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TRENDS, OPPORTUNITIES & PRIORITIES WITHIN THE ELGIN, MIDDLESEX, OXFORD AREA

INTRODUCTION

The Trends, Opportunities, and Priorities document is a snapshot of workforce development issues that have widespread interest among stakeholders in the local area. It is intended to capture the major themes that have generated community discussion. Cross-sectoral groups are brought together to create actions in response to the opportunities presented. It is expected that while the **trends** may extend over a longer time period, both the **opportunities** presented for the development of the local workforce and, more specifically, the **priorities** for action will grow and develop over time.

The Elgin, Middlesex, Oxford Local Training Board (Local Board) has compiled the current list of Trends, Opportunities and Priorities through a variety of methods. These include: our daily work in the community, various meetings, feedback from local stakeholders, and community discussion generated through the local media. Labour market materials built upon the 2001 census and updated locally by the Labour Market Information analysts at the local Human Resources and Skills Development Canada (HRSDC) office form the basis of the demographic information.

The “priorities” identified are the areas where community members have indicated there is the greatest need to take action immediately. The **Community Plan of Action** captures the activities that will address those priorities.

THE TRENDS, OPPORTUNITIES AND PRIORITIES IDENTIFIED BY THE COMMUNITY

TREND 1: IDENTIFYING AND ADDRESSING SKILLED TRADES SHORTAGES

Connect stakeholders that have come forward and expressed a willingness to partner on skilled trade initiatives

- Provide labour market information on where and when the shortages may occur: depth and severity
- Share labour market research with community partners

Encourage a focus on skilled trades within the education system and by all levels of government

- Form joint marketing committee to ensure a consistent message to students, parents, and employers
- Develop a marketing plan
- Implement plan with school boards

TREND 2: HEALTH CARE SHORTAGES

Develop connections between employers and education to facilitate health human resources (HHR) planning

- Identify both short and long term strategies for addressing HHR challenges
- Create a forum for the exchange of ideas to promote best practices in HHR planning in Thames Valley

TREND 3: AGING WORKFORCE

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

- Workforce statistics and trends, published in an easy-to-understand format
- Data on workforce gaps

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

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

- Identify higher level occupations where equity groups may have an opportunity for employment and make the business case for those opportunities: first activity targeted to immigrants
- Submit proposal to MTCU in response to call for proposal

TREND 5: GROWING FRENCH SPEAKING COMMUNITY

Educate the community about the under-representation of the French speaking community

- Conduct research on the number of people in the community that use French as their language at home
- Share the research with community members

TREND 6: FEWER EMPLOYEES WITH MORE RESPONSIBILITIES

Develop and promote stakeholder partnerships of business and education

- Provide resources and workshops for small/medium size enterprises (SMEs)

Develop and promote stakeholder partnerships of business and education

- Create a community event that provides access to students leaving high school and entering the workforce

TREND 7: ENVIRONMENTAL MOVEMENT ENTERING MAINSTREAM

Promote awareness of new opportunities in a variety of sectors

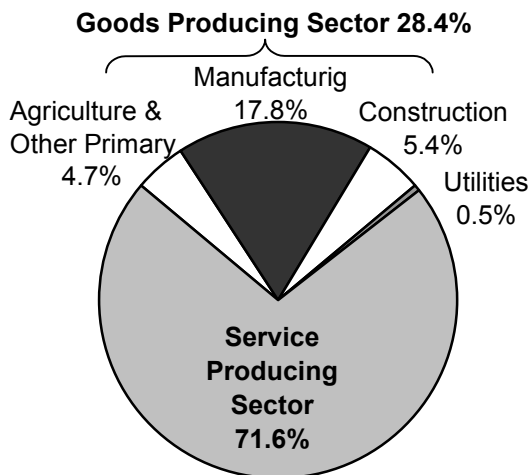
- Develop employer/education connections eg: mentoring or apprenticeship in the environmental field

TREND 1: IDENTIFYING AND ADDRESSING SKILLED TRADES SHORTAGES

Activity 1 of 2: Connect stakeholders that have come forward and expressed a willingness to partner on skilled trade initiatives.

**We know: Our industry strengths.
This reveals where the hiring has been.**

Employment by Industry Sector EMOLTB Region, 2001



SOURCE:
2001 Census Data, EMOLTB/ Ontario, STATISTICS CANADA

EMOLTB Region Compared to Ontario...

Goods Producing Sector	+ 3.4%
Agriculture and Other Primary Industry	+ 2.3%
Manufacturing	+ 1.5%
Construction	- 0.1%
Utilities	- 0.3%
Service Producing Sector	- 3.4%

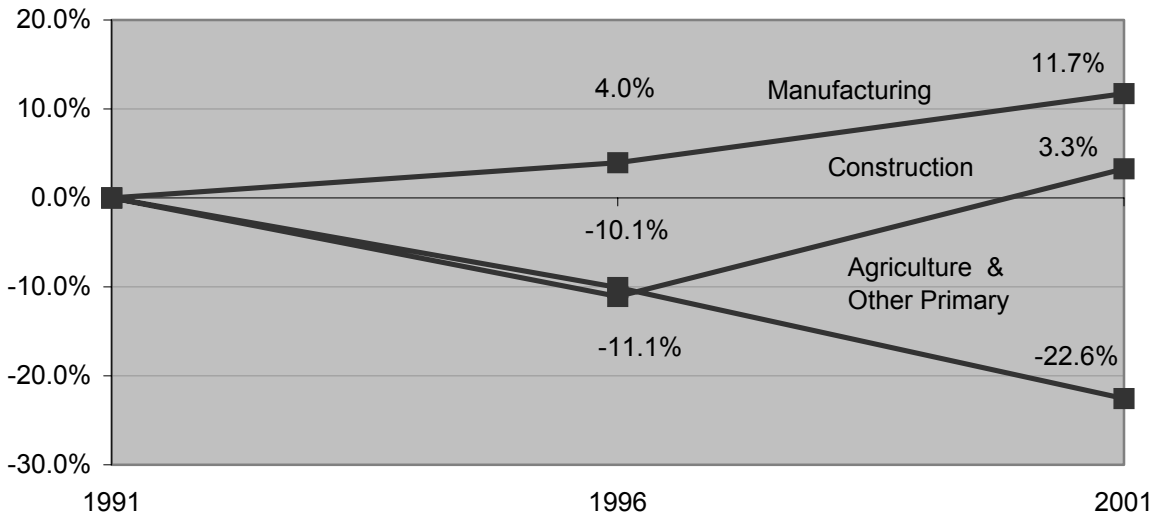
*calculated as the absolute difference between EMOLTB Region Industry % of total to that of Ontario

SOURCE: 2001 Census Data, EMOLTB/STATISTICSCANADA

Manufacturing

Over 50,000 people worked in jobs related to manufacturing in this region in 2001. More recent Labour Force Survey data suggests that the number of local workers in manufacturing is as high as 60,000. A survey conducted by Acumen Research Group Inc. on behalf of the London Economic Development Corporation found that half of the respondents in the London region, many of whom belonged to manufacturing, were experiencing workforce shortages or were concerned about the possibility of a shortage. A lack of *qualified* candidates was the most frequently cited reason for these shortages. During consultation with community representatives, a lack of highly skilled trades professionals was identified as a concern across the region.

Goods Producing Sector Employment Change EMOLTB Region, 1991-2001



SOURCE: 2001 Census Data, EMOLTB, STATISTICSCANADA

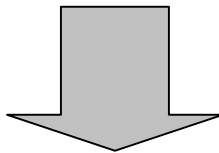
Agriculture

Relative to Ontario as a whole, Elgin Middlesex Oxford is more heavily concentrated in: “Skilled Occupations in the Primary Industry” at 109% of the Ontario average. Agriculture is responsible for approximately 90% of the primary industry employment activity in the area. Workforce development issues are related to the advent of modern farming practices and the diminishing prosperity of certain products, including tobacco and beef. The transition to modern farming presents difficulties for smaller traditional farm operations that cannot compete in the market. The lack of prospects hampers succession planning. The problem is compounded by the reduction in the size of the *intermediate* level labour force during the 1990’s – the very segment of the population that would traditionally fill the more senior positions. Despite sector retraction, the transition brings a greater need for the skilled trades in agriculture. Representatives from the County of Oxford report that governmental and community agencies need to know more concrete information about these opportunities locally.

Construction

Statistics Canada Census data reported approximately 15,000 people working in the region's construction industry in 2001. More recent Labour Force Survey data from 2003 suggests that this number has been as high as 20,000 for Elgin, Middlesex and Oxford. The 33% growth experienced by the labour force population reflects the construction boom that has been taking place across the region. The local Human Resources and Skills Development Centre of Canada reports that this unprecedented growth, represented by a record \$700 million in building permits being issued in 2003 in the EMOLTB region, is creating a shortage of *skilled* labourers. This shortage has been making it difficult to complete projects on time.

We do not know...Our industries' future. Where and when will hiring be? There is no specific labour market information to identify the numbers of skilled trades people required.



Putting numbers to the anticipated shortage will provide students with more informed career awareness and allow business and education to develop the appropriate training.

NEXT STEPS/PROPOSED ACTION

- Provide labour market information on where and when the shortages may occur: depth and severity
- Share labour market research with community partners

TREND 1: IDENTIFYING AND ADDRESSING SKILLED TRADES SHORTAGES

Activity 2 of 2: Encourage a focus on skilled trades within the education system and by all levels of government.

The 2003 Skilled Trades Survey conducted by the Ontario Chamber of Commerce found that the three most prominently cited causes for skilled trades shortages are;

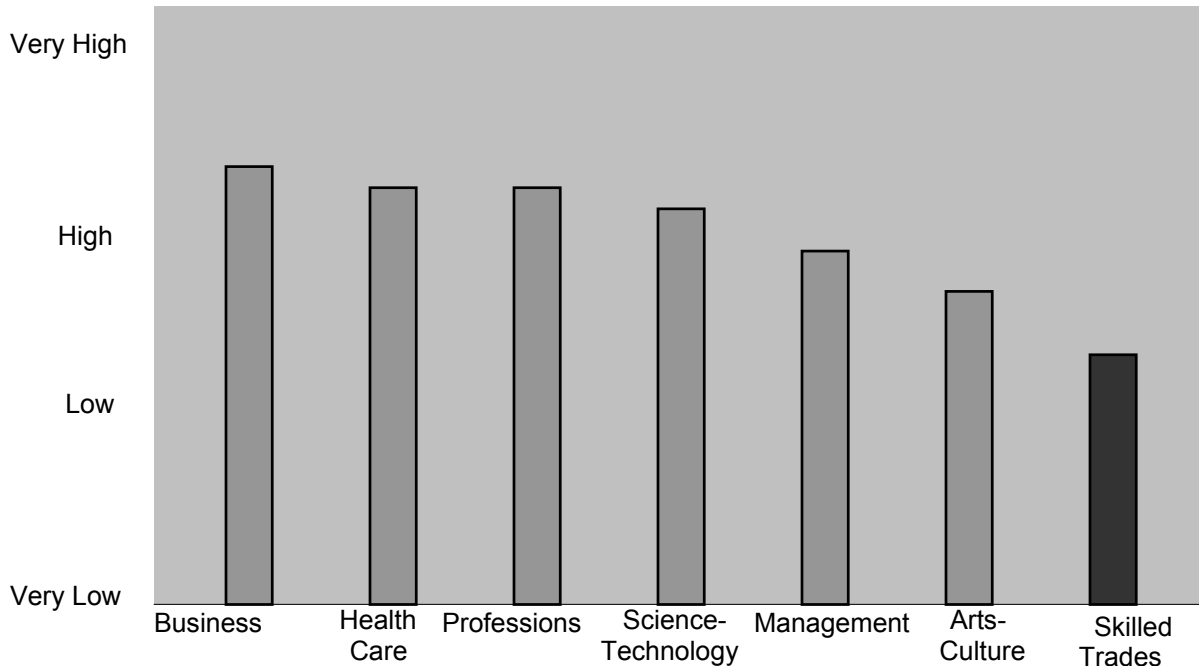
- 1) The perceived undesirability of being a skilled trades professional
- 2) A lack of focus by the education system on skilled trades creating a short supply of apprentices
- 3) Difficulty employers have in attracting apprentices and skilled trades workers.

Initiatives to address these causes have been brought forward by the community:

Promoting trades within High Schools

Building on past success, community representatives in Elgin and Middlesex recommended that more speakers be invited into schools to raise awareness of job satisfaction, wages and business ownership possibilities in the skilled trades. The need to provide guidance counsellors with regular updates on information regarding opportunities in trades and technology was also expressed.

Student Interest in Career Directions



SOURCE: Survey of High school Guidance Counsellors in EMOLTB region. 2003

Transitioning from school to work

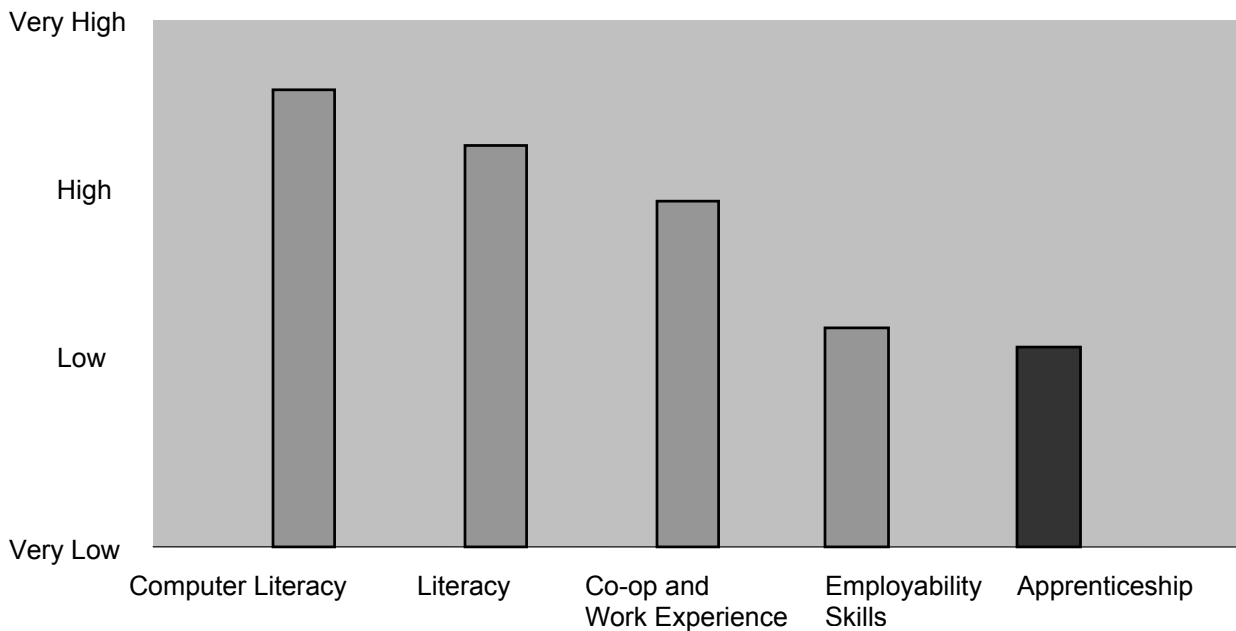
Across Ontario, employers frequently mention financial support for apprenticeships as a need for the expansion of the skilled trade industry. Representatives across the EMOLTB region sense that the shortage in labour is not so much due to the difficulty in attracting people into apprenticeships, but rather from a lack of willingness on the part of licensed professionals to take on apprentices. Employers are sometimes reluctant to invest in apprenticeship training since there is no guarantee of longer-term commitment from the employee. As a result, existing professionals often feel as though they are training future competitors. On the other hand, employers who do take on apprentices sometimes cannot afford to keep them when there is an economic downturn. Representatives in the Elgin community expressed a need for a training partnership between the big three auto producers, smaller manufacturing shops, the government and the school board.

While many trade occupations have apprenticeships, many of them do not. Community representatives felt Ontario should explore the Alberta model of having formal certification available for all areas of skilled trades. Competency assessment and practical training programs need to be implemented in order to certify foreign trained professionals and tradespersons.

The Oxford Technical Training Centre (OTTC) has been formed as a partnership initiative with the Thames Valley District School Board, Fanshawe College and the Oxford Manufacturers Skills Development Inc. to address the lack of basic technology skills. This centre is attracting more students into this industry and it is an example of what needs to be done at a provincial level with the support of the government.

The Thames Valley District School Board has introduced a fifth year to one secondary school program that functions as the first year of a carpentry apprenticeship. This is an excellent example of the type of programs that could be more widely incorporated into the school system. Community representatives would also like to see the school board promote and develop a curriculum that encourages participation/ training in areas apprenticeable trades that lead to careers in the agricultural sector. These trades are, fruit growing, horse grooming, dairy herding, swine herding and horse harness that do *not* have formally developed apprenticeships such as roofers, drywallers, concrete workers, appliance repair and gas fitters. There are five making. The difficulty is in letting people know that these trades exist.

Importance Given by Students to Educational Components



SOURCE: Survey of High school Guidance Counsellors in EMOLTB region. 2003

Integration of trades into the education system

Local community representatives from the region of Elgin feel that local perceptions about the skilled trades are changing, and teachers are exhibiting more interest in promoting such careers. Advantage needs to be taken of this more receptive environment to actually promote jobs in skilled trades.

Members in the community feel that despite this greater interest, there has been regression rather than progression in addressing the problem (i.e. the switch to broad-based technology courses). Local representatives also feel that because the education system puts so much emphasis on computer training, basic training in the area of technology is largely omitted. Basic skills are needed as the basis for all trades training. This issue is further compounded by a common lack of up-to-date machinery and equipment in the schools. Increased attention towards construction and skilled trades in the education system needs to be fostered through the development of more practical curricula. This could be done in part by integrating hands-on components to mainstream courses such as math. Such initiatives would need to involve additional funding to local school boards in order to replace old equipment.

NEXT STEPS/PROPOSED ACTION

- Form joint marketing committee to ensure a consistent message to students, parents, and employers
- Develop a marketing plan
- Implement plan with school boards

TREND 2: HEALTH CARE SHORTAGES

Activity: Develop connections between employers and education to facilitate health human resources (HHR) planning.

This region's workforce exhibits a higher degree of relative specialization regarding healthcare in comparison the Ontario workforce in general. Statistics Canada Census data reveals that 12% of the Elgin-Middlesex-Oxford workforce was employed in the healthcare and social assistance industry in 2001. Healthcare alone accounts for half of this labour force. Relative to Ontario as a whole, Elgin Middlesex Oxford is more heavily concentrated in:

- "Technical and Skilled Occupations in Health" (37 % more)
- "Professional Occupations in Health" (28 % more)

Issues related to the healthcare sector stem from shortages in the number of healthcare professionals. The healthcare professionals referred to here include doctors, nurses and others such as occupational therapists, physiotherapists, speech pathologists and anaesthetists. New models also exist such as "nurse practitioners", which lack career awareness exposure.

High Turnover Among Nurses

Community representatives in London indicated that younger nurses often leave their positions after a few years due to a number of issues:

- Young nurses are usually only offered part-time shift work or casual, sometimes in different hospitals.
- The downloading of tasks to newer nurses.
- The intergenerational conflict between old and young nurses.
- The high transferability of nursing skills to other occupations.

Nursing Mentorship

In order to deal with the recruitment and retention of younger nurses, community representatives suggest that the aging nurses who find the rigors of the job stressful could be employed specifically as mentors for the younger nurses – this would curb retention problems among younger workers and relieve some of the stress from the more senior nurses.

Health Professionals with Disabilities

People with disabilities can be discouraged from entering the medical profession since insurance sometimes regard them as high risk. The rigors of nursing can be difficult for those with some disabilities, but many have skills that could be used through roles in higher administration.

Lack of General Practitioners

The Elgin-Middlesex-Oxford region is currently suffering a shortage of medical doctors, and more specifically general practitioners. Community informants believe medical students are attracted by the most lucrative opportunities to tackle their debt load, which does not necessarily translate into what positions need to be filled. They also believe that medical students are more interested in the research lab or hospital environment than the prospect of being a general practitioner. The long hours and the entrepreneurial aspect are barriers to choosing such a career. New doctors seem to want a different lifestyle than the previous generation of doctors. The local rural regions are particularly stricken by the shortage as older doctors retire without succession planning and medical students face restrictions due to the supply of residences for training.

Community Residency Program

The Elgin-Middlesex Community Residency Program is one initiative currently being developed by the medical community and all levels of government to tackle the shortage of doctors in the rural regions of Elgin and Middlesex. More residency openings are required in Ontario, including those for foreign trained doctors.

Pooling General Practitioner Resources

Community representatives feel that group family practices and inter-disciplinary teams should be encouraged, in order to pool resources needed for the start-up costs of running a practice.

Recognition of Foreign Training

Because foreign trained professionals possess qualifications that have not been demonstrated in Ontario, competency based assessments should be further developed in order to certify and acknowledge their skills. This may assist in the recognition of their qualifications to practice.

Recruiting people into the sector has to be a community-oriented initiative rather than just simply a healthcare initiative.







NEXT STEPS/PROPOSED ACTION

- Identify both short and long term strategies for addressing HHR challenges
- Create a forum for the exchange of ideas to promote best practices in HHR planning in Thames Valley

TREND 3: AGING WORKFORCE

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

As the baby boomers age further and eventually retire there is the potential for a considerable workforce shortage. Interestingly, while the average age of the employed labour force of Elgin Middlesex Oxford is certainly increasing, it appears to be doing so at a much slower rate than is the Province of Ontario.

Elgin Middlesex Oxford Population Change by age group since 1996:					
					
0-4	5-19	20-34	35-64	65-69	70+


Since 1996 most occupations in Elgin Middlesex Oxford experienced:

- An increase in the share of all workers aged 15-24 years
- An increase in the share of all workers aged 45 years and older
- A decrease in the share of all workers aged 25 to 44 years

18 out of 26 occupations experienced an increase in the number of workers aged 55 years and older between 1996 and 2001, and the most notable were:

- Paraprofessionals in Law, Soc.Services, Ed., & Rlgn. (129 % more)
- Senior Management Occupations (120 % more)
- Professional Occupations in Business and Finance (55 % more)

Ontario will see above average retirements by 2010 for:



<ul style="list-style-type: none"> • Farmers, farm managers • Bus driver, transit operators • Visiting homemakers, housekeepers • Bookkeepers • Secretaries (except medical & legal) • Janitors, caretakers, building superintendents • RN's and RPN's • Crane operators 	<ul style="list-style-type: none"> • Machine operators (electrical appliance manufacturing) • Manufacturing managers • Security guards & related • Stationary engineers • Electric appliance repairers • Payroll clerks • Construction millwrights & industrial mechanics
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HRSDC Labour Market Update presentation, September 2003

**Occupations by Share of Workforce Age 50 and Over
EMOLTB Region, 2001**

Skilled Occupations in Primary Industry	47.0%
Senior Management Occupations	41.4%
Skilled Administrative and Business Occupations	31.2%
Professional Occs. in Social Science, Education, Gov't Services and Religion	30.2%
Professional Occupations in Art and Culture	27.1%
Intermediate Occs. in Transport, Equipment Oper'n, Installation & Maintenance	26.8%
Professional Occupations in Health	26.7%
Middle and other Management Occupations	26.4%
Professional Occupations in Business and Finance	25.8%
Trades And Skilled Transport and Equipment Operators	22.9%
Clerical Occupations	22.3%
Skilled Sales and Service Occupations	21.6%
Technical And Skilled Occupations in Health	19.6%
Processing And Manufacturing Machine Operators and Assemblers	18.9%
Intermediate Sales and Service Occupations	18.4%
Intermediate Occupations in Primary Industry	18.0%
Processing, Manufacturing And Utilities Supervisors and Skilled Operators	17.9%
Elemental Sales and Service Occupations	16.7%
Assisting Occupations in Support of Health Services	16.2%
Labourers in Processing, Manufacturing and Utilities	15.9%
Professional Occupations in Natural and Applied Sciences	15.6%
Trades Helpers, Construction Labourers and Related Occupations	14.9%
Technical And Skilled Occupations in Art, Culture, Recreation and Sport	14.7%
Technical Occupations Related to Natural and Applied Sciences	14.7%
Paraprofessional Occs. in Law, Social Services, Education and Religion	14.1%
Labourers in Primary Industry	12.6%

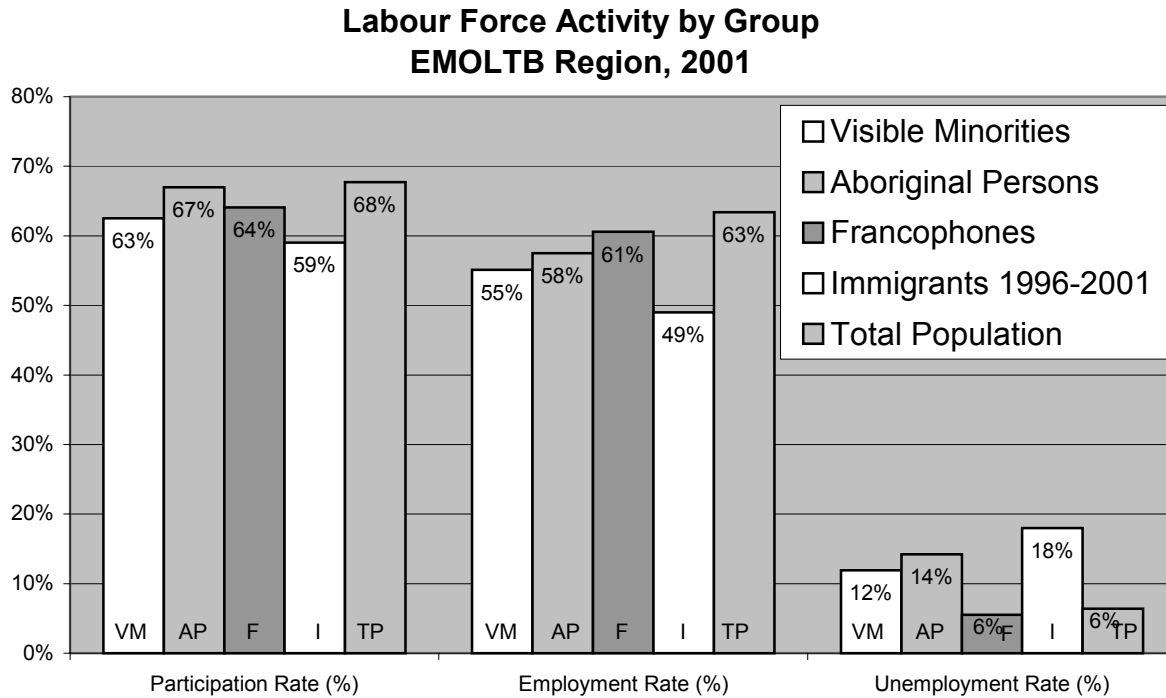
Although the phenomenon of the aging population ultimately affects all sectors, it is of a notable concern in healthcare. Between 1996 and 2001, Statistics Canada reports that the proportion of healthcare professionals over the age of 45 years grew from 38% to 46%. Recent hiring trends of new graduates in hospitals indicate that replacement efforts are underway.

NEXT STEPS/PROPOSED ACTION

- Workforce statistics and trends, published in an easy-to-understand format
- Data on workforce gaps

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

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



Community representatives cite many examples of immigrants who even when they have overcome language barriers, find that trade skills even at the European Master's level are sometimes not recognized here.

The focus has turned to the recruitment of immigrants; however, due to the strong customer service element, the importance of language skills is a key barrier for immigrants. London community representatives suggest that the development of on-site customer service training programs for immigrants and visible/racial minorities may prove beneficial in addressing this issue.

	Under Represented	Well Represented	Over Represented
Visible/ Racial Minorities	<ul style="list-style-type: none"> -High level processing and manufacturing supervisors -Skilled machine operators and assemblers -All levels in trades, equipment operators, installation and maintenance, trade helpers, construction labourers -Professional, skilled, and clerical in business and finance -All levels primary industry 	<ul style="list-style-type: none"> -Hospitality and tourism, though lower ranking jobs -Retail and service, though less appealing jobs -All levels in health sector 	<ul style="list-style-type: none"> -Processing and manufacturing at the general labourer level -Elemental sales and service
Aboriginals	<ul style="list-style-type: none"> -Professional and skilled in business and finance -All levels primary industry -Skilled in sales, service, art, culture, recreation and sport 	<ul style="list-style-type: none"> -Clerical level in business and finance -Retail and service, though less appealing jobs 	<ul style="list-style-type: none"> -All levels in trades, equipment operators, installation and maintenance, trade helpers, construction labourers
Francophone	<ul style="list-style-type: none"> -High level processing and manufacturing supervisors -Skilled machine operators and assemblers -Intermediate level in equipment operators, installation and maintenance -Professional (highest level) and assisting health (lowest level) 		
Immigrants	<ul style="list-style-type: none"> -High level processing and manufacturing supervisors -Skilled machine operators and assemblers -All levels in trades, equipment operators, installation and maintenance, trade helpers, construction labourers -Professional, skilled, and clerical in business and finance -Skilled and intermediate sales and service -Skilled in art, culture, recreation and sport -Professional, technical, skilled and assisting (intermediate level) in health 	<ul style="list-style-type: none"> -Hospitality and tourism, though lower ranking jobs -Retail and service, though less appealing jobs 	

**Employment Share within Groups
by Occupational Wage Rate, EMOLTB Region, 2001**

	Visible Minorities	Aboriginal Persons	Francophones	Immigrants 1996-2001	Females	Males
High Wage	19%	12%	17%	22%	17%	14%
Moderately above average	19%	17%	21%	18%	9%	29%
Moderately below average	44%	47%	46%	35%	52%	40%
Low Wage	18%	24%	16%	25%	22%	16%

SOURCE: 2001 Census data, STATISTICS CANADA

The polarization of wages is greater among immigrants than any other group; though a greater share of immigrants is in high wage occupations than the general population, a greater share is also in the low wage occupations. The same phenomena are apparent with visible minorities, though to a lesser extent. Aboriginals are the least represented in the high wage occupations and second highest amongst low wage occupations. Francophones are on par with the general population as far as their distribution across occupation wage groups.

Immigrants who immigrated to Elgin Middlesex Oxford between 1996 and 2001 had a much higher level of educational attainment than did those immigrants who migrated between 1991 and 1996:

In 2001 44 percent of immigrants reported "University" as their highest level of educational attainment, whereas in 1996, the share was only 30 percent.

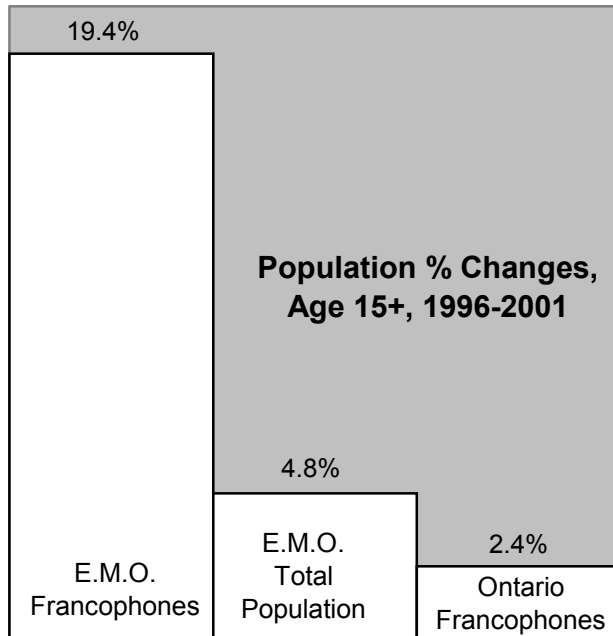
The medical sector is a primary example of how the length of time required for recognition of credentials often makes it difficult for foreign trained immigrants to continue a profession while remaining up-to-date on current practices.

NEXT STEPS/PROPOSED ACTION

- Identify higher level occupations where equity groups may have an opportunity for employment and make the business case for those opportunities: first activity targeted to immigrants
- Submit proposal to MTCU in response to call for proposal

TREND 5: GROWING FRENCH SPEAKING COMMUNITY

Activity: Educate the community about the under-representation of the French speaking community.



The population change rate of Francophones over 15 years old in the region has been considerably higher than that of the general population as well as the provincial francophone level.

The Association canadienne française de L'Ontario anticipates a further increase in the number of newcomers from Quebec and outside Canada. These newcomers will require services such as English as a Second Language (ESL) courses, French Schools, and French employment services.

SOURCE: 2001 Census data, STATISTICS CANADA

Despite a constant influx of French-speaking new comers, many funding organizations only recognize as French-Canadian, individuals whose mother tongue is French. This excludes an increasingly important segment of immigrants who speak French at home despite having a different mother tongue. The unfortunate result is that not enough resources are allocated to the French-Canadian community.

This funding issue is compounded by the fact that the French-speaking community is scattered throughout the region, making current services such as French schools, the community centre, and the French section at the central library difficult to access.

The community goal is to develop a better understanding of the numbers of people in the area that might access services in French.

NEXT STEPS/PROPOSED ACTION

- Conduct research on the number of people in the community that use French as their language at home
- Share the research with community members

TREND 6: FEWER EMPLOYEES WITH MORE RESPONSIBILITIES

Activity 1 of 2: Develop and promote stakeholder partnerships of business and education.

A trend of more responsibilities for fewer employees is seen across all sectors, but is particularly evident in the service sector. Reasons for this are examined:

Perceived Undesirability

The lack of commitment on the part of employees stems from the perceived undesirability, and minimum wage salary of entry-level hospitality and tourism jobs. The resulting high turnover in the industry makes it difficult for employees to be trained and gain the necessary experience employers are looking for.

Lack of On-the-Job Training

Community representatives suggested little on-the-job training is in fact being conducted in the smaller businesses within the sector, even though employers want trained, energetic people with sales experience.

As the majority of employers are typically small businesses, facing numerous financial pressures, training staff in the areas of sales, customer service and safe food handling practices is a challenge.

Improved Training Opportunities

Community representatives feel the industry needs support and incentives to implement on-the-job training opportunities for staff. London representatives identified an opportunity to work with associations in the sector in order to change the way employees are trained.

Customer Service Training

Community representatives from London feel customer service training is the key workforce issue for this sector. Representatives suggest that an opportunity exists to help associations and high-profile companies in the sector to develop customer service training, and assist them with the integration of people with disabilities into the workforce.

Improving workforce practices in Small and Medium sized business will help them to respond more effectively as workforce needs arise.

NEXT STEPS/PROPOSED ACTION

- Provide resources and workshops for small/medium size enterprises (SMEs)

TREND 6: FEWER EMPLOYEES WITH MORE RESPONSIBILITIES

Activity 2 of 2: Develop and promote stakeholder partnerships of business and education.

High Workforce Turnover

Young energetic people typically fill entry-level positions in the hospitality and tourism, and sales and service workforce. However, many youth do not consider working in this sector as a long-term career goal, and often search elsewhere for what they expect will be their 'real job'. This phenomenon produces high turnover rates in the sector, making the reliability of the workforce low.

Community representatives suggest the development of a School-to-Work transition program for the hospitality and tourism, and sales and service sectors. This will provide points of entrance for graduating high school students directly into the workforce.

NEXT STEPS/PROPOSED ACTION

- Create a community event that provides access to students leaving high school and entering the workforce

TREND 7: ENVIRONMENTAL MOVEMENT ENTERING MAINSTREAM

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

Occupations in environmental fields are becoming more prevalent in our community. Examples include:

The Ontario Ministry of Training, Colleges and Universities reports that construction companies are always looking for *skilled* workers to build increasingly sophisticated homes with designs geared towards energy conservation as well as state-of-the art information and entertainment systems.

“Archaeology, the science of recovering, analyzing, describing and explaining the remains of past human cultures, has become big business in Ontario.....For instance, before a developer can begin work on a housing subdivision, they are required by law to have an archaeological assessment performed.” (article by Suzanne Boles for *Business London Magazine*, 2004)

The implementation of an enviro-guide for housing by the London Home Builders’ Association. “LHBA along with the City of London, Natural Resources Canada and EnerQuality Corporation plan to make London a little more green now and in years to come. By forming the London EnerGuide (LEG) Partnership, LHBA will be promoting energy efficiency in housing – both new and through renovation of existing homes.” (London Home Builders’ Association website: London EnerGuide)

The automotive industry is gradually moving into environmentally friendlier vehicles as a result of consumer interest. “Currently, only three hybrid vehicles are seen on our roads; the Toyota Prius, the Honda Insight and the Honda Civic. Ford is scheduled to offer a hybrid Escape SUV soon and GM is going after the commercial truck market with full-size hybrid pickups later this year.” (article by Jim Kerr for *Canadian Driver*, September 3, 2003)

With such new developments, the goal is to have students and teachers gain knowledge of future environmental careers in a variety of sectors.

NEXT STEPS/PROPOSED ACTION

- Develop employer/education connections eg: mentoring or apprenticeship in the environmental field

WHO ARE WE?

The Elgin Middlesex Oxford Local Training Board is one of 21 Local Boards across the province. Our board of directors are volunteers who represent labour, business, education & training, persons with disabilities, visible/racial minorities, women and francophones.

WHAT DO WE DO?

Gather local labour market information and identify training needs and trends. We also promote lifelong learning, and build community partnerships

WHO DO WE HELP?

WORKERS – today's workforce
GROUPS- who are under-represented in the workplace
EMPLOYERS – who value a skilled workforce
EDUCATORS/TRAINERS – who promote lifelong learning
ECONOMIC DEVELOPERS – who analyze labour markets
YOUTH – who are tomorrow's workforce
TAXPAYERS – who expect accountability of public funds

WHAT AREA DO WE SERVE?

The counties of Elgin, Middlesex, and Oxford

WHERE CAN WE BE CONTACTED?

705 Consortium Court
London ON N6E 2S8

Phone: (519) 672-3499 Fax: (519) 672-9089

Email: info@localboard.on.ca

Web Site: www.localboard.on.ca

APPENDIX A

Methodology

The Trends, Opportunities, and Priorities document is a snapshot of workforce development issues that have wide-spread interest among stakeholders in the local area. It is intended to capture the major themes that have generated sufficient community discussion and are bringing cross-sectoral groups together to create actions, which take advantage of the opportunities presented. It is expected that while the trends may extend over a longer time period, both the opportunities presented for the development of the local workforce and, more specifically, the priorities for action will grow and develop over time.

The Elgin, Middlesex, Oxford Local Training Board (Local Board) has compiled the current list of Trends, Opportunities and Priorities through our daily work in the community, various meetings, feedback from local stakeholders, community discussion generated through the local media, and labour market materials built upon the 2001 census and updated locally by the Labour Market Information analysts at the local Human Resources and Skills Development Canada (HRSDC) office.

The “priorities” that are identified are the areas where community members feel the greatest will to take action exists across a number of sectors. The Community Plan of Action (follow-up document) captures the activities that will address those priorities.

The Elgin Middlesex Oxford Local Training Board (EMOLTB) commissioned the services of Acumen Research Group Inc. to assist with the data collection required to complete their Trends, Opportunities and Priorities document. Together with EMOLTB Board members, Acumen helped to develop a sustainable process for gathering community feedback on local workforce trends and opportunities.

Based on a preliminary consultation process involving EMOLTB representatives, the secondary information collected through the Census-based Profile and local Labour Market Information (LMI), seven sectors were selected as those currently experiencing major workforce development issues.

For each of the selected sectors, a Discussion Guide was developed. Each guide contained a background information section, containing all relevant secondary information pertinent to the workforce development issues in that sector. Following this background information, five standard questions were posed with specific instructions to consider equity group issues when discussing each question; equity groups include Aboriginals, Francophones, Immigrants, Older Workers, Persons with Disabilities, and Visible/Racial Minorities.

The questions were designed to elicit the most pressing workforce development trends specific to the local area and to determine where opportunities exist for addressing the identified issues.

It is important to note that equity group concerns were not discussed as separate issues but deliberately included within each sectoral discussion. In this way, the unique workforce development issues faced by these groups were not considered in isolation but as they pertain to each and every sector under review.

EMOLTB Member Involvement

Structured community input sessions were held in the same manner in each of the three counties represented by EMOLTB. The invitation list included sectoral representatives from business, labour and training. Following a standard introduction and review of the local Census results, community representatives participated in round-table sector-based discussions. With the aid of the Discussion Guide, EMOLTB Board members facilitated the round-table meetings. To conclude the evening, each table presented a summary of their discussion to the rest of the group.

Consultations Held:

Workforce Development Issues were raised at the “ E5 Where will Elgin be in 5 years?” meeting on May 26, 2004. Those in attendance were requested to identify any issues of importance in Elgin County. This was done after a presentation on some of the economic development success stories and a brief update on progress on youth and social planning committees. Representatives attending this meeting came from across the county and included 4 mayors and the newly elected Member of Parliament.

Consultations were held in Elgin County, on April 22, 2004; in Middlesex County on May 4, 2004; and in Oxford County on May 27, 2004.

APPENDIX B

The following is a list of organizations involved in the focus groups discussions. In addition to those who attended the meetings, summaries of the discussions were sent to key informants within the sectors for additional input and/or confirmation of the trends and opportunities identified.

City of St. Thomas
Community Futures Development Corporation of Middlesex County
Elgin Community Futures Development Corporation
Elgin Federation of Agriculture
Elgin Home Builders' Association
Elgin Tourist Association
Employment Sector Council of London Middlesex
Employment Services Elgin
Fanshawe College
Goodwill Career Centre
Human Resources and Skills Development Canada: Labour Market Information Branch
Human Resources Professionals of London District
London Council for Adult Education
London Economic Development Corporation
London Home Builders' Association
London InterCommunity Health Centre
London Unemployment Help Centre
Member of Parliament: Elgin, Middlesex, London
Ministry of Training, Colleges, and Universities: Apprenticeship Branch
Municipality of Central Elgin
Municipality of Southwold
Ontario Ministry of Agriculture and Food
Ontario Works
Oxford Small Business Support Centre
St. Joseph's Health Centre
St. Thomas Economic Development Corporation
St. Thomas Home Builders Association
Thames Valley District Health Council
Town of Aylmer
West Elgin BRE Study

The priority action(s) for each trend were identified as actions that would be required as a "first step" in the long-term process to create local opportunities for our entire workforce.

APPENDIX C

Labour Market Information Resources

Labour Market Bulletin, Human Resource Centre of Canada, London-Middlesex.
Volume 3, Issues 2-4, 2003, HRCC 2003.

Labour Market Bulletin, Human Resource Centre of Canada, St. Thomas Elgin.
Volume 3, Issues 2-4, 2003, HRCC 2003.

Labour Market Bulletin, Human Resource Centre of Canada, Woodstock-Tillsonburg-Oxford. Volume 3, Issues 2-4, 2003, HRCC 2003.

London CMSM, 2003-2005 Ontario Works Service Plan. Ontario Works, 2003.

Ontario Works Service Plan 2003 – 2006, County of Oxford. Ontario Works, 2003.

Metropolitan Outlook-Winter 2003. The Conference Board of Canada, 2003.

Voices for Change, Making Use of Immigrant Skills to Strengthen the City of London. WIL Counselling and Training for Employment, Centre for Research and Education in Human Services, 2003.

Workforce Development Survey, London Economic Development Corporation. Acumen Research Group Inc., 2003.

A Profile of The Labour Market in Elgin, Middlesex, Oxford Local Training Board. Regional Analytics, Hamilton Training Advisory Board, 2004.

Apprenticeship Training, Ministry of Training, Colleges & Universities.
<http://www.edu.gov.on.ca/eng/training/apprenticeship/Skills/training.html>

APPENDIX D:

Sample Discussion Guide



Trends, Opportunities and Priorities 2004 **Manufacturing**

Background

According to Statistics Canada Census data, the manufacturing sector is the largest employer in the Elgin-Middlesex-Oxford area. Over 50,000 people worked in jobs related to manufacturing in the area in 2001. More recent labour force survey data suggests that as many as 60,000 people are currently employed regionally in the sector.

The Ontario Ministry of Training, Colleges and Universities reports that one in five jobs are found in the manufacturing sector, and the industry's revenue accounts for one-quarter of the province's wealth. Manufacturing companies need skilled workers in order to compete globally, and precision machining, tooling trades, and millwrighting are the backbone of industry.

The 2003 Skilled Trades Survey conducted by the Ontario Chamber of Commerce found that the three most prominently cited causes for skilled trades shortages are; 1) the perceived undesirability of being a skilled trades professional, 2) a lack of focus by the education system on skilled trades creating a short supply of apprentices, 3) difficulty employers have in attracting apprentices and skilled trades workers. Employers most commonly indicate that these issues can be tackled by raising awareness and promoting the image of skilled trades. Employers also mentioned financial support for apprenticeships frequently as a need for the expansion of the skilled trade industry.

A survey conducted by Acumen Research on behalf of the LEDC found that half of the respondents in the London region, many of whom were in manufacturing, were experiencing workforce shortages or were concerned about the possibility. A lack of qualified candidates was the most frequently cited reason for shortages. Immigrants and Francophones are underrepresented in the region in various occupations including processing and manufacturing supervisors, skilled operators, machine operators and assemblers.

Discussion Guide

- Do you agree with the information presented in the background?
- What progress has been made in tackling these workforce development issues?
- Do additional workforce development issues exist that were not included in the background?
- Do you have any particular solutions you would like to suggest?

Please consider the following in your discussion...

- **Utilizing Immigrant Skills** – What progress is being made in breaking down social and bureaucratic barriers in the way of immigrants exercising their full workforce potential?
 - **Francophones** – Issues related to the provision of employment and training services in the French language.
 - **Persons with Disabilities (learning, mobility, sensory, psychiatric)** – What progress is being made in developing competitive employment opportunities?
 - **Literacy and ESL** – Are these issues relevant to this sector?
 - **Baby Boom Retirement** – Will this event create shortages in this sector?
-
- Of all the workforce development issues discussed today, can you identify what needs to be done first?