




The Elgin, Middlesex, Oxford
Local Training Board

Commission locale de
formation pour les comtés
d'Elgin, de Middlesex et d'Oxford

TOP REPORT 2006

Trends, Opportunities and Priorities
for workforce development in
Elgin, Middlesex and Oxford

January 2006



The Elgin, Middlesex, Oxford Local Training Board is one of the twenty-one Local Training Boards across the province that make up the Local Board Network. Local Boards are independent not-for-profit organizations sponsored jointly by the Ministry of Training, Colleges, and Universities and Service Canada. These organizations are made up of volunteers who have demonstrated an interest in employment and training issues in their communities and locally include representatives of business, labour, educators, trainers, women, francophones, people with disabilities, visible minorities, and youth.

Established in 1997, the Elgin Middlesex, Oxford Local Training Board gathers local labour market information. This information is used to identify trends and opportunities in local workforce development. Partnerships are developed locally to stimulate workforce development and build community capacity.

The Local Boards of Ontario are funded by
Les Commissions locales de l'Ontario sont subventionné par

 Canada

 Ontario

The views expressed in this document do not necessarily reflect those of the Government of Canada or the Government of Ontario.

Les points de vue exprimés dans le présent document ne reflètent pas nécessairement ceux du Gouvernement du Canada ou du Gouvernement de l'Ontario

TABLE OF CONTENTS

| | |
|---|-----------|
| INTRODUCTION | 3 |
| ECONOMIC OUTLOOK FOR EMOLTB REGION | 4 |
| TREND 1 SKILLED TRADES | 5 |
| TREND 2 HIGHER SKILL LEVELS | 7 |
| TREND 3 SMALL & MEDIUM ENTERPRISES | 9 |
| TREND 4 EQUITY GROUPS | 11 |
| TREND 5 ENVIRONMENTAL FIELDS | 13 |
| TREND 6 HEALTH PROFESSIONS | 15 |
| TREND 7 CULTURAL PLANS | 17 |
| APPENDIX A ECONOMIC OUTLOOK | 19 |
| APPENDIX B 2005 SUCCESS HIGHLIGHTS | 22 |
| APPENDIX C CONSULTATIONS | 25 |

TRENDS, OPPORTUNITIES AND PRIORITIES REPORT 2006 ELGIN, MIDDLESEX AND OXFORD COUNTIES

INTRODUCTION

The Trends, Opportunities and Priorities (TOP) Report is a 'living document', which captures the communities' plans to address workforce needs. The planning process is fluid to incorporate new partnerships and initiatives as new priorities emerge during the year. Changes in regulations, processes and stakeholder needs occur regularly. The TOP process allows the local region to adapt when new opportunities become apparent.

Various interactive methods were used to gather information including: community meetings, interviews with various stakeholders, daily EMOLTB interaction with community partners, and review of local labour market information and relevant media publications.

The Report will summarize:

- Summary of the Economic Outlook for the EMOLTB Region
- New issues and opportunities that emerged in community discussions and the resulting action priorities to form 2006 Trends, Opportunities and Priorities
- 2005-2006 economic outlook for the Local Training Board region (Appendix A)
- Success stories on achieving actions outlined in the 2004 - 2005 TOP Report (attached as Appendix B)

The 2006 TOP Report outlines the strategic course stakeholders in the region will embark on to continue 'building communities', which will strengthen local economies and promote inclusion of equity groups in the workforce. To that end, EMOLTB will undertake necessary partnerships to address the issues identified in the 2006 TOP Report.

In a Canadian Policy Research Networks Report, Neil Bradford identified the characteristics that define strong communities. It outlines key principles that EMOLTB follows in building synergistic community partnerships to advance employability for people from diverse backgrounds:

- Open to ideas and contributions from all residents and sectors
- Encourage collaboration because they respect the inherent value of diversity
- Collaborate because they understand the interconnectedness of economic, social and environmental issues and the need for many kinds of "expertise" to refresh the knowledge base and create synergies¹

¹ Coming Together Locally and Nationally. Neil Bradford: Canadian Policy Research Network, June, 2005 <http://www.cprn.com/en/doc.cfm?doc=1260>

ECONOMIC OUTLOOK FOR THE EMOLTB REGION

The EMOLTB region is experiencing a robust economy, which will influence the trends for 2006. The EMOLTB region is a very diversified labour market area with the manufacturing as the largest employment sector at 19% of the work force. Trade (14.5%) and health (12.3%) are the next largest sectors as reported in the third-quarter 2005 London-Middlesex HRCC Labour Market Bulletin. With new company openings and existing ones expanding, the threat of shortages in skilled workers continues to be a focal concern. Woodstock Mayor Michael Harding and John Kime, President and CEO of the London Economic Development Corporation, expressed their concerns in the London Free Press announcement of Toyota's new plant in Woodstock. Harding and Kime "agree the long-term supply of skilled labour could become an important issue."

The following overview highlights industry and employment activity in local communities. The information has been gathered from Economic Development Corporations, SOMA 2004 Condensed Regional Report, Statistics Canada June Labour Force Survey, HRSDC Ontario Regional Labour Market Report and media reports.

Ontario:

Employment rose for the second consecutive month, increasing by an estimated 35,000 in May 2005. The unemployment rate remained unchanged at 6.8%. The following are unemployment rates as of May for: London – 6.9%; Woodstock – 6.5%; and St. Thomas - 6.9%

Full time employment is up 63,000 for the first 5 months of 2005. Trade employment resumed its upward trend in May, adding 45,000 jobs. Over the past 12 months, employment in trade is up 3.9%. Elgin, Middlesex, and Oxford Counties are one of Ontario's key economic regions contributing to the positive growth in employment.

The industries that experienced increases in employment during this period were mainly in the construction, transportation and warehousing industries.

Manufacturing continued to shed jobs with a loss of 19,000 jobs in May and a loss of 91,000 manufacturing jobs over the last year.

EMOLTB Region:

Employment in the EMOLTB region fell by about 1,500 workers, all within the part-time workforce, during the third quarter of 2005. This followed a relatively flat job market over the previous three quarters. The unemployment rate for the third quarter of 2005 sits at 6.4%, which continues to follow an upward trend for 2005. Despite this upward growth, the local unemployment rate remains below the Ontario rate by approximately 0.5%

The EMOLTB region continues to have a strong agricultural presence. Agricultural products include: tobacco, soybeans, wheat and corn; and livestock, such as dairy, beef cattle, hogs and poultry. To promote further growth in farming, tobacco farmers are encouraged to diversify into other crops that are suitable for their land.

Opportunities continue to present themselves throughout the EMOLTB area. The key is to have the skill sets in the work force ready to accept these opportunities.

2006 TRENDS, OPPORTUNITIES AND PRIORITIES

The Trends, Opportunities and Priorities (TOP) outlined in 2006 TOP Report are the result of consultation with community stakeholders and partners to ensure that the Elgin Middlesex Oxford Local Training Board (EMOLTB) identifies actions that meet labour force and labour market priorities in their local communities.

TREND 1: INCREASING DEMAND FOR SKILLED TRADES PEOPLE

"With the looming trade shortage, community links are more critical than ever before. We are trying to build sustainable technological studies programs throughout the District, and I am really impressed with how industry, communities and the technological programs are becoming more involved than in the past, said Bob Fularski, Learning Coordinator, Technological Studies"²

Opportunities:

- Create a regional marketing strategy involving other Local Training Boards to develop a unified, comprehensive marketing and education campaign
- www.theapprenticeshipnetwork.com – to become a central portal for the region to websites related to the trades and apprenticeships. Twenty-two websites were identified in doing a website search on apprenticeships or trades. The information overload can be formidable thus the process can be perceived as not user-friendly
- More involvement between schools and business community to give students experiences to assist in making trades a job option. For example:
 - Education Week – students visit local training centres i.e. Oxford Technical Centre, Construction Craft Worker Regional Training Centre, etc.
 - A program was arranged by Skills Canada – Ontario in cooperation with technical staff at each participating school to bring young women (grade 7 and 8) to high schools throughout Waterloo and Wellington regions to encourage them to explore careers in trades and technology³
 - Job Connect conducting information sessions at public libraries on apprenticeships for students and parents
- Partner with Business Development Corporation to promote trades during Small Business Week

Priorities:

- Engage employers to create apprenticeship positions by continuing to form partnerships with business associations to advocate careers in trades through their media vehicles i.e. websites and newsletters. Some associations are Chamber of Commerce, Human Resources Professionals of London, Human Resource Planners, Metal Manufacturers Association, Small Business Centre, etc.

² Links: A Report To The Community, May, 2005: Thames Valley District School Board
www.tvdsb.on.ca

³ Young Women Check Careers in Trades and Technology: Ministry of Training, Colleges and Universities. <http://www.edu.gov.on.ca/eng/general/elemsec/job/prospect/8a.html>

- Centralize information on grants and subsidies and training programs available and link relevant newsletters from various websites to www.theapprenticeshipnetwork.com
- Continue awareness programs with educators, students and parents particularly at the public school level
- Continue to explore opportunities to work with a wider range of partners to inform and gain their support in co-op education programs
- More involvement between schools and business community to given students experiences in the trades and technology

TREND 1: INCREASING DEMAND FOR SKILLED TRADES PEOPLE

| | |
|--|---|
| Issue: | |
| There is currently a proliferation of websites on apprenticeship, careers in skilled trades and subsidy opportunities. As people are attracted to the trades, the number of employers engaged in supporting and offering apprenticeship training must be increased | |
| Priority | High priority both short and long-term |
| Next Step/Proposed Action | |
| Develop and implement a community action plan on apprenticeship with a range of partners to form partnerships with business associations to advocate careers in trades through their media vehicles i.e. website and newsletters, events | |
| Partners | EMOLTB, London Economic Development Corporation, Southwestern Ontario Marketing Alliance, London Regional Manufacturers Council, Human Resources Professionals London District, Trade Unions, Manufacturers' Associations, MTCU Apprenticeship office, Thames Valley District School Board, London District Catholic School Board, Fanshawe College, Ontario Ministry of Agriculture Food and Rural Affairs, Community Futures Development Corporations, Job Connect offices, Literacy Link South Central |
| Timelines | April -June, 2006 |
| Expected Outcomes | <ul style="list-style-type: none"> ▪ Publish 6 articles with business partners or local media ▪ Increased numbers of positions offered for apprenticeships in the local area as measured through registration with the Apprenticeship office and OYAP Coordinators |

TREND 2: EMPLOYERS DEMANDING HIGHER SKILLS/EDUCATION FOR POSITIONS AT ALL LEVELS OF THE ORGANIZATION

"Educational attainment is becoming increasingly important in shaping young people's life chances.... Young People with lower qualifications run a higher risk of long-term unemployment or unstable or unfulfilling employment."⁴

Opportunities:

- Bob Rae, Advisor to Premier and to the Ministry of Training, Colleges and Universities recommended in 'Colleges: An Investment In Ontario's Future' Report (released in 2005) that apprenticeships be recognized as a post secondary designation
- The www.apprenticeshipnetwork.com could be the vehicle to simplify and channel the flow of information to educators
- 2005 Ontario Budget designated \$6.2 billion between now and 2010 to post-secondary initiatives with skill trades a highly targeted area
- Essential Skills and Workplace Literacy Initiative can be used to inform high school students on the skills and abilities they should market to employers and all interested agencies to improve their opportunities to find rewarding full time employment

Priorities:

- Simplify resources, information and tools for educators, with guidance counsellors and classroom teachers as a target group, to counsel students effectively about trades and apprenticeships, particularly at the public school level. Educators should be able to speak about apprenticeships and jobs in the trades as easily and as effectively as they now do about colleges and universities
- Develop educators' awareness of Essential Skills and the Essential Skills required for each of the trades. Students need to be made aware of what level of mathematics they would require to go into an Industrial Millwright vs. Robotics Technician program, as an example
- Ensure focus includes adults who are going through job transition and would benefit from training opportunities

⁴ "From Education To Work: A Difficult Transition For Young Adults With Lower Levels of Education". Patrice de Broucker, Canadian Policy Research Networks – June, 2005
<http://www.cprn.org/en/doc.cfm?doc=1253>

TREND 2: SKILL LEVEL REQUIREMENTS CONTINUE TO RISE

| | |
|--|---|
| <p>Issue:</p> <p>Employers demand higher skills/education for positions at all levels of the organization. As skill level requirements continue to rise, job seekers (youth and adult) and the counselors working with them need information from employers concerning this upward trend.</p> | |
| <p>Priority</p> | <p>High priority both short and long-term</p> |
| <p>Next Step/Proposed Action</p> <p>Plan and coordinate an event that provides information on local skill requirements and employment opportunities. Ensure there is a focus that includes adults who are going through job transition.</p> | |
| <p>Partners</p> | <p>Job Connect, Fanshawe College, EMOLTB, London Regional Manufacturers Council, Human Resources Professionals London District, Trade Unions, Manufacturers' Associations, Thames Valley District School Board, London District Catholic School Board, London Economic Development Corporation, Literacy Link South Central</p> |
| <p>Timelines</p> | <p>Event - October, 2006</p> |
| <p>Expected Outcomes</p> | <ul style="list-style-type: none"> ▪ Target numbers for attendance to be identified ▪ Training programs would be able to adjust their programs to address identified requirements ▪ Job seekers would be better prepared for career opportunities |

TREND 3: SMALL AND MEDIUM ENTERPRISES CONCERNED ABOUT ATTRACTING AND KEEPING WORKERS

"Many small and medium size enterprises do not have the resources to dedicate to recruitment and retention strategies and therefore face the greatest challenge. SMEs will need to take early action to ensure that a workforce shortage doesn't threaten their organizational productivity or viability."⁵

Opportunities:

- Successful launch of ExperienceWorks Project, whose target group is SMEs
- Proposal to HRSDC by LEDC to provide Human Resources support for SMEs
- Strong partnership with Human Resources Professionals of London and Chamber of Commerce
- The EMOLTB and Thames Valley District School Board are developing a 3-county Job Fair for students graduating from high school and entering the workforce in Spring 2006

Priorities:

- Gather information on the issues SMEs have concerning attracting and keeping workers
- Develop a marketing plan with stakeholder partnerships to encourage SME's to improve workforce practices, which will prepare them deal with the pending skill shortages
- Utilize the Chambers of Commerce in communities outside of London to identify their Human Resources needs

⁵ A Workforce Development Strategy: London Economic Development Corporation - 2004

TREND 3: SMALL AND MEDIUM ENTERPRISES CONCERNED ABOUT ATTRACTING AND KEEPING WORKERS

| | |
|--|--|
| <p>Issue:</p> <p>The expansion of larger industry within the area is expected to create movement of employees within the region. "Many small and medium size enterprises do not have the resources to dedicate to recruitment and retention strategies and therefore face the greatest challenge. SMEs will need to take early action to ensure that a workforce shortage doesn't threaten their organizational productivity or viability." (A Workforce Development Strategy: London Economic Development Corporation, 2004)</p> | |
| <p>Priority</p> | <p>High priority, short -term</p> |
| <p>Next Step/Proposed Action</p> <ol style="list-style-type: none"> 1. LEDC proposal submitted to the local Service Canada office for funding a position for <u>Enhancing Human Resources (HR) Practices for Small and Medium Enterprises (SMEs)</u>. Through the project a HR professional would have a limited amount of time available to individual businesses to consult on their HR issues. 2. Explore the need/interest in an employee attraction/retention strategy specific to rural needs. | |
| <p>Partners</p> | <ol style="list-style-type: none"> 1. London Economic Development Corporation, Human Resources Professionals London District Support: EMOLTB 2. EMOLTB, Fanshawe College, Woodstock Economic Development Corporation, Tillsonburg Economic Development Corporation, Ingersoll Economic Development Corporation, Oxford Small Business Support Centre, Literacy Link South Central |
| <p>Timelines</p> | <p>April, 2006 to March, 2007</p> |
| <p>Expected Outcomes</p> | <ol style="list-style-type: none"> 1. SMEs would experience the value of seeking HR advice to improve their recruitment and retention capabilities HR positions would be established in some of the businesses that make use of the limited time service through the LEDC project 2. Next steps in the development of a rural strategy for SMEs would be identified |

TREND 4: EQUITY GROUPS REMAIN UNDER-REPRESENTED IN THE WORKFORCE

"We have achieved much to open doors and remove barriers but we have much still to do." Honourable Mary Anne Chambers, Minister of Training, Colleges and Universities⁶

Opportunities:

- Knowledge based jobs may create better employment opportunities for some people with disabilities, thus identify the opportunities in the region
- Include further awareness of issues for children with disabilities in Local Training Board Marketing activities i.e. SLOME
- The City of London and United Way are leading a partnership of organizations to develop an Immigrant & Newcomer Action Plan for improving successful integration of immigrants into the London Community
- Investigate an initiative in the Waterloo Region, which resulted in the Immigrant Waterloo Summit held in April, 2005 (<http://www.crehs.on.ca/skills-summit.html>). One of the partners was the Waterloo-Wellington Training Board. The task force recommended 5 actions to be taken in Waterloo Region to better support immigrants in the workplace and to improve workplace practices
- Job preparation workshops that include sections on Canadian culture and diversity training workshops for employers (An action from the Waterloo Region Summit)
- Promote Essential Skills to employers to assist new Canadians to further their job opportunities
- Ottawa recently announced \$20 million in funding for enhanced language training (ELT) as part of the Internationally Trained Workers Initiative. In an article in the HR News published by Human Resources Professionals of Ontario in June, 2005, Kristan Wolfe gives two examples - one in Mississauga and one in Halifax - where the funding was used to provide technical language training

Priorities:

- Continue to dispel myths about people with disabilities
- Enhance workplace language and communications skills of immigrants, specifically in occupation specific language (An action from the Waterloo Region Summit)
- Promote Essential Skills to employers and educational institutions
- Simplify the process for immigrants to navigate through all the websites and information related to international accreditation
- Continue programs to promote opportunities for equity groups in trades: women, francophones, visible minorities, and persons with disabilities with emphasis on the essential skills they possess

⁶ Immigrant Skills Summit Waterloo Region: Summit Report: www.crehs.on.ca/skills-summit.html

TREND 4: EQUITY GROUPS REMAIN UNDER-REPRESENTED IN THE WORKFORCE

| | |
|--|--|
| <p>Issue:</p> <p>Labour market information indicates that equity groups remain a largely untapped resource for workforce recruitment by many employers. Coordinated efforts need to be continued to raise the profile of equity group members as valuable, contributing members of the local workforce.</p> | |
| <p>Priority</p> | <p>High priority both short and long-term</p> |
| <p>Next Step/Proposed Action</p> <p>Action items will be developed by a number of groups.</p> <ol style="list-style-type: none"> 1. Job Connect (in all 3 counties) – leading work on connecting job seekers with employers 2. The Immigrant and Newcomer Action Plan – development led by City of London and United Way of London/Middlesex; implementation by various partners 3. Co-host a launch of a video highlighting youth with mental issues to reduce stigma and build understanding | |
| <p>Partners</p> | <ol style="list-style-type: none"> 1. Job Connect 2. Employment Sector Council, ATN, Wil Employment Connections, London Unemployment Help Centre, City of London 3. EMOLTB, WOTCH (Western Ontario Therapeutic Community Hostel), Toronto Training Board, and others to be confirmed |
| <p>Timelines</p> | <p>January, 2006 – March, 2006 (short-term – planning and organization stage)</p> <p>April, 2006- March 2007 (carrying out activities)</p> |
| <p>Expected Outcomes</p> | <ol style="list-style-type: none"> 1. Increased opportunities for members of equity groups in the local workforce measured through the Job Connect targets being achieved 2. Localized projects to be developed 3. Video launch to generate local and provincial publicity regarding the positive potential of youth with mental issues |

TREND 5: EMPLOYERS SHOWING GROWING COMMITMENT TO HAVE ENVIRONMENTALLY FRIENDLY WORKPLACES

"The 2004 Environmental Labour Market Report identified that the environmental workforce:

- *employs approximately 251,000 people, for a growth rate of 13.7% since 1999*
- *grew at a rate of 60% faster than the growth of the Canadian workforce as a whole"⁷*

Opportunities:

- Occupations in environmental fields are becoming more prevalent in our community as identified in the 2004 - 2005 TOP Report due to Kyoto agreement, cost savings and public image
- University of Guelph has a website for students who are interested in careers in the Environmental sector, which includes links to professional associations, internships, salary information, and job opportunities. This is an example of what could be developed for high schools to increase awareness of job opportunities - www.careerservices.uoguelph.ca/college/doc/major_oac_eep.pdf
- A SWEAP initiative for 2005 - 2006 is to research data on current jobs with funders and educators who have programs already in place, and the business community. The goal is to highlight future employment and entrepreneurial opportunities in environmental careers by developing job profiles

Priorities:

- To have students and educators gain knowledge of future environmental careers in a variety of sectors
- Develop employer/education connections i.e. mentoring or apprenticeships in the environmental field
- Identify how many companies have employees specifically in environmental related jobs
- Essential Skills should be incorporated in Job Profiles

⁷ 2004 Environmental Labour Market Report: www.eco.ca/pdf/elm_2004report_eng.pdf

TREND 5: EMPLOYERS SHOWING GROWING COMMITMENT TO HAVE ENVIRONMENTALLY FRIENDLY WORKPLACES

| | |
|--|--|
| Issue: | |
| Counsellors and their clients (youth and adult) need to be aware of the local opportunities and the essential skills required for growth occupations in environmental fields. Many of these opportunities have a college pathway that is currently not fully used. | |
| Priority | Medium priority, short-term |
| Next Step/Proposed Action | |
| Develop and launch a local marketing plan to promote environmental career options. Work with secondary and post-secondary levels to encourage students to enroll in technical courses that would assist them in gaining employment in environmental fields. | |
| Partners | EMOTLB, Thames Valley District School Board, London District Catholic School Board, French language boards, Fanshawe College |
| Timelines | April 2006- October 2006 |
| Expected Outcomes | <ul style="list-style-type: none"> ▪ Increased awareness of environmental careers as a viable option ▪ Increased number of applications (2007 applications vs. 2006) to local post-secondary technical courses that would assist in entry into environmental careers |

TREND 6: SKILL SHORTAGES IN HEALTH PROFESSION

"London's economy as been changing as the world's economy has changed. Health care in all its breadth (i.e. life sciences, bio-tech research, pharmaceutical, medical and health research, hospital services, and ancillary products and services) is now a key component to London's economy."⁸

Opportunities:

- Hospitals are conducting research on the impact of their aging workforce i.e. London Health Sciences completed 'A Report on the Aging Workforce at London Health Centre' in 2004 to identify the impact of pending retirements and suggested initiatives to recruit and retain staff
- St. Thomas-Elgin General Hospital (STEGH) has developed and begun implementation of a retention and recruitment program to meet their pending shortages
- Continue to enhance partnerships with the Public Health Unit to:
 - a. Promote healthy lifestyles to students in public and high schools
 - b. Provide and refresh literature and displays on wellness and disease management in public areas (e.g.) hospital waiting rooms
 - c. Provide education packages to targeted public to assist in managing their health (e.g.) pregnancy guides
- City of London is aggressively advocating for family practitioners to move or stay in London
- Community representatives suggest that nurses close to retirement could be used as preceptors for younger nurses particularly in highly specialized areas where orientation can be a lengthy period. The catalyst for any enhanced preceptor program will be determined based on funding changes (e.g.) specific funding for preceptors
- To further assist with support for new grads reaching competency level sooner, reports indicate there is a need for increasing student clinical placement pre-grad time requirements
- Business owners and entrepreneurs, working with London's Mayor's office have established group practice sites. The group model, with central administrative staff, enables family physicians to focus on their practice, without the extra workload of running a doctor's office⁹
- STEGH is hosting a meeting of high school guidance counsellors to raise awareness of the career opportunities available in hospitals and increase knowledge base on student programs at secondary and post-secondary level currently offered

Priorities:

- Promote healthy lifestyles choices to public and high school students
- Develop connections between employers and education to facilitate Health Human Resources (HHR) planning
- Identify both short and long term strategies to address HHR challenges
- Create a forum for the exchange of ideas to promote best practices in HHR planning

⁸ Creative City : The City of London Creative City Task Force. April, 2005
http://www.london.ca/creativecities/creative_city_final.pdf

⁹ State of the City Address: Mayor Anne Marie DiCicco. January, 2005
<http://www.london.ca/Mayor/Mayorsaddressjan2005.htm>

TREND 6: SKILL SHORTAGES IN HEALTH PROFESSIONS

| | |
|---|---|
| Issue: | |
| Shortages are found locally across most health professions. The connections between employers and education need to be developed and expanded to facilitate Health Human Resources (HHR) planning . | |
| Priority | High priority both short and long-term |
| Next Step/Proposed Action | |
| Bring together the interested partners to facilitate the development of a local action plan for HHR. | |
| Partners | EMOLTB, St. Thomas Elgin General Hospital, London Health Sciences, Fanshawe College, University of Western Ontario, TVDSB, LDCSB, French language school boards |
| Timelines | February 2006 to June 2006 |
| Expected Outcomes | <ul style="list-style-type: none"> ▪ The creation of a local action plan for promotion of health care opportunities by June, 2006 |

TREND 7: COMMUNITIES ENHANCING THEIR PROFILE BY DEVELOPING A CULTURAL MASTER PLAN

"We need to keep our 25 to 44 year old skilled workers here. The first step in bringing and keeping them in London, is to better understand what they actually want, need and value."¹⁰

Opportunities:

- Strathroy/Caradoc region conducted a cultural study, which resulted in the Strathroy-Caradoc Cultural Master Plan report. The purpose of the study was a fact finding and consensus building process to recognize and develop the arts, culture and heritage resources in the area. By strengthening its cultural identity, the region can stimulate economic development and revitalize downtown businesses. In June, 2005 the Strathroy Arts Council received a generous donation OF one million dollars for a Performing Arts Centre in Strathroy Caradoc
- Interest in the Richard Florida – Cool Cities/Creative Cities model within municipalities has generated local discussion
- City of London formed a Creative Cities taskforce in 2004 and presented a final report in April, 2005. The strategic goals developed by the taskforce, which tie into trends stated in this report are:
 - The attraction and retention of the 25 - 44 population is a core theme of this report. The city's economy will improve by attracting this age group to live and work in London. To do that, London needs to offer good jobs in the creative sector to retain students who study at the University and Fanshawe
 - The second strategic goal is to enhance London as an appealing business location for immigrant entrepreneurs, internationally trained professionals, skilled workers and investors to fully realize the economic potential of the creative sector
 - The potential for arts and entertainment careers could increase if the strategies in developing cultural initiatives are implemented. These types of jobs are seen as 'glamorous' and they tend to generate more excitement among young people

Priorities:

- Identify the types of jobs that already exist in these fields in the EMOLTB region and partner with the various cultural taskforces to highlight workforce development opportunities

¹⁰ State of the City Address: Mayor Anne Marie DiCicco. January, 2005
<http://www.london.ca/Mayor/Mayorsaddressjan2005.htm>

TREND 7: COMMUNITIES ENHANCING THEIR PROFILE BY DEVELOPING A CULTURAL MASTER PLAN

| | |
|---|---|
| Issue: | |
| The potential for arts and entertainment careers could increase if the strategies in developing cultural initiatives are implemented. Municipalities continue to look at the influence of culture on business attraction and retention. | |
| Priority | Medium priority, long-term |
| Next Step/Proposed Action | |
| <ol style="list-style-type: none"> 1. Implementation of the City of London "Creative Cities Taskforce Report 2004" (implementation strategies to be determined) 2. County of Elgin – develop a plan and critical path for cultural mapping of the county, which would include work force issues | |
| Partners | Town of Aylmer, EMOLTB, Elgin Community Futures Development Corporation, City of St. Thomas, County of Elgin,. |
| Timelines | April 2006 – June 2006 to develop plan and critical path |
| Expected Outcomes | <ol style="list-style-type: none"> 1. Strategy leaders would be identified 2. Additional partners would step forward and next steps would be identified |

APPENDIX A

ECONOMIC OUTLOOK FOR THE EMOLTB REGION

The EMOLTB region is experiencing a robust economy, which will influence the trends for 2005 - 2006. The EMOLTB region is a very diversified labour market area with the manufacturing as the largest employment sector at 19% of the work force. Trade (14.5%) and health (12.3%) are the next largest sectors as reported in the third-quarter 2005 London-Middlesex HRCC Labour Market Bulletin. With new company openings and existing ones expanding, the threat of shortages in skilled workers continues to be a focal concern. Woodstock Mayor Michael Harding and John Kime, President and CEO of the London Economic Development Corporation, expressed their concerns in the London Free Press announcement of Toyota's new plant in Woodstock. Harding and Kime "agree the long-term supply of skilled labour could become an important issue."

The following overview highlights industry and employment activity in local communities. The information has been gathered from Economic Development Corporations, SOMA 2004 Condensed Regional Report, Statistics Canada June Labour Force Survey, HRSDC Ontario Regional Labour Market Report and media reports.

Ontario:

Employment rose for the second consecutive month, increasing by an estimated 35,000 in May 2005. The unemployment rate remained unchanged at 6.8%. The following are unemployment rates as of May for: London – 6.9%; Woodstock – 6.5%; and St. Thomas - 6.9%

Full time employment is up 63,000 for the first 5 months of 2005. Trade employment resumed its upward trend in May, adding 45,000 jobs. Over the past 12 months, employment in trade is up 3.9%. Elgin, Middlesex, and Oxford Counties are one of Ontario's key economic regions contributing to the positive growth in employment.

The industries that experienced increases in employment during this period were mainly in the construction, transportation and warehousing industries.

Manufacturing continued to shed jobs with a loss of 19,000 jobs in May and a loss of 91,000 manufacturing jobs over the last year.

EMOLTB Region:

Employment in the EMOLTB region fell by about 1,500 workers, all within the part-time workforce, during the third quarter of 2005. This followed a relatively flat job market over the previous three quarters. The unemployment rate for the third quarter of 2005 sits at 6.4%, which continues to follow an upward trend for 2005. Despite this upward growth, the local unemployment rate remains below the Ontario rate by approximately 0.5%

The EMOLTB region continues to have a strong agricultural presence. Agricultural products include: tobacco, soybeans, wheat and corn; and livestock, such as dairy, beef cattle, hogs and poultry. To promote further growth in farming, tobacco farmers are encouraged to diversify into other crops that are suitable for their land.

London

The Conference Board of Canada forecasted economic growth of 3.2% in London for 2005. ¹¹

¹¹ Labour Market Bulletin, Fourth Quarter 2004: 'An Overview of Economic Region 560 consisting of the Counties of Middlesex, Elgin and Oxford

The London Economic Development Corporation held a Business Workforce Briefing in February 2005 featuring five companies who will need over 600 new staff in 2005 and 2006. The following companies outlined their workforce needs:

| NAME OF COMPANY | INDUSTRY | INCREASE IN WORKFORCE |
|-------------------------------------|--|------------------------------|
| KLM Windows | Window/door manufacturer | 90 – 2005 70 – 2006 |
| Thyssenkrupp Bud Systems | Supplier of automotive parts to Cami Automotive | 38 |
| Brose Canada Inc. | Develops and produces door/seat components and systems | 57 – 2005 200 – 2006 |
| Starlim North America | Manufactures silicone injection moulding and produces silicone parts for the health care, consumer, electronic, sanitation and automotive industries | 18 |
| TransForm Automotive Canada Limited | Metal forming supplier specializing in transmission components | 100 by 2007 |

Additional opportunities at companies included:

- Formet and Keiper auto parts plants – 150
- InfoTech Research Group – 100
- Stream International call centre – 400
- Small automotive-related industries – 100
- Transfreight – 50
- Cami – up to 400
- Financial services call centers – 100
- Other call centers – 50
- Thorndale Roofing – 40
- Sterling Truck in St. Thomas – 40
- Electro-Motive Diesel – 100
- Diamond Aircraft – 50

In all up to 2,000 workers will be needed to fill anticipated vacancies in the EMOLTB area.

Another significant impact on London's employment opportunities will be the opening of the Toyota plant in Woodstock. In an article in the London Free Press 'Toyota boom to London, too' (June 25, 2005) Gerry Macartney the General Manager of the London Chamber of Commerce stated that the new Toyota plant announced to open in Woodstock will be economically positive for London.

Woodstock

The most exciting news for Woodstock is closing the deal for the new Toyota plant opening in 2007, which is expected to employ about 1,300 people. It will assemble RAV4 and Scion sports utility vehicles and construction is predicted to start this year with the plant producing vehicles in 2007 for the 2008 model. Ray Gormely, an economist with Human Resources and Skills Development Canada stated in the London Free Press – 'Done Deal' (June 24, 2005), "this plant will become a magnet for attracting other industries."

Mayor Harding stated that the Toyota plant is a "watershed moment for the City of Woodstock and represents perhaps the single largest industrial investment in North America in 2005."

The Woodstock area is experiencing increased economic activity and seeing additional interest in land in the city's industrial parks following the Toyota announcement. Enquiries to September 2005 total 200 – a large increase from the target of 80.

Ingersoll

In March, 2005 General Motors Canada and CAMI Automotive announced an investment of more than \$500 million in new plant operation and vehicle engineering so that CAMI could build the new 2006 Pontiac Torrent, which would create 400 new jobs.¹²

The Honourable Joe Comuzzi, Minister of State (FedNor) announced in May, 2005 that the Government of Canada would invest \$250,000 in the Oxford Small Business Support Centre Inc., a Community Futures Development Corporation. The funding will allow the Oxford Small Business Support Centre to continue to promote tourism, invest in knowledge-based economy initiatives and create job and training opportunities for area youth.¹³

St. Thomas

St. Thomas employers have created 2,547 new jobs from 2002 – 2004. The major contributors are:

| NAME OF COMPANY | INDUSTRY | INCREASE IN WORKFORCE |
|----------------------------------|-------------------------|-----------------------|
| Sterling Trucks | Truck manufacturer | 1091 |
| Starwood Hotels & Resorts | Call centre | 450 |
| North Star Vinyl Windows & Doors | Manufacturer | 170 |
| L.E. Walker Transport | Transportation | 169 |
| Formet Industries | Auto parts manufacturer | 500 |
| Crown North America | Auto parts manufacturer | 87 |
| Amino North American Corporation | Auto parts manufacturer | 52 |

There were 200 jobs lost from 2002 – 2004 due to plant closures resulting in a net increase during this period of 2,347 jobs.

Key highlights for 2005 – 2006:

- The St. Thomas Economic Development office is starting to receive inquiries related to the opening of the Toyota plant in Woodstock for land and facility availability. There will be very positive spin-offs for the St. Thomas economy. Sean Dyke, Economic Development Officer, stated that Toyota will draw experienced workers from St. Thomas but that will create openings for less experienced people
- Formet and Presstran, Magna Corporation plants, are both expanding their facilities
- Rona Store is building a new store scheduled to open this year
- The Ford St. Thomas plant won an award as the productivity leader in assembling large cars, with nearly a 30% advantage over its competitors¹⁴
- Emerson Network Power has added 55 new jobs

Opportunities continue to present themselves throughout the EMOLTB area. The key is to have the skill sets in the work force ready to accept these opportunities.

¹² Cami Automotive website: <http://www.cami.ca>

¹³ Industry Canada announcement: Ingersoll Area Receives Industry Canada's Support For CFDC. <http://strategis.ic.gc.ca/epic/internet/infednor-fednor.nsf/en/fn02305e.html>

¹⁴ Canada Holds Onto Productivity Lead: Canadian Press. June, 2005

APPENDIX B

SUCCESS HIGHLIGHTS – 2004/2005 TOP ACTION PLAN

The following overview highlights key accomplishments achieved through initiatives by the EMOLTB, community partners, stakeholders and various governmental agencies. This is not a comprehensive list as it was gathered through discussions with local partners but it does exemplify the strides taken in 2004 - 2005 to move identified opportunities forward.

TREND I: IDENTIFYING AND ADDRESSING SKILLED TRADES SHORTAGES

Actions: Provide labour market information on where and when the shortages may occur; share labour market research with community partners; and encourages a focus on skilled trades within the education system and by all levels of government

ACHIEVEMENTS

- Passport to Prosperity coordinated a series of interviews, with community partners, aired on Rogers Daytime promoting apprenticeships and skilled trades
- Passport to Prosperity and several community partners organized an Oxford County Youth Fair
- Oxford County Project Hi-Tech, a community-based partnership developed a Youth Robotics Expo in Oxford County for 15 and 16 year olds
- A partnership with Fanshawe Pioneer Village was developed called 'The Village at Work'
- Skills London Oxford Middlesex Elgin (SLOME) was extremely successful with over 1800 students and 32 exhibitors participating
- A skill trades survey was conducted with a small sampling to identify some apprenticeship and career opportunities in the skilled trades
- Apprenticeship Network launched a new web portal – www.theapprenticeshipnetwork.com – to allow for easier access to the vast amount of information and websites through one portal for educators, students, parents, trade unions and employers in the region
- Workforce Focus (ongoing statistical information) was provided on a monthly basis
- A series of skilled round tables for youth and parents was held for 2005-2006
- Information sessions were held during November 2005 to provide employers information on various apprenticeship work force issues
- A county - wide survey with about 1/3 of Oxford manufacturers was held to identify current labour market conditions, skill demands and skill gaps
- Joel Van Bynen, a Labour Director on the EMOLTB, led the development of a 'Mars Challenge Project' as an experiential opportunity for Grades 7 and 8 at 2 public schools
- Fanshawe College partnered with Ajou Motor College in Korea, which is a leading Korean educational institute specializing in technical training for the automotive sector, particularly in the area of tool and die. The partnership will allow students to transfer credits from Ajou College to Fanshawe, and assist Korean students looking for co-op employment and employment opportunities. The partnership discussions between the two colleges were initiated by the London Economic Development Corporation
- Chamber of Commerce partnered with LEDC, Fanshawe College Manufacturing Sciences Department, Ivey School of Business and University of Western Faculty of Engineering to hold a Synergies Symposium for employers in May, 2005. The discussion focused on encouraging employers to utilize the various co-op programs to keep our skilled youth in the area
- The St. Thomas Home Garden Outdoor Living Show was the site for the first public demonstration of the partnership between the St. Thomas & Elgin Home Builders' Association and four local high schools. Students demonstrated their skills by constructing eight

sandboxes which were auctioned and the proceeds went to the new Youth Centre in St. Thomas

TREND 2: HEALTH CARE SHORTAGES

Activities: Identify both short and long term strategies for addressing Health Human Resources (HHR) challenges and create a forum for the exchange of ideas to promote best practices in HHR planning in Thames Valley

ACHIEVEMENTS

- A new website – www.communityhealthcareers.ca was released in June by South Central Ontario Region Communities Futures D.C. and will be an excellent resource for educators, students and parents
 - A Health Care London Task Force was convened in 2004 of community volunteers to discuss the challenge of recruiting more family doctors. The goal was to recruit 10 new family doctors. London businesses have become involved in sponsorships to assist the Task Force in welcoming potential doctors. They are Marriott Residence Inn, Volvo of London, Grand Touring Cars Ltd., Mainstreet London and Tim Hortons. The task force continues to actively pursue half a dozen physicians and targeted medical residents at local hospitals to practice in London

TREND 3: AGING WORKFORCE

Activity: Research and provide specific labour market information on where and when the shortages may occur

ACHIEVEMENTS

- The major initiative was the ExperienceWorks project, which was funded by HRSDC and led by the London Economic Development Corporation. The project was supported by a range of partners, including EMOLTB, who participated on the ExperienceWorks Steering Committee. Local HRSDC Labour Market Analysts provided LMI on projected shortages and have done a number of presentations in the community on this topic.

The purpose of the project was to produce an Experienced Workers Resource Kit for employers to assist and encourage businesses to integrate and maintain experienced workers in their organizations. The project targeted companies with a workforce of 50-200 in manufacturing, warehousing, transportation and food processing industries. A second Resource Kit for experienced workers who are at the pre-retirement stage or are job seekers was also produced. The information and the tools in the Kit will help pre-retirees plan for their retirement and job seekers to navigate the job market and find work.

The research from the project identified that it is difficult to gather information about when the impending shortages will occur and the extent of their severity. Approximately 50 organizations contributed information for the project and they stated that they will not be experiencing a large exodus of retirees in the next five years. They will experience retirement at a rate where they can replace workers without a great deal of problem; although for some of the technical or trades areas it will take longer to fill the positions. The larger number of retirements is estimated to happen in 2008 – 2010.

TREND 4: UNDER-REPRESENTATION OF EQUITY GROUPS AMONG HIGHER-LEVEL OCCUPATIONS

Activity: Research and provide specific labour market information on where the opportunities are

ACHIEVEMENTS

- Equity successes in the workplace: developed and published a series of profiles highlighting Equity group representatives who have successfully achieved their career goals by finding employment that matches their education and experience levels. The EMOLTB facilitated the planning and publication in the local media
- The City of London Accessibility Plan identified new strategic actions for barrier prevention and removal. The London Diversity and Race Relations Advisory Committee would assist the City in its regular review of the Workplace Safety Policy and Harassment and Discrimination Policy to identify barriers and make recommendations to remove these barriers¹⁵

TREND 5: GROWING FRENCH SPEAKING COMMUNITY

Activity: Educate the community about the under-representation of the French Community

ACHIEVEMENTS

- The profile of francophone activity in the community will be increased, for example, by French language programming and services at the SLOME 2006 event

TREND 6: FEWER EMPLOYEES WITH MORE RESPONSIBILITIES

Activities: Develop and promote partnerships in business and education to provide resources and workshops for small/medium size enterprises (SMEs) and provide points of entrance for graduating high school students to go directly into the workforce

ACCOMPLISHMENTS

- The ExperienceWorks Project provided resources for SMEs on recruitment and retention tools for experienced workers but can be affectively applied for all recruitment and retention strategies
- The LEDC is proposing a project to HRSDC to establish Human Resources support and expertise for SMEs, which will enhance their workforce practices. EMOLTB is one of the partners on this proposed project

TREND 7: ENVIRONMENTAL MOVEMENT ENTERING MAINSTREAM

Activity: Promote awareness of new opportunities in a variety of sectors

ACCOMPLISHMENTS

- The Southwestern Environmental Awareness Program (SWEAP) was launched to research existing data regarding current jobs to highlight future employment and entrepreneurial opportunities in environmental careers.

¹⁵ 2005 City of London Accessibility Plan:

<http://www.london.ca/Planning/AppendixANewActionsFOR2005.pdf>

APPENDIX C

STAKEHOLDERS AND PARTNERS INVOLVED IN CONSULTATION

Thank you to everyone for taking the time to participate in the consultation to ensure the TOP Report reflects the region's concerns and thus guides the community in their actions for 2006.

ACFO de London-Sarnia
ATN (Accommodation Training and Networking)
Brick and Allied Craft Union of Canada Local 5
Centre for Lifelong Learning
City of London
Elgin Community Futures Development Corporation
Elgin Middlesex Oxford M.P.P. Joe Preston
Employment Services Elgin
Fanshawe College
Fanshawe College – Woodstock Campus
Goodwill Career Centre
Human Resources Professionals of London & District
Ivey School of Business
Job Connect, Fanshawe College
Labourers' International Union of North America Local 1059
Lerners, LLP
Literacy London Inc.
London Chamber of Commerce
London District Catholic School Board
London District Labour Council
London Economic Development Corporation
Ministries of Citizenship & Immigration, Culture, Tourism
and the Sport and Recreation Branch
Ministry of Training, Colleges, and Universities
NoKee Kwe
Ontario Healthy Communities Coalition
Oxford Technical Training Centre
Passport to Prosperity
Service Canada
Thames Valley District School Board
St. Thomas Economic Development Corporation
St. Thomas-Elgin General Hospital
Sheet Metal Workers' International
Quad County Support Services
WIL Employment Connection