



Workforce Planning Board of Grand Erie
Commission de planification de la main-d'œuvre de Grand Erie

Media Advisory

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WHAT ARE THE JOBS OF THE FUTURE?

BRANTFORD (Sept. 21, 2011) – Communities need to start planning today for the jobs of the future, says Rick Miner.

Miner will be delivering that message on Tuesday as guest speaker at the Workforce Planning Board of Grand Erie's annual Partnership Awards Breakfast (Event starts 8:30 a.m., Best Western Brant Park Inn, 19 Holiday Dr., Brantford).

"In the next 25 years, one quarter of the jobs will not have existed before," said Miner, President Emeritus of Seneca College. "You've got to look at jobs differently than you have in the past. You need to look at what are the trends that will drive us in the future."

Even existing jobs will change dramatically over the next 25 years, requiring much higher levels of education, skills and training, Miner said.

The award-winning educator points out many jobs we have today didn't exist two decades ago. For example, the Internet as we know it is less than 20 years old. The Internet has created many new occupations while changing the nature of numerous jobs.

Miner is author of the landmark 2010 report, *People Without Jobs, Jobs Without People*, which says Ontario's labour force faces two major changes: a looming labour shortage as baby boomers retire and a need for a more highly educated workforce to work in our knowledge economy.

Communities, governments, educational institutions, business and industry need to work together to make changes to prepare the workforce for these changes, or we face higher unemployment at the same time jobs sit unfilled, Miner said. He advocates colleges and universities develop curriculum today, with input from local industry and communities, to prepare the workforce for the jobs of the future.

[The Workforce Planning Board](#) is one of 25 non-profit organizations in Ontario that play a leadership role in labour force planning.

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