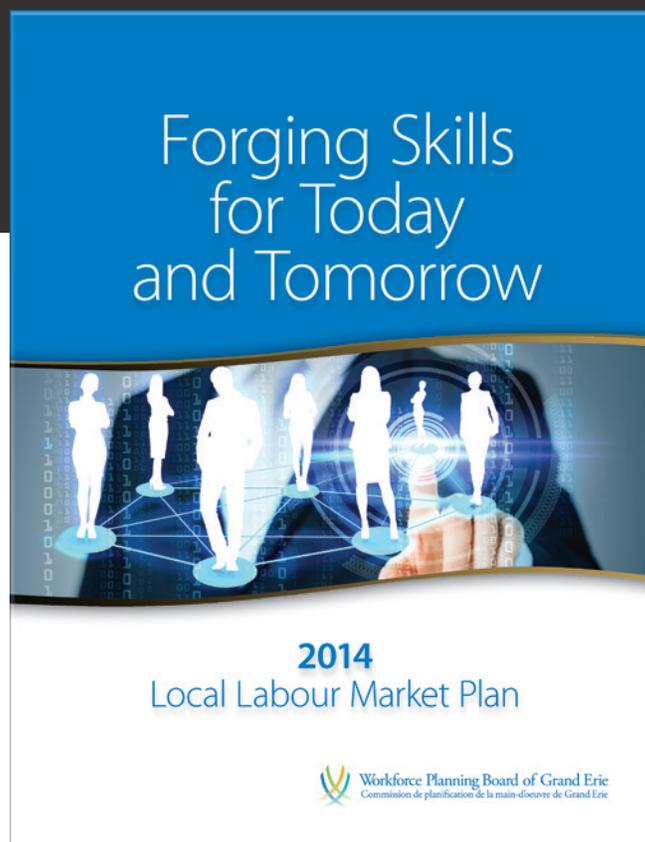




Are we meeting the labour demand needs of industry by building the skills of our workforce?



Forging Skills for Today and Tomorrow examines the key characteristics of our workforce and the skill requirements of local industry and workers.

LEARN MORE ABOUT THE ACTIONS DEVELOPED BY YOUR COMMUNITY AND PLAN TO GET INVOLVED.

[DOWNLOAD](#)

www.workforceplanningboard.org

Our Industries

GRAND ERIE'S ECONOMY IS MADE UP OF MANY DIVERSE INDUSTRIES

Our top 5 industries account for 6 out of every 10 jobs. Other key industries in our region are:

1. Agriculture and
2. Arts, Entertainment and Recreation.

We talked to employers in these top sectors.

Here's what they said:



AGRICULTURE

- There are 2-3 jobs waiting for every graduate with an agriculture-related diploma or degree.
- Experience counts. Agriculture still provides many opportunities to learn on the job.
- New technology is increasing the demand for skilled workers.



ARTS, ENTERTAINMENT AND RECREATION

- The top areas of employment are in the performing arts; heritage institutions; and amusement and gambling.
- There's a wide range of employment opportunities and occupations at various skill levels.
- Workers are needed who have excellent customer service, motivation and communications skills.



HEALTH AND SOCIAL ASSISTANCE

- 1,300 new jobs have been added in the health-care sector since 2006.
- Occupations within the sector require post-secondary education or specialized education and credentials.
- Workers must have a blend of technical and soft skills, such as the ability to use digital technology and working with little supervision.



MANUFACTURING/TRANSPORTATION AND WAREHOUSING

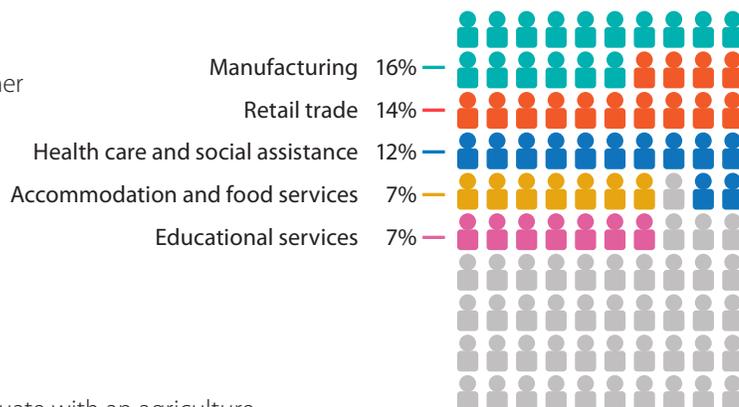
- Manufacturing accounts for 1 in 5 jobs in Grand Erie.
- Companies say they have hard-to-fill jobs. The top 3 reasons: lack of skills; lack of qualifications and education; and lack of experience among applicants.
- Two-thirds of companies say they plan to hire as a result of expansion and restructuring.



RETAIL, ACCOMMODATION AND FOOD SERVICES

- Retail, accommodation and food services account for 1 of 5 jobs in Grand Erie.
- Employers require workers with good customer service skills, flexibility and willingness to work part-time.
- Large retailers operate as "working warehouses" and require workers with higher skill levels.

Top 5 Employers by Industry Sector



COMMON THEMES, COMMON MESSAGES

Across the sectors, employers spoke with a common voice about their workforce needs. There is a growing need for more highly skilled, educated and trained workers.



Each industry requires unique technical skills obtained through specialized training and education. These skills are usually obtained through apprenticeship or the completion of a college or university diploma.

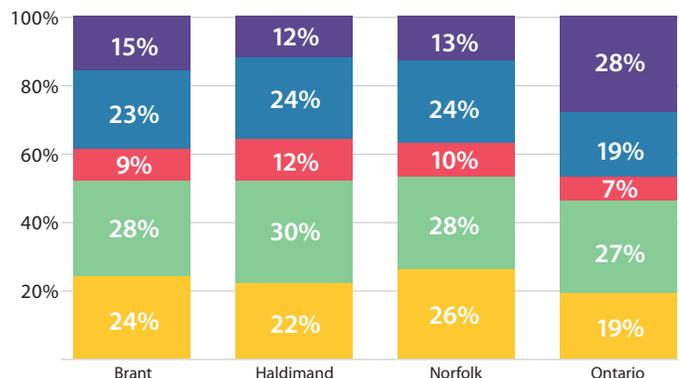
COMMON SOFT SKILLS REQUIRED

1. Customer service
2. Ability and willingness to learn
3. Good work ethic, dedication, dependability
4. Communications skills (written and oral)
5. Teamwork, ability to work with others
6. Problem solving, analytical skills
7. Self-motivation, ability to work with little supervision
8. Attention to health and safety

Our Workforce

A QUALIFIED AND SKILLED LABOUR FORCE IS CRITICAL TO ECONOMIC STABILITY AND GROWTH

Here's a snapshot of Grand Erie's workforce and how it is changing:



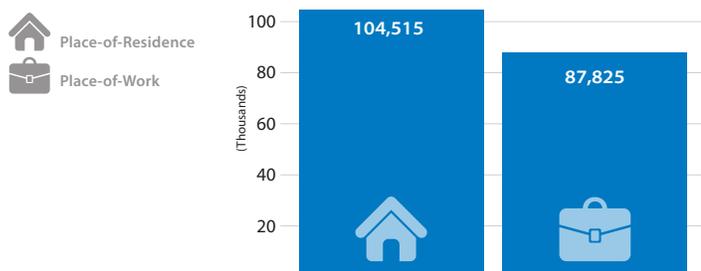
Percent Share: Education Levels by Region

- University degree/certificate/diploma
- College/CEGEP/non-univ. cert./diploma
- Apprenticeship or trades cert./diploma
- High school diploma or equivalent
- No certificate, diploma or degree

WHERE PEOPLE LIVE AND WHERE PEOPLE WORK

More than 104,000 Grand Erie residents are in the workforce. There are 17,000 more residents working than there are jobs in our community.

Place of Residence versus Place of Work



EDUCATION

- Residents are becoming more educated; more people are completing post-secondary programs.
- 52% of our residents still have Grade 12 or less education.
- 8 out of 10 jobs are expected to need a post-secondary credential by 2031.

Our Challenge: We need to help our residents get the education and training they need for jobs.

MEDIAN INCOME

- The median income of local residents is below the Ontario average.
- The number of people on social assistance remains stubbornly high.
- Lower incomes place greater stress on our community's social and income support services.

Our Challenge: We need to provide our residents with more jobs and higher quality jobs.

AGE

- Our population is aging; this could cause labour shortages in the next 10-15 years.
- An aging population creates greater demand for health and social services.
- We face a knowledge gap as experienced workers retire.

Our Challenge: We need to boost the skills of young people to replace retiring workers.

LOCATION, LOCATION

- More than 1,200 residents leave Grand Erie to work in the automotive sector. A significant number of nurses, truck drivers, welders and machine operators also work outside the community.
- Grand Erie brings in people from neighbouring communities to work in greenhouses, food processing, the casino, and in the pharmaceutical industry.

Our Challenge: We need to give local residents the skills they need to perform the jobs we import workers for.

There are many residents, ready and eager to work, who could play a larger role in our workforce but who are under-represented. More can be done to give these residents opportunities to work.

ABORIGINALS

- Six Nations of the Grand River is the largest First Nations community in Canada.
- Aboriginal unemployment in Grand Erie is double (15%) the rate for the general population
- Half of Six Nations' population is in the prime working age of 20 to 54

IMMIGRANTS

- Immigrants make up 12% of our area's population
- Most immigrants who come to Grand Erie are selected because they have the skills required by the local job market
- The unemployment rate for recent immigrants exceeds the rate for the general population by 1 to 2%

PERSONS WITH DISABILITIES

- 15% of Ontario residents have some form of disability
- The 3 most common disabilities are: pain, flexibility and mobility
- Age-related disabilities represent the largest share of persons with disabilities

Our Actions

Actions are identified in the 2014-2017 Local Labour Market Plan to address key strategic priorities over the next three years. We will track the progress of these actions semi-annually, and will provide the community with an update report highlighting the status of each action, and new, emerging priorities and actions.



DEVELOPING HUMAN CAPACITY

ACTION: **INTERACTIVE MAPS**

An online interactive map of education and training providers will connect employers, residents, and employment service organizations to training organizations within the Grand Erie commuting area.

Lead: SMART Brantford/Grand Erie Immigration Partnership

ACTION: **MANUFACTURING DAY**

Industry tours will provide community organizations, residents, and business service organizations with current and relevant information about manufacturing processes and jobs within the community. Following the tours, guests will be invited to learn more about current and future trends during a keynote presentation.

Lead: Workforce Planning Board of Grand Erie

ACTION: **AGRICULTURE DAY**

A one-day career exploration event will provide area students, residents, and jobseekers with the opportunity to learn about career pathways and opportunities in all aspects of agriculture — agri-food, agri-tourism, bio-fuels, crop and animal science.

Lead: Haldimand County/Norfolk County

BECOMING WORKPLACE READY

ACTION: **SKILLS ASSESSMENT TOOL**

An interactive, online tool, using gaming techniques, will incorporate assessment and teaching components designed to help employers, employment services, and jobseekers understand and develop the soft skills required in today's workplace.

Lead: Workforce Planning Board of Grand Erie

ACTION: **ORIENTATION WORKSHOP**

A workshop designed to help workers understand how their performance and job tasks contribute to workplace success will be created to support employment service organizations prepare workers for employment, and for employers to use during employee orientation.

Lead: Industry Advisory Group (to be formed)

UNDERSTANDING THE JOB MARKET

ACTION: **BEHIND THE SCENES**

Quarterly informal meetings with employment service organizations, literacy and basic skill providers, and social service agencies will be held to a) identify the needs of employers; b) identify training and educational needs; and c) strengthen relationships and integrated planning.

Lead: Workforce Planning Board of Grand Erie

ACTION: **INDUSTRY-EDUCATION FORUMS**

Two planning sessions will be held, enabling industry and educators, and service providers to identify and plan for emerging skill requirements within the region.

Lead: Education Works Alliance

ACTION: **SOCIAL MEDIA AND THE LABOUR MARKET**

Social media applications, specific to the effective delivery of labour market information, will provide employment, literacy, social, and community services with specialized techniques to reach their clients, employers, and the community with relevant, current, labour market information.

Lead: Workforce Planning Board of Grand Erie