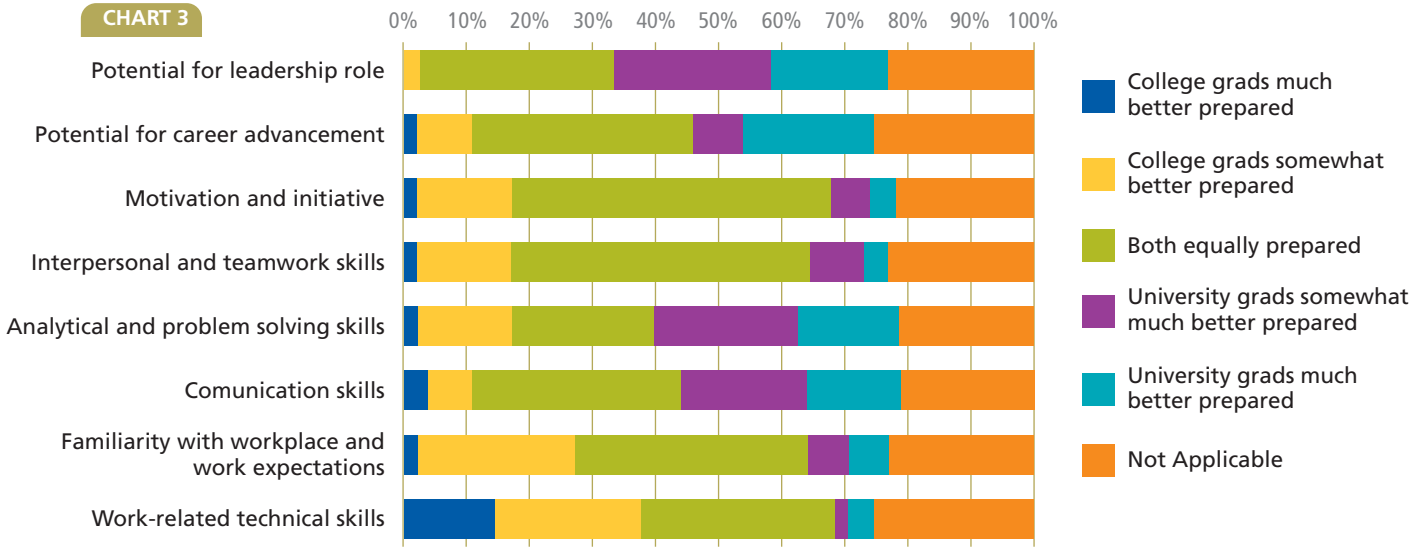
Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

Employers in Our Area

Employers also identified the top five critical employability skills (Chart 2) that they demand of job-seekers. Communication skills, both written and oral, as well as teamwork and interpersonal skills ranked equally high. 76% of employers indicated that these are the most sought after competencies.

Typically employers look for specific skill sets from job-seekers to perform a particular job. In order to assess who possesses better skills, the survey provided some comparative statements about College and University graduates. Employers were then required to give their opinion by rating these statements. Chart 3 below summarizes these opinions.

Comparison of Work Related Skills – College versus University Graduates



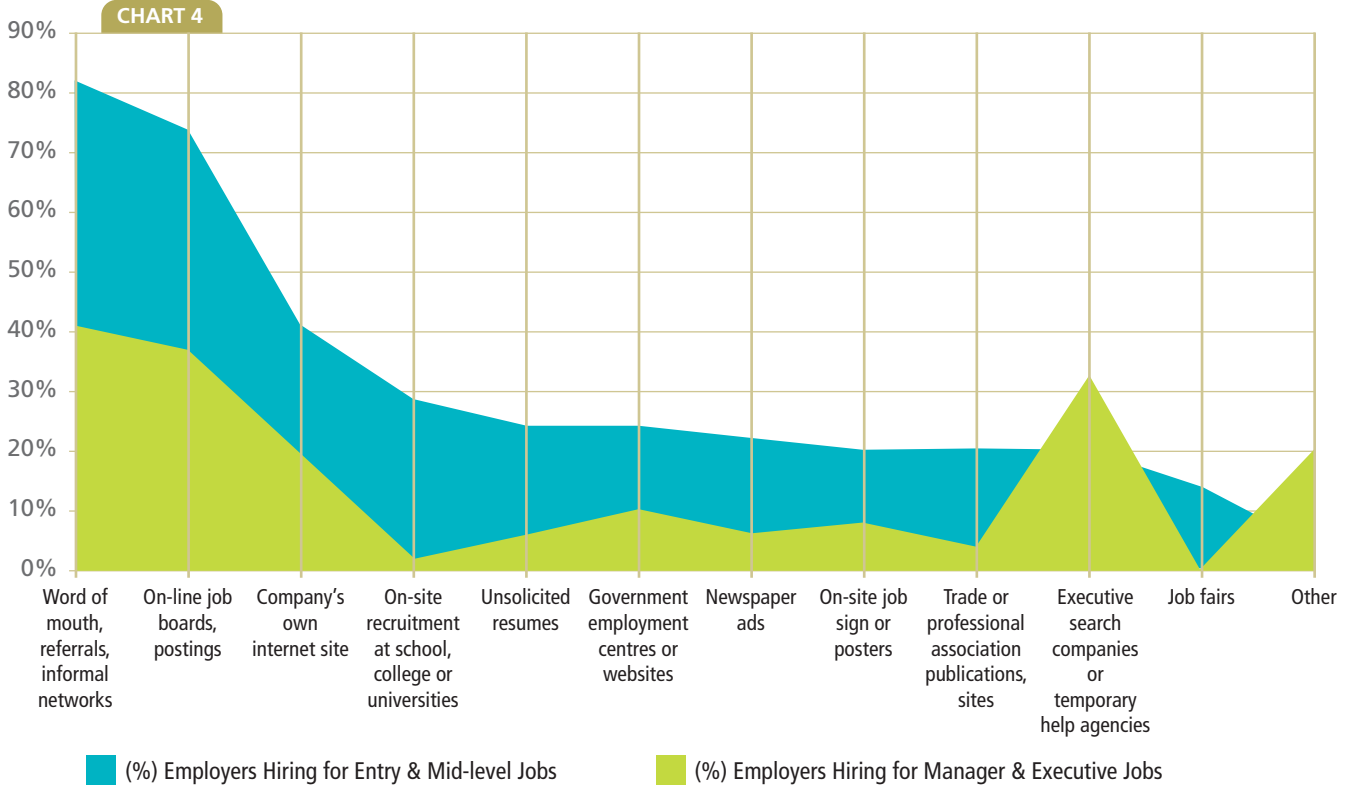
Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

The results indicate that employers perceive college graduates as being better prepared for technical skills and workplace familiarity. University graduates are better prepared for analytical, problem solving and communication skills and the potential for career advancement and leadership. Interestingly, employers identified that they perceived college grads as more motivated than the university grads.

One of the realities of today's job market is that more and more employers acknowledge the power of word-of-mouth / informal networking job referrals. Proof for this is demonstrated by the survey results from Chart 4 showing that the majority of employers are using this as a preferred method for both managerial and entry-level jobs. The Chart compares the hiring methods used for both types of positions. The survey identifies that employers do not use job fairs to hire managers or executive staff. Similarly, this hiring method scored fairly low even for entry and mid-level positions.

Employers in Our Area

Hiring Methods for Entry, Mid-level, Managerial & Executive Jobs



Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

Employers were asked about the prospects of hiring in the next 12 months and 84% of them indicated that they will be hiring. The types of jobs identified are listed beside Chart 5.

CHART 5 **Share of Hiring Employers**



Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015



Employers in Our Area

On the Ground in York Region

- Chinese computer technology company **Lenovo** has selected Markham as the home of its new Canadian head office
- **Serta Canada** and **Simmons Canada** opened its first-ever joint mattress manufacturing plant in Vaughan
- Korea's **Hyundai Mobis** is getting ready to open a new distribution centre in Markham creating over 300 jobs
- Premier manufacturer of charcoal, gas and electric grills and accessories, **Weber-Stephen Products** has opened the first Canadian office in Vaughan
- **Toshiba Canada** opens new medical systems training facility in Markham
- U.S. technology company **CenturyLink** opens second Toronto area data centre in Markham
- German software giant **SAP** opens first Canadian data centre in Markham
- eCommerce company **BlueSky Technology** officially expanded into international territory with the opening of their new Canadian headquarters in Markham
- U.S. financial information giant **Bloomberg** establishes ticker plant in Markham data centre
- European company **RM2** opens pallet manufacturing facility in Vaughan
- **Athena Automation** building new systems manufacturing centre in Vaughan
- British Insurance Company **Aviva** is moving their head office to Markham creating 1,500 jobs
- **Home Depot** welcomed 400 new jobs at their new distribution centre in Vaughan
- **FedEx** planning to open their largest small-package delivery facility in Canada, employing more than 300 people
- Taiwanese communications technology company **QNAP** opens Canadian office in Markham

Investing in York Region

- Markham Centre has been selected as the preferred location to build a new collaborative university campus for **York University** and **Seneca College**
- **Magna International** is investing \$1.5 million and adding 75 jobs at their Newmarket plant as part of an expansion of their closures division
- Newmarket based automotive supplier **Palcam** to receive \$1.8 million in funding under the Automotive Supplier Innovation Program creating 100 new jobs
- Region of York is investing \$100,000 in Markham based **ventureLAB** to help entrepreneurs and companies bring their products to market

The Workforce in Our Area

The supply side of the labour market

Population

In between the Census, which is taken every five years, Statistics Canada develops population estimates, based on the components of population change for each area (births, deaths, migration), including adjusting the census numbers based on under-coverage from non-response. Table 6 presents the population estimates for York Region, for July 1 of each year, and provides its ranking in terms of rate of growth among the 49 census divisions that constitute the province of Ontario.

Increasing its population by 5.3% between 2011 and 2014, ranking it 3rd in growth in the province, after Halton (6.5%) and Peel (5.6%); York Region is expected to continue this growth trajectory.

**Estimated Population York Region
for July 1, 2011 to 2014**

TABLE 6						
York Region					% Change 2011-2014	RANK
2011	2012	2013	2014			
1,065,504	1,086,138	1,104,399	1,121,631	5.3%	3rd	

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

Migration patterns

The following table provides the migration data for York Region, listing in-migration, out-migration and the net migration figures, by age categories for 2011-12 and 2012-13, the latest years for which data is available. In addition, the top ten places of origin for in-migrants and top ten destinations for out-migrants are provided, offering the total number of persons in each instance.

Based on the 2011-12 and 2012-13 data, one can say that each year, roughly 4% of the York population leaves the area, but a slightly larger number of people move in. York Region experiences a positive net migration across all age groups except for a significant net loss of youth.

It would be wrong, however, to say there is an out-migration of youth, as the migration dynamics are more complicated than that.

Migration Data, 2011-12, 2012-13 - York

Migrants	2011 - 2012			2012 - 2013		
	In	Out	Net	In	Out	Net
0-17 year olds	10442	7387	3055	8826	6668	2158
18-24 year olds	4087	5257	-1170	3507	4845	-1338
25-44 year olds	19797	18958	839	16929	17069	-140
45-64 year olds	8997	8882	115	7647	8221	-574
65 years & older	3701	3050	651	3249	3009	240
TOTAL	47024	43534	3490	40158	39812	346

Source: Statistics Canada, Canadian Taxfilers data, 2011-12, 2012-13

The Workforce in Our Area

Table 8 adds together the migration figures for 2011-12 and 2012-13. When it comes to migration, York Region gets a large net increase from the movement between York and Toronto. Movement to and from Peel more or less balances out, while everywhere else, York experiences a net loss of population to other regions.

When it comes to the age groups, it is not so much that a greater number of York youth are moving to Toronto. York youth are moving in about equal share to all other regions as other age groups. The difference is in relation to who is coming to York from Toronto. Toronto provides a great in-migration to York across all age groups except among youth. So while York residents of all ages may be moving elsewhere, and Toronto residents are moving to York, the fewer number of Toronto youth moving to York results in a net loss of youth in York, when all the figures are added up.

Top 10 Origin and Destination Regions
Cumulative figures for
2011- 2012 and 2012-2012 - York

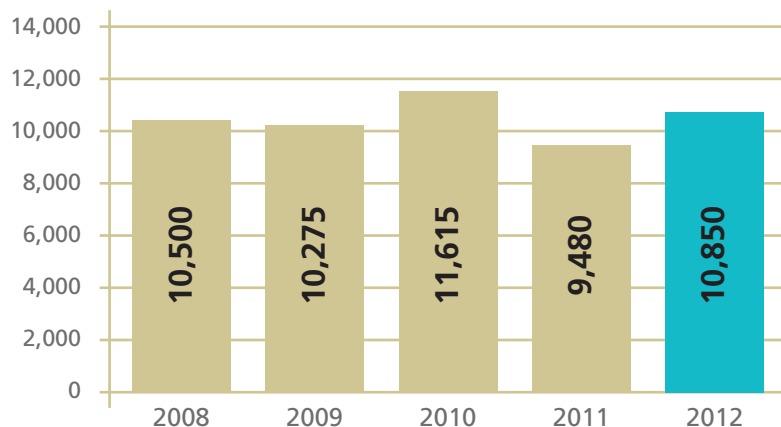
TABLE 8			
Moving TO York FROM		Moving FROM York TO	
Toronto	87791	Toronto	62030
Peel	11502	Simcoe	13860
Durham	5553	Peel	11171
Simcoe	5297	Durham	10292
Halton	1632	Halton	3219
Greater Vancouver	1400	Greater Vancouver	1678
Montréal	1114	Calgary area	1567
Ottawa	1103	Ottawa	1558
Waterloo	1009	Waterloo	1309
Hamilton	773	Edmonton area	1159

Source: Statistics Canada, Labour Force Survey

Immigration to York Region

CHART 6

New Permanent Residents settling in York Region - 2008-2012

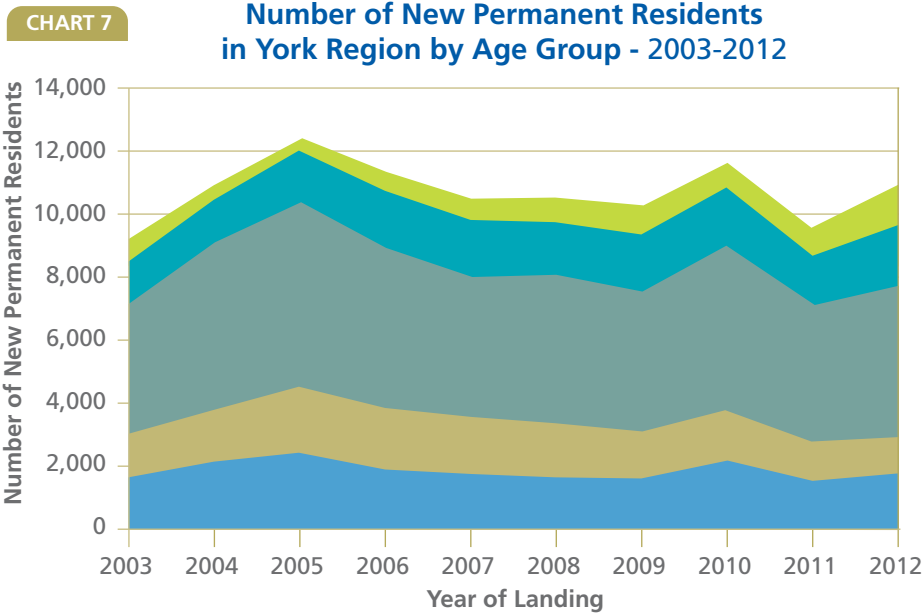


Citizenship and Immigration Canada RDM New Permanent Resident Facts and Figures, 2012 data extract

On average, between 9,000 and 12,000 new permanent residents (formally known as landed immigrants) intend to settle in York Region every year. In total, 52,720 new permanent residents settled in York Region between 2008 and 2012.

York Region predicts that the population of the region is expected to increase by 25,000 residents on a yearly basis. Based on the historical settlement data above, 40% of York Region’s new residents will be made up by the arrival of new permanent residents to Canada.

The Workforce in Our Area

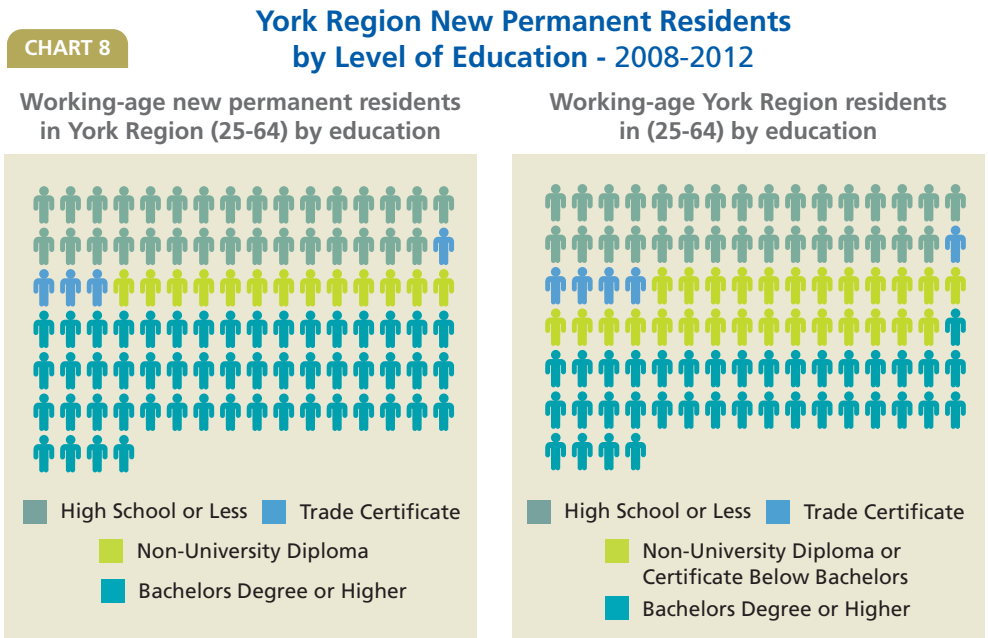


Citizenship and Immigration Canada RDM New Permanent Resident Facts and Figures, 2012 data extract

Across time the highest share of new permanent residents (NPR) are core working age, or 25 - 44 years old (and accounted for 43% of NPR in 2012). Notably, there is a higher proportion of people 25 - 44 years of age among the new permanent resident population than among the general York Region population. For example, in 2011 45% of new permanent residents arriving in York Region were between the ages of 25 - 44, compared to 27% of the general population. People 45 - 64 are under represented among the new permanent resident population; in 2011 they made up 16% of new permanent residents settling in York Region, and 29% of the general population.

Education

Looking only at the working-age population (25 - 64 years of age), 52% of new permanent residents who arrived between 2008 and 2012 have completed a bachelor's degree or higher, compared to 37% of the general York Region population. The 52% of new permanent residents with a bachelor's degree or higher includes 34% who have completed a bachelor's degree, 15% who have completed a master's



Source: Citizenship and Immigration Canada RDM New Permanent Resident Facts and Figures, 2012 data extract

Source: Statistics Canada, National Household Survey 2011

The Workforce in Our Area

degree, and 3% who have completed a doctorate. This means that new permanent residents who arrived between 2008 and 2012 have slightly higher average rates of education than the general York Region population. In the general population, double the proportion of people have a non-university diploma, or a certificate below a bachelor’s degree (27% of general pop, vs. 13% of new permanent residents).

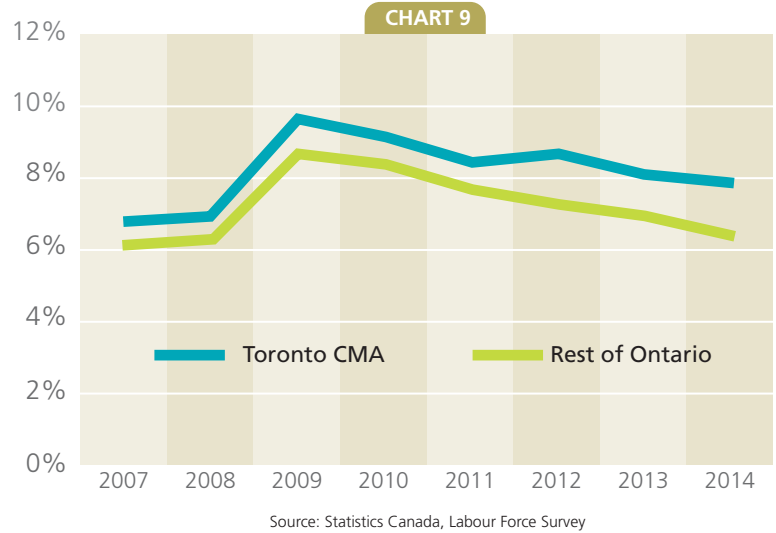
Unemployment trends

While unemployment rates are regularly reported on a month-to-month basis, it is helpful to step back to look at the longer term trends. Chart 9 illustrates the changing unemployment rates for the Toronto CMA (the Census Metropolitan Area includes the City of Toronto, York Region, Peel Region, Halton Region minus Burlington, Ajax, Pickering, Uxbridge, Bradford West Gwillimbury, New Tecumseth and Mono) since before the recession of 2008. It compares these rates to that for the rest of Ontario (that is, Ontario with the Toronto CMA figures removed).

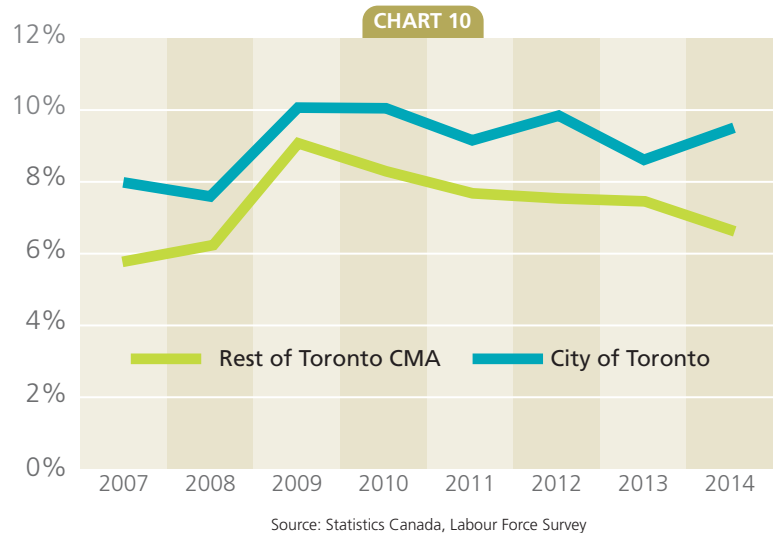
The unemployment rates for both areas have followed a similar trajectory, with a sharp rise at the onset of the recession, and a slow but gradual decline since, with the unemployment rate dropping faster in the rest of Ontario. The Toronto CMA unemployment rate has throughout this period been higher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

It would appear, however, that the Toronto CMA figures are largely a consequence of the labour market outcomes for residents of the City of Toronto. Chart 10 separates the Toronto CMA unemployment rate, providing the figures for the City of Toronto and the rest of the Toronto CMA.

**Unemployment Rate
Toronto CMA and Ontario, 2007-2014**



**Unemployment Rate
City of Toronto and the rest of Toronto CMA,
2007-2014**



The Workforce in Our Area

One can see that the unemployment rate in the City of Toronto has stayed much higher, while the figures for the rest of the Toronto CMA have been dropping, much like what has been happening in the rest of Ontario. Table 9 provides the actual figures for comparison.

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

TABLE 9

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

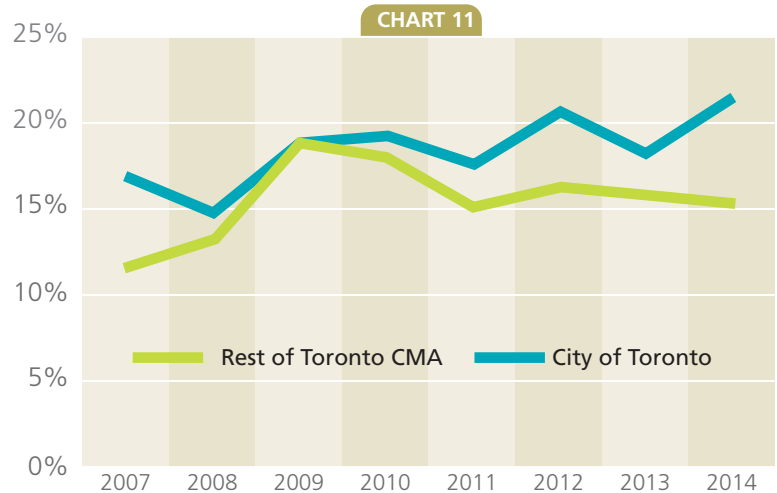
Source: Statistics Canada, Labour Force Survey

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

Several observations:

- Toronto CMA labour force survey data tends to misrepresent the different labour market dynamics in the City of Toronto vs the rest of the Toronto CMA;
- The adult employment situation in the rest of the Toronto CMA would appear to be improving, and it is likely that employers are having greater recruitment challenges due to the shrinking supply of available labour;
- On the other hand, the youth unemployment situation remains a concern, obviously in the City of Toronto, but also in the rest of the Toronto CMA, where there has been virtually no improvement over the last four years.

Unemployment Rate Youth (15-24Years old) City of Toronto and the rest of Toronto CMA, 2007-2014

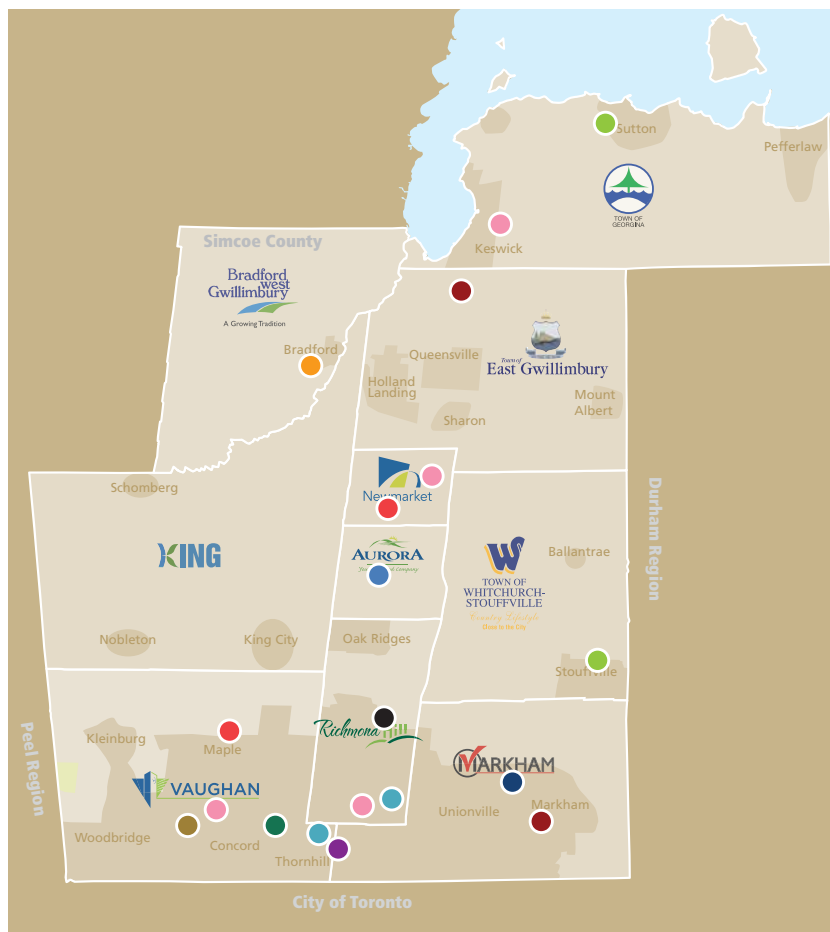


Source: Statistics Canada, Labour Force Survey, Employment Ontario data, 2014-15

Employment Services Support

Support for Residents in their Job Search through Employment Services

Employment Ontario Service Providers Delivery Network is represented in York Region and Bradford, West Gwillimbury by the following agencies:



Services for Employers

- Find pre-screened candidates who are job ready
- Benefit from training and apprenticeship programs
- Learn about hiring incentives

Services for Job Seekers

- One-on-one assistance with their job search
- Start your own business
- Get retraining for a new career

Employment Services Support

Consultations with Employment Ontario Service Providers

The Workforce Planning Board consulted with our 14 EO partners about their experiences when supporting employers in their search for new employees and job seekers in their search for new employment. Our partners identified that:

1. Seven percent of job seekers serviced by EO are seeking apprenticeship opportunities.
2. EO identified that their greatest challenge when supporting a job seeker in their search for an apprenticeship is connecting to employers to host the apprenticeship due to the restrictions related to the number of apprentices allowed to be supervised by journey persons.
3. Service providers also indicated that they find senior level positions the most difficult to place. This is attributed to the fact that EO partners also identified that employers do not view Employment Ontario Service Providers as a resource for senior level positions, meaning employers are looking elsewhere to fill those positions.
4. One third of EO service providers identified that job postings they received from their employers are not shared through mainstream job posting sites. This would indicate that some service providers have done an excellent job of building relationships and trust with their employer partners.
5. All service providers surveyed identified that outreach to employers needs to be increased through advertising and promotion at a ministry level.

Background to the Employment Ontario Client Data

This data which has been provided by the Ontario Ministry of Training, Colleges and Universities to the various Local Boards has been specially compiled and contains program statistics related to, Employment Service, Lay-offs and Literacy for the 2014-15 fiscal year. The data released offers broad, demographic descriptions of the clients who use these services, information about outcomes and compares this year's results to last year. Data at the Local Board level covers the geography of York Region and Bradford West Gwillimbury.

Employment Services Clients

Between 2014 - 2015, a total of 40,475 residents were serviced by an Employment Ontario Service Provider office (EO). 27,540 clients visited an EO Service Provider office for resources and information regarding their search for employment (a drop of 11% compared to last year) and 12,935 job seekers received one-on-one assistance (Assisted Clients) regarding their job search (a drop of 2% over last year).

These 12,935 Assisted Clients represented 6.4% of the provincial total for Assisted Clients. Last year, the WPBYR+BWG area EO Service Providers accounted for a 6.7% share of the provincial client numbers, and the previous year, 7.1%. So, there has been a slow, slight decline in client numbers, compared to the rest of the province.

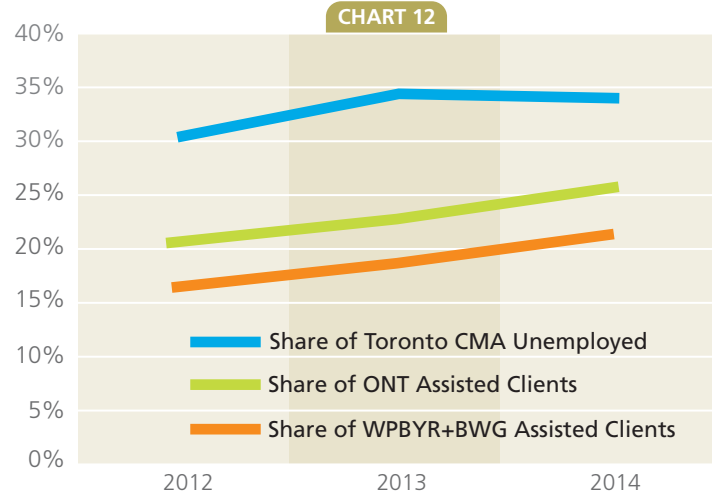
Clients by age group

Youth unemployment continues to be a significant labour market challenge. In 2014, the youth unemployment rate in the Rest of the Toronto CMA (which excludes the City of Toronto) was 15%, down slightly from the previous year's 16.0% and is more than double the 6.3% unemployment rate for those aged 25 years and older.

Employment Services Support

Youth do not use the EO employment services in the same proportion as their share of the unemployed, although their share of EO Assisted clients has been increasing. Chart 12 compares the youth share of all unemployed in the Toronto CMA (blue line), which is considerably higher than the youth share of Ontario’s Assisted client numbers (green line) as well as the youth share of the WPBYR+BWG area’s Assisted client numbers (orange line).

Youth share of unemployed (Toronto CMA excluding City of Toronto) and of Assisted client numbers (Ontario and WPBYR+BWG area)

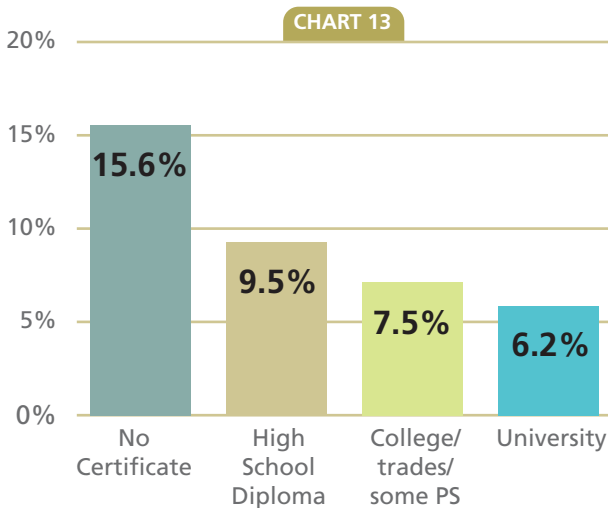


Source: Statistics Canada, Labour Force Survey

Clients by educational attainment

It is well known that those with lower levels of educational attainment are having a harder time finding employment. Chart 13 illustrates the unemployment rate by educational attainment of the unemployed in Ontario in 2014. The unemployment rate for those without a high school diploma (no certificate) is more than double that of individuals with a university degree, a college diploma, a trades certificate or some post-secondary education.

Unemployment rate by educational attainment, Ontario, 2014



Source: Statistics Canada, Labour Force Survey

But in addition to different rates of unemployment, the composition of the labour force by educational attainment has been changing, with a growing number of individuals with university degrees, and a shrinking number of those with no high school diploma. The Ontario labour force (those either working or looking for work) grew by 531,500 between 2006 and 2014, with a large portion of that driven by the great increase in the number of individuals with a university degree (494,300, almost half a million), while at the same time almost a quarter of a million people (237,800) with less than a high school diploma left the labour force.

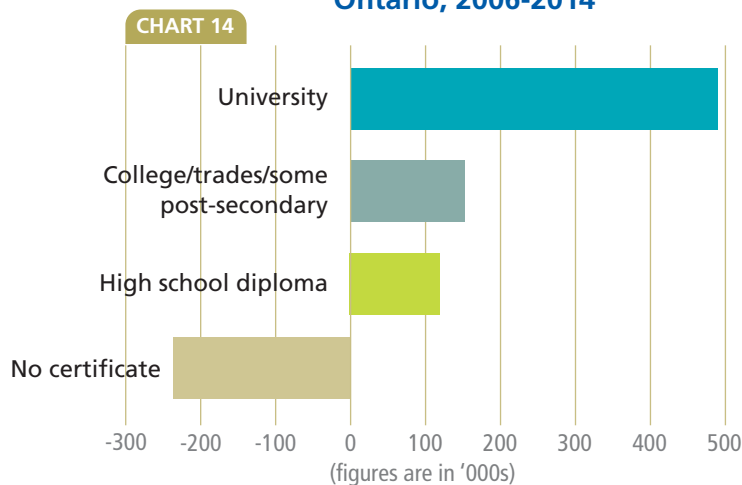
Thus, even though they have lower rates of unemployment, a large share of the increase in the number of unemployed can be attributed to individuals with a university degree (48,800 out of 105,900). Table 10 and Chart 14 illustrate the point with the changes in the labour force numbers.

**Change in the components of the labour force
by educational attainment, Ontario - 2006 - 2014**

TABLE 10			
(figures are in '000s)	Labour Force	Employment	Unemployment
No certificate	-237.8	-220.7	-17.2
High school diploma	115.4	84.1	31.4
College/trades/some post-secondary	159.6	116.8	42.9
University	494.3	445.5	48.8
TOTAL	531.5	425.7	105.9

Source: Statistics Canada, Labour Force Survey

**Change in the labour force
numbers by educational attainment,
Ontario, 2006-2014**



Source: Statistics Canada, Labour Force Survey

Table 11 provides the educational attainment data for the EO Assisted clients, for the Board (WPBYR+BWG), the Central Region (which includes York, Halton, Peel, Toronto, Durham, Simcoe and Muskoka) and Ontario. It also provides the breakdown of the unemployed, by educational attainment, for the Toronto CMA and for Ontario.

Looking at the unemployment proportions first, between 2013 and 2014, the share of unemployed with a university degree increased, as did the share of unemployed with a high school diploma.

Among EO Assisted clients, at the Region and Board levels the share of clients with a university degree dropped during the same period, at the board level from 39.9% to 36.9%, while the share of high school graduates increased, also most pronounced at the Board level. This would indicate that lower educated individuals are utilizing EO services for entry level jobs and those with university degrees are utilizing other resources to find work.

Employment Services Support

Comparison of Educational Attainment Levels among 2014-15 and 2013-14 ES Assisted Clients and Unemployed in 2014 and 2013

TABLE 11

EDUCATION LEVEL	ES CLIENTS			UNEMPLOYED in 2014	
	WPBYR +BWG	Central Region	Ontario	Region	Ontario
2014					
Less than Grade 8	0.7%	0.7%	1.2%	2.1%	2.0%
Less than Grade 12	6.2%	7.1%	11.4%	12.8%	16.3%
High school	24.3%	26.7%	31.0%	23.6%	24.1%
"Other"	5.6%	5.5%	5.8%	12.7%	10.5%
Trades or college	26.3%	26.2%	27.4%	20.7%	24.6%
University	36.9%	33.7%	23.2%	28.2%	22.4%
2013					
Less than Grade 8	0.6%	0.7%	1.2%	2.2%	2.2%
Less than Grade 12	6.0%	7.5%	11.8%	15.1%	17.8%
High school	21.9%	25.1%	29.8%	22.5%	23.7%
"Other"	4.8%	6.5%	6.6%	13.4%	10.0%
Trades or college	26.8%	25.9%	27.4%	20.5%	25.2%
University	39.9%	34.2%	23.2%	26.3%	21.0%

"Other" includes some college, some university or some apprenticeship.
Source: Statistics Canada, Labour Force Survey, Employment Ontario data, 2014-15

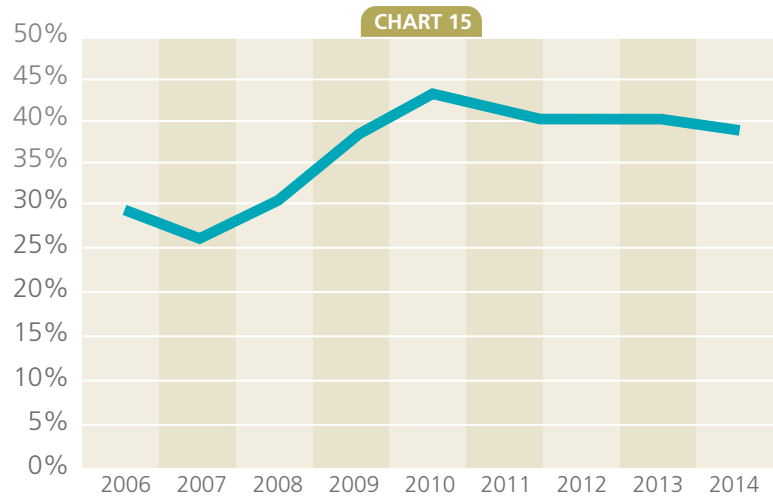
Length of time out of employment

The proportion of long term unemployed rose significantly in Ontario as a result of the recession and has since stayed relatively high and for the last three years has remained virtually unchanged. Chart 15 illustrates the data for the Toronto CMA, indicating the percentage of the unemployed who have been unemployed for 14 weeks or more (three months or more). One can see the steady rise during the recession (2008 to 2010) in the proportion of long term unemployed and then that figure hardly dropping since then.

These percentages hide the real impact. With the unemployment rate higher, this trend results in a far greater number of individuals being unemployed for a longer period of time. In fact, between 2006 and 2014, the number of unemployed who have been out of work for 14 weeks or more actually doubled, from 31,610 to 64,080 people.

The EO Assisted clients tend to be out of work for a longer period of time than the unemployed, in part because they may be relying on employment benefits to maintain themselves, and/or they may only turn to employment services when they find they are not successful on their own in their search for work.

Percentage of unemployed who have been out of work for 14 weeks or more, Toronto CMA, 2006-14



Source: Statistics Canada, Labour Force Survey

Employment Services Support

As Table 12 shows, while 60% of the unemployed in Ontario were unemployed for less than three months, the proportion of EO Assisted clients unemployed for only that length of time was between 44 - 47%, depending whether it was the Board, Region or provincial level. However, in Ontario the proportion of those that were unemployed for more than 12 months was 8%, whereas the proportion of EO assisted clients unemployed for the same period ranged from 23% to 25%.

Percentage distribution by length of time out of employment for 2014-15 and 2013-14 ES Assisted clients, Board, Region and Ontario, and unemployed individuals, Ontario, 2014

	2014-15 ES CLIENTS			2013-14 ES CLIENTS			LFS Ontario
	WPBYR +BWG	Central Region	Ontario	WPBYR Board	Central Region	Ontario	
< 3 months	46%	44%	47%	46%	43%	46%	60%
3 – 6 months	16%	16%	16%	16%	17%	16%	17%
6 – 12 months	15%	15%	14%	16%	16%	15%	15%
> 12 months	24%	25%	23%	23%	25%	24%	8%

Source: Statistics Canada, Labour Force Survey, Employment Ontario data, 2014-15

Lay-off industry and employment outcomes by industry

The Employment Services Assisted client data provides us with information about from what industry a client was laid off, and in which industry a client found employment. The degree to which this data is available varies greatly.

In the case of lay-off data, this information is collected at the point of intake, and so there is a far greater chance that the information can be gathered. The response rate is not higher because a proportion of the clients may not have experienced a lay-off - they might be youth or newcomers searching for a new job, or others who have interrupted their involvement in the labour market and are now seeking to resume working.

Percentage of clients with lay-off and employment outcome data by industry

	WPBYR +BWG	Central Region	Ontario
Lay-off data	54%	52%	55%
Employment outcome data	5%	6%	8%

Source: Employment Ontario data, 2014-15

In the case of outcome data, the data set is far more limited, no doubt because clients finding employment may not check back in with the Employment Services agency.

The table on the following page lists the lay-off and employment outcome data by the local area, the region and the province. In addition, this data is compared to the percentage distribution of unemployed and employed residents by industry for the province.

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

TABLE 14

	WPBYR+BWG		CENTRAL REGION		ONTARIO			
	EO Layoff Industry	EO Industry Outcome	EO Layoff Industry	EO Industry Outcome	EO Layoff Industry	EO Industry Outcome	Unemployed Residents	Employed Residents
Accommodation & food services	9%	7%	12%	8%	14%	10%	9%	7%
Administrative and support	12%	16%	12%	14%	11%	13%		4%
Agriculture, forestry, fishing	0%		0%		1%	1%		2%
Arts, entertainment & recreation	4%	3%	3%	3%	3%	2%		2%
Construction	8%	6%	6%	5%	9%	8%	12%	7%
Educational services	4%	3%	4%	3%	3%	3%	6%	7%
Finance and insurance	3%	6%	3%	6%	2%	3%	4%	6%
Health care & social assistance	8%	8%	7%	10%	7%	9%	6%	12%
Information & cultural industries	2%	3%	3%	4%	2%	2%		3%
Management of companies			0%		0%			0%
Manufacturing	12%	8%	11%	10%	13%	13%	11%	11%
Mining, quarrying, and oil & gas	0%		0%	0%	0%	1%	1%	0%
Other services	7%	4%	8%	4%	7%	5%	4%	4%
Professional, scientific technical	12%	12%	10%	7%	7%	5%	7%	8%
Public administration	1%		1%	2%	2%	2%	2%	5%
Real estate and rental & leasing	2%		1%	2%	1%	1%	1%	2%
Retail trade	11%	16%	11%	14%	12%	15%	14%	12%
Transportation and warehousing	2%	3%	3%	5%	3%	5%	4%	5%
Utilities	0%		0%	1%	0%	1%		1%
Wholesale trade	3%	5%	3%	3%	3%	2%	3%	4%

For the EO data, where a cell has no entry, it means that there was no figure for that category. Where a cell has zero, it means that a figure exists, but due to rounding it was rounded down from under 0.5% to 0%. Ontario employed and unemployed data is from 2014 Labour Force Survey data, EXCEPT where that data is unavailable under the Labour Force Survey, in which case the percentage is derived from the 2011 National Household Survey, in which case the number is italics and bold, and the data is only available for employed residents.

Source: Employment Ontario data, 2014-15

There are a number of industries which account for both a high proportion of lay-offs as well as a high proportion of employment outcomes, as follows:

- Accommodation & food services
- Administrative and support
- Health care & social assistance
- Manufacturing
- Professional, scientific and technical services
- Retail trade

Employment Services Support

The greatest disparities between the lay-off and employment outcome figures are with respect to Administrative and support and Retail trade, the two largest categories for employment outcomes. Administrative and support consists of such employers as temp agencies and building services such as cleaning, landscaping and security. On the other hand, Manufacturing represents a higher proportion of the lay-off figures and smaller proportion of the employment outcome figures.

Lay-off industry and employment outcomes by occupation

Lay-off and employment outcome data for occupations has been aggregated into larger categories, which makes it slightly more difficult to identify the actual occupations for lay-offs and employment outcomes.

The top ten occupations for lay-off in WPBYR+BWG as identified by Assisted Clients are:

- **Service representatives and other customer and personal services occupations include:** food and beverage servers, hotel front desk clerks, security guards, customer service clerks
- **Administrative and financial supervisors and administrative occupations include:** administrative services supervisors, office administrative assistants
- **Sales representatives and salespersons include:** wholesale and retail trade
- **Office support occupations include:** general office workers and administrative support workers
- **Technical occupations related to natural and applied sciences include:** technical occupations in physical and life science, engineering, architecture, computer and information systems and transportation officers and controllers
- **Service supervisors and specialized service occupations include:** service supervisors, chefs and cooks
- **Service support and other service occupations, n.e.c. include:** food counter attendants and cleaners
- **Professional occupations in natural and applied sciences include:** mathematicians, statisticians, life science professional, engineers, architects, computer and information system professionals
- **Industrial, electrical and construction trades include:** contractors, supervisors, metal workers, plumbers, pipe fitters, gas fitters, carpenters, cabinet makers, masonry and other construction trades
- **Paraprofessional occupations in legal, social, community and education services include:** paralegals, social and community service workers, early childhood educators and assistants

Seven occupations make up the top ten for the Board, Central Region and Ontario. The WPBYR+BWG area is unique for the larger numbers of lay-offs among: technical occupations in natural and applied sciences; professional occupations in natural and applied sciences; and paraprofessionals in legal, social, community and education.

Employment Services Support

The top ten occupations for employment outcome in WPBYR+BWG is limited do to the nature on how Assisted Clients are required to report their employment outcomes. In total, the top ten occupations represent 372 occupations outcomes:

The Top Ten Occupations for Employment in WPBYR+BWG as identified by Assisted Clients are:

- **Service representatives and other customer and personal services occupations include:** food and beverage servers, hotel front desk clerks, security guards, customer service clerks
- **Administrative and financial supervisors and administrative occupations include:** administrative services supervisors, office administrative assistants
- **Sales representatives and salespersons include:** wholesale and retail trade
- **Office support occupations include:** general office workers and administrative support workers
- **Paraprofessional occupations in legal, social, community and education services include:** para legals, social and community service workers, early childhood educators and assistants
- **Professional occupations in natural and applied sciences include:** mathematicians, statisticians, life science professional, engineers, architects, computer and information system professionals
- **Retail Sales Supervisors include:** department/grocery store supervisor, head cashier, telemarketer supervisor
- **Service support and other service occupations, n.e.c. include:** food counter attendants and cleaners
- **Labourers in manufacturing include:** all types of labourers in manufacturing and processing
- **Technical occupations in art, culture, recreation and sport includes:** technical occupation in libraries, museums, photographers, technical occupations in motion pictures, broadcasting and performing arts, announcers, athletes, coaches and referees

Second Career

Second Career is a provincial government program that provides laid-off workers with skills training to help them find jobs in high-demand occupations in Ontario, together with financial support that can include the cost of books, tuition, transportation and a basic living allowance.

In the year 2014-15, 508 individuals in the WPBYR+BWG area were approved for Second Career funding. This represented 5.5% of all Second Career approvals in the province. By way of comparison, the WPBYR+BWG area accounts for 6.4% of the province's Employment Services Assisted clients, so the Second Career numbers are in the same range.

Table 15 lists the top ten training programs approved for second Career by the local area, the region and the province.

Employment Services Support

Top Ten Second Career training programs

TABLE 15		WPBYR+BWG	CENTRAL REGION	ONTARIO
1	Accounting and Related Clerks (49)	Early Childhood Educators and Assistants (347)	Transport Truck Drivers (1) (1231)	
2	Medical Administrative Assistants (38)	Accounting and Related Clerks (338)	Heavy Equipment Operators (2) (608)	
3	Transport Truck Drivers (29)	Transport Truck Drivers (313)	Accounting and Related Clerks (4) (466)	
4	Early Childhood Educators and Assistants (28)	Medical Administrative Assistants (278)	Medical Administrative Assistants (7) (455)	
5	Computer Network Technicians (20)	Social and Community Service Workers (216)	Early Childhood Educators (5) and Assistants (445)	
6	Administrative Officers (18)	Computer Network Technicians (210)	Social and Community (3) Service Workers (428)	
7	Home Support Workers and Housekeepers (18)	Home Support Workers and Housekeepers (164)	Home Support Workers and Housekeepers (6) (413)	
8	Heavy Equipment Operators (15)	Paralegals (140)	Computer Network Technicians (9) (335)	
9	Social and Community Service Workers (15)	Administrative Officers (110)	Welders and Related Machine Operators (8) (253)	
10	Information Systems Testing Technicians (13)	Heavy Equipment Operators (103)	Paralegals (10) (244)	
10	Massage Therapists (13)			

Source: Employment Ontario data, 2014-15

Under the provincial column, the previous year's ranking for that training program is listed in **Bold**. The programs on the province's top ten list are the same as the previous year, only the ranking has changed slightly: Transport Truck Drivers and Heavy Equipment Operators are still numbers 1 and 2; Social and Community Service Workers has dropped from #3 to #6, while Medical Administrative Assistants has moved up from #7 to #4.

Literacy and basic skills

The table below presents the overall client numbers for Literacy and Basic Skills and makes some comparisons to last year's figures. WPBYR+BWG's area share of all Person Learners in the province rose very slightly from last year's figures, from 1.9% to 2.4%, as did the share for the Central Region.

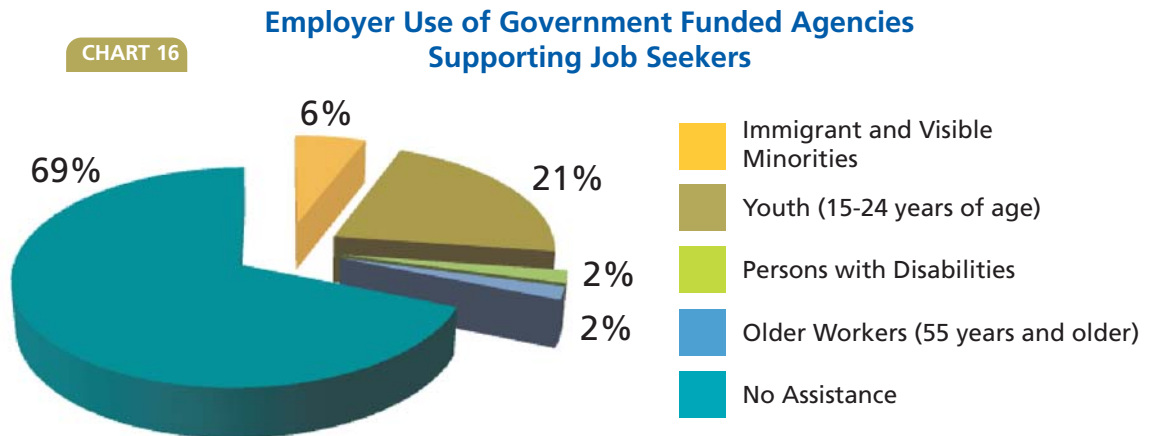
Number of Literacy and Basic Skills Learners

TABLE 16	WPBYR +BWG	CENTRAL REGION	ONTARIO
Number of In-Person Learners (New In-Person + Carry-Over In-Person)	932	14,501	38,102
Number of In-Person Learners (New)	547	8,471	21,931
Number of In-Person Learners (Carry-Over)	385	6,030	16,171
2014-15 Person Learners as % of Province	2.4%	38.1%	
2013-14 Person Learners as % of Province	1.9%	34.8%	

Source: Employment Ontario data, 2014-15

Employment Services Support

Employers were surveyed about their use of Government Funded Programs and results indicate that about 69% of employers do not use a free government employment service agency when recruiting employees. Only 21% of the employers used agencies that serve youth, 6% used agencies that serve immigrants or visible minorities and 2% used agencies that serve persons with disabilities or older workers



Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

A considerable percentage of employers are not taking advantage of many government subsidized programs or services delivered by local free government employment service agencies available to help them meet their workforce needs. Table 17 shows a summary of responses collected when employers were asked if they used any of the programs listed below. The results must be interpreted with caution as some of the programs might not be applicable to certain businesses.

TABLE 17

Use of Government Funded Programs

Use of Programs	YES	NO
Receive a grant to provide training to your current employees	34.7%	65.3%
For employers with less than 50 employees, hire a summer student and receive a wage subsidy of up to 50%	6.1%	93.9%
Hire an apprentice and get a tax credit	16.3%	83.7%
Sign up an apprentice or help him /her complete the apprenticeship and earn a cash grant	16.3%	83.7%
Hire a summer student and receive a \$2 an hour wage subsidy	18.4%	81.6%
For small and medium-size companies, hire a post-secondary graduate and receive a financial contribution to the salary costs.	8.2%	91.8%

Source: Employer Survey, Workforce Planning Board of York Region and Bradford, West Gwillimbury 2015

Moving Forward: 2016 – 2017 Action Plans

Priority #1

Support the Integration of Newcomers into the Labour Market

Rationale:

Our area is one of the fastest growing regions in Canada and the Region's diverse communities are a popular destination for newcomers with 10,000-12,000 newcomers settling here every year. According to the Statistics Canada's 2011 Census, 45% of the Region's total population were born outside of Canada.

The area now has one of the largest immigration populations in Canada and the third-largest recent immigrant population in Ontario. Immigration is an important part of York Region's growth as the immigrant population is essential to our area's economic and cultural prosperity. Newcomers help the region to compete globally and to grow as a vibrant community, but it can take up to 15 years for a newcomer to integrate - both economically and socially. Overall, research shows that immigrants boost and expand the economy and strengthen the Region's global competitiveness. It is a well-known fact that newcomers experience higher unemployment rates than Canadian born residents. The unemployment rate as of September 2015 based on the three month moving average rate for Toronto Census Metropolitan Area (CMA) for Canadian born residents is 7.6% compared to the unemployment rate for newcomers in Canada for less than five years is 12.3%.

In order to reduce the challenges and long transition periods associated with integrating newcomers into the workforce, a greater emphasis must be placed on engaging and educating employers ("demand side" of the labour market equation) in addressing this labour market gap in the region.

Strategies for Action:

1. "Speed Mentoring" that brings together employers who have identified that they have a job opening and newcomer job seekers who meet the criteria for employment. This will provide an opportunity for job seekers to meet with employers to discuss their skill sets and provide the employer the opportunity to get a feel for company fit. A networking opportunity will take place at the end of the event.
2. Promote the benefits of hiring newcomers through a Business to Business theme featuring a panel of businesses that have successfully integrated newcomers into their workforce to share best practices and tips for successful integration.
3. Establish a conduit between employers and agencies that can support the pre-screening, interviewing and integration of newcomers.
4. Continued participation in the Local Immigration Partnership through the development of local strategy and action plans that create a welcoming and inclusive community through the economic integration of newcomers.

Moving Forward: 2016 – 2017 Action Plans**Priority #2****Battling Under-employment of Youth in York Region and Bradford, West Gwillimbury****Rationale:**

Unemployment of youth (age 20-24) has continued to hover at 15% since 2012. WPBYR+BWG has the most educated workforce among Canada's larger municipalities with 70% of the population age 25 - 64 having a post-secondary education. The region's economy continues to rebound strongly since the 2008 recession, the question remains why are youth struggling to transition into the local labour market? In 2015, WPBYR+BWG undertook a youth project that surveyed 1500 youth age 20-29 that asked a series of questions about their post-secondary educational skill sets, their desired field of employment, their current field of employment and the tools that they utilize to look for employment.

Strategies for Action:

1. Undertake research of job postings by YR+BWG employers to analyse the types of occupations and types of industry sectors being posted paying particular attention to the desired skill sets and compare that data to the desired field of employment data collected from the youth survey. Is there a skill mismatch in the region? Do employers expect workplace experience even with entry level jobs? Are unpaid internships taking up opportunities for entry level employment?
2. Share report findings with community partners, boards of education, post-secondary education institutions, chambers of commerce, government ministries, employment service providers and employers to provide a better understanding of what is happening in the local labour market in order to identify practical solutions.

Priority #3**Continued Employer Discussion and Engagement****Rationale:**

In 2013 the WPBYR+BWG launched an initiative entitled the Employer Leadership Council of York Region and Bradford, West Gwillimbury (ELC). The ultimate goal of the project has been to support employment in the local labour market. The ELC approach has been to identify employers from across the region and invite them to participate on councils to share their experiences, challenges and ideas for improvement in finding and keeping the employees they need today and in the future for their businesses. This project represents an approximate population of 20,000 or more employees among all council participants. Increasing collaboration between business, government and education is key to support the robust economy that our area enjoys. Through continued discussion with employers and sharing of tools and resources for hiring and maintaining their workforce,

employers will experience increased efficiency and productivity resulting in the hiring of more workers in the local labour market.

Strategies for Action:

1. Undertake a mapping exercise to determine annual hiring patterns, turnover, job type and salary ranges from employers representing a variety of sectors in our area to better understand the profile of the local labour market.
2. Undertake a mapping exercise that will identify the tools and resources that currently exist to support employers with the hiring and integration of newcomers into their businesses and prepare a plan of action to share this information with employers.



Moving Forward: 2016 – 2017 Action Plans

Priority #4**Support the Collaboration between Business and Education****Rationale:**

Business in our area is predominantly small and medium size; businesses that are “people-intensive” derive revenues directly from the people outputs. Recruiting and retention measurement as adequate headcount and limited turnover is critical to any business’ success. Discussions with ELC members identified that employers and educators need to collaborate more. Educators need to understand the challenges and gaps employers are facing in terms of knowledge and skills of young people entering the workforce.

A key challenge that employers identify when searching for new employees is that candidates lack work place experience whether they are a new-comer to the region or a recent graduate of a post-secondary institution.

Strategies for Action:

1. Increase employer participation in hosting post-secondary internships and co-op work experiences. The WPBYR +BWG will act as a liaison and link ELC employers with post-secondary institutions or Bridge Mentoring programs to host work placements for students that would benefit from them. The desire to support the development of tomorrow’s workforce is apparent, but the time to organize the logistics of the placement is the barrier. With WPBoard’s connection with employers and post-secondary institutions, we are able to support the organizing of this project.

Thank you

for taking the time to review the
2015 Local Labour Market Update.

In order for us to continue to provide you
with valuable labour market information,
please complete the survey at:

<https://www.surveymonkey.com/r/C2SYXXX>

Community Stakeholders and Partners

- Advanced Control Systems Ltd.
- Aecometric Corporation
- Allstate Insurance
- AMP Promatic Inc.
- Angus Glen Golf Club
- Apotex Inc.
- Applanix Corporation
- Aquatech Dewatering Company Inc.
- Assante Wealth Management
- Axiom Group Inc.
- Bennington Construction
- Bondfield Construction Company Ltd.
- Boot's Landscaping
- Boston Pizza Aurora
- Buchner Manufacturing Inc.
- Cameraworks Productions Inc.
- Camfil Canada Inc.
- Canada's Wonderland
- Cara Operations Limited
- Cardinal Golf Club
- CDI Computer Dealers Inc.
- Cericola Farms, Sure Fresh Foods Inc.
- Chaggares and Bonhomme Chartered Professional Accountants
- Chant Construction Limited
- Chouinard Bros. Roofing
- Clean My Space
- CleanRiver
- Clover Tool Manufacturing Ltd.
- Commport Communications
- Compugen Inc.
- Corrosion Service Company Ltd.
- CPI Card Group Canada Inc.
- Cynthia's Chinese Restaurant
- Dependable Mechanical Systems
- doggieland
- Dominion Caulking Limited
- E&W Development Centre
- Employment Ontario Service Providers
- Financial Solutions Link Corp.
- Frank T. Ross and Sons Ltd.
- Frankie Tomatto's
- Futurevic Global Sourcing Inc.
- GE Digital Energy
- General Contractor's Section, Toronto
- Home Care Assistance
- HR.com
- Human Resources Professionals of York Region
- IBM Canada Ltd.
- InterAd Weston (Axxess Logistics)
- ITL Circuits
- JL Sales & Marketing Group
- King Cole Ducks Limited
- Kingbridge Conference Centre
- Literacy Council of York-Simcoe
- Longo Brothers Fruit Market Inc.
- Longview Solutions Corp.
- Lotec Wireless Inc.
- Lott & Company Chartered Professional Accountants
- Mackenzie Health Centre
- Magna Closures
- Mainline Services, Inc.
- Manpower
- Mazda Canada Inc.
- Merry Maids
- Miller Thomson LLP
- Mircom Technologies Ltd.
- Moxie's Bar & Grill
- MSM - Division of Magna Powertrain
- Nature's Emporium
- Neopost Canada
- Net Electric Limited
- Nexans Americas
- Nor-Line Plumbing & Mechanical
- Northern Alarm Protection
- Novo Plastics Inc.
- Novotel Hotel Vaughan
- Onico Solutions
- Orr & Associates Insurance Brokers
- Pactiv Foods
- Paramount Fine Foods
- Park Inn by Radisson Toronto-Markham
- Pfaff Automotive Partners
- Powerstream
- Priestly Demolition Inc.
- Pro-Lab Diagnostics
- Pro-Tek Electric Inc.
- Pure Motivation Fitness
- QA Consultants
- QRX Technology Group Inc.
- Reno-Depot
- Rescue 7 Inc.
- Richpark Developments Ltd.
- Robert B. Somerville Co.
- Rose Winter Solutions
- SBMB LAW
- Seneca College
- SmartCentres
- Solid Caddgroup Inc.
- Staples
- Staples Head Office
- State & Main Kitchen and Bar
- Stouffville Glass Inc.
- Summer Fresh Salads Inc.
- The Briars
- The Duchess of Markham
- The Home Depot
- The Matcom Group
- The Pickle Barrel
- The Recycle People Corp.
- The Regional Municipality of York
- Topax Export Packaging Systems
- Toronto Star Newspaper Limited
- Toshiba of Canada, Limited
- Tree Frog Interactive
- Trisan Construction
- United Way York Region
- Vince's Market
- Weins Canada
- Welcome Centres of York Region
- Welded Tube of Canada
- Wilson Vukelich LLP
- Women's Centre of York Region
- Woodbridge Foam Corporation
- Worley Parsons Canada
- XE.com Inc.
- York Catholic District School Board
- York Region District School Board
- York Region Media Group
- Your Community Realty Royal LePage

2015

Local Labour Market Plan Update

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