

Local Labour Market Plan Report Update

October 2013

This update introduces Census and National Household Survey results, Canadian Business Pattern data and Employment Ontario (EO) client demographics and service outcomes for the Kenora and Rainy River Districts.



**EMPLOYMENT
ONTARIO**

**EMPLOI
ONTARIO**

This Report was funded by:



*The views expressed in this document do not necessarily reflect
those of the Government of Ontario*

Disclaimer - Readers should note that Statistics Canada states: "Caution must be exercised when NHS estimates are compared with estimates produced from the 2006 Census long form, especially when the analysis involves small geographies. Users are asked to use the NHS's main quality indicator, the global non-response rate, in assessing the quality of the NHS estimates and determining the extent to which the estimates can be compared with the estimates from the 2006 Census long form." NTAB attempts to make observations based on close approximations of all available data. The information in this report should be used as part of an analysis from other sources and in collaborating with other like-minded organizations. For further information, see <http://goo.gl/wOYrlZ>.

The Northwest Training and Adjustment Board would like to thank all of the individuals, organizations and companies that provided information and validation of the content of this Local Labour Market Plan.

We would also like to acknowledge Employment Ontario, Ministry of Training, Colleges and Universities for providing the resources and guidance required to produce the Local Labour Market Plan 2013-2014 for Kenora and Rainy River Districts.

The Northwest Training and Adjustment Board acknowledges the following organization for their contributions to the 2013 Local Labour Market Plan Report Update:

Report preparation: Diane Soucie, President, Net Success Inc.



How Did We Do?

We invite your feedback on all publications produced by the
Northwest Training & Adjustment Board

Visit: www.ntab.on.ca

For further information, please contact:
Sonja Wainio, Executive Director
Northwest Training & Adjustment Board
113-100 Casimir Ave
Dryden, ON P8N 3L4
Phone 807.223.3813 Fax 807.223.3821
manager@ntab.on.ca
www.ntab.on.ca



Local Labour Market Plan Update – October 2013

Kenora and Rainy River Districts

TABLE OF CONTENTS

Executive Summary	4
Changes in our Local Economy	8
Employment Ontario Client Age, Gender and Source of Income	11
Educational Attainment	14
Designated Groups	15
Employment Service Client Outcomes	17
Community Response	19
2013-2014 Action Plan Update	21

List of Tables

Table 1: Change in the number of business establishment in the Kenora District 2012-2013	8
Table 2: Change in number of business establishments in the Kenora District by employee size range 2012-2013.....	9
Table 3: Change in number of business establishments in the Rainy River District – June 2012 to June 2013.....	9
Table 4: Change in # of business establishments in the Rainy River District by employee size range 2012-2013.....	10
Table 5: Population and Participation in the Labour Force.....	10
Table 6: Age - ES and LBS Client as a Percentage of Unemployed Population	11
Table 7: Gender - ES and LBS Client as a Percentage of Unemployed Population	12
Table 8: Employment Service Clients – Source of Income	13
Table 9: Literacy and Basic Skills Clients – Source of Income	13
Table 10: Educational Attainment - Population in Kenora and Rainy River Districts	14
Table 11: Educational Attainment of Employment Ontario Clients	14
Table 12: Literacy and Basic Skills - Learners' Goal Path.....	15
Table 13: Designated Groups as a Percent of Total Population	15
Table 14: Designated Groups Participating in Employment Services.....	16
Table 15: Designated Groups Participating in Literacy and Basic Skills	16
Table 16: Top Three Industries – Employed Outcomes.....	17
Table 17: Apprenticeship Activity in Kenora and Rainy River Districts	19

Executive Summary

Early in 2013, the Northwest Training and Adjustment Board (NTAB) released the Local Labour Market Plan, a community-based strategy for regional workforce development based on data examining labour market supply and demand.

This update introduces Census and National Household Survey (2011) results, Canadian Business Pattern data and Employment Ontario (EO) client demographics and service outcomes for the Kenora and Rainy River Districts for the period of April 2012 to March 2013. Data analysis and consultation with Employment Ontario service providers has identified three areas of focus for workforce development along with opportunities for collaborative action.

1. The need to increase local labour force participation

The National Household Survey (2011) revealed that the labour force participation in the Kenora District is at 63.7 percent and in the Rainy River District it is at 60.2 percent. Both districts are lower than Ontario. The unemployment rate, hovering around 10 percent is higher than Ontario's 8.3 percent.

To support the ongoing growth of the local economy, it is clear that attracting and retaining individuals in the local labour market would enhance prosperity and individual quality of life.

Employment Ontario Employment Service (ES) and Literacy and Basic Skills (LBS) programs are designed to assist individuals obtain the training, skills and experience to achieve their individual goals while connecting people looking for work with employers looking for workers. There is a high

rate of participation in Employment Ontario services locally and this should be recognized and encouraged. Almost 37 percent of the unemployed labour force makes use of Employment Ontario Service and 12.8 percent participate in Literacy and Basic Skills as compared to the provincial rates of 32.6 percent participating in Employment Services and 4.6 percent in Literacy and Basic Skills.

Equally important, individuals seek service quickly upon leaving employment or school. Over 51 percent seek service within three months. However, participation in ES falls to less than 15 percent for the remainder of the year after separation from work or school. Service participation increases to 20 percent after a one year of leaving school or work.

In order to increase labour force participation there is a need to attract those currently not fully engaged in the Kenora and Rainy River Districts' labour market and/or those not taking full advantage of Employment Ontario services. These include:

- Over 38 percent of the unemployed workforce age 25 to 44.
- Almost 33 percent of the unemployed workforce age 15 to 24.
- Of that, males experience a 60 percent unemployment rate.
- Non-Aboriginal clients who are underrepresented in Employment Services and Literacy and Basic Service clientele.

2. Promotion of post-secondary education and training

There is a connection between higher learning and a worker's sustained labour force engagement. Over 67 percent of those who are not participating in the local workforce do not have post-secondary education while over 45 percent of those who are working possess this credential.

Education levels in the Kenora and Rainy River Districts continue to fall below provincial levels in two key areas. Over 30 percent of the population do not have a secondary school diploma or certificate and significantly fewer have a university certificate, diploma or degree. While the percentage of individuals locally with a secondary school credential and no post-secondary is similar to the provincial average, ten percent more of the local population has no post-secondary education when compared to Ontario. The proportion of the population with Apprenticeship certification is

higher than the province and approximately the same percent have a college credential.

More than one in three Employment Service clients have less than Grade 12, yet only 16 percent of Employment Service clients pursue training or education and over 60 percent of Literacy and Basic Skills participants identify employment or independence as their goal as opposed to furthering their education.

Finally, less than one percent of new apprentice registrations and apprentice certifications are issued in the Kenora and Rainy River Districts. One percent of Literacy and Basic Skills participants identify apprenticeship as their goal although a new Apprenticeship goal path may increase interest. In comparison new registration and active apprentice and journeypersons in the north make up 10 percent of provincial rates.

3. Reduction of “churn” in the labour market

Employment Service client outcomes highlight entry-level employment and high turnover or churn in some industries. Over 50 percent of Employment Service clients obtain employment in three industries: Accommodation and Food Services; Retail Trade and Construction. One in five Employment Service clients obtains work in Accommodation and Food Service. During the past year, there has been a net increase of business establishments operating in these sectors; however local service providers confirm ongoing job loss and client placement.

From an occupational perspective, almost 70 percent of Employment Service clients find work in three major groups: Sales and Service; Trades and Transportation and Equipment Operators and Business, Finance and Administration. Seven of the top ten Second Career programs address occupations within these major groups.

Of the top ten occupations in which Employment Service clients obtain employment, 80 percent can be considered entry-level occupations requiring no post-secondary education and 70 percent are in the Sales and Service group. Service providers confirmed that there is high turnover in these occupations.



Community Response

These findings were shared with our community partners including Employment Service and Literacy and Basic Skills providers to identify collaborative actions to encourage full and sustained labour force participation. It was agreed that interventions should continue to focus on helping people secure and retain employment while promoting training and education.

Employment service professionals felt that, in some cases duplication of services takes place, however, this is almost unavoidable given vast geographies, small population in remote areas, and clients often challenged with multiple barriers. Service Coordination is viewed as a means to increase awareness of services and training availability, encourage appropriate client referrals and improve service efficiency.

Our report concludes with an update of activities identified within the annual Action Plan as a means of addressing five ongoing priorities for workforce development identified in the region of the Kenora and Rainy River Districts:

1. Transitioning Workforce in a Changing Economy.
2. Out-Migration of Key Demographics.
3. Evolving Education Requirements.
4. Support Entrepreneurs.
5. Integrating the Marginalized Workforce.

Background

The ongoing release of findings from the Statistics Canada Census and National Household Survey conducted in 2011 and the provision of Employment Ontario client demographic and outcome data offers a unique opportunity to examine the profile of the local workforce, employment, education and training services and the needs of the economy in the Kenora and Rainy River Districts.

Data has been shared with Employment Ontario service providers across the region to identify individual agency and collaborative opportunities for continuous improvement.

This report begins with a look at our changing economy and the composition of the local labour force by industry and occupation. We will then examine the demographics of our available workforce, those who seek Employment Ontario services, service outcomes and the ongoing focus of activities to ensure all eligible individuals have the opportunity to participate fully in the labour market.

Changes in our Local Economy

For the past several years, we have used Canadian Business Pattern (CBP) data as an important means of offering insight into labour market demand within our local economy. This data is provided to Statistics Canada by Canada Revenue Agency and is based on the employee payroll remittances submitted by companies on behalf of their employees. The semi-annual release of the data by census sub-division makes it a timely local resource. However, it should be noted that the data identifies all businesses, including those established by individual owner-operators. For this reason, we have included not only the change in the number of businesses by industry between June 2012 and June 2013, but also the change in the number of businesses by employee size range.

Table 1: Change in the number of business establishment in the Kenora District 2012-2013

Industry	Total Employers 2012	Total Employers 2013	Absolute Change	Percent Change (%)
Agriculture, Forestry, Fishing, Hunting	147	147	0	0.00%
Mining / Oil and Gas Extraction	8	14	6	75.00%
Utilities	11	13	2	18.18%
Construction	391	419	28	7.16%
Manufacturing	61	54	- 7	-11.48%
Wholesale Trade	107	103	- 4	-3.74%
Retail Trade	429	440	11	2.56%
Transportation and Warehousing	193	196	3	1.55%
Info and Cultural Industries	31	28	- 3	- 9.58%
Finance and Insurance	149	145	- 4	- 2.68%
Real Estate, Rental and Leasing	250	302	52	20.80%
Professional Scientific Technical	171	180	9	5.26%
Management of Companies/Enterprises	54	52	- 2	- 3.70%
Admin. Support and Waste Management	98	96	- 2	- 2.04%
Educational Services	41	36	- 5	-12.20%
Health Care and Social Assistance	202	222	20	9.90%
Arts, Entertainment, Recreation	66	60	- 6	- 9.09%
Accommodation and Food Services	464	475	11	2.37%
Other Services Except Public Admin.	298	302	4	1.34%
Public Administration	64	60	- 4	- 6.25%
Total	3,235	3,344	109	3.37%

Source: Canadian Business Pattern Data, Statistics Canada

Table 2: Change in number of business establishments in the Kenora District by employee size range 2012-2013

Employee Size Range	No. of Employers 2012	No. of Employers 2013	Absolute Change	Percent Change	Ontario Percent Change
0	1,286	1,370	84	6.5%	11.0%
1 - 4	882	937	55	6.2%	6.9%
5 - 9	460	440	(-20)	(-4.4%)	2.9%
10 - 19	302	301	(-1)	(-0.3%)	2.8%
20 - 49	201	199	(-2)	(-1.0%)	3.8%
50 - 99	52	49	(-3)	(-5.8%)	2.1%
100 - 199	35	33	(-2)	(-5.7%)	2.1%
200 - 499	13	12	(-1)	(-7.7%)	1.8%
500+	4	3	(-1)	(-25.0%)	(-0.2%)
Total	3,235	3,344	109	3.4%	8.4%

Source: Canadian Business Pattern Data, Statistics Canada

Table 3: Change in number of business establishments in the Rainy River District – June 2012 to June 2013

Industry	Total Employers 2012	Total Employers 2013	Absolute Change	Percent Change (%)
Agriculture, Forestry, Fishing, Hunting	233	250	17	7.30%
Mining / Oil and Gas Extraction	3	6	3	100.0%
Utilities	11	10	- 1	-9.09%
Construction	131	132	1	0.76%
Manufacturing	34	32	- 2	- 5.88%
Wholesale Trade	43	43	0	0.00%
Retail Trade	139	135	- 4	- 2.88%
Transportation and Warehousing	109	106	- 3	- 2.75%
Info and Cultural Industries	13	14	1	7.69%
Finance and Insurance	37	39	2	5.41%
Real Estate, Rental and Leasing	71	84	13	18.31%
Professional Scientific Technical	46	55	9	19.57%
Management of Companies/Enterprises	33	34	1	3.03%
Admin., Support and Waste Management	37	33	- 4	- 10.81
Educational Services	19	17	- 2	-10.53%
Health Care and Social Assistance	89	95	6	6.74%
Arts, Entertainment, Recreation	25	29	4	16.00%
Accommodation and Food Services	116	122	6	5.17%
Other Services Except Public Admin.	111	111	0	0.00%
Public Administration	23	25	2	8.70%
Total	1,323	1,372	49	3.70%

Table 4: Change in # of business establishments in the Rainy River District by employee size range 2012-2013

Employee Size Range	No. of Employers 2012	No. of Employers 2013	Absolute Change	Percent Change	Ontario Percent Change
0	555	601	46	8.3%	11.0%
1 - 4	378	383	5	1.3%	6.9%
5 - 9	185	184	(-1)	(-0.5%)	2.9%
10 - 19	121	115	(-6)	(-5.0%)	2.8%
20 - 49	56	56	0	0.0%	3.8%
50 - 99	19	21	2	10.5%	2.1%
100 - 199	5	8	3	60.0%	2.1%
200 - 499	2	2	0	0.0%	1.8%
500 +	2	2	0	0.0%	(-0.2%)
Total	1,323	1,372	49	3.7%	8.4%

Source: Canadian Business Pattern Data, 2012-2013, Statistics Canada

The change in the number of business establishments with 5 to 50 employees is often viewed as an indicator of economic re-generation. While it should be noted that absolute change is not always a result of business losses but may occur when a company increases or decreases their number of employees, it appears that the economy of the region is growing more slowly than the province.

The connection between the availability of a skilled workforce and a thriving local economy is clear. Table 5 identifies that the unemployment rate locally is higher than in Ontario and, in the the rate of participation in the labour force locally is lower than the provincial rate.

Table 5: Population and Participation in the Labour Force

	Kenora District	Rainy River	Ontario
Total Population	64,419	20,370	12,851,821
Number in the Labour Force	27,920	9,810	6,864,985
Number not in the Labour Force	15,910	6,480	3,608,680
Participation Rate	63.7%	60.2%	65.5%
Number of Employed	25,060	8,935	6,297,000
Number of Unemployed	2,860	880	567,985
Employment Rate	57.2%	54.8%	60.1%
Unemployment Rate	10.2%	9.0%	8.3%

Source: National Household Survey 2011

Attracting individuals into the local labour force would enhance prosperity and individual quality of life. Employment Ontario Employment Service and Literacy and Basic Skills programs are designed to assist individuals obtain the training, skills and experience to achieve their individual goals while connecting people looking for work with employers looking for workers.

In the Kenora and Rainy River Districts, the National Household Survey 2011 (NHS) identifies 3,740 unemployed individuals. Of these, 1,379 or 36.9% seek EO Employment Services and 478 (12.8%) pursue Literacy and Basic

Skills (LBS). This rate of participation in services surpasses the provincial rate of 32.6% participation in Employment Services and 4.6% in Literacy and Basic Skills. Equally important, individuals seek service quickly upon leaving employment or school. Over 51 percent seek Employment Service within three months of graduation or job loss. However, participation in Employment Service falls to less than 15 percent for the remainder of the year. Service participation increases to 20 percent after a one year break from employment or training.

This section of the plan examines the demographics and outcomes of local Employment Ontario clients. Wherever possible, demographics of the unemployed labour force as identified by the Statistics Canada National Household Survey (2011) are included to provide additional context.

Employment Ontario Client Age, Gender and Source of Income

Table 6: Age - ES and LBS Client as a Percentage of Unemployed Population

	NTAB	% of Total Cohort	Northern Region	% of Total Cohort	Ontario	% of Total Cohort
Unemployed Labour Force *						
Age 15-24	1,225	32.8%	--	--	201,150	35.4%
Age 25-44	1,430	38.2%	--	--	197,920	34.8%
Age 45-64	985	26.3%	--	--	154,310	27.2%
Age 65 +	100	2.7%	--	--	14,615	2.6%
Total	3,740	100%	--	--	567,985	100%
Employment Service (ES) clients						
Age 15-24	447	32.4%	5,210	30.9%	39,027	21.1%
Age 25-44	608	44.1%	7,616	45.1%	87,849	47.5%
Age 45-64	313	22.7%	3,972	23.5%	56,634	30.6%
Age 65 +	11	0.8%	89	0.5%	1,429	6.8%
Total	1,379	100.0%	16,887	100.0%	184,947*	100.0%
Literacy and Basic Skills (LBS) clients						
Age 15-24	109	22.8%	1,295	28.1%	7,389	28.4%
Age 25-44	204	42.7%	1,580	34.3%	11,548	44.4%
Age 45-64	141	29.5%	1,179	25.6%	5,987	23.0%
Age 65 +	24	5.0%	556	12.1%	1,057	4.1%
Total	478	100%	4,610	100%	25,981	100%

* Source: National Household Survey, 2011

A greater percentage of people age 15 to 24 seek Employment Services as compared to the Northern Region and Ontario. Participation in ES is similar to the Northern Region and Ontario for those age 25 to 44 with service usage declining progressively in the North beyond age 45 when compared to Ontario.

Participation in Literacy and Basic Skills is comparatively low for those age 15 to 24 in the Kenora and Rainy River Districts but escalates by age 25 and remains stronger locally than in the Northern Region and Ontario to age 64.

Table 7: Gender - ES and LBS Client as a Percentage of Unemployed Population

	NTAB	% of Total Cohort	Northern Region	% of Total Cohort	Ontario	% of Total Cohort
Unemployed Labour Force *						
Female	1,485	39.7%	--	--	275,120	48.4%
Male	2,250	60.2%	--	--	292,860	51.6%
Undisclosed	--	--	--	--	--	--
Total	3,740**	100%	--	--	567,985	100%
Employment Service (ES) clients						
Female	566	41.0%	7,096	42.0%	90,803	49.1%
Male	812	58.9%	9,776	57.9%	93,645	50.6%
Undisclosed	1	0.1%	15	0.1%	499	0.3%
Total	1,379	100%	16,887	100%	184,947	100%
Literacy and Basic Skills (LBS) clients						
Female	235	49.2%	2,755	59.8%	14,846	57.1%
Male	241	50.4%	1,846	40.0%	11,036	42.5%
Undisclosed	2	0.4%	9	0.2%	97	0.4%
Total	478	100%	4,610	100%	25,981	100%

* Source: National Household Survey, 2011

At over 60 percent, the number of unemployed males is 20% higher than females in the Kenora and Rainy River Districts and this is reflected in the higher percentage of males seeking Employment Services. The number of males locally seeking Literacy and Basic Skills service is relatively equal to females meaning, proportionately, more females seek LBS services. However, the rate of participation of males in LBS locally is ten percent higher than rates experienced in the North overall.

Table 8A highlights that fewer Employment Service clients have no source of income when compared to the rest of the province.

Table 8: Employment Service Clients – Source of Income

	NTAB	% of Total Clients	Northern Region	% of Total Clients	% of Total Clients (ON)
El Recipient	301	21.8%	4,302	25.5%	22.6%
ON Works	230	16.7%	2,508	14.9%	13.2%
ON Disability Support	28	2.0%	472	2.8%	1.7%
No Source of Income	439	31.8%	5,687	33.7%	38.4%
Other	381	27.6%	3,918	23.2%	24.0%
Total	1,379	100.0%	16,887	100.0%	100.0%

Table 9: Literacy and Basic Skills Clients – Source of Income

	NTAB	% of Total Clients	Northern Region	% of Total Clients	% of Total Clients (ON)
Employed	117	24.8%	1,121	24.7%	19.9%
Self Employed	12	2.5%	88	1.9%	1.4%
El Recipient	14	3.0%	241	5.3%	5.0%
ON Disability Support	34	7.2%	432	9.5%	9.1%
ON Works	186	39.5%	973	21.5%	18.8%
No Source of Income	39	8.3%	470	10.4%	6.5%
Other	69	14.6%	1,207	26.6%	16.3%
Total	471	100.0%	4,532	100.0%	100.0%

A greater percentage of Employment Ontario clients served in the Kenora and Rainy River Districts are Ontario Works recipients; in fact, the number of LBS clients in the NTAB region in receipt of Ontario Works is more than double that for Ontario.

There are more employed and self-employed individuals in the Kenora and Rainy River Districts participating in Literacy and Basic Skills as compared to the Northern Region and Ontario.

Educational Attainment

Education levels in the Kenora and Rainy River Districts continue to fall below provincial levels in two key areas. Over 30 percent of the population do not have a secondary school diploma or certificate and significantly fewer have a university certificate, diploma or degree. While the percentage of individuals locally with a secondary school credential and no post-secondary is similar to the provincial average, ten percent more of the local population has no post-secondary education when compared to Ontario. The proportion of the population with Apprenticeship certification is higher than the province and approximately the same percent have a college credential.

Table 10: Educational Attainment - Population in the Kenora and Rainy River Districts

Education	Kenora District	Rainy River District	NTAB Region	Ontario
No Certificate or Degree	31.2%	27.0%	30.1%	18.7%
High School Certificate or Diploma	24.9%	27.5%	25.5%	26.8%
Apprenticeship or Trades Certificate	11.1%	11.9%	11.3%	7.4%
College Diploma/Non-University Certificate or Diploma	18.7%	20.8%	19.2%	19.8%
University Certificate, Diploma or Degree	14.1%	12.9%	13.8%	27.5%

Source: Statistics Canada National Household Survey 2011

Table 11: Educational Attainment of Employment Ontario Clients

Education	NTAB	% of Total Clients	Northern Region	% of Total Clients	Ontario	% of Total Clients
Less than Grade 8	42	3.0%	344	2.0%	2,258	1.2%
Less than Grade 12	423	30.7%	3,921	23.2%	22,636	12.2%
Completion of Secondary	496	36.0%	5,489	32.5%	54,662	29.6%
Completion of College	262	19.0%	4,456	26.4%	50,171	27.1%
Completion of University	41	3.0%	1,175	7.0%	41,828	22.6%
Other	115	8.3%	1,502	8.9%	13,382	7.2%
Total	1,379	100.0%	16,887	100.0%	184,937	100.0%

Considering the demographics of the region, it is not surprising that Employment Ontario service providers in the Kenora and Rainy River Districts see significantly greater number of clients who either do not have a Grade 12 diploma or who have no post-secondary education as compared to the Northern Region and Ontario.

Table 12: Literacy and Basic Skills - Learners' Goal Path

Education	NTAB	% of Total Clients	Northern Region	% of Total Clients	Ontario Percentage
Apprenticeship	5	1.0%	119	2.6%	5.2%
Employment	197	41.2%	1,243	27.0%	27.3%
Independence	100	20.9%	931	20.2%	13.2%
Post-Secondary	61	12.8%	1,651	35.8%	39.4%
Secondary School Credit	115	24.1%	666	14.4%	14.9%
Total	478	100.0%	4,810	100.0%	100.0%

Over 60 percent of Literacy and Basic Skills participants identify employment and independence as their goal as compared to 13.8 percent seeking apprenticeship or post-secondary although the new LBS Apprenticeship goal may generate increased interest.

The National Household Survey reveals that in 2011, 70% of the unemployed workforce in the Kenora District and 54.5% in Rainy River District had no post-secondary education. At the same time, labour force statistics suggest that possessing a post-secondary education is important to securing and retaining employment. Locally, just over 45% of the employed labour force have post-secondary education as compared to 67% of those not in the labour force.

Designated Groups

Table 13: Designated Groups as a Percent of Total Population

Designated Groups with Kenora and Rainy River Districts	Kenora District	Rainy River District	NTAB Region	Ontario
Total Population	54,920	20,045	74,965	12,651,795
Immigrant Population	2,330	1,200	3,530	3,611,365
Immigrant Population as percentage of Total Population	4.2%	6.0%	4.7%	28.5%
Immigrant Population age 15 and older	1,485	770	2,255	2,620,680
Immigrant Population age 15 and over as percent of immigrant population	2.7%	3.8%	3.0%	20.7%
Total Visible Minority Population	705	140	845	3,279,565
Visible Minority Population as a percent of total population	1.3%	0.7%	1.1%	25.9%
Aboriginal Population	19,985	4,750	24,735	441,395
Aboriginal Population as a percent of total population	36.4%	23.7%	33.0%	3.5%

Source: Statistics Canada National Household Survey 2011

Table 13 identifies that there are significantly fewer immigrants and visible minorities residing in the North including the Kenora and Rainy River Districts.

One in three of the population in the Kenora and Rainy River Districts is of Aboriginal identity.

Table 14: Designated Groups Participating in Employment Services

	NTAB	% of Total Clients	Northern Region	% of Total Clients	% of Total Clients (ON)
Newcomer	17	1.2%	323	1.9%	8.6%
Visible Minority	7	0.5%	314	1.9%	9.6%
Person with Disability	68	4.9%	891	5.3%	4.3%
Aboriginal Identity	516	44.7%	2,129	12.6%	2.5%
Total No. of Clients from Designated Groups	708	51.3%	3,657	21.7%	25.0%
Internationally Trained Professionals	28	2.0%	561	3.4%	19.1%

While immigrants over the age of 15 make up 3 percent of the region's population, these individuals comprise just over 1 percent of ES clients and 0.4 percent of LBS clients. The percentage of visible minority clients taking advantage of Employment Services is 0.5 percent and Literacy and Basic Skills 0.4 percent. Individuals with disabilities utilize Employment Services at approximately the same rate as experienced in the North and in Ontario.

Table 15: Designated Groups Participating in Literacy and Basic Skills

	NTAB	% of Total Clients	Northern Region	% of Total Clients	% of Total Clients (ON)
Immigrant	2	0.4%	80	1.6%	2.9%
Visible Minority	2	0.4%	75	1.5%	3.6%
Person with Disability	15	3.1%	255	5.0%	5.5%
Aboriginal Identity	222	46.4%	758	15.0%	4.4%
Total No. of Clients from Designated Groups	241	50.4%	1,168	23.1%	16.3%

While those of Aboriginal identity make up 33 percent of the population, more than 44 percent of Employment Service clients and more than 46 percent of Literacy and Basic Skills clients are Aboriginal – a percentage much higher than in the Northern Region and Ontario. Locally, this large proportion of Aboriginal clients results in a higher percentage of clients from designated groups overall.

Employment Service Client Outcomes

More than 50 percent of all Employment Ontario clients find employment in three industries. Almost one in five find employment in Accommodation and Food Services.

Almost 62 percent of all Employment Service clients obtain employment as they exit service with 29.7 percent acquiring employment in their area of training or choice. Almost 16 percent exit services for training or education and 4.5 percent pursue self-employment.

In the region of the Kenora and Rainy River Districts, four industries employ 50 percent of the population: Health Care and Social Assistance (16.6%); Public Administration (13.7%); Retail Trade (11.2%); and Educational Services (8.0%).

Table 16: Top Three Industries – Employed Outcomes

NTAB		Northern Region		Ontario	
Accommodation/ Food Services	19.5%	Retail Trade	17.3%	Retail Trade	15.5%
Retail Trade	17.2%	Accommodation/ Food Services	15.8%	Admin/Support Waste Management	12.1%
Construction	13.9%	Construction	11.8%	Manufacturing Accom'n/Food Services	11.1%

While there has been a net increase of business establishments operating in these three sectors during the period of June 2012 to June 2013, the large number of Employment Service client placements suggests significant churn in these industries – an occurrence confirmed by local service providers.

Almost 70 percent of local Employment Service clients find work in three major groups: Sales and Service (38%); Trades, Transportation and Equipment Operators (16%) and Business, Finance and Administration (15%).

Occupationally, almost 60 percent of the region's workforce are employed in the major groups of Sales and Service (21.6%); Education, Law, Social, Community and Government Services (17.9%) and Trades, Transport and Equipment Operators (17.5%). These three groups are the strongest provincially employing 47 percent of Ontarians.

Over 30 percent of Employment Service clients referred to education or training participate in Second Career programs. Seven of the top ten approved skill Second Career programs address occupations within these three major groups.

1. Heavy Equipment Operators – Except Crane (NOC 7521)
2. Transport Truck Drivers (NOC 7511)
3. Social and Community Service Workers (NOC 4212)
4. General Office Support Workers (NOC 1411)
5. Welders and Related Machine Operators (NOC 7237)
6. Administrative Assistants (NOC 1241)
7. Hairstylists and Barbers (NOC 6341)
8. Accounting and Related Clerks (NOC 1431)
9. Early Childhood Educators and Assistants (NOC 4214)
10. Nurse Aides, Orderlies and Patient Service Associates (NOC 3413)

The ten most common occupations local Employment Service clients obtain employment in are:

1. Construction Trades Helpers and Labourers (NOC 7611)
2. Retail Salesperson (NOC 6242)
3. Light Duty Cleaners (NOC 6731)
4. Cook (NOC 6322)
5. Food Counter Attendants, Kitchen Helpers & Related Support Occupations (NOC 6711)
6. Social and Community Service Workers (NOC 4212)
7. Cashiers (NOC 6611)
8. Food and Beverage Servers (NOC 6513)
9. Food Counter Attendant, Kitchen Helpers & Related Support Occupations (NOC 6711) *
10. Receptionists (NOC 1414)

* Occupation was shown twice on source document

With the exception of Social and Community Service Workers, formal training within these occupations is uncommon suggesting employers seek entry-level candidates and/or rely on candidate's prior experience supplemented with on-the-job training. A percentage of placements are generated by local job creation, however, employment service providers confirm high turnover or "churn" within these occupations.

Table 17: Apprenticeship Activity in the Kenora and Rainy River Districts

	NTAB	% in Relation to ON	Northern Region	% in Relation to ON	Ontario
Certificates of Apprenticeship Issued	80	0.7%	951	8.7%	10,932
Certificates of Qualification Issued	95	0.9%	1,137	10.3%	11,031
Modular Training Registrations	601	6.4%	6,563	70.2%	9,350
Average age of Apprentice at Registration	26	--	26	--	27
Number of New Registrants	84	0.3%	3,422	10.5%	32,448
Number of Active Apprentices	409	0.3%	11,515	9.8%	118,080
Number of Active Journeypersons	4,378	1.0%	45,138	10.0%	452,841

There is a gap between the number of Apprentice registrations and Certificates of Apprenticeship and Qualification issued in the Northern Region as compared to local activity. Less than one percent of new apprentice registrations and apprentice certifications are issued in the Kenora and Rainy River Districts. New registration and active apprentice and journeypersons in the north make up 10 percent of provincial rates.

Community Response

Current economic information along with Employment Ontario client demographic and outcome data was shared with Employment Service and Literacy and Basic Skills providers in the Kenora and Rainy River Districts. While there may be some discrepancies in the data due to client self-disclosure, client case management anomalies, etc., discussions between the service providers led to valuable insights and the identification of collaborative actions that could be taken to encourage labour force participation.

Service providers agreed that interventions should continue to focus on helping people secure and retain employment while promoting the value of training and education. Representatives found that the Inventory of Training and Employment Services housed on the Employment Ontario

Partners Gateway was of value but must be promoted, kept up-to-date and easy to use. Some felt that versions of this inventory available in print form would be of value.

Cyclical resource-based economies, large geography and remote communities with small populations present significant barriers to service and training delivery particularly when hands-on, practical learning experience is required. Many clients find the requirement to travel an insurmountable barrier for clients while available training does not always meet the most prevalent local labour market demands. The Literacy and Basic Skills Apprenticeship goal path was viewed as a positive innovation although the availability of Apprenticeship pre-training would contribute to meeting labour market demand in key trades.

Additional information on Apprenticeship combined with on-site employer tours would be of value to help clients understand the range of opportunities within growth sectors.

The need to coordinate Employment Ontario services as an inter-agency network marketing services to diverse demographics including youth, older workers, non-Aboriginal and designated groups was identified. Testimonials in local community newspapers reflecting this range of demographics would offer valuable outreach.

Service providers felt that the churn experienced in some industries might be alleviated by pre-training

focused on technical and essential skills. Specific workshop topics including actions required to obtain a criminal record suspension or appeal and financial literacy would be useful. Generating a list of entry-level occupations that offer opportunities for advancement would encourage clients to continue in employment situations they feel are less than ideal. Job coaching is a worthwhile investment for those with multiple barriers.

Training for employers showcasing how effective multi-generational, diverse employee engagement practices impacts productivity and profit was also seen as a solution to high turnover.



2013-2014 Action Plan Update

In February 2013, the Northwest Training and Adjustment Board published the annual Local Labour Market Plan Report and Summary. We are pleased to include this update on activities that continue to build on each other over the years to address the five priorities for workforce development identified in the region.

Priority 1 – Transitioning Workforce in a Changing Economy	
Action – Local Government Networking Group Established in the Rainy River District	
Description	Current Status
A partnership between area First Nations and the River River District Municipal Association to work together on common goals and present to government orders and common voice. Education and training is a sub-group which recently (early September 2013) held a stakeholder meeting that included the Rainy River District Board of Education, Seven Generations Education Institute, Confederation College, Riverside Healthcare, and New Gold Inc.	Still in progress.
Outcomes	Next Steps
To secure funding and offer training in mining and healthcare related fields where we will be experiencing a shortage of trained workers.	Continue to meet and move forward with funding applications.
Action – Northern Ontario Heritage Fund Grant to Anishinaabeg of Naongashiing First Nation	
Description	Current Status
The Anishinaabeg of Naongashiing First Nation (located on the south edge of the Aulneau Peninsula on Lake of the Woods) applied for and received funding from NOHFC. They received \$725,000.00 to develop a store and tourist centre.	Still in progress.
Outcomes	Next Steps
Job creation.	Construction of store and tourist centre.
Priority 2 – Out-migration of Key Demographics	
Action – Kids Fly North	
Description	Current Status
The Red Lake Municipal Airport, Thunder Bay Airport Services Inc., Wasaya Airways, Superior Airways and Chukuni Communities Development Corporation partnered to introduce youth to career opportunities in the aviation industry on September 14, 2013.	Complete.
Outcomes	Next Steps
Introduced youth to career opportunities in the aviation industry.	N/A

Action – 2014 Fall Intake for Collaborative Community Based BScN Program	
Description	Current Status
Lakehead University and Confederation College Bachelor of Science in Nursing Program.	Still in progress in the following campuses: Dryden, Sioux Lookout, Lake of the Woods, and Rainy River District Campus.
Outcomes	Next Steps
Students who are interested and who chose to stay and learn in their own communities will be able to obtain a Bachelor of Science in Nursing. Often, our communities lose our youth to larger cities and universities and then they chose not to return home.	2014 Fall intake.
Priority 3 – Evolving Education Requirements	
Action – Confederation College/School Within a College (SWAC)	
Description	Current Status
The SWAC Program is a School College Work Initiative that is offered by Confederation College in partnership with the Rainy River District School Board. By successfully completing a college dual credit, the student earns both a high school credit and a college one. Paid co-op courses are also an option.	Still in progress.
Outcomes	Next Steps
SWAC courses let students experience college courses on a college campus, while achieving credits towards a high school diploma.	Continue dual credit program.
Action – Ozhiitaag “To Prepare” Program	
Description	Current Status
The Shooniyaa Wa-Biitong Ozhiitaag “To Prepare” Program was a community based Pre-Employment Job Readiness Program designed to provide participants with life skills, academic and other skills essential to employment readiness.	Completed in the following communities: Naotkamegwanning, Grassy Narrows, Nigigoonsiminikaaning, Lac Seul, Iskatewizaagegan #39, Stanjikoming, Wabauskang, Onigaming, Wabaseemoong, and Wauzhushk Onigum.
Outcomes	Next Steps
Delivered training for essential skills within these communities, and particularly among youth, to ensure a greater resiliency to economic challenges as well as an increase in labour market participation.	N/A

Priority 4 – Supporting Entrepreneurs	
Action – Go Local Fort Frances	
Description	Current Status
Go Local is a group of enthusiastic independently owned businesses and dedicated consumers who are committed to advocating, promoting and offering support to companies throughout the Rainy River District to change the mindset and educate the importance of sustaining a vibrant, thriving economic community.	Still in progress.
Outcomes	Next Steps
Shoppers are rewarded with loyalty points and gift certificates that they can “spend” at Go Local businesses and the Go Local businesses are then gaining a loyal customer base. This is very important for the Canada-US border communities in the Rainy River District.	Continue program.
Action – Business Retention and Expansion (Dryden and Area)	
Description	Current Status
The project would entail the systematic collection of primary data on the local and regional business environment. Partners include the following: Dryden Chamber of Commerce, Patricia Area Community Endeavours, City of Dryden, Township of Ignace, the Municipality of Machin, and NTAB.	Still in progress.
Outcomes	Next Steps
The data would be used to inform future plans and strategies that support the retention and expansion of local businesses.	Continue with project accordingly.
Action – City of Kenora Downtown Revitalization (Phase Three)	
Description	Current Status
The City of Kenora applied for and will be receiving \$125,000 for phase three of its downtown revitalization project, which will include underground infrastructure and street-level enhancements.	Still in progress.
Outcomes	Next Steps
The project is designed to attract increased private sector investment in the area.	Start construction.

Priority 4 – Supporting Entrepreneurs (Continued)

Action – Specialty Crop and Precision Agriculture Workshops

Description	Current Status
This event was a comprehensive workshop focused on the production and marketing of Specialty/Pulse Crops and the potential for utilizing precision agriculture techniques in Northwestern Ontario. Precision agriculture is the practice of using remote sensing, soil sampling and information management tools to improve production. Presenters from Crop Care Consulting in Portage la Prairie, MB were in attendance to present on and answer all questions related to Precision Agriculture, equipment use and implementation examples.	Completed in the following communities: Emo (February 27, 2013) Dryden (February 28, 2013)
Outcomes	Next Steps
Dr. Tarlok Singh Sahota from Thunder Bay Agricultural Research Station was on hand to present on Specialty and Pulse Crop production in Northwestern Ontario and what untapped opportunities lay ahead for area Farmers. Report available: http://www.nwoinnovation.ca/upload/documents/northwestern-ontario-specialty-crop-mark.pdf	N/A

Priority 5 – Integrating the Marginalized Workforce	
Action – Job Fair by Kenora District Services Board	
Description	Current Status
An event to match job seekers with employers. The Board hosted an information session across the region. They brought education, training and funding providers together for the event.	Completed in the following communities: Dryden (September 24, 2013) Kenora (September 25, 2013) Ignace (September 26, 2013)
Outcomes	Next Steps
Information dispersal to individuals interested in obtaining extra education or training and who are seeking employment as well.	N/A
Action – Natural Resource Development for the Anishinaabeg of Kabapikotawangag	
Description	Current Status
Applied for and have been approved for NOHFC funding of \$64,966 to increase natural resource development opportunities in the Sioux Narrows area.	Proposal approved.
Outcomes	Next Steps
Local resource development will create local jobs for the Anishinaabeg in their own community.	Move forward with project.



Northwest Training and Adjustment Board

113-100 Casimir Avenue
Dryden, ON P8N 3L4

807.223.3813 Phone
807.223.3821 Fax

www.ntab.on.ca