

2021-2022



Local Labour Market Report



Acknowledgement

The Elgin Middlesex Oxford Workforce Planning and Development Board operating as the Workforce Planning and Development Board (WPDB) works within the London Economic Region, one of the twenty-six “local board” areas covering the province of Ontario.

The WPDB is a non-profit organization governed by nine directors drawn from across the London Economic Region.

The WPDB continually seeks to enhance the labour market planning process in our region by gathering labour market information, identifying training needs and trends, promoting life-long learning, and building community partnerships to create local solutions to workforce issues.

Each year, the WPDB, with input from local labour market partners, produces a labour market plan based on statistical data identifying issues in the local community. The report includes a snapshot of the local labour market challenges drawn from research undertaken by the WPDB, reports from community partners, and other community partnership discussions currently underway. These initiatives have been pulled together to create a prioritized plan for community action in response to workforce issues. We gratefully acknowledge the community involvement in the projects and meetings from which this report is drawn.

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About the Local Labour Market Plan

The past year has been unlike any other since the Elgin Middlesex Oxford Workforce Planning and Development Board (WPDB) was incorporated in 1997. Although there have been cyclical changes in the local economy since that time, including the recession of 2009-2011, which was particularly devastating to the manufacturing sector, the pandemic that arrived in early 2020 shut the economy down in March. Every sector of the economy was impacted.

Municipalities rallied to create Economic Recovery Tables bringing together business representatives, all levels of government and local agencies with a focus on business, the economy and workforce issues. These tables met from spring through fall 2020, to address the most immediate economic concerns and thereafter to undertake some strategic planning for economic recovery.



Given the heightened activity focussing on economic and workforce planning, this report has drawn on the local activities, conversations at various tables and community-based reports that were produced in 2020 to create this local labour market plan.

The charts and tables included in this report have been created by Emilian Siman and Bashir Adeyemo and have been created from the most recent data available for the London Economic Region. For more in-depth labour market information on any of the items in this report, please see the list of reports located in the Bibliography in the attached Appendix.



Labour Market Planning Process



The development of the labour market plan is a year-round, demand-driven process divided into a series of phases.

This information is gathered to create a picture of the current state of the local labour market, identify the key workforce priorities that have emerged and determine what actions will be undertaken to address these key priorities over the coming year.

Recommendations from a series of reports produced by the WPDB were reviewed for common threads to determine the actions included in the Local Labour Market Plan. The full reports can be found here:

- Perspectives on the Skilled Trades:
https://workforcedevelopment.ca/wordpress/wp-content/uploads/2020/07/perspectives-on-the-skilled-trades_final.pdf
- Change Matters: Employer Needs Assessment for Covid-19 Recovery:
<https://workforcedevelopment.ca/wordpress/wp-content/uploads/2020/11/Employer-Needs-Assessment-For-COVID-19.pdf>
- Annual Review of the London Economic Region Labour Market (2019-2020):
https://workforcedevelopment.ca/wordpress/wp-content/uploads/2020/10/Annual-Review-of-the-Labour-Market_2020.pdf
- Post Pandemic Planning Scenarios (Draft Report). December 2020:
<https://workforcedevelopment.ca/wordpress/wp-content/uploads/2021/01/Scenario-Planning-Report-EMO-Workforce-Planning-and-Development-Board.pdf>

Review Current Labour Market Conditions

A literature view of recent reports, analysis of Canadian Business counts data, labour force survey information.

Employer Consultations

Survey results from the Employer Needs Assessment and Employer One Survey as well as ongoing consultations with employers involved in other local workforce projects.

Community Consultations

Ongoing workforce discussions through a variety of workforce projects undertaken throughout the year organized by WPDB or community partners.



Labour Market Demand

The number of business locations with employees in the London Economic Region had been increasing since 2016 through to 2020 with the largest increase coming in 2019 as businesses continued to add employees. This increase would be a combination of existing businesses that previously had not had payroll employees adding these new positions and newly established businesses that brought new opportunities into the labour market.

Business expansion in 2019 was dominated by new projects in the Construction sector such as new towers in London, construction of the Grand Theatre in London, renovations and expansions done by the Public School Boards, Huron College and Brescia College from Western University, and road reconstruction done by the three counties, Elgin, Middlesex and Oxford.

Furthermore, in 2019, the London ER witnessed great expansion in cannabis farming, product extraction, and retailing. WeedMD Rx, GreenLeaf Productions Inc., Motif Labs, Beleave Inc., Eve and Co., A&L Canada Labs and Indiva are such examples. Medical equipment manufacturing (Trudell), and auto manufacturing expanded also (Presstran Industriess, Mirolin Industries) along with food manufacturing (Dr. Oetker, Arva Flower Mill, and Original Cakerie). The accommodation and food services suffered a great business upheaval in 2019-2020 in the LER adding and subtracting numerous restaurants in the area.

The loss of businesses with employees starts to show in the December 2020 data reflecting the effect of the pandemic on businesses in the London Economic Region (LER). The LER saw an increase of 1,870 businesses with employees from June 2016 (19,123 businesses) to June 2020 (20,993 businesses)

then experienced a drop over the six months between June and December, 2020 to close the year with 20,784 businesses with employees – a net drop of 209 businesses. During 2020 businesses also contracted to reduce the number of active employees resulting in large unemployment across the region.

Chart 1: Total Business Locations with Employees in the London Economic Region



Source: Statistics Canada, Canadian Business Counts

Chart 2: Opening and Closing Businesses in the London Census Metropolitan Area



Source: Statistics Canada, Table 33-10-0270-01

Chart 2 captures the sudden impact that the pandemic had on local businesses with the immediate impact on over 600 local businesses closing between February and April 2020.

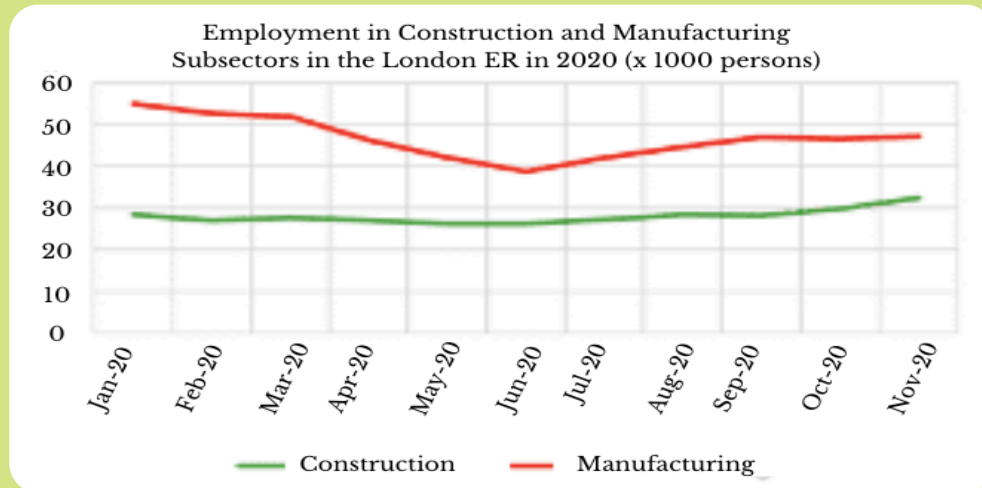
Chart 3: Employment by Sector in the London Economic Region



Source: Statistics Canada, Table 14-10-0091-01

While there had been some fluctuation in employment prior to the start of the pandemic, Chart 3 shows the clear drop between February and May 2020 that occurred. The impact was felt across all sectors as they responded with immediate action to the pandemic, revising how their goods or services were continued to be delivered. As the table indicates, businesses reduced the number of employees through layoffs in an effort to wait out the impact of the pandemic.

Chart 4: Employment in Construction and Manufacturing

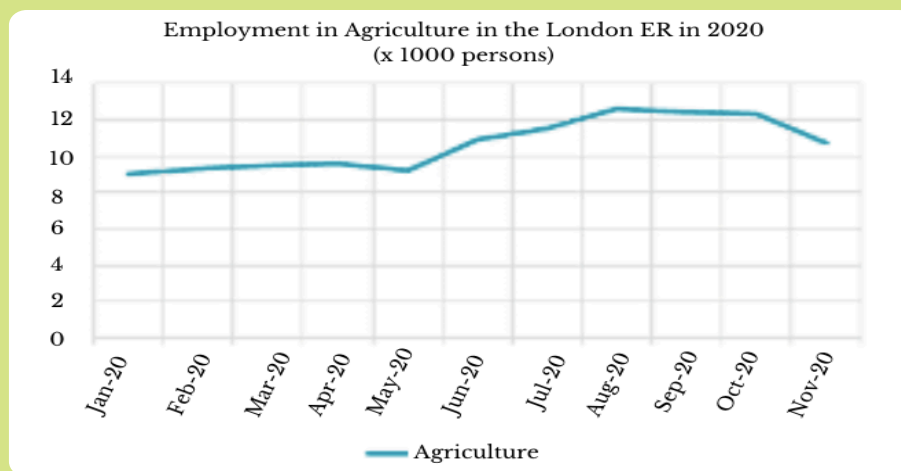


Source: Statistics Canada, Table 14-10-0091-01

Manufacturing saw an initial decline from January to June 2020 before beginning recovery over the summer and into the fall. The fall remained static as preparations for a second wave of COVID-19 were underway.

Construction saw less of an impact over the year as there was a lessening of employment through to June but a continued recovery saw increased employment over the start of the year by the end of August.

Chart 5: Employment in Agriculture

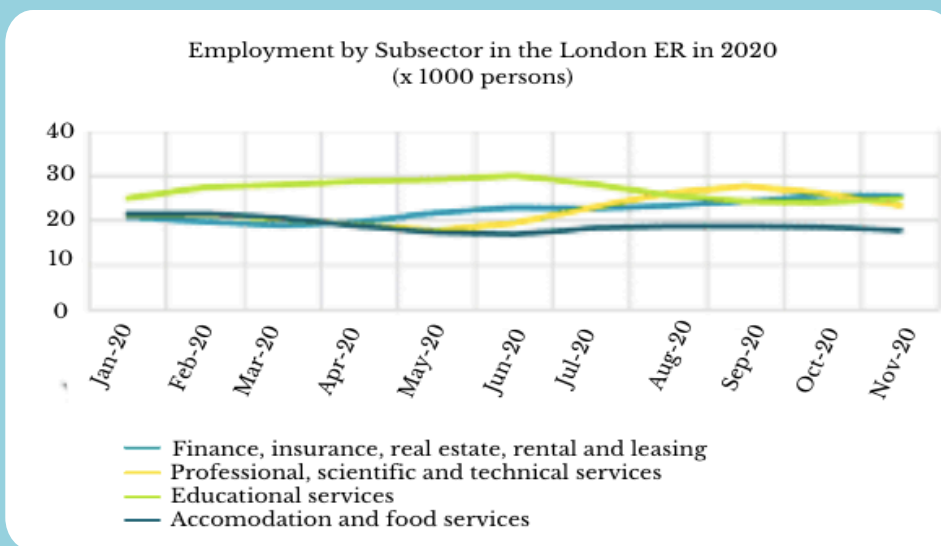


Source: Statistics Canada, Table 14-10-0091-01

Employment in agriculture saw a slight dip in mid-April; however, employment in agriculture is driven by the seasons. Employment increased over the growing months and dropped off at the end of harvest while employers and workers in agriculture dealt with the issues presented by the pandemic in order to deliver produce to market.

The various sectors that comprise the services sector also saw many changes in the demand for how their services would be accessed during 2020, changes to delivery models and expansions or contractions of their labour force at varying times throughout the year.

Chart 6: Employment in Finance, Professional, Education and Accommodation and food services

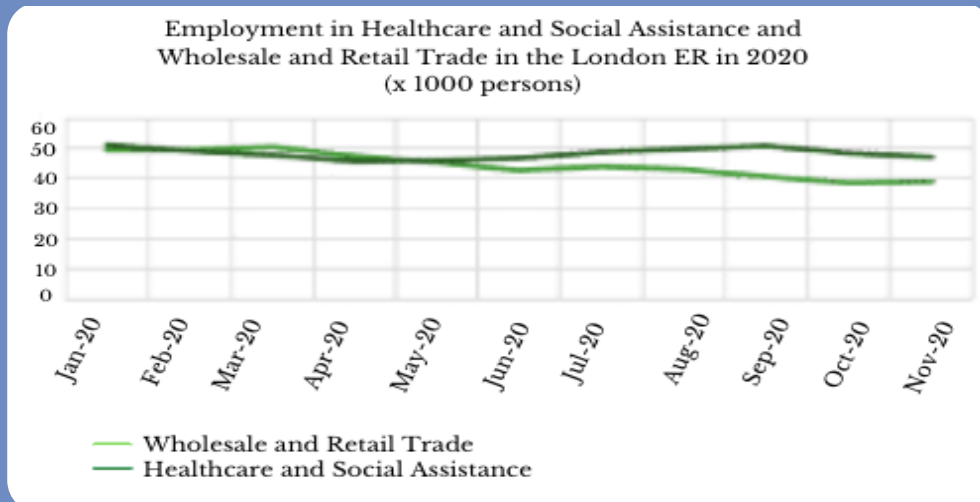


Source: Statistics Canada, Table 14-10-0091-01

Much has been written and discussed regarding the impact of the pandemic on employment in accommodation and food services. This sector was hit hard by the pandemic, losing the entire 2020 tourism year. In addition the 2 waves of COVID-19 hit this sector particularly hard. More detailed information on the impact on food services can be found at www.fresher.theheal.ca.

Educational services saw an early spike in hiring as services moved online for the spring of 2020. Both Finance, Insurance, Real Estate, Rental and Leasing and Professional Scientific and Technical Services recovered employment quickly and continued to see higher employment for the second half of 2020 than in the first.

Chart 7: Health Care and Social Assistance; Wholesale and Retail Trade

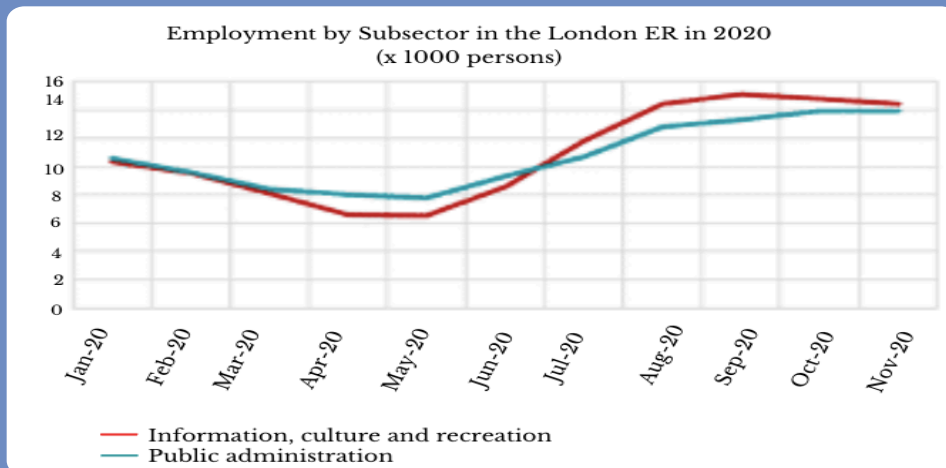


Source: Statistics Canada, Table 14-10-0091-01

Employment in health care and social assistance remained in demand in response to the pandemic. In fact, retired health care workers were encouraged to return to the labour force to meet the demand for experienced professionals, while students were pulled into positions in health care as soon as the students were available.

Employment in wholesale and retail trade dropped over the year as local retail moved online, or was closed, requiring fewer employees.

Chart 8: Employment in Information, Culture and Recreation and Public Administration

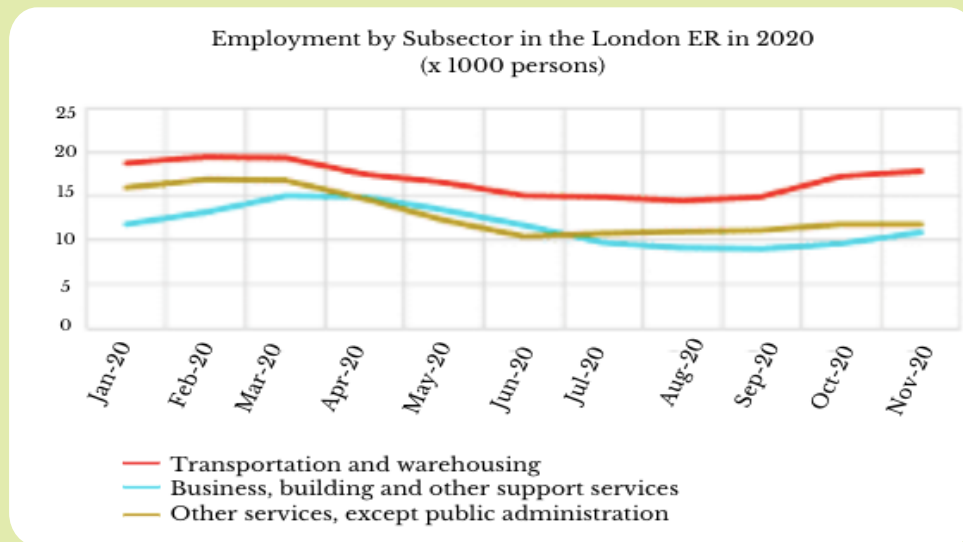


Source: Statistics Canada, Table 14-10-0091-01

As with other sectors in the service division, Information, Culture and Recreation and Public Administration saw a decrease in employment to mid-April and then both sectors began a steady climb over 2020 surpassing employment at the start of the year in June.

Demand in these subsectors drove the increase in employment.

Chart 9: Employment in Transportation and Warehousing, Business and Other Services



Source: Statistics Canada, Table 14-10-0091-01

Employment in Transportation and Warehousing; Business, Building and Other Support Services; and Other Services took longer than some other sectors to see the impact of the pandemic on employment. All three followed a similar path for employment with a dip during the summer months and then more modest recovery although by November none had returned to the employment levels of January 2020.

All subsectors went through a cycle of React, Restart, Recover and Resiliency in response to the pandemic with employment losses in the react phase and any re-employment in the recover phase. A few of the subsectors have moved to the Resiliency phase, which includes employment gains.

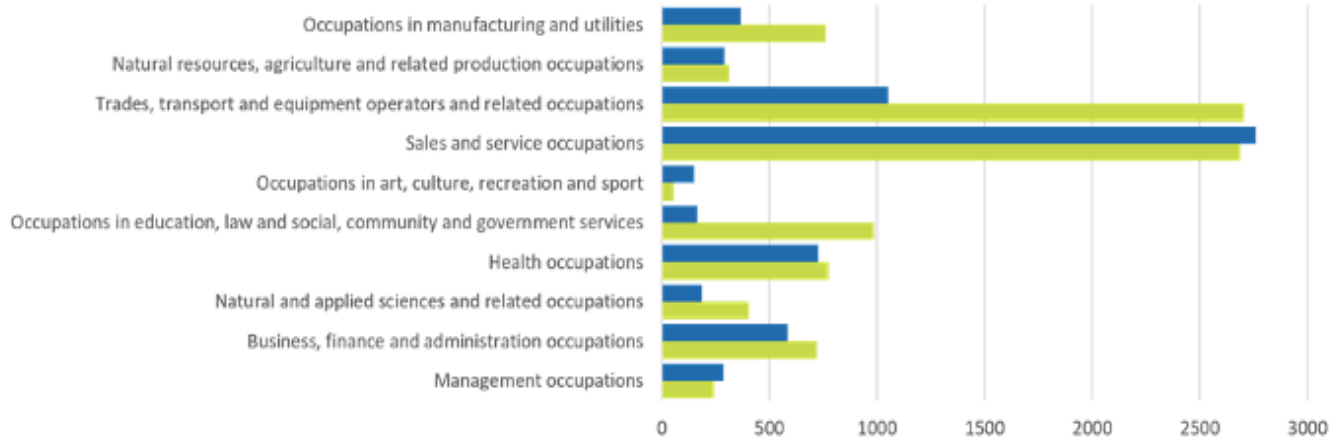
Chart 10: Scenario Planning Economic Subsector Phases

Economic subsector	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20
Agriculture	Resiliency	Resiliency	React	Restart	Resiliency	Resiliency	Resiliency	Resiliency	Resiliency
Construction	React	React	React	Restart	Recover	Recover	Resiliency	Resiliency	Resiliency
Manufacturing	React	React	React	React	Restart	Recover	Recover	Recover	Recover
Wholesale and retail trade	React	React	React	React	Restart	React	React	React	React
Transportation and warehousing	React	React	React	React	React	React	Restart	Recover	Recover
Finance, insurance, real estate, rental and leasing	React	Restart	Recover	Resiliency	Resiliency	Resiliency	Resiliency	Resiliency	Resiliency
Professional, scientific and technical services	React	React	Restart	Recover	Resiliency	Resiliency	Resiliency	React	React
Business, building and other support services	Resiliency	Resiliency	React	React	React	React	React	Restart	Recover
Educational services	Resiliency	Resiliency	Resiliency	Resiliency	React	React	React	React	Restart
Health care and social assistance	React	React	Restart	Recover	Recover	Recover	Recover	React	React
Information, culture and recreation	React	React	React	Restart	Recover	Resiliency	Resiliency	React	React
Accommodation and food services	React	React	React	React	Restart	Recover	Recover	Recover	Recover
Other services (except public administration)	React	React	React	React	React	Restart	Recover	Recover	Recover
Public administration	React	React	React	Restart	Recover	Resiliency	Resiliency	Resiliency	Resiliency

Source: Elgin Middlesex Oxford Workforce Planning and Development Board, Post Pandemic Planning Scenarios

As is shown in Chart 10, subsectors of the economy have moved through these phases at different rates and at varying times. This information is important for workforce planning and identifying subsectors where employees may look at retraining for other opportunities or be looking to take their skills to another subsector that is in a resiliency stage.

Chart 11: Changes in Job Vacancies Q3 2018 and Q3 2019



Source: Statistics Canada, Table 14-10-0356-01 Job vacancies and average offered hourly wage by occupation (broad occupational category), quarterly, unadjusted for seasonality

Throughout 2020 there has still been demand for employment within the economy. Leading up to 2020, there was considerable demand in many occupations. As shown in Chart 11, the third quarter of 2019 saw substantial growth over the same quarter the year prior with trades, transport and equipment operators and related occupations leading the way in year-over-year growth.

Charts 12 through 16 show the top ten occupations in demand between January and December 2020. It is not surprising that occupations related to health care and the delivery of goods were in high demand.

Chart 12: Management Skill Occupations in Demand

Top 10 occupations in the London ER requiring management skill level			
	NOC	Occupation	# of jobs
1	0114	Other administrative services managers	1058
2	0621	Retail and wholesale trade managers	974
3	0601	Corporate sales managers	779
4	0124	Advertising, marketing and public relations managers	767
5	0651	Managers in customer and personal services, n.e.c.	493
6	0112	Human resources managers	406
7	0111	Financial managers	402
8	0013	Senior managers - financial, communications and other business services	323
9	0631	Restaurant and food service managers	320
10	0311	Managers in health care	318

Source: EMSI Analyst, January to December 2020

Chart 13: Occupations in Demand A Level Skills

Top 10 occupations in the London ER requiring skill level A (university education)			
	NOC	Occupation	# of jobs
1	3012	Registered nurses and registered psychiatric nurses	1231
2	2173	Software engineers and designers	638
3	1122	Professional occupations in business management consulting	593
4	1111	Financial auditors and accountants	584
5	4163	Business development officers and marketing researchers and consultants	462
6	4152	Social workers	446
7	1123	Professional occupations in advertising, marketing and public relations	423
8	3124	Allied primary health practitioners	376
9	1114	Other financial officers	363
10	1121	Human resources professionals	344

Source: EMSI Analyst, January to December 2020

Chart 14: Occupations in Demand B Level Skills

Top 10 occupations in the London ER requiring skill level B (college education, specialised training or apprenticeship training)		
NOC	Occupation	# of jobs
1241	Administrative assistants	1320
1221	Administrative officers	969
1215	Supervisors, supply chain, tracking and scheduling co-ordination occupatic	497
7321	Automotive service technicians, truck and bus mechanics and mechanical i	497
1243	Medical administrative assistants	405
2282	User support technicians	381
3219	Other medical technologists and technicians (except dental health)	358
7241	Electricians (except industrial and power system)	318
1254	Statistical officers and related research support occupations	297
7271	Carpenters	278

Source: EMSI Analyst, January to December 2020

Chart 15: Occupations in Demand C Level Skills

Top 10 occupations in the London ER requiring skill level C (secondary school or occupation specific training)		
NOC	Occupation	# of jobs
6421	Retail salespersons	2230
6552	Other customer and information services representatives	1885
4412	Home support workers, housekeepers and related occupations	1450
1411	General office support workers	1365
7452	Material handlers	1032
7511	Transport truck drivers	1007
7514	Delivery and courier service drivers	579
7445	Other repairers and servicers	519
6541	Security guards and related security service occupations	496
7513	Taxi and limousine drivers and chauffeurs	439

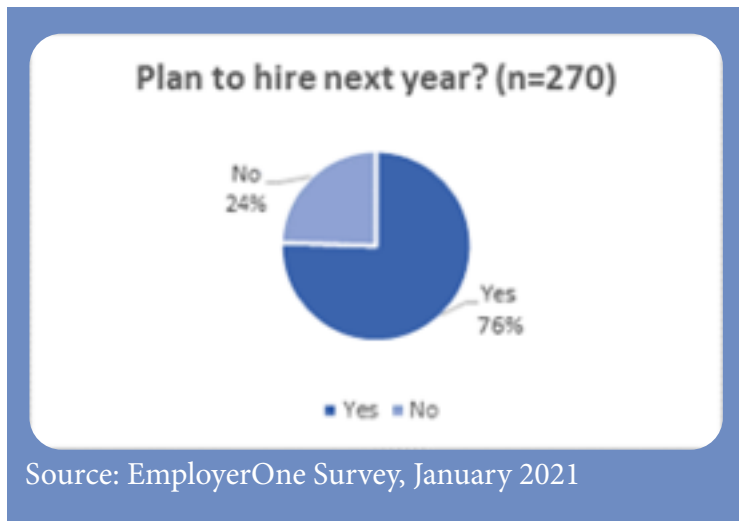
Source: EMSI Analyst, January to December 2020

Chart 16: Occupations in Demand D Level Skills

Top 10 occupations in the London ER requiring skill level D (on the job training)		
NOC	Occupation	# of jobs
9619	Other labourers in processing, manufacturing and utilities	1228
6731	Light duty cleaners	458
7611	Construction trades helpers and labourers	373
6611	Cashiers	365
6623	Other sales related occupations	334
6711	Food counter attendants, kitchen helpers and related support occupatio	321
6622	Store shelf stockers, clerks and order fillers	223
6732	Specialized cleaners	182
6733	Janitors, caretakers and building superintendents	174
9617	Labourers in food and beverage processing	93

Source: EMSI Analyst, January to December 2020

Chart 17: Employer Plans to Hire in 2021



The hiring that we saw in 2020 will continue on through 2021. In response to the question about hiring plans for 2021 in the annual EmployerOne Survey, 76% of employers responding indicated that they have plans to hire.

This is good news for those displaced during the pandemic, for upcoming graduates from secondary and post-secondary institutions and for those who move to the London Economic Region looking for new opportunities.

In-depth conversations held in late 2019 with employers of skilled trades indicated that the demand for licensed journeypersons was expected to remain high through 2020. While the

pandemic also impacted hiring in the skilled trades, the demand has not abated, and in fact continues to grow as more licensed journeypersons approach the age where they may consider leaving the labour force. The lack of licensed journeypersons may set back some business opportunities if the demand for that talent cannot be met.

Pressure continues to grow on businesses that have not previously trained apprentices to get involved in the training of skilled trades to meet their anticipated demand.

COVID impacts that we can anticipate:

- People's behaviour will not be the same vis-a-vis work, consumption, leisure, travel, interacting with others, etc.
- Remote working/teleworking remains a viable work arrangement alternative for the future.
- Large and incumbent businesses are the winners in the new economy.
- Working from home left many commercial real estate empty.
- Home delivery will create new work opportunities.
- Collaboration and community spirit will play a larger role in speeding the economic recovery and generating local resiliency.
- The demand for local superfast connectivity, cloud and security services will skyrocket.
- Innovations in networking, hardware, software applications, installation, and training will generate new local job opportunities.
- Project management software applications that provide connectivity, time management, documenting and archiving, and facilitate on the technical aspects of the projects will be in great demand.
- It will play a larger role in each business establishment, creating infinite work opportunities.
- There will be higher need for digital literacy in order to work effectively and efficiently.
- Online marketing and social media will take a larger share from the available marketing strategies increasing the opportunities for communications, public relations, and marketing professionals.
- Green and sustainability are high priorities in the new knowledge economy.

Source: Post Pandemic Planning Scenarios (Draft Report). December 2020

<https://workforcedevelopment.ca/wordpress/wp-content/uploads/2021/01/Scenario-Planning-Report-EMO-Workforce-Planning-and-Development-Board.pdf>



Chart 18: Employer Needs to Hire or Re-Hire



Source: Change Matters: Employer Needs Assessment for Covid-19 Recovery, 2020

In September, the WPDB and local partners surveyed employers to find out how they were coping with the pandemic from a workforce perspective. We heard from 304 employers who identified that their top three items in order to hire or re-hire employees were:

1. Offset wage costs
2. Free health and safety training
3. Recruitment support

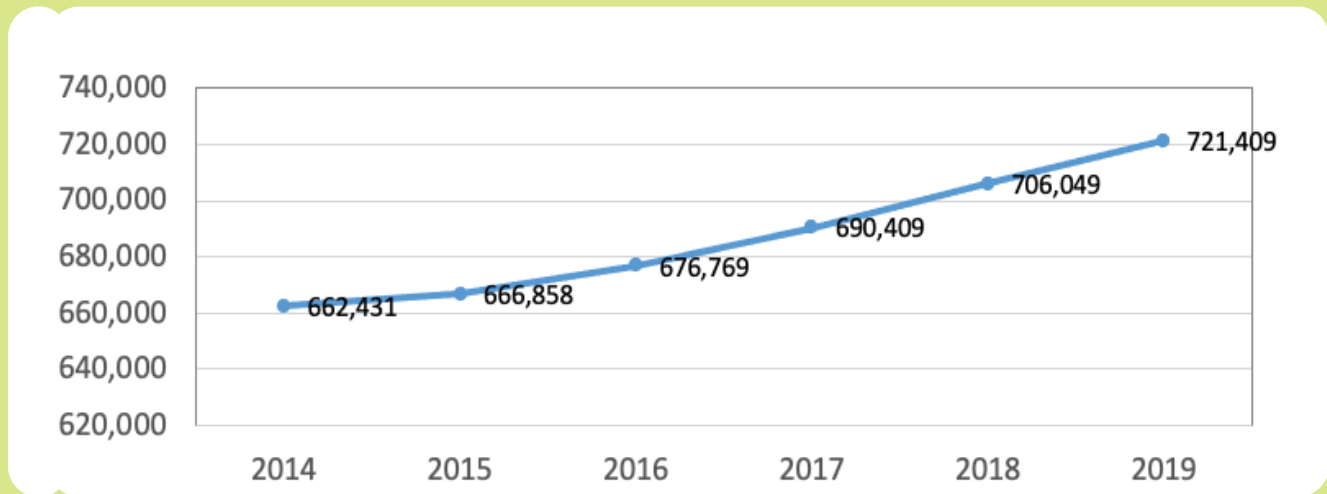
Despite the numbers currently unemployed in the London Economic Region, finding employees remains a challenge for employers.

Labour Market Supply



The London Economic Region continued to see population growth from 2014 to 2019. With the recent movement of people from urban areas in the GTA out to other cities in Southern Ontario, it is anticipated that this increased population growth for the London Economic Region will be captured in the results of the upcoming 2021 census.

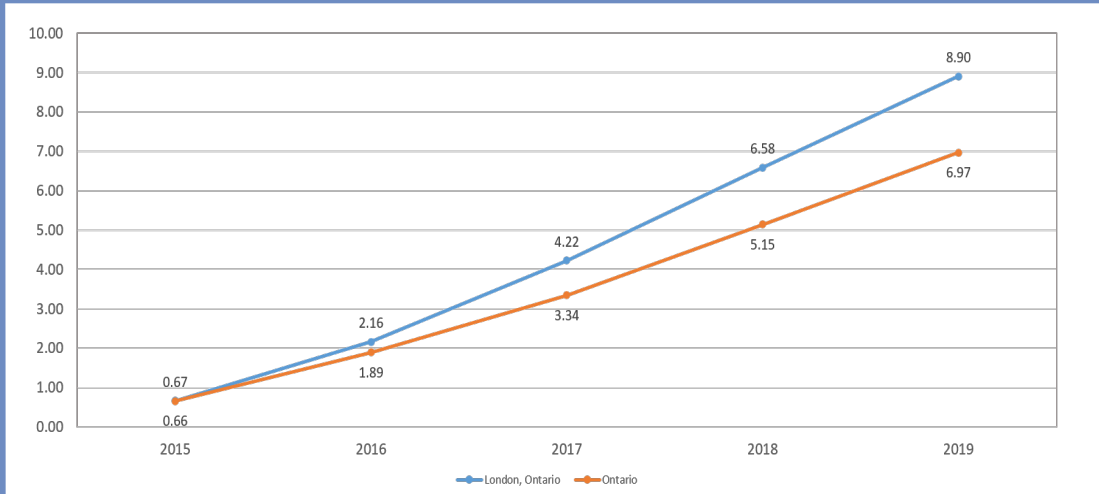
Chart 19: Population Estimates in London Economic Region 2014-2019



Source: Statistics Canada. Table 17-10-0137-01 Population estimates, July 1, by economic region, 2016 boundaries



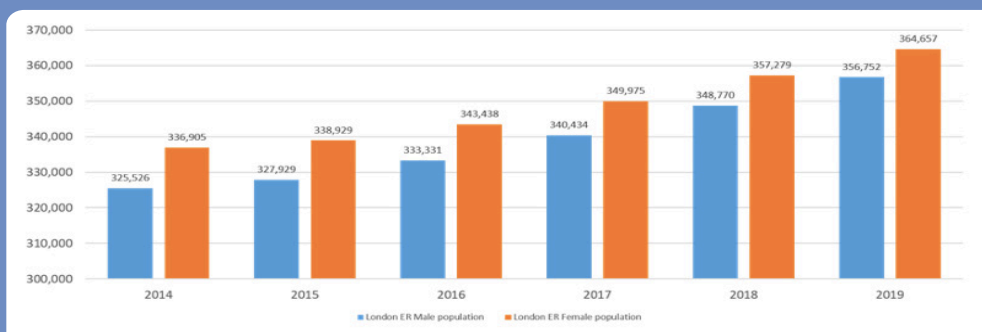
Chart 20: Percent Change in Population 2015-2019



Source: Statistics Canada. Table 17-10-0137-01 Population estimates, July 1, by economic region, 2016 boundaries

Chart 20 highlights the increased growth of the London Economic Region compared to that of the Province of Ontario. This growth in population will aid in addressing the shortage of workers that has been highlighted as a key concern for business growth over the past few years.

Chart 21: Population by Gender LER 2014-2019



Source: Statistics Canada. Table 17-10-0137-01 Population estimates, July 1, by economic region, 2016 boundaries

Between 2014 and 2019 the London Economic Region saw an increase of 31,226 males and 27,752 females. In order to meet their labour force needs, employers will need to be able to effectively attract and retain talent. This will require that employers ensure their workplaces are welcoming to all employees especially as permanent job losses during the pandemic impacted females more often than males.

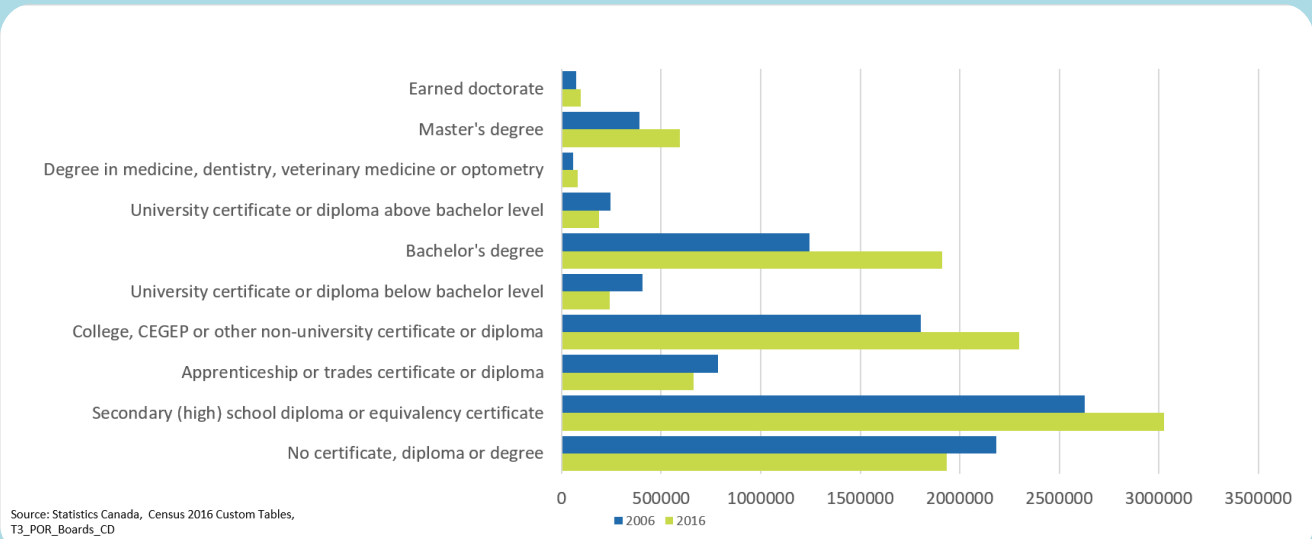
Labour Market Supply



Between 2006 and 2016 the education levels in the London Economic Region increased in all areas except for university certificate or diploma below bachelor level and apprenticeship or trades certificate or diploma. In the case of the university or diploma below bachelor level, the drop between 2006 and 2016 coincides with a much larger increase in bachelor's degrees. This may indicate fewer people dropping out and instead completing their programs. This would be the same for those with no certificate, diploma or degree, which would show a drop as more people complete high school programs.

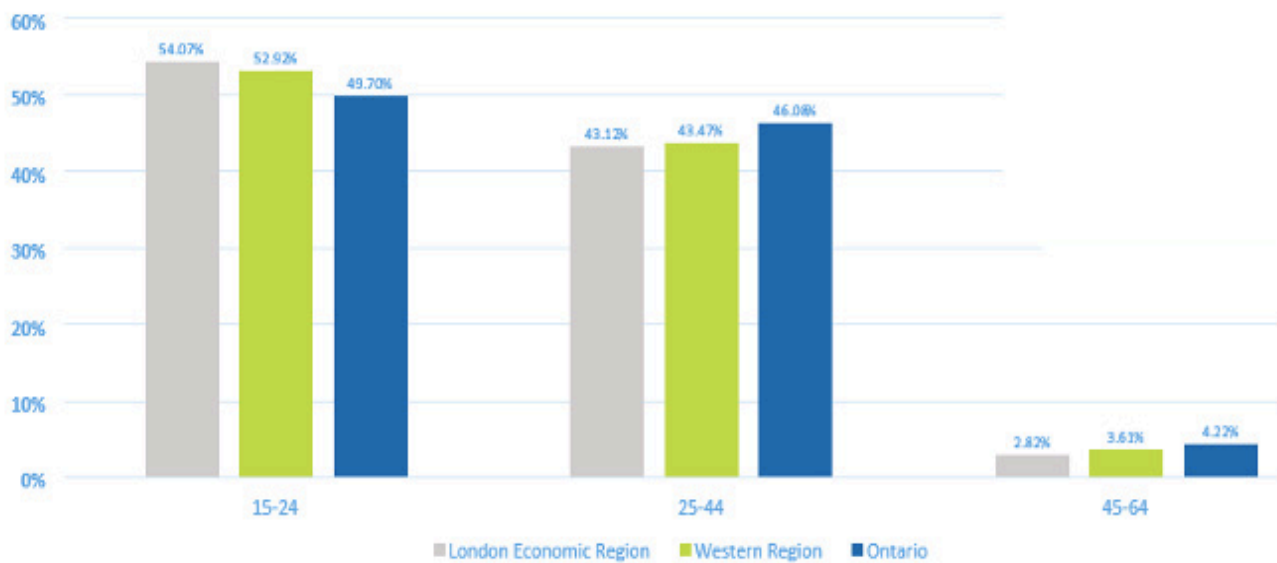
Of concern is the drop in apprenticeship or trades certificate or diploma as the skilled trades have been identified by employers as being necessary in order to expand the existing workforce. When licensed tradespersons are not available, a bottle neck is created that limits the ability of the employer to expand their operation and consequently has a direct impact, limiting other hiring opportunities for the business.

Chart 22: Education Levels in the London Economic Region



The London Economic Region had 3,961 active registrants during 2019-2020 and saw 472 Certificates of Apprenticeship issued during that same time period.

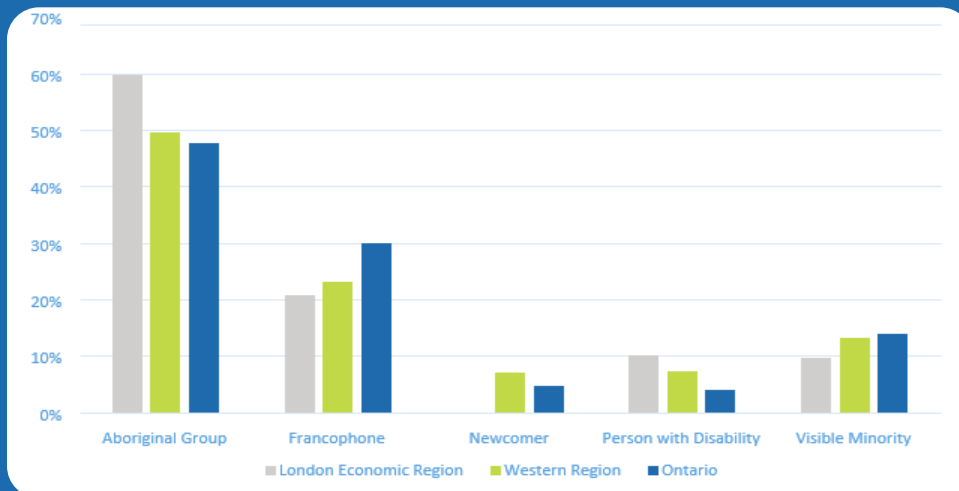
Chart 23: Apprenticeship Enrolment by Age Group



Source: Ministry of Labour Training and Skills Development, 2019-2020 Fiscal Year

The London Economic Region registered a higher percentage of younger apprentices than both the Western Region and Ontario as a whole. This concentration on younger registrants to apprenticeship will provide a longer window for their participation in the labour market.

Chart 24: Enrolment by Designated Groups



Source: Ministry of Labour Training and Skills Development, 2019-2020 Fiscal Year

The London Economic Region saw a higher percentage of aboriginal registrants for apprenticeship along with persons with a disability that either the Western Region or Ontario. There was a lower percentage of both visible minorities and francophone participants.

- The age groups “15-24” and “25-44” formed a significant proportion of Apprenticeship clients, which youths being most represented
- The London Economic Region had a higher ratio of females enrolled in Apprenticeship programs than the Western Region and Province
- The proportion of Apprenticeship clients with ‘Less than Grade 12’ was higher in London than the Western Region and Ontario
- The LER saw registrations in 2019-2020 in the trades most in-demand in the region. Yet even with the registrations concentrated in these trades the demand for licensed journeypersons continues to exceed the available supply. Additional training opportunities and attraction of licensed journeypersons from other areas will be needed in order to meet the increasing demand. Employers will need to plan their strategy to ensure that they have the licensed skilled trades they need in order to meet their needs and continue expansion of their corporate enterprises. Electricians, Automotive Technicians and Hairstylists made up the top new trade registrations in the London Economic Region.

Chart 25: Apprenticeship Enrolment by Age Group

London Economic Region	Western Region	Ontario
309A: Electrician - Construction and Maintenance	309A: Electrician - Construction and Maintenance	309A: Electrician - Construction and Maintenance
310S: Automotive Service Technician	310S: Automotive Service Technician	310S: Automotive Service Technician
332A: Hairstylist	310T: Truck and Coach Technician	403A: General Carpenter
310T: Truck and Coach Technician	433A: Industrial Mechanic Millwright	306A: Plumber
306A: Plumber	332A: Hairstylist	332A: Hairstylist
441C: Horticultural Technician	306A: Plumber	310T: Truck and Coach Technician
403A: General Carpenter	403A: General Carpenter	433A: Industrial Mechanic Millwright
433A: Industrial Mechanic Millwright	429A: General Machinist	620C: Child Development Practitioner
620C: Child Development Practitioner	442A: Industrial Electrician	313A: Refrigeration and Air Conditioning Systems Mechanic
450A: Construction Craft Worker	308A: Sheet Metal Worker	308A: Sheet Metal Worker
308A: Sheet Metal Worker	620C: Child Development Practitioner	450A: Construction Craft Worker
310B: Auto Body and Collision Damage Repairer	313A: Refrigeration and Air Conditioning Systems Mechanic	429A: General Machinist
429A: General Machinist	415A: Cook	442A: Industrial Electrician
430A: Tool and Die Maker	450A: Construction Craft Worker	421A: Heavy Duty Equipment Technician
313D: Residential Air Conditioning Systems Mechanic	310B: Auto Body and Collision Damage Repairer	415A: Cook
415A: Cook	456A: Welder	313D: Residential Air Conditioning Systems Mechanic
456A: Welder	313D: Residential Air Conditioning Systems Mechanic	456A: Welder
442A: Industrial Electrician	430A: Tool and Die Maker	310B: Auto Body and Collision Damage Repairer
620D: Developmental Services Worker	638A: Tractor-Trailer Commercial Driver	434A: Powerline Technician
313A: Refrigeration and Air Conditioning Systems Mechanic	441C: Horticultural Technician	451A: Drywall, Acoustic and Lathing Applicator

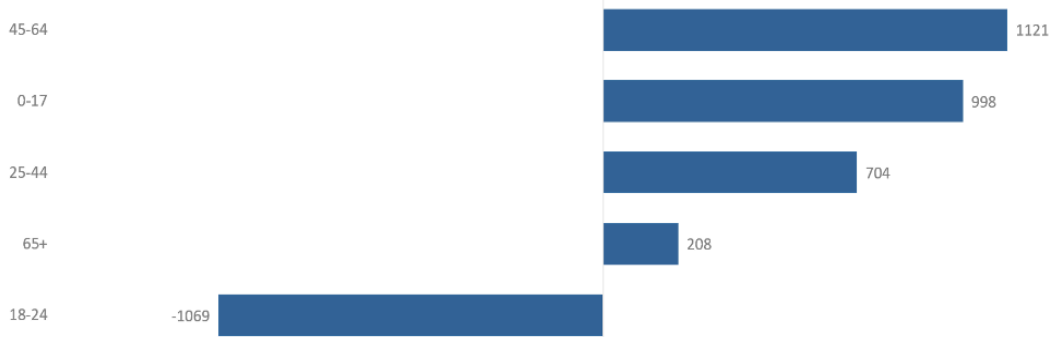
Source: Ministry of Labour Training and Skills Development, 2019-2020 Fiscal Year

Labour Market Supply



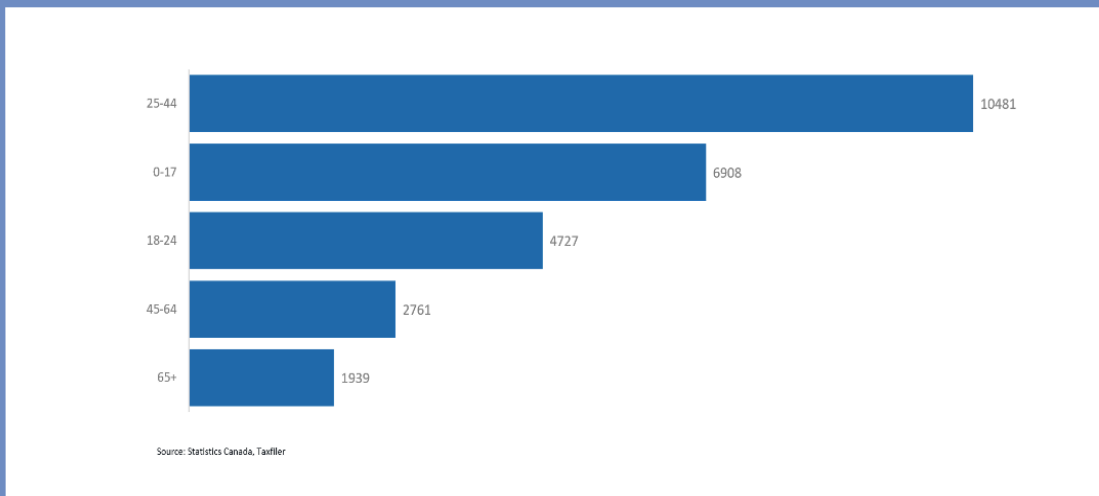
The County of Elgin was successful in attracting net migrants from 2013 to 2018, with the exception of those in the 18-24 years age bracket. Young adults continue to leave the County. The 45-64 year old age range saw the largest net increase.

Chart 26: County of Elgin Net Migrants



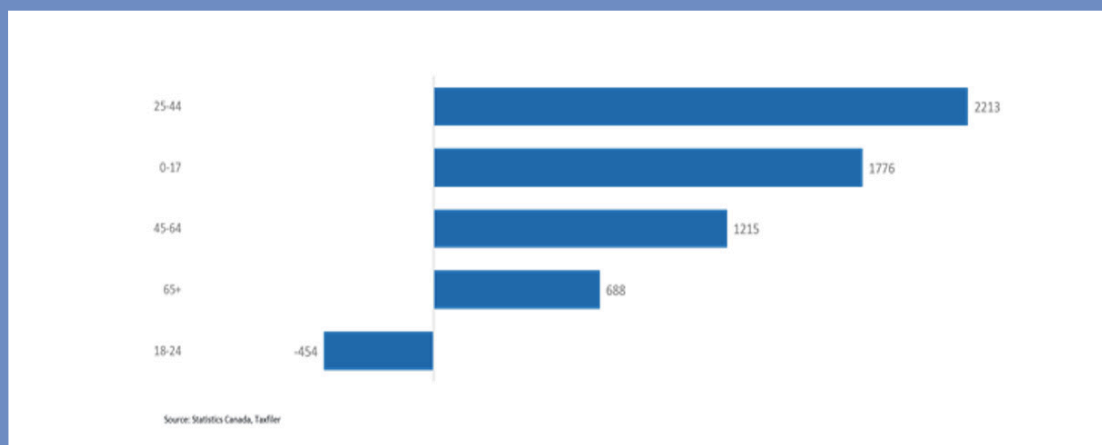
Source: Statistics Canada, Taxfilier

Chart 27: County of Middlesex Net Migrants



The County of Middlesex and City of London continued to experience net migrant increases across all age demographics between 2013 and 2018 with the largest increase in the 25-44 year old age bracket. This was good news for employers looking for additional workers as Middlesex/London attracted a younger net demographic overall.

Chart 28: County of Oxford Net Migrants



The County of Oxford saw increased net migration as well and mirrored Middlesex/London in the attraction of the 25-44 age bracket as the largest net increase. As with the County of Elgin, there was a decrease in net migration in the 18-24 years age bracket. However, this decrease was substantially less than what was seen in the County of Elgin.

Labour Market Supply



The 2016 Census reported that the average individual income in the London Economic Region was lower than the average individual income in Ontario, in 2015. This difference was magnified when assessed at the household level.

Chart 29 show the prevalence of poverty in the London Economic Region (LER) was larger than in Ontario in 2015 based on the low income measure after tax (LIC-AT). Addressing low income in the London Economic Region has been a priority of the active Poverty Round Tables in the LER. Addressing this issue is a priority for the region as many low wage jobs in the service sector have disappeared during the pandemic with the potential that increased numbers of local citizens are living in poverty.

Chart 29: Prevalence of Low Income

Low Income in 2015	London ER	Ontario
Prevalence of low income based on the Low-income measure, after tax (LIM-AT) (%)	15.7	14.4
0 to 17 years (%)	20.3	18.4
0 to 5 years (%)	22.4	19.8
18 to 64 years (%)	15.3	13.7
65 years and over (%)	11.7	12
Prevalence of low income based on the Low-income cut-offs, after tax (LICO-AT) (%)	8.6	9.8
0 to 17 years (%)	9.6	11.5
0 to 5 years (%)	10.9	12.3
18 to 64 years (%)	10	10.5
65 years and over (%)	2.1	5.1

Source: Statistics Canada, 2016 Census

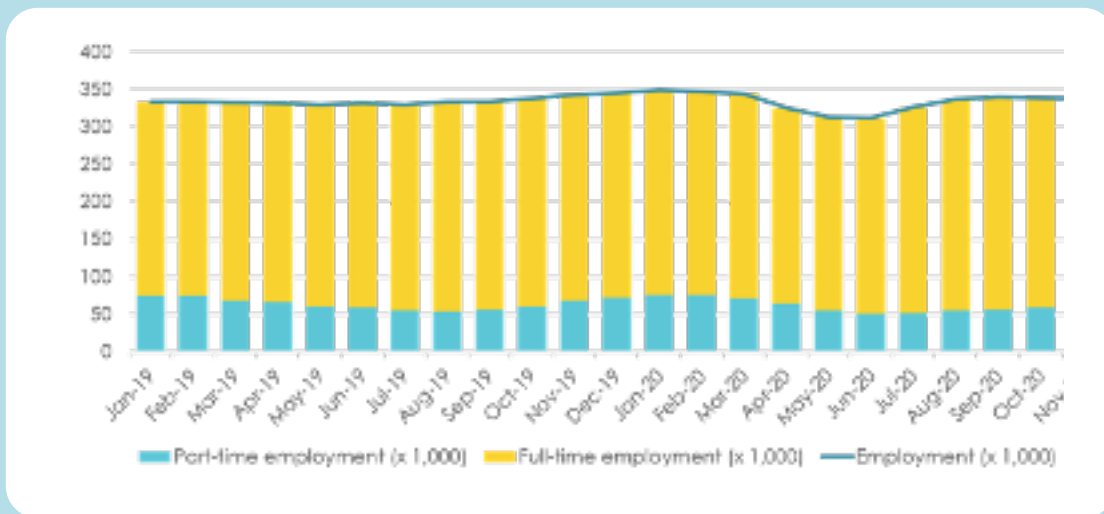
Labour Market Supply



Although employment in the London Economic Region (LER) saw a drop with the onset of the pandemic crisis in Ontario, employment made a strong recovery.

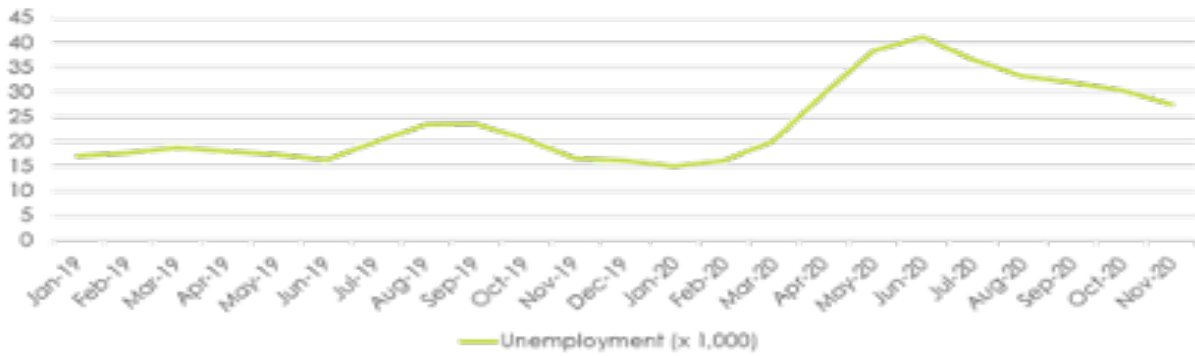
“London Mayor Ed Holder said in a statement, “London’s economic recovery from the COVID-19 pandemic has been among the most rapid, and most robust in all of Ontario.” The city has now added 22,900 jobs over the last four months. “Our workforce and local businesses have found ways to safely adapt under unprecedented circumstances, and their resiliency is truly beyond measure. Despite these positive signs, our efforts are nowhere near complete. We will continue to work flat-out over the coming weeks and months to ensure London’s economic recovery leaves no one behind,” said Holder.” (CTV London News Staff, 2020).

Chart 30: Employment in the London Economic Region



Source: Statistics Canada, Table 14-10-0293-01

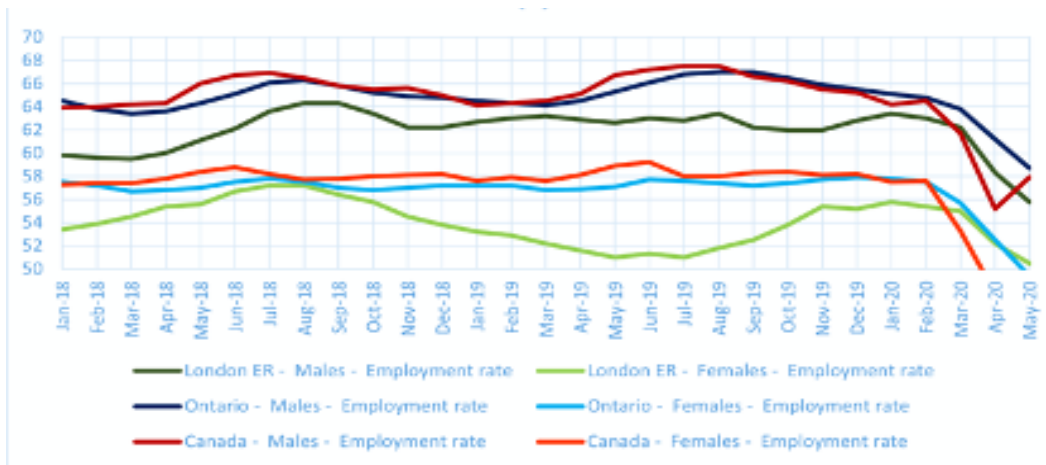
Chart 31: Unemployment in the London Economic Region



Source: Statistics Canada, Table 14-10-0293-01

Chart 31 clearly shows the steep acceleration of unemployment in the second quarter of 2020 and the subsequent recovery as local opportunities moved the unemployment levels down. This recovery of employment has continued into 2021.

Chart 32: Employment Rate by Gender



Source: Statistics Canada, Table 14-10-0017-01 & custom order tables.

Women were particularly hard hit by job losses due to the pandemic as there has been lower recovery of part-time jobs in the service sector, which were often held by women. Chart 32 demonstrates that the employment rate of females in London had dropped in 2019 had somewhat rebounded before another steep drop March through May of 2020.

A look at the Annual Employment by Industry (Table 1) shows that some sectors had recovered employment by the end of 2020. Even in the areas where recovery of employment is shown, the volatility of the economy over the past year resulted in many people losing their jobs for part of the year even if they were able to regain employment by the end of the year.

Sectors will continue their recovery through 2021. This will put pressure on employment services to assist employers and job seekers as the displaced job seekers return to the labour force or seek additional training to re-enter the labour force in a new sector.

Table 1: Employment by Industry in the London Economic Region

Employment by industry, annual (x 1,000) London Economic Region					
North American Industry Classification System (NAICS)	2016	2017	2018	2019	2020
Total employed, all industries	328.8	329.9	338.9	341.2	342.3
Agriculture	11	7	6.5	8.8	10.1
Forestry, fishing, mining, quarrying, oil and gas	x	x	x	x	x
Utilities	x	1.6	1.9	x	1.5
Construction	24.2	27.7	26.1	27.6	29.2
Manufacturing	51	48.9	51.2	53.5	48
Wholesale and retail trade	43.2	47.4	54.4	46.5	44.6
Transportation and warehousing	15.8	14.8	16.7	15.8	17.6
Finance, insurance, real estate, rental and leasing	18.2	19.1	19.8	21.9	23.8
Professional, scientific and technical services	17.8	18.6	17.1	20.3	22.7
Business, building and other support services	16.6	16.9	15.1	13.1	12.3
Educational services	25.5	25.8	25.9	24.5	27.5
Health care and social assistance	48.4	49.2	48.4	50	49.3
Information, culture and recreation	12.3	9.4	10.1	11.1	11.6
Accommodation and food services	22.7	23	22.9	18.8	18.9
Other services (except public administration)	12.8	10.8	12.7	16.1	13.1
Public administration	7.7	8.4	9.5	11.5	11.5

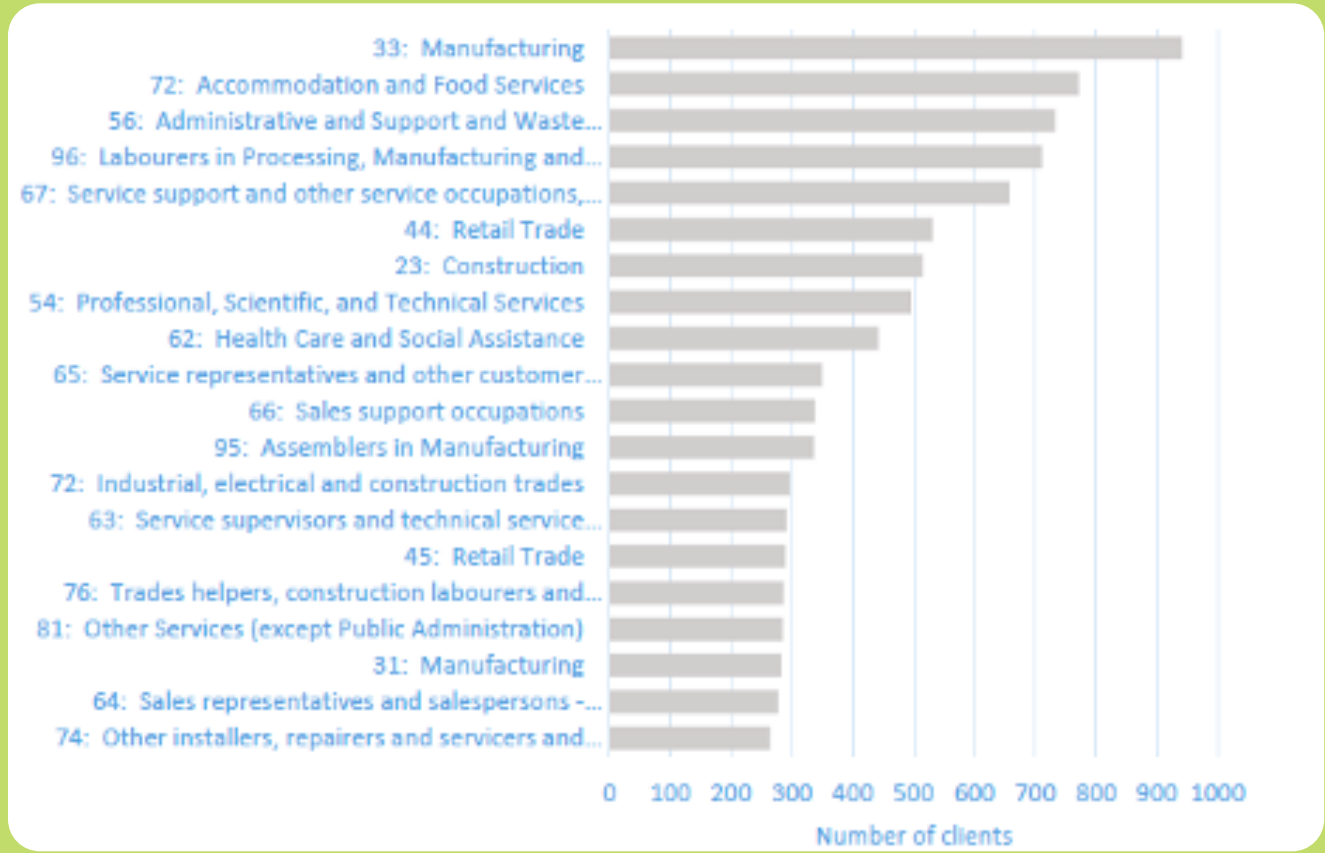
Source: Statistics Canada. Table 14-10-0392-01 Employment by industry, annual (x 1,000)
DOI: <https://doi.org/10.25318/1410039201-eng>



Employment Ontario Data

Employment Ontario service providers gave direct assistance to 10,815 clients in 2019-2020 while an additional 46,843 clients used the resource and information services but did not require additional support.

Chart 33: Top 20 Layoff Industries of Clients by 2-Digit NAICS



Source: Ontario Ministry of Labour, Training and Skills Devel-

Employment Services programs in the London Economic Region saw a higher proportion of clients with both ‘less than grade nine’ and ‘less than grade 12’ compared with the Western Region and the Province. A higher ratio of Employment Services (ES) clients in the LER indicated ‘Ontario Works’ as a ‘Source of Income’ compared with the Province. The highest proportion of layoffs for ES clients came from the manufacturing industry (Chart 33). A high share of ES clients were out of employment or training for less than 3 months when they came to the employment service. Only a small proportion of clients remained unemployed after training.

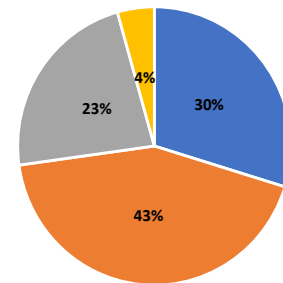
In the 2019-2020 fiscal year, Literacy and Basic Skills services served 1,033 new in-person learners and 732 learners who were continuing from the previous year.

The largest majority (43%) of learners served by Literacy and Basic Skills programs were in the 25-44 age range with the second largest group being in the 15-24 age range. This is a good sign as a young demographic seeks to upgrade their skills.

For training undertaken through the Canada Ontario Job Grant, the largest group of learners were in the 25-44 age range; however, the second largest group was in the 45-64 age range.

Chart 34: Age Range of Literacy and Basic Skills Learners by Per Cent

Age Range of Literacy and Basic Skills Learners

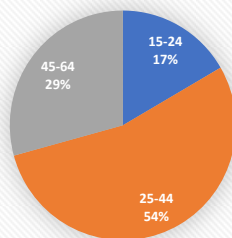


■ 15-24 ■ 25-44 ■ 45-64 ■ 65 and older

Source: Ontario Ministry of Labour, Training and Skills Development, 2019-2020 Employment Ontario Data Report

Chart 35: Per Cent of Learners by Age Range

Per Cent of Learners by Age Range



■ 15-24 ■ 25-44 ■ 45-64

Source: Ontario Ministry of Labour, Training and Skills Development, 2019-2020 Employment Ontario Data Report

A total of 762 individuals received training through the COJG program, which was delivered in partnership with 162 employers. Of the individuals trained, 588 were employed full-time with another 41 employed part-time.

100% of the employers reported the training met the workforce needs and 95% saw an increase in trainee productivity.

Labour Market Priorities

Accessing Talent:

1. Hard to fill positions – addressing the needs of employers
2. Gender – helping females return to the labour market

Skills Development:

3. Increasing the number of apprenticeship positions - Emphasize the in-house professional development opportunities and benefits. Recruit from within, and then move the employee to an apprenticeship program.

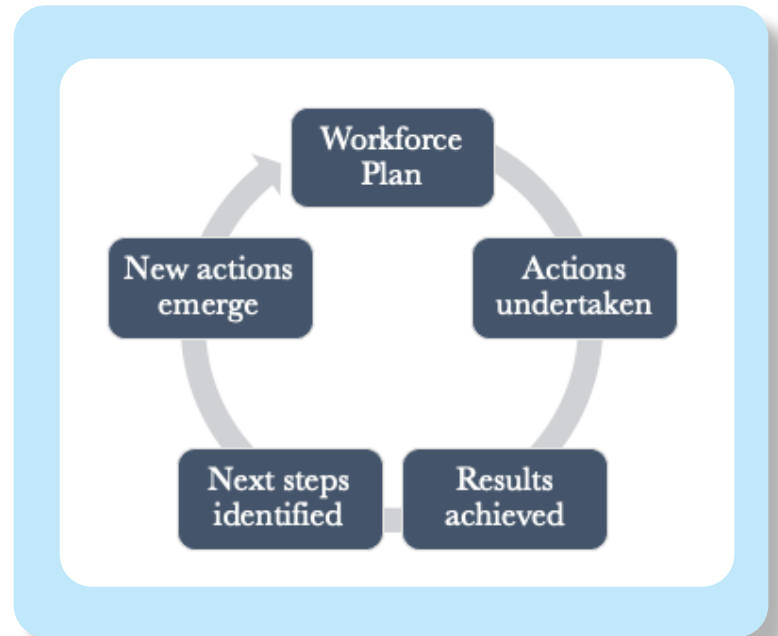
Understanding the Labour Market:

4. Economic recovery and workforce issues are a main priority across the community as a result of the pandemic.
5. Just-in-time labour market information – addressing the need for current, timely and precise local labour market information in order to create specific, effective and long-term results. Understanding employment and workforce issues and connecting demand and supply

Systems Solutions:

6. Sharing and integrating information – as a system
7. Increasing local coordination. This facilitates community-wide communication and response, so we can work together toward the best interests of both job seekers and employers.

Action Planning Cycle





Community Action

Accessing Talent

Issue 1:	Evidence:	Action:	Partners:	Outcome:
Employers have hard-to-fill positions despite the current unemployment rate in the local area.	Employers have again identified hard-to-fill positions through the annual EmployerOne Survey	Work with employer groups to address the hard-to-fill positions they identify in their sectors.	WPDB, Economic Development Offices	Employers are able to find the talent needed reducing the number of hard-to-fill positions
Issue 2:	Evidence:	Action:	Partners:	Outcome:
Females were impacted more heavily by job losses than males through the pandemic.	Statistics Canada reports that females were disproportionately impacted by the COVID-19 pandemic job losses.	Create opportunities for females to re-enter the workforce or have access to training for new careers in order to re-enter the workforce	TBD	Females are able to return to the labour market

Skills Development

Issue 3:	Evidence:	Action:	Partners:	Outcome:
There are not enough apprenticeship positions available	In a study conducted in 2014-2015, prospective apprentices identified employment opportunities and regulations as the number one barrier to apprenticeships. (Barriers to Attracting Apprentices and Completing Their Apprenticeships) The lack of employers offering apprenticeships was reconfirmed with employers in the study released in March 2020.	Create new apprenticeship opportunities through a project to provide direct assistance to local employers who have not previously offered apprenticeships.	WPDB, Fanshawe College, Lambton College, London Economic Development Corporation, Workforce Windsor Essex, Chatham-Kent Workforce Planning Board, Sarnia Lambton Workforce Development Board	Increased number of apprenticeship positions available in the local area



Understanding the Labour Market

Issue 4	Evidence:	Action:	Partners:	Outcome:
Economic recovery and workforce issues are a main priority across the community as a result of the pandemic.	Employment is the number one issue for all levels of government as economic recovery begins. Workforce availability is the key question currently being addressed by local economic development offices.	Host quarterly meetings to discuss the local labour market with representatives from education, employment services and government.	EMOWPDB , Municipalities, Literacy Link South Central, Employment Services	There will be regular interaction and information flowing between the demand and supply side which will provide current, pertinent information to job seekers reducing the gap between demand and supply
Issue 5:	Evidence	Action:	Partners:	Outcome:
Just-in-time labour market information	Addressing the need for current, timely and precise local labour market information in order to create specific, effective and long-term results has been identified as needed for economic recovery. Understanding employment and workforce issues and connecting demand and supply	Expand the Local Jobs Hub tools to provide additional local labour market information	WPDB, Elev8 Web Studio, Workforce Windsor Essex, Employment Services	Increased local labour market information publicly available

Systems Solutions

Issue 6:	Evidence:	Action:	Partners:	Outcome:
Sharing and integrating information – as a system	Special programs have been created to support clients as they connect to employment eg: Skills Advance Ontario projects, however they are all created independently resulting in potential duplication.	Increasing local coordination. Create and publicly share/promote a comprehensive list of programs with extended job coaching support for clients furthest from the labour market	WPDB, local SAO leads, employment services	This facilitates community-wide communication and response, so we can work together toward the best interests of both job seekers and employers.

Appendix 1: Standing Committees/Discussion Participants

Employer Needs Assessment & Scenario Planning Advisory Group

City of London, London Economic Development Corporation, County of Middlesex, Town of Tillsonburg, Libro Credit Union, Community Employment Services, County of Elgin, South Central Ontario Economic Development Corporation, South West Ontario Tourism Corporation, Western Ontario Wardens' Caucus, Multi-Service Centre, Ministry of Economic Development Job Creation and Trade, City of St. Thomas, Literacy Link South Central,

Skilled Trades Discussions Participants

Accumold, Acorn Christian Day Care, ADS, Arva's Little School House, Attica, Blossoms ECE Centre, Bondulle, Brose Canada, Builder's Choice, Cardinal Kitchens, Cargill, Chelsea Green Children's Centre, Clear Concept, Courtney Roofing, Dairy Lane, Dowler - Karn Ltd., Dr Oetker, Dutton Child Care Centre, Elm Children's Centre, Finan Home Services, Formet Industries, Future Transfer Co. Inc., Givens Engineering Inc, Goodwill's Used Cars, Great Lakes Copper, Gurr Auto, Hayhoe Homes, Hutton Transport Ltd., IGPC Ethanol, Jumbo Building Products, la ribambelle, Little Lambs Daycare, LIUNA1059, London Bridge Child Care Services, London Children's Connection, London & District Construction Association, London Home Builders Association, Lucan Nursery, Means Transform, MelBarr Design Build, Merrymount Children's Centre, Michael Clark Construction, Millwright Regional Council of Ontario - Local coordinator and Regional Manager, Noblewood Transport Ltd., Oak Park Co-op, Off Road Addiction, Parkhill Playschool, Parkwood Children's Centre, Parment Inc, PJ's Family Hair Centre, Presstran Industries Magna, Progress Freight, RBC Place, Render, Riverside Construction, Roy Inch & Sons, Ruppel Auto Paint & Collision, Starlim, Steelcraft, Steelway Industries, (The) Salvation Army Child Care Centre, Sifton Properties, Simply Kids, Sports Clips, St. Thomas and District Labour Council, St. Thomas Home Builders Association, Sunshine Day Care, TRIHG, TriHQ Inc., Vari-Form, Verspeeten Cartage, Western Day Care, Whitehills Childcare, YMCA, YMCA SWO, a Hotel, School Board Maintenance Department, a Fast Food Restaurant, Fanshawe College Business Advisory Committees, a Restaurant,

The Apprenticeship Network Members

ATN Access for Persons with Disabilities Inc.; Collège Boréal; Fanshawe Community Employment Services; Community Employment Services – Woodstock; Community Employment Choices; Workforce Planning and Development Board; Employment Options Emploi; Employment Services Elgin; Fanshawe College; Goodwill Ontario Great Lakes; Literacy Link South Central; London Employment Help Centre; London District Catholic School Board; Ministry of Training Colleges and Universities London Apprenticeship Office; Thames Valley District School Board; Tillsonburg & District Multi-Service Centre;

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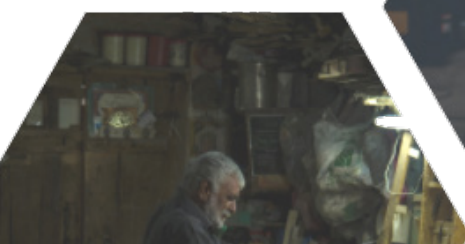
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