

2013 LABOUR MARKET PLAN

MID-YEAR UPDATE



Elgin Middlesex Oxford
Workforce Planning and
Development Board

ELGIN MIDDLESEX OXFORD ECONOMIC REGION

ACKNOWLEDGEMENTS

The Elgin, Middlesex, Oxford Workforce Planning and Development Board, incorporated in 1997, is one of twenty-five local board planning zones in Ontario contracted by Ontario's Ministry of Training, Colleges and Universities to facilitate labour market planning and development at the local level.

The organization is governed by a total of 17 directors drawn from business, labour, education & training sectors along with directors who represent persons with disabilities, visible minorities, and the Francophone community.

The Elgin Middlesex Oxford Workforce Planning and Development Board (EMOWPDB) gratefully acknowledge the assistance of the following people. Your contribution to the preparation of this report is deeply appreciated.

BOARD ENDS:
“Stakeholders are provided with quality labour market information and can make decisions which result in a thriving, viable economy.”

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EXECUTIVE SUMMARY

In March 2013, the annual Local Labour Market Plan was created with a focus on areas of workforce development that had been identified by the business community as priorities for the London Economic Region, which includes the five upper tier municipalities of the Counties of Elgin, Middlesex and Oxford and the Cities of London and St. Thomas. These priority areas included:

- Labour Market Information Availability
- Accessing Services
- Employee Training
- Young Adults
- Education
- Entrepreneurs (and Small Business)
- New Canadians
- Mature Workers
- Apprenticeship (and Skilled Trades)

This October 2013 Local Labour Market Plan Update reports on the progress under these priority areas and includes a summary of information about Employment Ontario client demographics for the London Economic Region.

These figures include clients using Employment Services, Literacy and Basic Skills, Apprenticeship and Second Career programs. A community employment planning meeting of local service providers confirmed labour market information availability and accessing services in a seamless system to be of primary importance to the clients they serve.

“The local integrated workforce planning process continues to evolve.”

In looking at key findings for the community, areas identified by service providers included:

- the need for current and future local labour market information
- the need to look at ways to continually improve the local employment services system
- the need to gain accurate labour market information from employers regarding the skills they need in people they hire
- the need to look at how to measure success
- the need to increase the success stories in local media

The addition of the employment services discussion to the workforce issues identified by the business community creates a more holistic look at our local workforce issues. The process begun this year will be carried forward next year to create a three-year workforce plan for the community. The local integrated workforce planning process continues to evolve.

BACKGROUND AND PURPOSE OF THE REPORT

The Elgin Middlesex Oxford Workforce Planning and Development Board, with input from local labour market partners, has produced this update to the 2013 Local Labour Market Plan.

The Ministry of Training, Colleges and Universities provided workforce planning boards with a summary of information about client demographics for each planning board area. These figures included clients using Employment Services, Literacy and Basic Skills, Apprenticeship and Second Career programs. The data provided by Employment Ontario was for the fiscal year 2012-2013. This was the first release of this type of data and there was no previous year-over-year data with which to compare it.

Data was used from a variety of sources in the preparation of this report including the Local Board Report from Employment Ontario, the National Household Survey, and the Labour Force Survey Estimates. Topics included:

- Total employment and sector employment
- Industrial structure of employers
- Total number of employers
- Population dynamics

“the actions in this plan have the potential to create change in how we work together to address workforce issues.”

The Local Labour Market Plan is an initiative that ultimately serves to help communities throughout this area to make informed decisions in response to ever evolving economic realities.

There has been increased recognition of the importance of collaboration on workforce issues across the London Economic Region. This has

created the opportunity for more cooperation to take place in the local area. Not only are some of the actions highlighted in this plan larger in scope, they also have the potential to create a change in how we work together to address workforce issues.

Items in the action plan are based on the Employment Ontario service delivery principles of:

- Accessibility
- Client-centric
- Quality
- Integration
- Cost-effectiveness
- Accountability
- Community-based coordination

LOCAL LABOUR MARKET CONDITIONS

Population Change Statistics (Table 1)

Some of the rural areas across the London Economic Region saw a slight decrease in population while others showed modest growth.

The four larger urban areas of Woodstock, St. Thomas, London and Strathroy-Caradoc accounted for most of the population growth in the region.

Population Change by Geographic Region, 2006-2011			
Oxford	2006	2011	Difference
Norwich	10,481	10,721	240
Tillsonburg	14,882	15,301	479
Southwest Oxford	7,589	7,544	-45
Ingersoll	11,760	12,146	386
Zorra	8,125	8,058	-67
East Zorra-Tavistock	7,350	6,836	-514
Woodstock	35,480	37,754	2,274
Blandford-Blenheim	7,149	7,358	210
Total	102,756	105,719	2,963
Elgin	2006	2011	Difference
Bayham	6,727	6,989	262
Malahide	8,828	9,146	318
Aylmer	7,069	7,151	82
Central Elgin	12,723	12,743	20
St. Thomas	36,110	37,905	1,795
Southwold	4,724	4,494	-230
Dutton-Dunwich	3,821	3,876	55
West Elgin	5,349	5,157	-192
Total	85,351	87,461	2,110
Middlesex	2006	2011	Difference
Newberry	439	447	8
South-West Middlesex	5,890	5,860	-30
Strathroy-Caradoc	19,997	20,978	1,001
Chippewas of the Thames First Nation 42	747	762	15
Munsee-Delaware Nation 1	167	160	-7
Onieda 41	Unknown	1,282	Unknown
Thames Centre	13,085	13,000	-85
Middlesex Centre	15,589	16,487	898
London	352,395	366,151	13,756
North Middlesex	6,740	6,658	-82
Adelaide-Metcalf	3,117	3,028	-89
Lucan-Biddulph	4,187	4,338	151
Total	422,333	439,151	15,536

Source: Statistics Canada, 2011 Census and 2006 Census

LOCAL LABOUR MARKET CONDITIONS

London Economic Region Employment by Sector (Table 2)

Elgin, Middlesex and Oxford Economic Region (ER 3560)	(2013 – Numbers in thousands)							
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.
Total Employment	325.1	322.5	322.5	322.6	326.0	332.5	335.4	335.1
Goods Producing Sector	74.2	74.0	76.7	78.8	79.8	81.3	84.3	86.8
Agriculture	8.7	9.1	8.7	9.2	8.8	9.5	10.6	11.6
Forestry, Fishing, Mining, Quarrying, Oil & Gas	x	x	x	x	x	x	x	x
Utilities	2.6	2.2	2.1	1.9	2.2	2.0	2.3	2.3
Construction	20.0	19.4	21.6	23.4	24.4	23.6	23.3	24.2
Manufacturing	42.1	42.5	43.8	44.0	43.8	45.5	47.2	47.6
Services Producing Sector	250.9	248.5	245.9	243.8	246.0	251.1	251.1	248.2
Trades	47.5	48.9	46.9	50.0	51.5	53.4	50.5	49.2
Transportation & Warehousing	16.7	15.6	15.2	14.3	15.1	16.7	17.5	16.9
Finance, Insurance, Real Estate & Leasing	23.5	23.7	24.0	24.2	23.4	23.0	22.7	22.2
Professional, Scientific & Technical Services	17.5	17.0	16.7	16.9	17.1	18.5	18.8	17.4
Business, Building & Support Services	14.6	14.4	14.2	14.3	14.6	14.8	14.8	15.0
Educational Services	27.8	26.5	24.3	22.9	22.3	21.9	21.2	21.1
Health Care & Social Assistance	47.8	47.4	49.8	49.5	50.3	50.6	51.2	50.8
Information, Culture & Recreation	11.7	11.3	11.4	10.5	11.1	12.0	13.2	13.9
Accommodation & Food Services	20.1	21.6	22.4	21.5	20.2	20.0	20.6	20.5
Other Services	15.0	14.1	12.7	11.2	10.3	9.3	8.7	8.8
Public Administration	8.6	8.0	8.3	8.7	10.3	10.9	11.7	12.4

Source: Statistics Canada, Table 282-0060 Labour Force Survey (LFS), by census metropolitan area based on 2006 census boundaries

The 2013 data indicates an increase in employment in the Goods Producing sector while one can see a slight decrease in employment for the Services Producing sector. More specifically, an improvement in employment in Manufacturing and Construction sub-sectors is revealed by the 2013 data. On the other hand, Educational Services and Other Services show decreases in employment over the first six months of 2013. Health Care and Social Assistance and Trades lead the London Census Metropolitan Area in employment.

LOCAL LABOUR MARKET CONDITIONS

Change in Number of Employers, by Employee Size Range, 2012 - 2013 (Tables 3-5)

Almost 56 percent of the businesses reporting in the London Economic Region (LER) have no payroll employees. In addition about 43 percent are in small and medium size enterprises (SMEs) with less than 100 payroll employees. The profile of the LER employers is dominated (99%) by SMEs. Less than 1% of all registered businesses in LER have 100 or more employees.

In absolute terms the greatest growth in the number of businesses has been presented in Middlesex County (1955 businesses), followed by Oxford County (342 businesses) and Elgin County (338 businesses). More specifically only 8 out of 1955 businesses in Middlesex County are in the category 100+ employees, whereas in Oxford County 7 businesses from the same category have been downsizing or dissolving, and in Elgin there was no absolute growth in this business category. Therefore, overall in 2013, LER showed growth in the number of businesses from the SMEs category.

Employee Size Range ELGIN	Number of Employers 2012	Number of Employers 2013	Absolute Change	Percent Change	Ontario Percent Change
0	2,955	3,240	285	9.64%	10.97%
1 – 4	1,258	1,299	41	3.26%	6.94%
5 – 9	508	508	0	0.00%	2.92%
10 – 19	281	302	21	7.47%	2.84%
20 – 49	176	166	-10	-5.68%	3.76%
50 – 99	54	55	1	1.85%	2.05%
100 – 199	21	22	1	4.76%	2.07%
200 – 499	12	11	-1	-8.33%	1.75%
500+	5	5	0	0.00%	-0.19%
Total	5,270	5,608	338	6.41%	8.37%

Source: Statistics Canada, Canadian Business Patterns.

The leading category in the growth of number of employers in Elgin County is the “0 payroll employees” with 285 employers, followed by “1-4 employees” with 41 employers, and “10-19 employees” with 21 employers. Overall the county increased the number of employers by 6.41 percent, which is a little less than the provincial growth in the number of employers (8.37 percent).

LOCAL LABOUR MARKET CONDITIONS

Change in Number of Employers, by Employee Size Range, 2012 - 2013 (Tables 3-5) (cont'd)

Employee Size Range MIDDLESEX	Number of Employers 2012	Number of Employers 2013	Absolute Change	Percent Change	Ontario Percent Change
0	14,427	15,873	1446	10.02%	10.97%
1 - 4	6,274	6,622	348	5.55%	6.94%
5 - 9	2,628	2,648	20	0.76%	2.92%
10 - 19	1,730	1,776	46	2.66%	2.84%
20 - 49	1,246	1,333	87	6.98%	3.76%
50 - 99	381	381	0	0.00%	2.05%
100 - 199	164	174	10	6.10%	2.07%
200 - 499	88	85	-3	-3.41%	1.75%
500+	24	25	1	4.17%	-0.19%
Total	26,962	28,917	1955	7.25%	8.37%

Source: Statistics Canada, Canadian Business Patterns.

Middlesex County took a leading role in the London Economic Region in growing the number of employers with 7.25 percent growth, closer to the provincial growth (8.37 percent). The leading employer categories in Middlesex County are: “0 payroll employees” with 1446, followed by “1-4 employees” with 348, “20-49 employees” with 87, and “10-19 employees” with 46. As illustrated in Table 4, on the following page, in 2013, the number of employers increased in the Middlesex County in almost all employer size categories.

Employee Size Range OXFORD	Number of Employers 2012	Number of Employers 2013	Absolute Change	Percent Change	Ontario Percent Change
0	4,373	4,680	307	7.02%	10.97%
1 - 4	1,831	1,810	-21	-1.15%	6.94%
5 - 9	699	742	43	6.15%	2.92%
10 - 19	455	472	17	3.74%	2.84%
20 - 49	272	277	5	1.84%	3.76%
50 - 99	85	83	-2	-2.35%	2.05%
100 - 199	49	48	-1	-2.04%	2.07%
200 - 499	26	24	-2	-7.69%	1.75%
500+	7	3	-4	-57.14%	-0.19%
Total	7,797	8,139	342	4.39%	8.37%

Source: Statistics Canada, Canadian Business Patterns.

The economic recovery had a slower pace for Oxford County. The growth in the number of employers was 4.39 percent, almost at a half of the provincial rate. The categories of small employers that grew in 2013 are: “0 payroll employees” with 307 employers, followed by “5-9” with 43 employers, and “10-19” with 17 employers.

LOCAL LABOUR MARKET CONDITIONS

2013 Unemployment: Young – Mature by Age & Gender Group (Table 6)

Unemployment Rate Percent – 2013								
3 Month Moving Average, unadjusted for seasonality – London Census Metropolitan Area								
Age/Gender Group	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.
15-24, both genders	20.5%	20.1%	19.7%	18.3%	19.8%	20.0%	19.3%	16.6%
15-24, male	23.9%	25.3%	25.9%	24.5%	23.3%	19.7%	16.7%	14.5%
15-24, female	16.5%	14.4%	12.3%	10.9%	15.4%	20.3%	22.2%	18.7%
55-64, both genders	7.4%	7.2%	8.2%	9.3%	9.2%	8.5%	8.0%	9.1%
55-64, male	9.9%	x	10.2%	12.8%	14.0%	13.1%	11.4%	11.1%
55-64, female	x	x	x	x	x	x	x	7.4%

Source: Statistics Canada. Table 282-0109 Labour force survey estimates (LFS), by census metropolitan area based on 2006 census boundaries

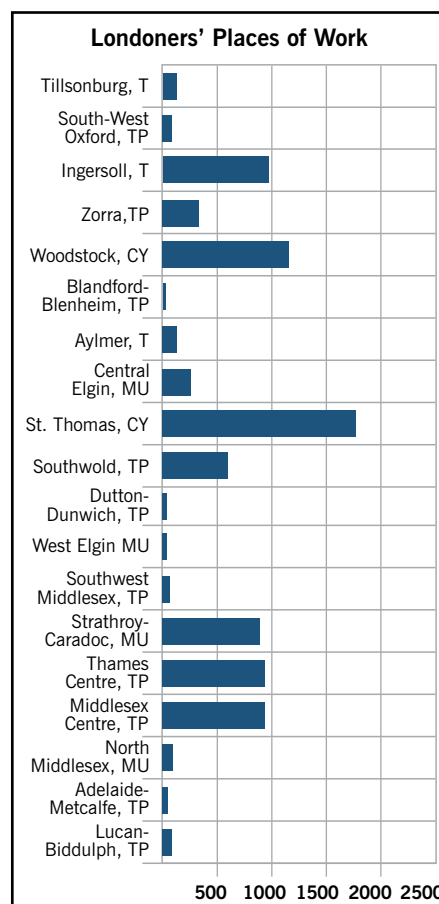
Youth unemployment saw an overall decrease over the months of 2013 with a significant portion of the decrease in unemployment in the male population sub-group. Young women saw the unemployment decrease of the first four months of 2013 reverse from May to August. This age group remains the most vulnerable to the dynamics of the labour market.

The older workforce population group shows a more stable evolution during 2013, with a slight increasing trend towards the months of August.

Commuter Population (Table 7)

This table represents the number of Londoners who have their place of residence in London but work outside of the city.

The total number of London residents who also worked in London is 134,420. This table is a demonstration of how integrated the London Economic Region is in terms of workforce residing in London but working in another municipality within the region.



Source: Statistics Canada, 2011 National Household Survey, Statistics Canada Catalogue no. 99-012-X2011032

EMPLOYMENT ONTARIO CLIENT DATA

2012-2013 Snapshot of Employment Ontario Client Data (Table 8)

Snapshot of Employment Ontario Data for Elgin Middlesex Oxford Workforce Planning & Development Board			
Clients by Age Group		Source of Income	
Age 25 - 44	2,532	Employment Insurance	2,749
Age 15 - 24	5,426	Ontario Works	2,741
Age 55 - 64	3,708	Ontario Disability Support Program	197
Age 65 & older	83	No Other Source of Income	3,626
Total	11,749	Other	2,434
Clients by Gender		Attained Education at Intake	
Female	5,459	Less than Grade 8	260
Male	6,025	Less than Grade 12	1,891
Undisclosed	266	Completion of Secondary School	3,993
Clients by Designated Groups		Completion of College	2,973
Newcomer	412	Completion of University	1,817
Visible Minorities	318	Other	813
Person with Disabilities	409		
Aboriginal Group	141		

Source: Ministry of Training, Colleges and Universities, Employment Ontario Information System, April 1 2012 to March 31, 2013

Employment Services makes up the largest of the four program streams.

Provincially, the Labour Force Survey showed that 55.2% of all unemployed were males and 44.8% were females. Employment Ontario data showed that 50.6% of all clients were males and 49.1% were females.

The 2012 Labour Force Survey showed that locally, 53.6% of all unemployed were males and 45.9% of all unemployed were females. According to the chart above, 51.3% of local Employment Ontario clients were male and 46.5% were female.

Clients Employed After Using Employment Services (Table 9)

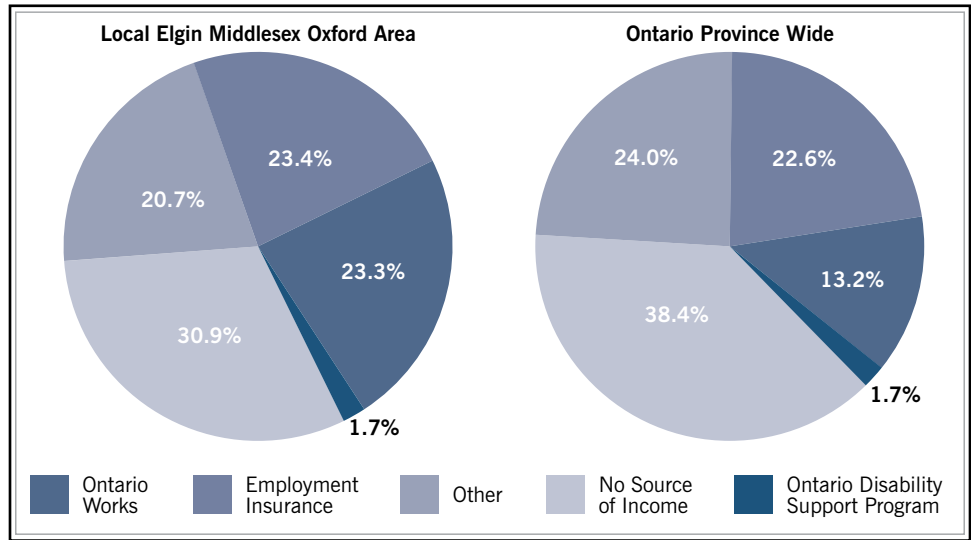
This table shows clients of employment services who were employed after using local services and the nature of their employment. This area had a significantly higher percentage of people who were employed part-time after accessing employment services than the percentage across both the Western Region as a whole and the province.

Clients Employed After Using Employment Services				
Area	Local Elgin, Middlesex Oxford Area		Province of Ontario	
Total # of Clients	11,750		184,947	
Total # Employed	6,916		116,077	
Full-Time	3,967	57.4%	67,215	57.9%
Part-Time	1,614	23.3%	19,529	16.8%
Self-employed	246	3.6%	3,821	3.3%

Source: Employment Ontario, EMO Workforce Planning and Development Board

EMPLOYMENT ONTARIO CLIENT DATA

Sources of Income for Employment Ontario Clients (Table 10)

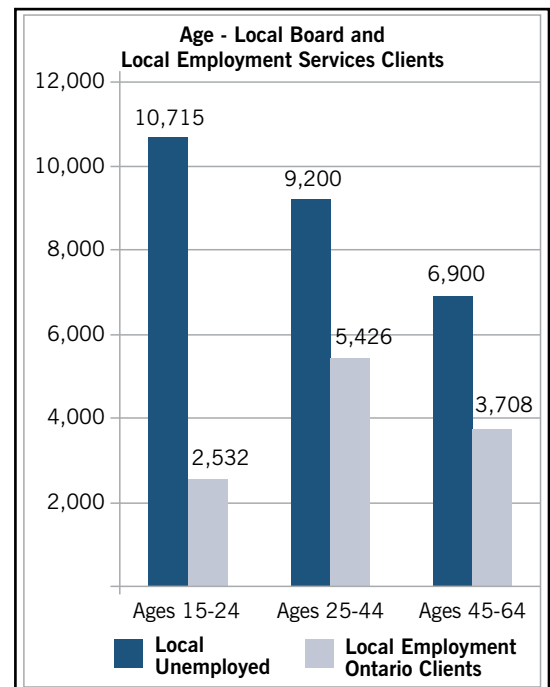


Source: Employment Ontario

The percentage of Employment Services clients supported through Ontario Works in the local area is 10% higher than Ontario as a whole. Local service providers attribute this to a strong working relationship at the local level between Ontario Works and the Employment Ontario employment service providers. Employment Ontario and Ontario Works continue to work on strengthening service co-ordination and referral processes.

Age Cohort (Table 11)

Employment Ontario data reports clients assisted by age groups. The 2012 Labour Force Survey showed 15-24 year olds accounted for 31.7% of all unemployed in Ontario. The same age group accounted for 21.2% of Employment Ontario clients. The age group 25-44 year olds represented 37.0% of unemployed in Ontario and accounted for 47.6% of Employment Ontario clients. The following graph shows the number of unemployed in the local board area and the number of employment services clients based on the reporting to Employment Ontario.



Source: National Household Survey and Employment Ontario

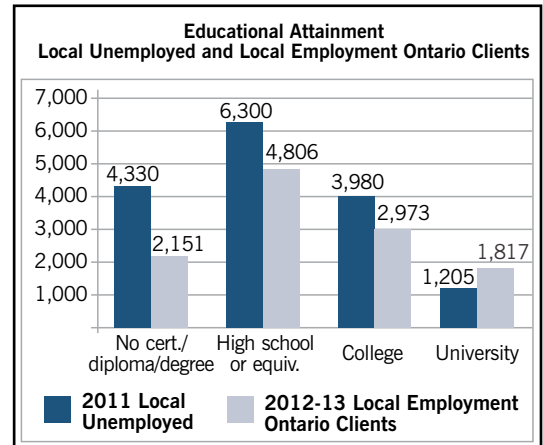
EMPLOYMENT ONTARIO CLIENT DATA

Educational Attainment (Table 12)

The Labour Force Survey indicates that 20.4% of unemployed Ontarians had attained less than high school education and that 32.5% had attained a high school diploma or equivalent. Employment Ontario clients reported having less than high school 13.5% of the time and having attained high school or equivalent 36.9% of the time.

Locally, the educational attainment levels are presented in the table at right. These values were obtained through the National Household Survey and represent the aggregated figures for Elgin, Middlesex and Oxford.

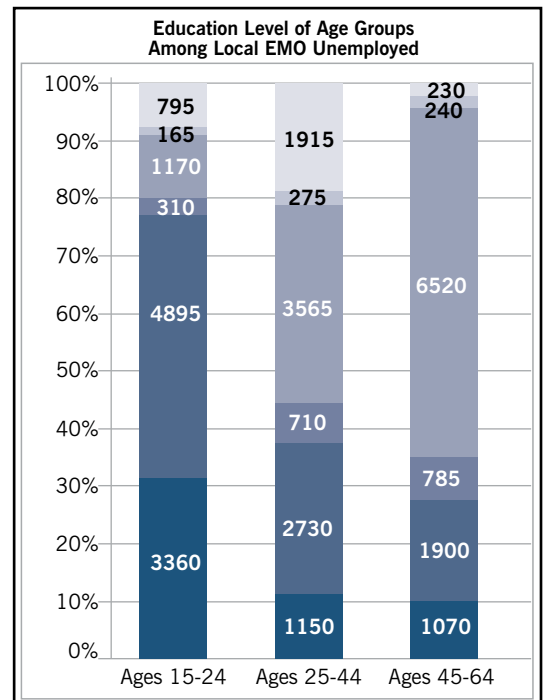
These figures indicate completion of the various levels of educational attainment of the unemployed within each category. Not included in the university category are courses and certificates or diplomas below bachelor's level. The education level of the locally unemployed was obtained from the most recent National Household Survey, 2011 and the employment service client figures are from 2012-2013. While data for equivalent years is not currently available, the National Household Survey data from 2011 is still relevant because of the in-depth nature of the survey.



Source: National Household Survey and Employment Ontario

Age and Educational Attainment: (Table 13)

The National Household Survey 2011 provides data on the age and educational attainment of the unemployed in the Elgin, Oxford and Middlesex areas. By aggregating these figures, we are able to provide a picture of the unemployed in the local planning area as a whole. The graph shows the education level attained among three age cohorts, 15 to 24 year olds, 25 to 44 year olds and 45 to 64 year olds. The unemployed 45 to 64 year olds showed the highest levels of education.



Source: National Household Survey

No cert./diploma
 Apprenticeship/Trades Certificate
 University degree below Bachelor's level
 High school/equiv.
 College or non-university diploma
 University degree, bachelor or above

EMPLOYMENT ONTARIO CLIENT DATA

Second Career (Table 14)

“Second Career” is a program offered to eligible participants through the Ministry of Training, Colleges and Universities under Employment Ontario. The gender breakdown for local “Second Career” participation reflected our local unemployed population with a higher percentage of males participating. This was opposite to the provincial breakdown for Second Career.

Gender	Local Unemployed	Local Second Career	Provincial Second Career
Male	53.88%	54.3%	48.5%
Female	46.12%	45.2%	51.4%

Source: Employment Ontario, Labour Force Survey

The top 10 “Second Career” approved training programs for local participants were:

- Transport truck drivers
- Social and community service workers
- Heavy equipment operators (except crane)
- Paralegal and related occupations
- Home support workers, house-keepers and related occupations
- Computer network technicians
- Receptionists
- Accounting technicians and bookkeepers
- Welders and related machine operators
- Accounting and related clerks

Apprenticeship (Table 15)

Apprenticeship signings in the local area were across a range of trades in 2012-2013, mirroring both the Western Region and the province. The following table shows the top 10 trades for new registrations in Apprenticeship programs.

Local Area	Western Region	Ontario
Automotive Service Technician	Information Technology – Contact Centre Customer Service Agent	Information Technology – Contact Centre Customer Service Agent
Hairstylist	Automotive Service Technician	Automotive Service Technician
Information Technology – Contact Centre Sales Agent	Hairstylist	Hairstylist
Electrician – Construction and Maintenance	Electrician – Construction and Maintenance	Electrician – Construction and Maintenance
Information Technology – Contact Centre Customer Service Agent	Cook	Cook
Cook	Industrial Mechanic Millwright	Industrial Mechanic Millwright
Truck and Coach Technician	Information Technology – Contact Centre Sales Agent	Information Technology – Contact Centre Sales Agent
Child Development Practitioner	Information Technology – Contact Centre Technical Support Agent	Information Technology – Contact Centre Technical Support Agent
General Machinist	General Machinist	General Machinist
Plumber	Plumber	Plumber

Source: Employment Ontario

EMPLOYMENT ONTARIO CLIENT DATA

Apprenticeship (cont'd)

The average age of apprentices at registration in the London Economic Region is 26. The local number of new apprentice registrations was 1,742 while it was reported that there were 6,669 active apprentices during 2012-2013. Locally, 26,688 journeypersons are active. The top 10 trades for active journeypersons at the local level are:

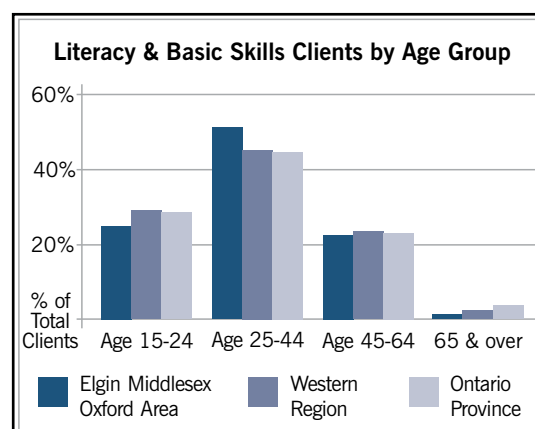
1. Automotive Service Technician
2. Electrician – Construction and Maintenance
3. Hairstylist
4. Industrial Mechanics Millwright
5. Truck and Coach Technician
6. Industrial Electrician
7. Construction Craft Worker
8. General Carpenter
9. Tool and Die Maker
10. Plumber

Literacy and Basic Skills (Tables 16 - 18)

The following charts represent client demographics and outcomes as reported by Literacy & Basic Skills providers.

The local area had greater participation in literacy and basic skills programs from males than from females, which was not the case when looking at the total numbers for the Western Region or the province as a whole. Local service providers felt that this may have been the result of concerted efforts to work with displaced workers through local action centres, which overall had a greater proportion of males than females.

Literacy and basic skills learners identified a variety of goals for themselves and their learning. Table 18 provides a comparison of the learners' goal paths as identified by the providers.



Source: Employment Ontario

Gender	Local Area	Western Region	Ontario Province
Female	784	4,288	14,846
Male	1,122	3,385	11,038
Undisclosed	12	18	97

Source: Employment Ontario

Learners' Goal Path	Local Area	Western Region	Ontario Province
Apprenticeship	3.1%	5.4%	5.2%
Employment	47.3%	28.1%	27.3%
Independence	8.1%	13.1%	13.2%
Post Secondary	27.1%	38.1%	39.4%
Secondary School Credit	14.4%	15.4%	14.9%

Source: Employment Ontario

EMPLOYMENT ONTARIO CLIENT DATA

Consultation Results (Table 19)

On Sept. 18, 2013, area employment service providers were brought together with representatives of local Ontario Works offices, the local office of the Ministry of Training, Colleges & Universities, literacy and basic skills providers, Enterprise Centres and Community Futures Development Corporations, as well as officials from private sector placement agencies to discuss community employment planning. The group reviewed local labour market information from Employment Ontario and Ontario Works and made recommendations based on the findings.

Key Findings from the Community Consultation by topic			
Topic	#1	#2	#3
Local Labour Market	London (<i>business information</i>) skews the data. It is a different entity and data should be treated as such.	SMEs are largest number of employers, but with least capacity to train	Who are the employers with no payroll employees? (<i>more information is needed</i>)
Literacy & Basic Skills	Rebrand literacy and basic skills – reduce the stigma, reduce the reluctance by clients to attend.	Need more collaboration between employment services and literacy and basic skills.	Better connections between industry sectors and literacy programming – career ladders, short-term, targeted programming, skills identification.
Employment Services	Labour market data needs to be current (<i>need projections</i>) and relevant to our specific region.	Personal connection – case management role (coaching, mentoring, advocating)	Referral from unemployment to services is key. (connections, competition among agencies, self-referral not working)
Apprenticeship	Literacy and basic skills upgrading, pre-testing for potential apprentices.	Timely labour market information for students to explore careers, succession planning with employers to meet future needs.	Need to encourage smaller employers to take on apprentices perhaps by increased financial incentives to cover their costs.
Second Career	Issue with alignment between training choice and labour market opportunities. (a more balanced approach)	How do service providers/system better engage/educate clients to realities of Second Career program?	The objectives of Second Career need to expand to ensure greater access. The rules need to support and facilitate this.
Ontario Works	High Ontario Works caseload means difficult service navigation and complex system knowledge is required for service providers.	Co-locating Employment Ontario and Ontario Works offices equals integration as current system is complex for OW staff and clients to navigate.	Investigate the Ontario Works singles statistics; find out why and develop programs to support this demographic.

Source: September 18, 2013 Community Employment Planning Consultation

In looking at key findings for the community, areas identified included:

- the need for current and future local labour market information.
- the need to continually improve the local employment services system.
- the need to gain accurate labour market information from employers regarding the skills they need in people they hire.
- the need to look at how to measure success.
- the need to increase the success stories in local media.

Action 1: Labour Market Information Availability

WorkTrends.ca

Worktrends.ca is a community-based data consortium to support the coordinated collection and dissemination of local economic data, business conditions, and labour market information (LMI) from local, municipal, regional, provincial, and federal data sources. Soft launch of the website is scheduled for the end of December 2013.

EmployerOne Survey

The EmployerOne Survey provides employers, once a year, a chance to communicate their workforce needs directly to stakeholders who can act on the information to address workforce issues raised by the employers. The survey is designed to get this information while respecting employers' confidentiality and limited time. The EmployerOne Survey has been revised upon the recommendations from the January 2013 participants and the revised survey will be issued in January 2014.

Workforce Focus

Publication of 4-6 editions of Workforce Focus using data from the Employer One Survey and from the 2011 census information to be released in June 2013. Topic sectors will be determined by the sectors that participate in the Employer One Survey.

To date 4 publications have been produced:

1. EmployerOne Survey 2013 Results
2. Census Update: Working Age Population, Language, Immigrations, Visible Minorities
3. National House Survey Update: Education, Labour
4. Workplace Wellness

Manufacturing Study

Taking a look at the sub-sectors in manufacturing, the report was published August 2013. [Manufacturing: A Study of Perception Issues and Possibilities for the London Economic Region.](#)

Action 2: Accessing Services

Workforce Supports for Employers

Creation of a marketing plan and materials to inform area employers about the existing free, high quality, professional employer services offered by ESCLM members, especially the Job Developers Network. Marketing materials for the Job Developers Network have been created and will be introduced in Fall 2013.

ACTION PROGRESS 2013-2014 ACTION PLAN

Action 3: Employee Training

Increased Training Opportunities

The Area Chambers of Commerce, Small Business Centres and Enterprise Centres and Community Futures Development Corporations have been providing various forms of training for businesses and their employees. Additional programs are being offered during Small Business Week in October: Building Blocks to Success: Business Workshop Series

Work-Life Balance Brochure

Creation of Healthy Work-Life Balance: A Guide for Employers in partnership with the Health Units in Elgin, Middlesex and Oxford Counties which was distributed at their annual conference on June 13, 2013. In the summer of 2013, a table top display was created that can be utilized by employers for each of the areas to display in lunch rooms and employee lounges promoting a healthy workplace.

Action 4: Young Adults

Create a comprehensive regional youth engagement strategy

Youth Employment Fund announced with the new program launched on September 23, 2013. A variety of options to assist youth will be rolled out over the next six months in the local area.

Action 5: Education

The area needs to develop a process where the business community has continuous input into the local education process.

Manufacturing Tours

Grade 10 students will have a chance to discover the opportunities available in today's manufacturing sector. Students will tour two local manufacturing facilities in either Woodstock, London or St. Thomas. They will experience firsthand what it takes to create and build advanced products for the global market. The manufacturing tours are scheduled for October 29, 2013.

Oxford Invitational Youth Robotics Challenge

For the Robotics Challenge, teams design and fabricate an 'assembly' robot. Skillful design and programming ensure the robot efficiently completes the repetitive task on its own without the assistance of the team members. Twenty-three teams from 21 schools have registered for this year's challenge. The judging will take place at Goff Hall in Woodstock on Tuesday, November 26, 2013.

Action 5.4:

The Business and Education Network will collect and share organizational procedures/operations that are in place and best practices that connect business to the education system.

Action 6: Entrepreneurs and Small Business

The area needs our entrepreneurs and small business to inspire job growth. The Oxford Small Business Support Centre, The Woodstock and Area Enterprise Centre, the London Small Business Centre and The Business Help Centre of Middlesex have been meeting to share information on entrepreneurs and small business supports.

Employers “Ability First” Social Media Campaign

Creating and executing a social media campaign to promote to employers the hiring and retaining of persons with disabilities. A social media consultant was hired and the social media campaign is underway.

Ability First Coalition will be hosting the 3rd Ability First Awards on November 1, 2013 recognizing 3 employers who hire and retain persons with disabilities.

Workplace Core Competencies

Implement the Action Plan, which builds on the successes and lessons learned from earlier projects and was developed through recommendations from the business community.

Action 7: Immigrants and New Canadians

The local municipalities recognize the importance that immigrants play in their municipalities now and in the future.

The Local Immigrant Partnerships (LIP's) of Elgin, London/Middlesex, and Oxford met. There was discussion about the sharing of information and best practices. The London Middlesex Immigrant Employment Council (LMIEC) has begun to work with and share information with the three area LIP's.

The London/Middlesex Local Immigrant Partnership has been working with Rogers TV to produce a TV series. The series will commence in January 2014 with the first show highlighting what services are available to people through the ESCLM Job Developers Network.

The St. Thomas Elgin Local Immigration Partnership hosted the second annual “Walk With Me” information sharing event for service providers in Elgin County and new immigrants to the community in September 2013.

Development of the Oxford Local Immigration Strategy is underway with the strategy expected to be released in 2014.

ACTION PROGRESS 2013-2014 ACTION PLAN

Action 8: Mature Workers

A meeting was held with community partners on Sept. 10, with these outcomes:

- To create a fact sheet for the Elgin, Middlesex, Oxford region around the 45+ worker.
- Numbers to be included should be Employment Services, Ontario Works, Employment Assistance Supports and ODSP.
- Also included should be: – Length of Time Out of Employment/Training
– Outcomes at Exit

Action 9: Apprenticeship

The Apprenticeship Network Employer Awards

The 9th Annual Awards which recognizes five employers who have made a commitment to the hiring and training of apprentices will be held on November 21, 2013.

Employer Apprenticeship Information Display & Presentations

The Apprenticeship Network set up:

- Display at Home Depot – May 1, 2013
- Ontario College of Trades presentation to employers at Fanshawe College – May 8, 2013

Action 9.4: Apprenticeship: Literacy & Apprentices

Creation of two forms of promotional materials to support apprenticeship completion vetted through winners of the local Employer Apprenticeship Awards. The first, a card, will be distributed to apprentices as part of a package that is given to them when they sign up as an apprentice. It will talk about the academic requirements of apprenticeship – that it can be difficult for some people to complete – and that there is help available in the community via literacy programs.

There was a card created for each of the four sectors: construction, industrial, motive power and service, titled “Congratulations on Becoming an Apprentice”

The second piece of marketing material will be targeted to those apprentices who had difficulty with their academic portion. The language will be more direct and the goal will be to let the apprentices know that there is support available, in different ways (1:1, small group, online, etc.) and at different times to accommodate schedules.

CONCLUSION

Moving Forward

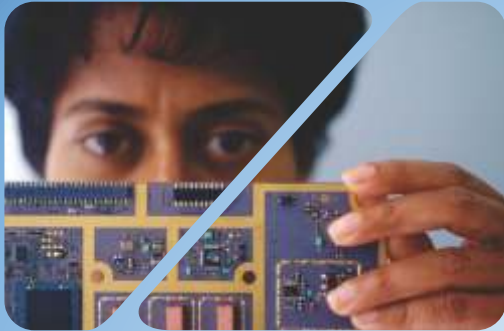
The rebuilding of workforce opportunities in the London Economic Region continues to be led by the resurgence of small and medium size business. The workforce themes identified by the business community for the March 2013 Local Labour Market Plan remain fundamental to ensuring that individuals are able to develop the skills they need to find employment in today's job market.

- Labour market information availability
- Accessing services
- Employee training
- Young Adults
- Education
- Entrepreneurs and small business
- Immigrants/New Canadians
- Mature workers
- Apprenticeship

In addition, the local integrated workforce planning process continues to evolve as we move to a more comprehensive three-year plan to be released in October 2014.



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