

2015-2016

Local Labour Market Plan Report Update





We would like to thank everyone who contributed their time, ideas and expertise to Local Labour Market Plan Report Update 2015-2016.

Workforce WindsorEssex would also like to thank Heather Gregg, and Tanya Antoniw for their work in developing and authoring this report.

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Workforce WindsorEssex is committed to ongoing research to enhance local labour market planning in the Windsor-Essex region.

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Executive Summary

As the Windsor-Essex economy continues to diversify, it is increasingly important that the local workforce has the skills and knowledge to fill the occupations that local employers are offering. Through examining the various available data sources, Workforce WindsorEssex has developed the following report with the aim of providing relevant, local labour market information and insight into the demand and supply components of the Windsor-Essex labour market to be used by stakeholders.

Through analysis of the data, there are three themes that were identified:

1. Overall, a majority of employer respondents through consultations and the EmployerOne Survey indicated they are projecting hiring growth over the next year.
2. Retaining skilled individuals within an organization or within the Windsor-Essex region continues to be a challenge for local employers.
3. There are several sectors that are experiencing challenges in recruiting workers for occupations.

The Action Plan, which is included at the culmination of this report, acts as a framework to guide the activities and initiatives of Workforce WindsorEssex in the short, medium and long term through identifying community workforce development priorities and needs.

Workforce WindsorEssex would like to acknowledge the ongoing support and dedication of our partners throughout the Windsor-Essex community in working together to build a strong local economy and robust future.

Background and Methodology

Workforce WindsorEssex (WFWE) is the regional workforce development board for the Windsor-Essex region. The Board's mandate is to plan, facilitate and advocate for regional workforce development, defined as the development, retention and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex has six strategic priorities that guide the projects and work completed by the organization. These six priorities include:

1. To ensure the Windsor-Essex workforce meets the needs of our current and emerging local economy.
2. Provide relevant and current labour market information.
3. Emphasize the importance of Attitude, Skills and Knowledge (ASK) in the workplace.
4. Support entrepreneurship, R & D and the retention and growth of small and medium-sized business in Windsor-Essex.
5. Integrate immigrants and newcomers into our labour force for leveraging their knowledge, skills and experience.
6. Maximize the opportunity for youth to engage in the local workforce.

The Ministry of Training, Colleges and Universities (MTCU) provides funding support to Workforce WindsorEssex to create an annual Local Labour Market Plan Report Update and Action Plan. This report includes updated qualitative and quantitative information gathered through various sources throughout the year to provide an update on the local labour market. Several key themes have been identified by local stakeholders, which serve as vital pieces of information for workforce development in Windsor-Essex.

This plan includes updated labour market indicators, qualitative information gathered through consultations with community stakeholders, an update on past actions and a directory of current activities carried out by WFWE, and a plan providing a framework for future activities and initiatives of the organization.

Through completing the Local Labour Market Plan Report 2015-2016, Workforce WindsorEssex held a formal consultation with Employment Ontario Service Providers, including Literacy and Basic Skills Service Providers, to understand the value of the available data and gain a clear perspective on how community organizations may use this data for planning purposes. Additionally, consultations were held with local employers. This qualitative data was collected through ongoing discussions and consultations.

Our Population

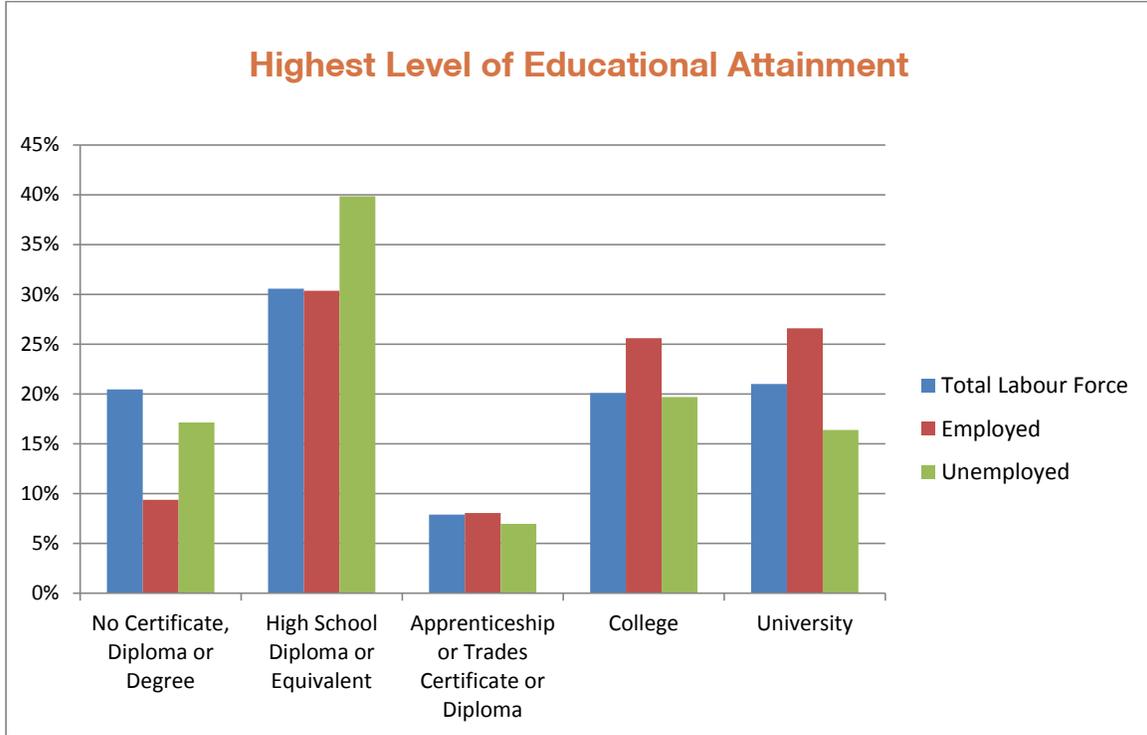
Education

The chart below indicates the highest level of educational attainment for residents in Windsor-Essex. The chart compares attainment for the total labour force, the employed population and the unemployed population.

For the majority of the unemployed population, the highest level of educational attainment is a high school diploma or equivalent. Few unemployed individuals hold apprenticeship or trade certificate/diplomas.

The skills that apprentices and journey persons provide remain vital to the local manufacturing, construction and service industries. As the Windsor-Essex economy continues to diversify, it will be important to encourage those with a secondary school diploma to pursue additional education and training.

Figure 1- Highest Educational Attainment for Residents of Windsor-Essex

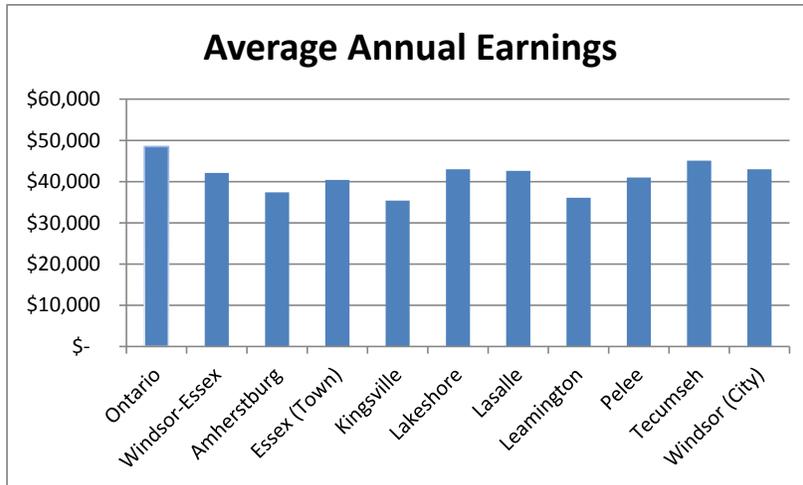


Source: Statistics Canada, 2011 National Household Survey

Income

The average income for residents in Windsor-Essex is \$42,100 per year with the provincial average earnings standing at \$48,500 (EMSI Analyst). The table below indicates the average income across all municipalities in Windsor-Essex. The average earnings for residents across all municipalities falls under the provincial average.

Figure 2- Average Annual Earnings by Municipality



Source: EMSI Analyst, September 2015

Immigrants

Immigrants comprise 24% of the population of Windsor-Essex. According to the 2011 National Household Survey, there were 76,895 immigrants residing in Windsor-Essex. Of those, the participation rate of immigrants (those actively engaged in the labour force) was 51.3%, indicating that just under half of all immigrants to the region were not active in the workforce. Those immigrants who were actively participating in the labour force experienced a higher unemployment rate than non-immigrants (12% compared to 9.7%).

The top three occupational categories in which immigrants were predominately employed were sales and service occupations, trades, transport and equipment operator and related occupations, and occupations in manufacturing and utilities.

Migration

The two tables below indicate the movement of people in and out of Windsor-Essex. The net migration for the reference period of this data (2012-2013) indicates a net out-migration of 1429. 1429 more individuals left the region than moved into the region.

Table 1 identifies the number of out-migrants from 2012-2013, broken down by age group and the top 10 census divisions of destination. The age group with the greatest number of individuals who left the region was 25-44 years. That particular age group captured individuals who were in their prime working years, so a possible reason for leaving the region could be moving for new employment opportunities in the destination location. That would also explain the large number of those 0-17 year olds who left the region as well, as children would follow their parents as they move to new destinations.

The second largest age group that left the region was 18-24 years. These individuals may have left the region to pursue post-secondary education opportunities in the listed destinations.

Toronto was the destination to which most individuals across all age groups re-located. 12% of out-migrants re-located to a destination outside of Ontario.

Table 1- Out-Migration from Windsor CMA as the Origin Municipality for 2012-2013

Out-Migration						
Census Division of Destination	0-17 years	18-24 years	25-44 years	45-64 years	65+ years	TOTAL
Toronto	81	216	383	84	38	802
Chatham-Kent	152	91	209	104	59	615
Middlesex	93	129	207	83	40	552
Division No. 6 (Calgary and surrounding areas)	71	87	167	55	11	391
Peel	54	73	131	77	19	354
Division No. 11 (Edmonton and surrounding areas)	61	47	119	31	6	264
Waterloo	45	60	93	35	13	246
Ottawa	56	52	82	20	25	235
Hamilton	33	28	101	49	14	225
Greater Vancouver	24	43	122	23	12	224
TOTAL	1299	1331	3140	1156	400	7326

Source: Statistics Canada, Taxfiler Data, 2015

Table 2 below indicates the in-migration to the region over the reference period, 2012-2013. Those individuals in the age group identified as the prime working years (25-44) were the highest in-migrants to the region, again with those aged 0-17 years being another large representation, as young children would move with their families.

For similar reasons, individuals may have left their origin locations to pursue employment opportunities, educational opportunities or for other personal reasons/obligations.

Those who came into the region were predominately represented by those originating from another location inside of Ontario, with the majority being from Toronto.

Table 2- In-Migration for Windsor CMA as a Destination for 2012-2013

In-Migration						
Census Division of Origin	0-17 years	18-24 years	25-44 years	45-64 years	65+ years	TOTAL
Toronto	170	81	302	126	43	722
Chatham-Kent	158	100	167	105	47	577
Peel	116	53	145	93	30	437
Middlesex	99	59	166	76	30	430
Waterloo	44	19	67	47	21	198
Division No. 6 (Calgary and surrounding areas)	54	18	71	27	8	178
Hamilton	51	23	54	35	8	171
Ottawa	36	17	66	34	11	164
York	22	17	65	50	6	160
Halton	24	18	51	48	11	152
TOTAL	1312	762	2145	1186	492	5897

Source: Statistics Canada, Taxfiler Data, 2015

Our Labour Force

Labour Force Supply

The Labour Force in Windsor-Essex is dynamic and complex. There are various factors that impact the labour force locally and there are differences in the local labour force activity based on geography and municipalities. There are also differences in labour force activity within the sectors locally, where some industries are experiencing a growth in employment and some are experiencing a decline. These levels fluctuate based on local, provincial, national and international factors.

Table 1 illustrates the labour force activity by municipality as of the 2011 National Household Survey. Lasalle had the highest participation rate. The participation rate is defined as number of labour force participants expressed as a percentage of the population 15 years of age and over. Lasalle also had the lowest unemployment rate in 2011. Conversely, Tecumseh and Windsor had the highest unemployment rates in 2011. These variances in labour force activities demonstrate the localized employment activities within each municipality. As these figures are only available through the National Household Survey, the economies within these municipalities may have evolved since 2011.

Table 3: Labour Force Activity by Municipality, 2011

Municipality	Total Population over the age of 15 years	Labour Force	Employed	Unemployed	Participation Rate	Employment Rate	Unemployment Rate
Amherstburg	17,445	11,345	10,550	795	65%	60.5%	7%
Essex	16,035	9,715	9,000	710	60.6%	56.1%	7.3%
Kingsville	16,390	10,275	9,650	625	62.7%	58.9%	6.1%
Lakeshore	27,255	17,640	16,430	1,210	64.7%	60.3%	6.9%
Lasalle	22,840	15,260	14,215	1,045	66.8%	62.2%	6.8%
Leamington	21,145	12,450	11,575	875	58.9%	54.7%	7%
Tecumseh	19,730	12,510	11,440	1,065	63.4%	58.0%	8.5%
Windsor	171,765	97,290	85,445	11,850	56.6%	49.7%	12.2%

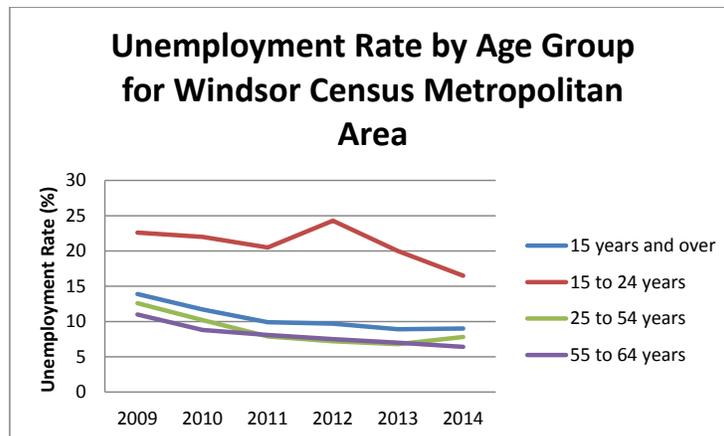
Source: Statistics Canada, National Household Survey, 2011

There are also variances in the labour force activity for people within certain age groups in the Windsor Census Metropolitan Area (including Windsor, Tecumseh, Lakeshore, Lasalle and Amherstburg). The chart below demonstrates the unemployment rate from 2009 to 2014, divided by age group.

The general unemployment for individuals ages 15 years and over in the labour force has decreased from 2009. This is the result of more individuals becoming employed as well as individuals entering the labour force, as the Windsor-Essex economy recovered from the recession of 2008-2009.

The unemployment rate for youth (ages 15 to 24 years) was significantly higher than the unemployment rate of the total labour force from 2009. This is similar to the national and provincial figures where the youth unemployment rate is considerably higher. Of particular note, the youth unemployment rate in the Windsor CMA peaked at 24.3% in 2012 and has since decreased to 16.5% in 2014. This may be a result of the youth-targeted programs being carried out by local employment and youth service providers.

Table 4: Unemployment Rate by Age Group for Windsor CMA



Source: Statistics Canada, Table 282-0129 - Labour force survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted), CANSIM (database).

As previously mentioned, the specific industries have experienced different rates of growth or decline since 2009. As the chart depicts below, several key industries have increased levels of employment since 2009. These industries include: Construction; Manufacturing; Transportation and warehousing; Professional, scientific and technical services; Education; Health Care and Social Assistance and Accommodation and Food Services.

This growth has been confirmed by local employers in these industries who have stated their businesses are growing and they are expanding their workforce. Several of the sectors that have experienced a decline in employment from 2009 to 2014 are: business support services, information and cultural industries as well as public administration.

Table 5: Employment by Industry for Windsor CMA

North American Industry Classification System (NAICS)	2009	2010	2011	2012	2013	2014	% change from 2009 to 2014
Construction	7,000	8,000	7,900	9,500	8,300	8,200	17%
Manufacturing	29,600	28,800	30,700	31,500	31,400	32,900	11%
Trade	22,900	20,400	20,500	20,800	22,400	22,100	-3%
Transportation and warehousing	5,400	6,100	5,200	6,400	6,600	8,300	53%
Finance, insurance, real estate and leasing	6,400	8,100	6,000	7,200	8,800	6,100	-4%
Professional, scientific and technical services	6,300	7,100	7,300	7,700	6,800	6,700	6%
Business, building and other support services	6,600	7,100	6,700	6,300	5,400	5,000	-24%
Educational services	11,900	10,800	11,100	10,700	12,300	12,500	5%
Health care and social assistance	18,400	20,200	19,200	19,200	21,900	20,800	13%
Information, culture and recreation	7,900	6,900	7,800	7,200	5,700	7,300	-7%
Accommodation and food services	10,200	9,700	10,600	11,600	10,900	11,800	15%
Other services	6,600	6,800	7,100	7,300	6,400	6,700	1%
Public administration	4,900	4,900	4,900	5,400	4,900	4,500	-8%

Source: Statistics Canada. Table 282-0131 - Labour force survey estimates (LFS), employment by census metropolitan area based on 2011 Census boundaries and North American Industry Classification System (NAICS), annual (persons), CANSIM (database).

As of the 2011 National Household Survey, the following occupations had a 100% Labour Force Participation Rate and 100% Employment Rate, indicating that overall, individuals that have the necessary qualifications and educational requirements for the specific occupations are employed in Windsor-Essex. As this information is from the 2011 National Household Survey, economic or labour force conditions may have changed. However, several of these occupations are within the Health and Social Services industry, which, according to employer consultations and quantitative data, is likely to be an industry with expanded employment opportunities.

- **Architecture and science managers**
- **Managers in horticulture**
- **Securities agents, investment dealers and brokers**
- **Supervisors, library, correspondence and related information workers**
- **Court reporters, medical transcriptionists and related occupations**
- **Health information management occupations**
- **Transportation route and crew schedulers**
- **Metallurgical and materials engineers**

- Computer engineers (except software engineers and designers)
- Industrial instrument technicians and mechanics
- Optometrists
- Chiropractors
- Other professional occupations in health diagnosing and treating
- Other professional occupations in therapy and assessment
- Respiratory therapists, clinical perfusionists and cardiopulmonary technologists
- Medical sonographers
- Cardiology technologists and electrophysiological diagnostic technologists, n.e.c.

Source: Statistics Canada, National Household Survey, 2011.

Employment Ontario Data

Through the Ministry of Training, Colleges and Universities, Workforce WindsorEssex was provided with client data for those clients accessing Employment Ontario services during the reporting period of 2014-2015. The scope of Employment Ontario services includes Employment Services, Second Career, Literacy and Basic Skills and Apprenticeships. In addition to the previously mentioned services, data was also made available for the Youth Employment Fund (YEF), a program which was in effect during the reporting period. All programs are maintained under the Ministry of Training, Colleges and Universities and all have been developed in a way to connect clients with opportunities to engage in the local workforce.

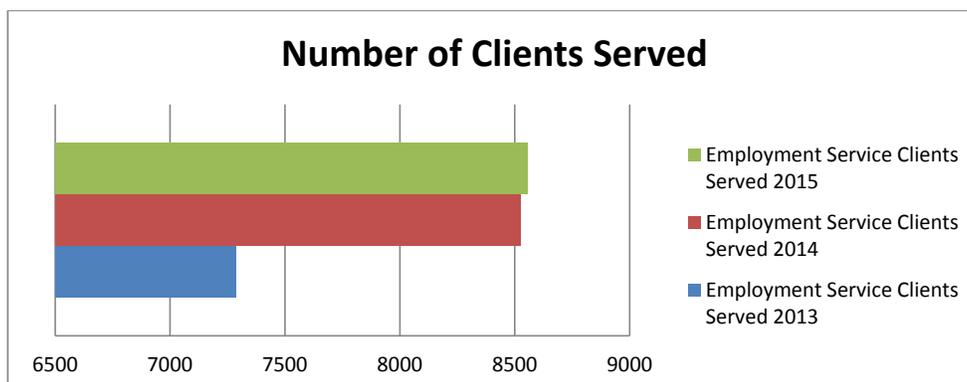
Analysis of this data set provides some of the year-over-year trends and outcomes of individuals accessing Employment Ontario services.

The data reported and presented reflects closed case for the fiscal year 2014-2015.

Clients Served – Employment Services

The number of clients served in Windsor-Essex during the reporting period was 8,554. This was a slight increase from the previous year.

Figure 3- Number of Clients Served by Employment Ontario Employment Services Service Providers



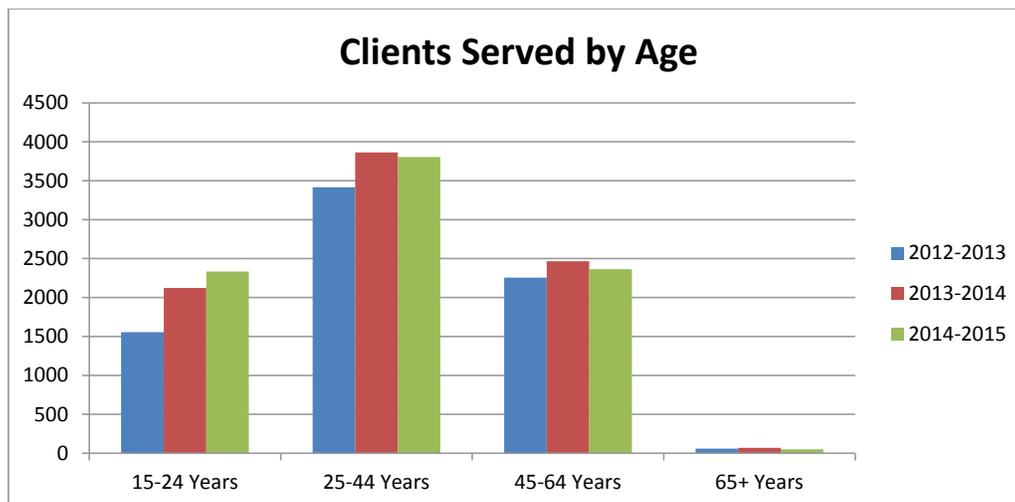
Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

Clients Served – Age and Gender

Clients served were nearly equally divided based on gender, with males represented 54% of clients accessing Employment Services.

Figure 4 shows the breakdown of clients, year-over-year and by age range. The highest served age group remains to be 25-44 years. 44% of clients served are those in their prime working years. As the age range reported is quite large, clients accessing services can include students who have recently completed post-secondary education and are looking to enter the workforce, individuals looking to change their career paths, those who have experienced a layoff or those looking to take advantage of specific programming offered through Employment Services Service Providers (ESSP). YEF, as previously mentioned, was a program which offered opportunities to young people through job placements to learn real time job skills. Individuals aged 18-30 were eligible to participate in the program. It is estimated that the implementation of this program could be a factor for the increase in the number of clients captured in the 15-24 year old range.

Figure 4- Employment Services Clients Served by Age



Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

Figure 5- Employment Services Clients Served, by Gender

Clients Served By Gender



Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

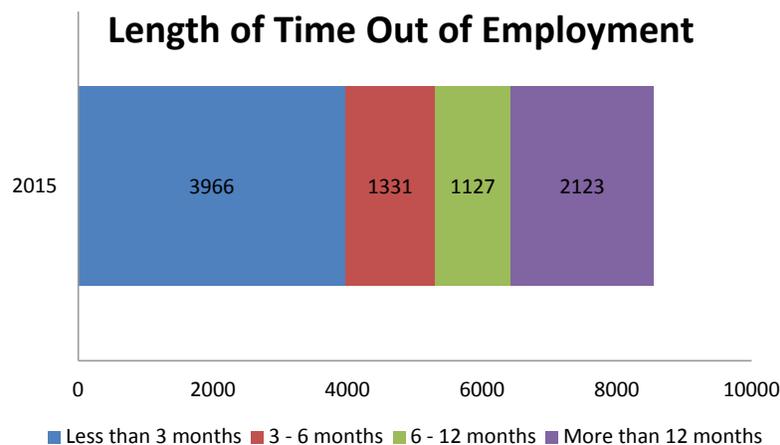
Length of Time Unemployed

A critical consideration for ESSP when working with their clients is to identify how long each client has been unemployed. Consultation with ESSP indicated that the longer the clients are disengaged from the workforce; it may lead to additional barriers in assisting the individuals to regain employment.

46% of new clients working with ESSP had been out of work for less than three months. The next largest representation of clients was those who had been unemployed for greater than 12 months. Some of the barriers that clients captured in the greater than 12 month time period face include the client unwilling to take a job based on wage ranges, unfamiliarity of current workplace practices and habits and changing industries and technologies.

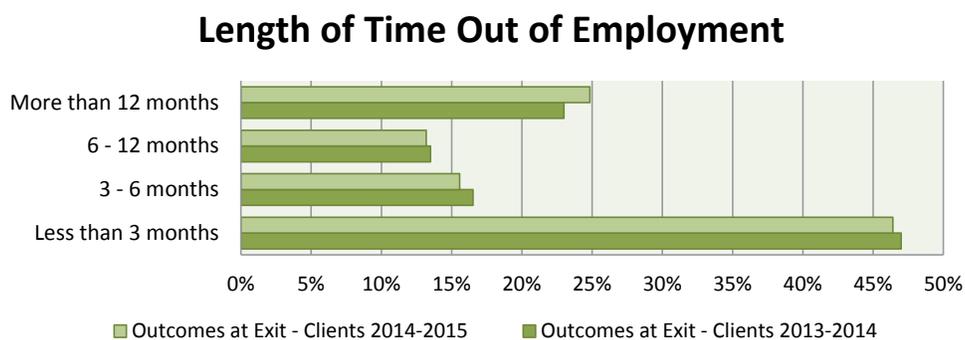
Year-over-year data shows that when compared to past years, there are currently more ESSP clients who have been out of work for greater than 12 months.

Figure 6- Length of Time Out of Employment for ES Clients Served, 2014-2015



Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

Figure 7- Comparison of Length of Time Out of Employment from 2013-2014 to 2014-2015



Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

Outcomes at Exit

As clients complete programming specific to employment services, there are three outcomes to which their files can be closed: Employed, Training/Education and Other. The greatest proportion of clients in Windsor-Essex accessing Employment Services in the reporting period 2014-2015 were closed to Employed. The figure below identifies the breakdown of each outcome, effectively illustrating that the resources and supports that exist within our community support clients and their goals, whether that be training or employment related. The “Other” outcome can include clients who providers have lost contact with, clients who have chosen to not pursue employment/training, those who are unable to work or those who may have a health impairment limiting their engagement with employment/training, etc.

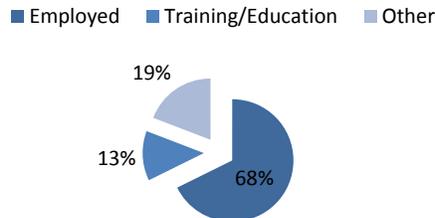
Of those who are gaining employment, the charts below list the occupations (defined by 2-digit NOC code) and industries (defined by 2-digit NAICS Code) into which the largest number of clients are hired. On the industry side, the industry where most clients found employment was manufacturing. Many of the occupations listed are those which fall under the broad industry of manufacturing.

Additionally, many of the occupations are related to service, support and customer services. Occupations in this category exist across many different industries in the local economy.

When comparing the top listed occupations clients in which were employed to a growth and projection data set, these occupations are likely to experience growth to 2020, based on available forecasts.

Figure 8- Outcomes At Exit for ES Clients Served 2014-2015

Outcome at Exit 2014-2015



Source: Ministry of Training, Colleges and Universities, Local Board Report, 2015

Employed Occupations and Employed Industry

Top Employed Occupation for ESSP Clients
Labourers in processing, manufacturing and utilities
Industrial, electrical and construction trades
Service representatives and other customer and personal services occupations
Sales support occupations
Service support and other service occupations.
Sales representatives and salespersons - wholesale and retail trade
Office support occupations
Transport and heavy equipment operation and related maintenance occupations
Processing and manufacturing machine operators and related production workers
Service supervisors and specialized service occupations

Top 10 Employed Industries for ESSP
Manufacturing
Retail trade
Administrative and support, waste management and remediation services
Accommodation and food services
Other services (except public administration)
Sales representatives and salespersons - wholesale and retail trade
Office support occupations
Health care and social assistance
Construction
Educational services
Agriculture, forestry, fishing and hunting
Transportation and warehousing

¹ EMSI Analyst

Apprenticeship

The number of new apprenticeship registrations for 2014-2015 were 1,084 with a total of 4,234 local active apprentices. These numbers are lower than the figures from last year's reporting period, with new registrations being down by 701 and active apprentices down by 992. Possible reasons for the decrease provided by ESSP included lack of awareness of opportunities and incentives and changes in certain apprenticeship occupations.

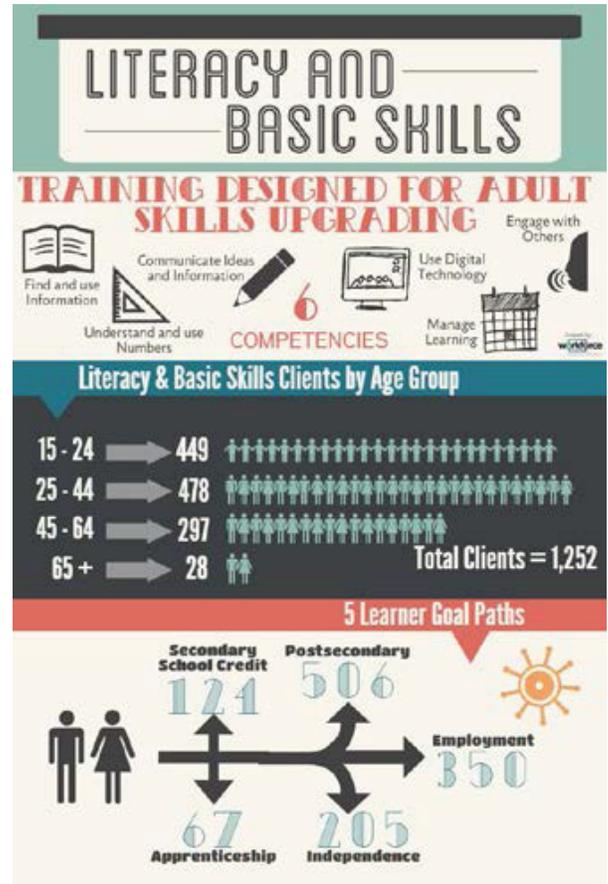


Literacy & Basic Skills

The Literacy and Basic Skills (LBS) program provides free training in reading and writing, math and basic work skills. Clients accessing LBS will typically have reading and writing, math and essential skills below the grade nine levels. Programs are created with each client to achieve specific goals, which will allow clients to engage in the workforce, continued education, training or have greater independence in their everyday lives.

The infographic below provides a visual representation of LBS client activity for the reporting period 2014-2015. There were 1,252 clients served through LBS during the reporting period, an increase of 77 more learners than the previous reporting period.

The greatest proportion of clients served fall between the age ranges of 15-24 and 25-44. This large representation (75% of all clients served) are those in their prime working years. Accessing the suite of services that LBS offers indicates that clients have goals of upgrading their skills so that they are able to re-engage themselves in the workforce or education. The goal paths that clients most selected as their direction to pursue are postsecondary education and employment.



Ontario Ministry of Training, Colleges and Universities, Employment Ontario, Literacy and Basic Skills <http://www.tcu.gov.on.ca/eng/apprentices/lbs.html>

The Youth Employment Fund (YEF) was a program rolled out provincially with the aim of creating employment opportunities for 25,000 youth in Ontario. The targeted focus was at-risk youth and those facing additional barriers to employment. YEF served youth from ages 15-29 and to allow participants to learn valuable work skills while earning an income. YEF began in September 2013 and locally impacted over 1,000 youth. New client intake wrapped up as of March 31, 2015 and existing clients meeting suitability will wind down their placements and training (where applicable).



Labour Force Demand- Our Local Industries

There are several indicators available to examine the labour force demand in Windsor-Essex. The table below provides information on the number of businesses in Windsor-Essex based on their employee size range. The industries with the largest number of businesses include: Retail; Construction; Health Care and Social Services and Other Services. The industries with the least number of businesses with employees include: Oil, Mining and Gas; Utilities; Public Administration and Information and Cultural Industries.

Canadian Business Counts data was formerly known as Canadian Business Patterns data. This title changed occurred in December 2014, where many other methodological changes occurred making it not possible to do time-series comparisons. Therefore, this year's analysis is different than previous LMP reports as it can only show a one-time snap shot. However, this data is still valuable as it helps us better understand the labour demand in Windsor-Essex.

Table 6: Number of Businesses by Employee Size Range in Windsor-Essex

	Total, with employees	# of Employees per business							
		1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +
Total	10842	5332	2195	1568	1137	341	147	89	33
Unclassified	437	337	53	30	14	2	0	1	0
Agriculture, forestry, fishing and hunting	361	140	57	65	61	26	6	5	1
Oil, mining and gas	12	6	2	1	1	0	1	1	0
Utilities	15	2	2	3	2	3	1	2	0
Construction	1089	575	259	150	80	15	6	4	0
Manufacturing	731	198	121	124	137	68	41	33	9
Wholesale trade	468	151	126	102	62	12	12	2	1
Retail trade	1506	585	421	268	148	55	16	11	2
Transportation and warehousing	736	513	81	62	43	23	9	5	0
Information and cultural industries	73	38	9	10	7	7	1	1	0
Finance and insurance	482	221	79	49	120	6	4	3	0
Real estate, rental and leasing	353	221	67	43	15	2	4	1	0
Professional, scientific and technical services	858	583	135	88	41	7	2	1	1
Management of companies and enterprises	97	67	13	5	5	4	3	0	0
Administrative and support, waste management and remediation services	402	193	92	55	27	20	7	6	2
Educational services	95	30	23	20	11	5	0	0	6
Health care and social assistance	1102	581	208	168	86	26	19	7	7
Arts, entertainment and recreation	135	47	26	18	27	14	2	0	1
Accommodation and food services	799	178	190	203	187	35	4	1	1
Other services	1076	665	231	102	63	8	4	3	0
(except public administration)									
Public administration	15	1	0	2	0	3	5	2	2

Source: Statistics Canada, Canadian Business Count, June 2015

The table below provides information on the number of part-time and full-time employed individuals in the Windsor CMA. Since 2009, the percentage of Full-time Employment has been between 76 to 78%, indicating that the majority of employed individuals in the Windsor CMA are employed on a full-time basis.

Table 7: Employment Status for Windsor CMA

	2009	2010	2011	2012	2013	2014
Employment	146,400	147,500	147,900	153,300	154,800	155,200
Full-Time Employment	111,500	112,500	116,400	120,000	120,300	122,000
Part-Time Employment	34,900	35,000	31,500	33,200	34,500	33,200
% of Employment as Full-Time	76	76	78	78	77	78

Source: Statistics Canada. Table 282-0129 - Labour force survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted), CANSIM (database).

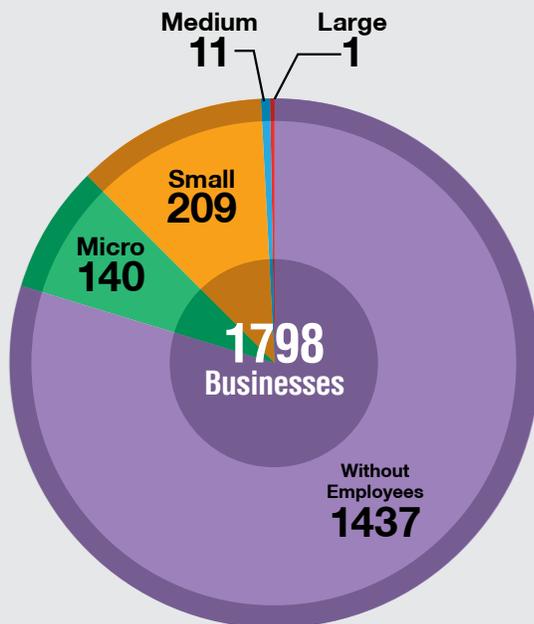
Industry Updates

Based on consultations with local employers and available statistics, Workforce WindsorEssex has identified seven sectors in the local economy that warrant a further examination and identification of workforce development, trends, opportunities and challenges.

TYPE OF BUSINESS / NUMBER OF EMPLOYEES

■ Without Employees
 ■ Micro (1 to 4)
 ■ Small (5 to 99)
 ■ Medium (100 to 499)
 ■ Large (500+)

Agriculture



Source: Statistics Canada, Canadian Business Counts, June 2015.

Projected Growth Occupations

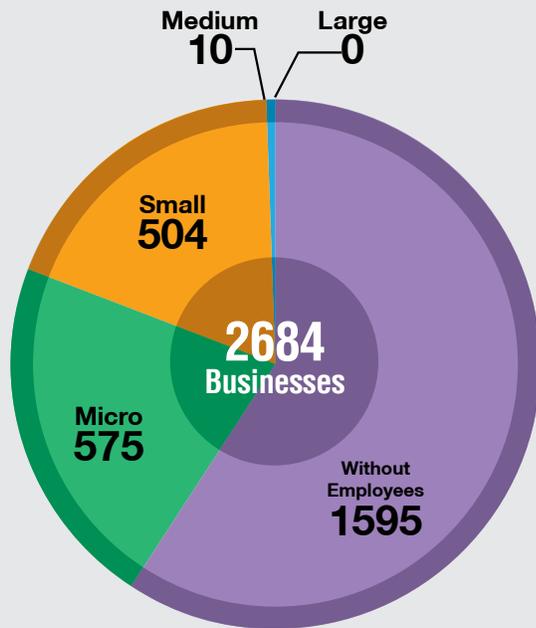
- Agricultural Representatives, Consultants and Specialists
- Nursery and Greenhouse Workers
- Supervisors, Food, Beverage and Tobacco Processing
- Labourers in Food, Beverage and Tobacco Processing

Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- There are various employment opportunities available. Local employers have indicated that they are actively hiring various skill levels for positions within their organizations and experiencing some challenges recruiting skilled talent.
- Transportation has been identified as a barrier for some employers to attract the necessary talent from neighbouring communities.
- The connection between agri-business and tourism is strengthening as the “buy local” campaigns are gaining traction with residents and tourists. There are several initiatives that provide farm to fork experiences for visitors to the region.
- Agribusiness operators are utilizing new technologies to mitigate issues as well as increase yields and the quality of their products. These operators are continuously looking for new innovations to improve their crops or products.

Construction



Source: Statistics Canada, Canadian Business Counts, 2015

Projected Growth Occupations

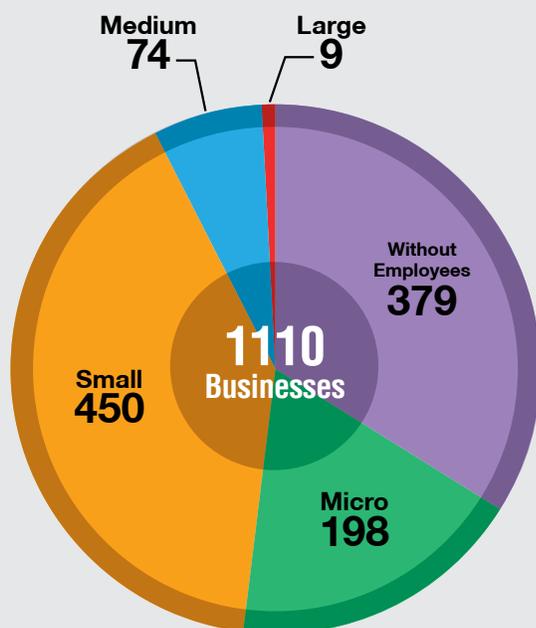
- Construction Managers
- Construction Inspectors
- Contractors & Supervisors, Carpentry Trades
- Construction Millwrights
- Construction Trades Helpers and Labourers

Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- The first Request for Proposals for site preparation for the Gordie Howe International Bridge was issued and awarded to Amico Infrastructure. Meetings with potential construction firms have been held, with additional ones planned for the future, to allow for local businesses to bid on the work. Ensuring that Windsor-Essex has the workforce to fill the jobs associated with the construction of the bridge will be a key focus for local stakeholders. In the coming months, Workforce WindsorEssex will strive to identify the occupations associated with the construction of the bridge and identify potential training and upskilling opportunities for our workforce.
- Windsor-Essex has also had a number of capital construction projects occurring, notably the expansion of local buildings and businesses, the construction of new greenhouses and the University of Windsor downtown campus.

Manufacturing



Source: Statistics Canada, Canadian Business Counts, 2015

Projected Growth Occupations

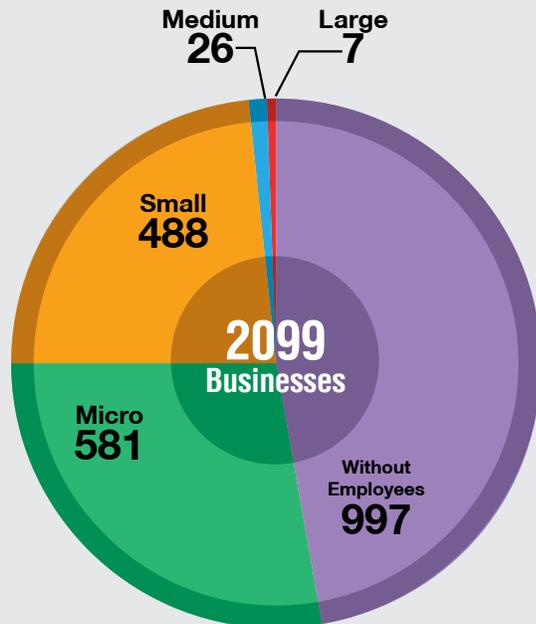
- Manufacturing Managers
- Mechanical Engineering Technologists and Technicians
- Welders and Related Machine Operators

Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- Some employers have stated that they are experiencing challenges in attracting and retaining youth to available positions. Some employers have been actively involved in participating and promoting Manufacturing Day in past years.
- Some employers have identified they are having difficulties in attracting skilled workers in semi-skilled and skilled occupations.
- Employers have identified a need for further professional development and training opportunities for those working within the sector to enhance their skill sets.
- The evolution of technology and innovation is impacting the sector locally and technology has become vital to the sector. The use of robotics, machines and software has created a shift in the skill sets that employers are looking for.
- Over the last year, a number of local manufacturers have held job fairs to promote the opportunities within their organization. For example, the Windsor-Essex Economic Development Corporation held a Skilled Trades job fair in December 2014, with almost 30 local employers showcased and 300 jobs available. Hundreds of people attended the job fair.

Health Sciences



Source: Statistics Canada, Canadian Business Counts, 2015
³ WEtech Alliance, Hacking Health Description, 2015.

Projected Growth Occupations

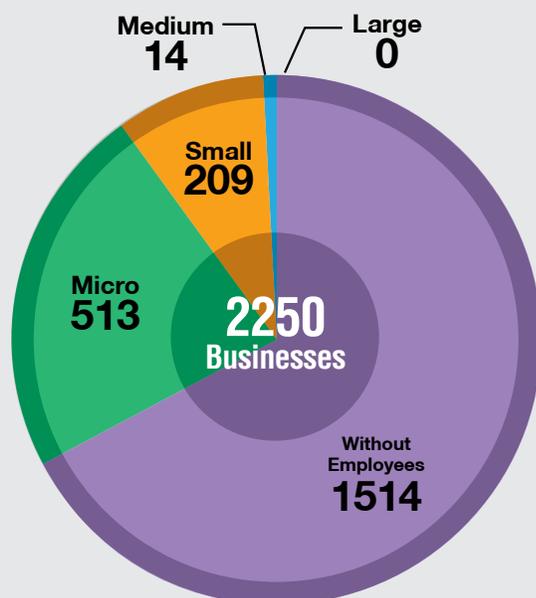
- Pharmacists
- Head Nurses & Supervisors
- Registered Nurses
- Social Workers

Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- The site selection for the new acute care facility in Windsor-Essex was completed. The plan includes construction of the new acute care hospital, a non-acute care hospital and development of satellites and urgent care centres.
- In 2015, the Windsor-Essex Economic Development Corporation, in partnership with Hotel-Dieu Grace Health Care, established a cross-border Life Sciences Hub. This new hub will facilitate the development of new health care products as well as cross-border partnerships.
- In 2015, local hospitals have been actively recruiting for a variety of occupations covering several levels of skills.
- WEtech Alliance and TechTown Detroit partnered to host the first Hacking Health Event, which connected professionals from the IT and Health Care sector across the Windsor-Detroit border to team up, dream up and design mobile applications for the health care sector while helping to bring their innovations to market. See Hacking Health Windsor-Detroit video at <https://www.youtube.com/watch?v=llzv0hQTCA4>. This event served as a demonstration of the cross-sector implications of technology and innovation.³

Transportation & Logistics



Source: Statistics Canada, Canadian Business Counts, 2015

Projected Growth Occupations

- Dispatchers & Radio Operators
- Truck Drivers
- Shippers and Receivers
- Transportation Managers
- Customs, Ship and Other Brokers.

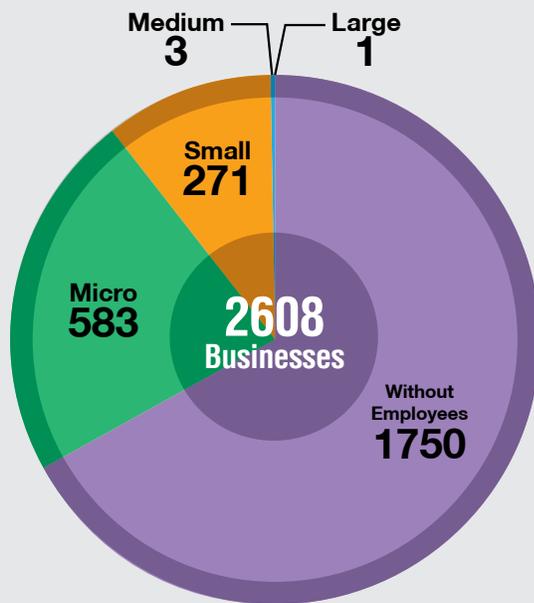
Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- The majority of local employer respondents were optimistic for future opportunities as a result of the expanded infrastructure with the construction of the Gordie Howe International Bridge
- One of the prominent themes expressed by multiple employers was the need for truck drivers. Many companies were actively hiring truck drivers and experiencing difficulties in finding skilled drivers.
- To leverage the location of Windsor-Essex, both the Cross Border Institute and the Institute for Border Logistics and Security have been established to conduct research and create initiatives that identify and take advantage of opportunities for businesses, education and other stakeholders in cross-border collaboration and trade.

Information, Communication, Technology

(Professional, Scientific & Technical Services)



Source: Statistics Canada, Canadian Business Counts, 2015

Projected Growth Occupations

- Computer Network Technicians
- Computer & Information Systems Manager
- Computer Engineers
- Graphic Designers & Illustrators

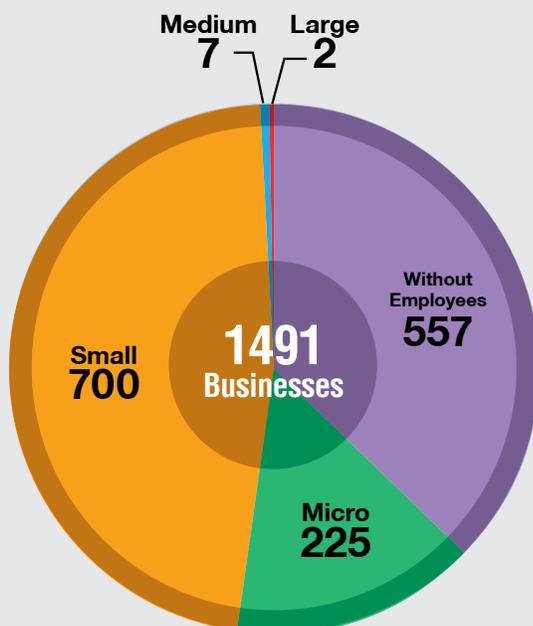
Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- Local employers in the ICT industry identified programming skills to be in high demand.
- Employers stressed the need to further continue to develop the talent pipeline for the industry through educational programs at the secondary and post-secondary levels.
- Entrepreneurship within the sector is likely to grow as stakeholders are noticing that new graduates are opening their own businesses. Local stakeholders have stated there is a need to actively encourage and support this within the sector.
- Employers identified a challenge in retaining highly-skilled graduates and workers in Windsor-Essex. Employers reported a high rate of youth out-migration to other technology hubs. Local organizations are collaborating to solve this challenge.

Tourism and Hospitality

(Arts, Entertainment & Recreation and Accommodation and Food Services)



Source: Statistics Canada, Canadian Business Counts, 2015

Projected Growth Occupations

- Food Counter Attendants, Kitchen Helpers & Related Occupations
- Food Service Supervisors
- Retail Trade Supervisors
- Bartenders
- Hosts and Hostesses

Source: EMSI Analyst, 2015

Employer Trends & Highlights:

- Local employers have indicated that the strengthening US dollar has positively impacted their businesses, as tourists from the United States are coming to Windsor-Essex to take advantage of the favourable exchange rate.
- As an overall trend, employment within the sector has increased. Several local tourism-related businesses are actively hiring.
- Some employers within the sector are actively recruiting new employees through social media channels. They promote their organizations and opportunities via Facebook, Twitter, LinkedIn, etc.
- One of the noted challenges of the sector is the higher than average turnover rate for employees. Employers are striving to keep their employees to promote business continuity and reduce recruitment and training costs
- Local stakeholders also identified a need for professional development opportunities for those who are working within the sector.

Priority 1

To ensure the Windsor-Essex workforce meets the needs of our current and emerging local economy.

Partnership Title	Description	Issue Addressed	Outcomes	Key Partners	Current Status
Promotion and Growth of the WEskills Database	Understand the skills of the available workforce. Through queries and searches, assist employers and agencies to understand where gaps may exist and through analysis, realize where training development programs would be necessary	Capture the skills of the available workforce of all ages to use when attracting new businesses or employers to the region. In 2014-2015, WFWE will work with partners at the City of Windsor to encourage youth to submit their resumes to the WEskills database	As of September 2015, the database contains over 3,500 resumes with a variety of work experiences and past occupations	<p>GECD SB</p> <p>MTCU CofW</p> <p>EOSP</p> <p>SECC</p> <p>WEEDC</p> <p>Insight Advantage</p>	Ongoing
Driving the Windsor-Essex Automotive Industry into the Future	Showcase emerging technical occupations in the automotive sector or those which are becoming more prominent based on new legislation and improvements by auto makers as they become more environmentally focused	With a resurgence locally in auto making and tertiary industries, understand what the changing demands are in the auto industry and what skills workers looking to start a career in automotive should have	Provide an industry update highlighting where opportunities exist, the skills required and shifts that this industry will be experiencing	<p>MTCU</p> <p>UofW</p> <p>WERCofC SCC</p> <p>WEEDC</p> <p>Appler Films</p>	Completed
W.E. Are Globally Connected	This project will examine the industries that will stand to benefit due to an increase in transportation infrastructure and improved cross border connections	Understand the skills required for occupations in the researched areas (Transportation, Logistics, Distribution and Warehousing)	Provide an in depth look at opportunities across the 4 areas within logistics and where local opportunities exist and the challenges currently faced	<p>MTCU</p> <p>UofW</p> <p>WERCofC</p> <p>SCC</p> <p>WEEDC</p>	Completed
Presentations on Careers in the Non-Profit Sector in Windsor-Essex	To inform local students and unemployed individuals on career opportunities in the Non-Profit sector in Windsor-Essex	Highlight the benefit of working in NFP occupations and assess the education/training opportunities for those looking for work or entering this sector	Local individuals employed in NFP roles will provide insight into their careers and share their experiences through presentations to secondary school students and other targeted groups. Provide labour market information on the sector to local workforce	<p>4 Local School Boards</p> <p>EOSP</p> <p>Local Employers</p> <p>Professional in NFP</p> <p>AFP- Windsor Chapter</p>	Completed
ONESTEP Partnership Project	The development of an industry tour to expose youth and students who will soon be entering the workforce to consider a career in agriculture	Address the skills gaps experienced by employers in Agri-business	Through tours, encourage high school students to consider agriculture/agribusiness as a career	<p>ONESTEP</p> <p>WERCofC</p> <p>Local Agriculture Employers</p> <p>WEEDC</p> <p>Local School Boards</p> <p>Elgin, Middlesex, Oxford Workforce Planning Board</p> <p>Four County Labour Market Planning</p>	Completed

Guidance Counsellor Forum	Workforce WindsorEssex will host two Guidance Counsellor Forums in Fall 2015. Our aim is to bring guidance counsellors, co-op teachers and SHSM teachers together with local employers so that they may directly gain a deeper understanding of our local sectors and what employers are looking for.	Both employers and educators have stated that they would like further developed connections with each other to provide students with local labour market information	Educators will have a deeper understanding of our local promising sectors and establish direct connections with	Local School Boards Local Employers	Planned for Fall 2015
Promising Sectors and Occupations Update	To provide an update to the Promising Sectors and Occupations 2012-2015 Report and Promising Sectors and Occupations/ Hot Jobs community presentation	To keep current with changes in the economy and industries. Initially, nine promising sectors were identified where an update would highlight sectors which have emerged since the initial report and remove some which may no longer be in a growth phase	Understand the changes in the Promising Sectors and identify emerging industries which were not previously captured. Create connections with employers in newly discovered growth industries	WERCofC WEEDC Local Employers EOSP Local School Boards	Future Issue and topic for future research/ project
Mega Hospital	Examination of the health care sector and the impacts that the merging of current health care facilities would have and other industries that would be impacted. Investigate how health care will change in the next 10 years	Address Windsor-Essex's aging population and the greater need for health care as the current health care workforce will be retiring and require additional medical care as well as the impact of the new mega hospital on the local workforce	Understand the occupations required within the new hospital	Local hospitals and health care facilities WEEDC Medical Associations UofW	Future Issue and topic for future research/ project

Priority 2

Provide relevant and current labour market information.

Partnership Title	Description	Issue Addressed	Outcomes	Outputs	Key Partners	Current Status
Essex County Community Data Profile	Provide stakeholders in each municipality of Essex County data on demographics, employment, education, immigration etc. to assist with planning	The need for compiled recent, relevant municipally specific data	Gain a better understanding of the conditions and needs in the communities/ municipalities across Essex County.	Municipality-specific printed pamphlets	Municipal Planners WEEDC ECFDC EOSP Local School Boards	Completed
Employer One Survey	Last year, the Employer One survey was conducted in the Western Region. The survey is completed by employers to gain demand side labour market information to be disseminated to community partners and stakeholders	Gain a local employer perspective on local labour market information across all sectors for analysis and comparison that can be used to measure conditions in other board jurisdictions throughout the province. This is promoted as an additional planning tool that can help employers understand their workforce needs and make accurate projections	Through partners (who will be confirmed with a signed MOU), the survey will be distributed to local employers to complete	Information briefs, summary findings and presentations of the information collected	EOSP Local Chambers of Commerce WEEDC OMAF/FRA WEtech ECFDC SCC UofW SWOTC TWEPI	Ongoing, end date March 31, 2016

Quarterly E-Update	A summary distributed quarterly detailing the work currently being conducted by the team at Workforce WindsorEssex. It will additionally serve as an opportunity to present relevant labour market information and provide updates on projects, upcoming events and community information	To provide stakeholders and the community with updates on labour market projects which highlight changing workforce conditions	Create awareness on labour market issues and provide updates which impact the community	An electronically distributed update emailed quarterly	Community Stakeholders	Ongoing
Job Postings/ Database	Daily local job postings compiled and distributed to employment agencies/partners. Additionally, an internal database updated with the results of the daily job postings complemented by the Vicinity Jobs tool	Allow those who work with clients seeking employment to understand the types of roles and industries who are actively recruiting. Also allows for identification of jobs actively being hired for	A list emailed daily to inform partners of the available jobs in the area	A daily distributed list of local job postings and an internally updated database of job postings combined with Vicinity Jobs	City of Windsor EOSP WEEG	Ongoing
Social Media Outreach	Update partners and the community on labour market issues via social media	Increase the reach of information through social media by all team members as they are involved in an array of activities, committees, attending events etc.	Improved marketing of WFWE and a greater online presence	Presence on Facebook, Twitter, Instagram, Pinterest and LinkedIn	Community Stakeholders	Current
Bottles, Barrels and Brews Occupational Guide	Showcase the occupations involved in the beverage processing industry in Windsor-Essex including distilleries, breweries, wineries and associated tourism occupations.	Tourism Windsor-Essex Pelee Island has an annual priority to further develop and promote the beverage manufacturing sector in Windsor-Essex which includes: distilleries, breweries and wineries. As this sector expands, the need for a trained workforce will increase. Local wineries have indicated they are expecting to grow over the next several years	Increased understanding of the occupations associated with the wineries, breweries, distilleries and associated tourism occupations. Community knowledge of occupations, skills required, training available, wages, next steps after graduation and examples of local employers will be expanded	Barrels, Bottles and Brews-Occupational Guide	TWEPI Local Employers Local Education Providers	Ongoing until March 2016 Ongoing until March 2016
Occupational Guide for Food Processing in Windsor-Essex	Work with local employers in the food processing industry to understand their workforce needs. Promote the industry to unemployed individuals in Windsor-Essex	Several food processing employers have expressed they have faced challenges in finding employees to fill available positions in their organization	Increased understanding of the occupations associated with the food processing industry. Community knowledge of occupations, skills required, training available, wages, next steps after graduation and examples of local employers will be provided	Occupational Guide for Food Processing in Windsor-Essex	Local food processing employers WindsorEssex Economic Development Corporation Educational Institutions Local School Boards Chambers of Commerce	Ongoing until March 2016

The Career Toolkit for Parents: Resources to Use as You Help Your Children Navigate the World of Careers	Support parents assist their children as they look ahead to high school and the course and career related decisions that they will make during that time. A career toolkit will be developed for parents of grade 7 and 8 students that includes information on local promising sectors, potential career pathways, occupational guides, and career navigation strategies	Providing parents with the necessary tools and resources to equip them to assist their children in career exploration and navigation	Parents will have an understanding of the resources available to them to assist them in helping their children with career exploration	A career toolkit will be developed for parents of grade 7 and 8 students that includes information on local promising sectors, potential career pathways, occupational guides, and career navigation strategies in the top languages spoken.	WECD Parent Involvement Committee	Ongoing until June 2016
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Priority 3

Provide relevant and current labour market information.

Partnership Title	Description	Issue Addressed	Outcomes	Outputs	Key Partners	Current Status
Pathway to Potential	The Windsor-Essex anti-poverty strategy	Understand the barriers to employment for persons living in poverty	Community partners to work together to advocate for reducing poverty	Participation on Employment and Training Working Group and Evaluation and Research Working Group	P2P Working Group Members	Ongoing
Exploration of Job Trial Opportunities for client of Employment Ontario	Working with Employment Ontario Service Providers and local employers, we will explore the opportunity to collect information on local employers who are willing to facilitate and host job trials for clients	Employment Ontario Service Providers have identified the need to have more information and connections for job trials	Further connect ES Service Providers and Local Employers to facilitate job opportunities	A database of local employers willing to host job trials	ES Service Providers Local Employers	Future Issue and topic for future research/project
Database of Employer Expectations	Create a database of information from local employers including: employment requirements, education, wage, required skills.	The need to collect, aggregate and analyze requirements and expectations from local employers to inform job seekers	An understanding and identification of trends of the requirements and expectations of local employers	A database of information from local employers including: employment requirements, education, wage, required skills	ES Service Providers Local Employers	Future Issue and topic for future research/project

Priority 4

Support entrepreneurship, R & D and the retention and growth of small & medium-sized business in Windsor-Essex

Partnership Title	Description	Issue Addressed	Outcomes	Outputs	Key Partners	Timelines and Milestones	Current Status
Employer Matrix	A list compiling the programs and funding opportunities from governmental ministries and agencies. Many funding opportunities exist for entrepreneurs and those starting a business	Provides assistance for businesses in the start-up phase and details available local supports to help new businesses flourish	A printable document shared with community partners and contributors from ministries and agencies.	Updated list available for use by employers, agencies and government organizations	MEDTE WEEDC MTCU	Updated semi-annually with new programs and sources of funding as they become available	Ongoing

Priority 5

Support entrepreneurship, R & D and the retention and growth of small & medium-sized business in Windsor-Essex

Partnership Title	Description	Issue Addressed	Outcomes	Outputs	Key Partners	Current Status
Support the Local Immigration Partnership (LIP)	Provide facilitation services to the LIP and assist in the implementation of the LIP's work plan	Through understanding the challenges that newcomers face, work to advocate for this group and make community connections to improve the lives of immigrants living in Windsor-Essex	Achieve the deliverables outlined in the action plan	Local Immigration Partnership Council's Action Plan 2015-2016	CofW LIP Council Members	Ongoing
Immigration Website Content	Provide content for a Windsor and Essex County-specific website providing direction, information and assistance for newcomers	Integrate newcomers into the area by providing information to ease integration and transition to Canada, including methods to connect newcomers to the workforce	Attract newcomers to the region and help in connecting them with newcomer serving agencies who can assist transitioning and identification of skills and abilities	User friendly website available to be translated in multiple languages	CofE / LIP / Esolutions SBC / CofW / LHIN CB / NCCE Inc. WEFCofC / SECC Ministry of Citizenship, Immigration and International Trade Community Stakeholders	Ongoing
Business Case to Local Employers to Leverage Knowledge and Skills of Newcomers Into Their Workforce	Community partners to create a tool that supports a business case for hiring newcomers	The tool will identify benefits to employers of hiring newcomers and including them in their workforce	Employers will understand the benefits that newcomers can bring to an organization	Tool to be developed	CofW LIP WWWWWIW UofW Great West Life	Ongoing

Priority 6

Maximize the opportunity for youth to engage in the local workforce.

Partnership Title	Description	Issue Addressed	Outcomes	Outputs	Key Partners	Current Status
WEnav	Development of a train the trainer career navigation program for youth	Allows youth to examine various educational/career pathways and career options and develop the skills and knowledge required	A train-the-trainer package will be developed to provide educators and service providers with tools and resources to assist youth in career exploration	Train the Trainer model for providers and partners to use with their clients. Updated website with an area for students, teachers and parents to access a WEnav specific section.	Ontario Trillium Foundation EOSP Local School Boards	Ongoing
WE Succeed	Address economic issues faced by girls and young women and work to improve their economic prosperity by educating these females to explore career options in non-traditional roles and occupations	Lack of women in skilled trades and STEM. Through events highlighting prominent local women and their stories, it will aim to encourage girls and young women to consider a non-traditional occupation	Provide young women with the chance to understand the opportunities in STEM and the skilled trades.	Two events to highlight local employers and partners who have made efforts to encourage women and be good role models for girls and young women looking to enter non-traditional roles. A needs assessment was also completed with the contribution of over 300 survey participants resulting in 6 Call 2 Action Items	WEST Local School Boards Local Employers SCC	Completed
Promising Sectors and Occupations Video Competition	Engage with local school boards to participate in a video competition where students would research one of the nine promising sectors or occupations listed in the report "Promising Sectors and Occupations 2012-2015".	Encourages youth to explore local employment opportunities by connecting directly with local employers and showcasing the occupations available in our community.	Have youth develop a greater understanding of available jobs within Windsor-Essex through direct communication with employers and educate them on the jobs they may not be familiar with or know that exist	Minimum of 8 videos were created with a final event to showcase the video creations	Local School Boards SCC UofW	Completed
Windsor Public Library Cool Jobs Jam	A session intended to showcase careers to young, primary aged children through books and stories	Begin the idea of career navigation in non-traditional roles	Have young children develop a greater understanding of available jobs within Windsor-Essex and educate them on the jobs they may not be familiar with or know that exist	An event	WPL Local School Boards	Ongoing
Manufacturing Day	Partner with local educational institutions and employers to showcase the facilities, technology and employment opportunities in the sector to youth and parents	To promote the jobs and career paths in manufacturing and bring attention to jobs that many students may not be aware of	Students have a greater understanding of the opportunities within the advanced manufacturing sector locally	Tours of local manufacturing facilities	Local School Boards Local Employers	Oct-15

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