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# Kenora and Rainy River Districts Local Labour Market Plan Report Update

**Produced by**  
The Northwest Training and Adjustment Board  
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The Northwest Training and Adjustment Board acknowledges the following organization for their contributions to the 2015-2016 Local Labour Market Plan Report:

LLMP process facilitation: Mike Greaves, Squarepeg Solutions



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### How Did We Do?

Please access our short survey by QR Code, web address or hardcopy on page 34.  
We invite your feedback on all publications produced by the Northwest Training and Adjustment Board.

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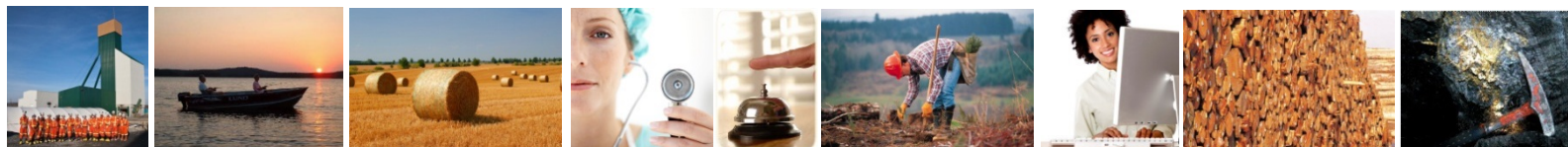
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Disclaimer - Readers should note that Statistics Canada states: “Caution must be exercised when NHS estimates are compared with estimates produced from the 2006 Census long form, especially when the analysis involves small geographies. Users are asked 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/wOYrIZ>.

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# ***Local Labour Market Plan 2015 – 2016***

## ***Kenora and Rainy River Districts***

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## **Executive Summary**

This Local Labour Market Plan 2015-2016 provides an update to the three year Labour Market Plan 2014-2017 published one year ago by the Northwest Training and Adjustment Board (NTAB). Economic growth continues to generate increasing labour market demand pressures made even more critical by a declining and aging population in the Kenora and Rainy River Districts.

Results gathered in the past year from the ongoing Employerone® business survey administered by NTAB identified that more than 80% of local businesses plan to hire in the coming year with 75% of jobs filled in 2014-2015 classified as permanent, full-time positions. Media reports are also highlighting that economic growth in a recovering forestry sector is threatened by a tight labour market supply locally. Employers in the sector are most concerned about filling immediate vacancies in skilled trades as well as replacing an increasingly aging workforce. An analysis of forestry-related occupations in the Kenora and Rainy River Districts completed by NTAB identifies eleven semi-skilled and skilled occupations with more than 50% of the workforce age 45 and older as of 2011.

The Employers that we consulted directly also expressed concerns about the difficulty of recruiting candidates for both senior and entry level positions. An Ontario Secondary School Diploma (OSSD) is increasingly a hiring criterion that has further constricted labour market supply. Over 31% of the general population and 55% of indigenous peoples in the Kenora District lack this credential. In the Rainy River District, 27% of the general population and 37% of indigenous peoples do not have a Secondary School diploma. While an OSSD is often cited as a hiring requirement, employers continue to

identify the critical importance of interpersonal 'soft' skills.

The annual summary of Employment Ontario client data highlights an increasing number of youth age 15 to 24 seeking Employment Services (ES) while the number of Literacy and Basic Skills (LBS) learners also continues to climb. Over 42% of ES clients and 46% LBS learners are from Designated Groups with 37% of ES and 27% of LBS participants of Aboriginal identity. The lack of a secondary school diploma is a barrier to employment for more than 28% of Employment Services clients. Despite this, almost 70% of ES clients exited services with either full or part-time employment compared to 61.7% between 2013 and 2014.

These indicators of growing labour market demand combined with ongoing challenges of labour market supply led employers, educators and employment service providers to agree that the region's priorities for workforce development focusing on addressing evolving educational requirements while encouraging full labour force participation continue to be valid.

The Local Labour Market Plan 2015-2016 concludes with a summary of new activities being undertaken in the coming year in the Kenora and Rainy River Districts to address labour force imbalances along with an update on the progress of the three year Community Action Plan published in 2014.

## **Background**

Since 2012, the Northwest Training and Adjustment Board (NTAB) has published an annual Local Labour Market Plan examining labour market supply, demand and changes in the economy of the Northwestern Ontario region of the Kenora and Rainy River Districts. In October 2014, NTAB presented a comprehensive analysis of statistical data combined with input from businesses, employment service providers and educators to establish a three year workforce development plan outlining collaborative strategies to address five key priorities:

1. *Transitioning Our Workforce in a Changing Economy.*
2. *Evolving Education Requirements.*
3. *Integrating the Marginalized Workforce.*
4. *Supporting Entrepreneurs.*
5. *Out-migration of Key Demographics of Our Population.*

This 2015-2016 Local Labour Market Plan Update summarizes progress over the past year and revitalizes workforce development strategies for the coming year based on updated statistical information and feedback from employers, educators and service providers.

Key indicators of labour market demand include newly revised Canada Business Counts Data June 2015 (formerly Canadian Business Pattern Data); employer feedback gathered through Employerone® 2014, media reports and consultations with leaders in business, economic development, education, and employment services.

Updated labour market supply information further analyzes Statistics Canada Census and National Household Data (2011) and Employment Ontario Employment Service results gathered from April 2014 to March 2015.



## **Labour Market Supply**

Census and National Household Survey data (2011) cited in previous Local Labour Market Plans offers the following insights about our local population:

- The population in the Kenora District declined by 10.6% and 5.5% in the Rainy River District between 2006 and 2011.
- The median age in the Kenora District is 34.9 and 41.0 in the Rainy River District compared to 39.0 in Ontario.
- Fewer than 5% of the region's population are immigrants, but even though the numbers are low the Kenora and Rainy River Districts both show a good retention rate compared to other larger centres in Northern Ontario. The greatest amount of immigration to the two regions is from the United States and the Philippines.<sup>1</sup> One of three people living in the region are Aboriginal with the greatest concentration in the Kenora District.
- As of 2012, there was net out-migration at all age groups.
- Labour market shortages occur as a result of a decreasing and aging population compounded by low levels of labour force participation. Labour force participation in the Rainy River District is 60.2% and 63.7% in the Kenora District as compared to 65.5% in Ontario.
- Even fewer Aboriginal people participate in the labour force (59.1% in the Kenora District and 55.2% in the Rainy River District).

NTAB also analyzed Statistics Canada 2011 data outlining local levels of education:

- 31.2% of the population in the Kenora District and 27.0% of the Rainy River District's population do not have a secondary school diploma.
- In the Kenora District, 54.7% of Aboriginal people do not have a secondary school diploma. In the Rainy River District, 37.3% of the Aboriginal population lack this credential.
- Just over one in four people in the region has a secondary school diploma but no post-secondary education.
- More than 11% locally have an Apprenticeship credential compared to 7.4% in Ontario.
- 19% of the local population has a College credential, approximately the same as Ontario.
- Just over 13% locally have a University certificate, diploma, or degree compared to 27.5% in Ontario.

Further analysis of the Statistics Canada National Household Survey (2011) conducted over the past year highlighted that there are 86 occupations in the Kenora and Rainy River Districts with more than 50% of the population age 45 and older. While the numbers working in individual occupations will have changed somewhat in the four years since the national survey was conducted, it is reasonable to project that a minimum of 50% of the Kenora and Rainy River District workers in these occupations are now age 50 and older.

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<sup>1</sup> Northern Ontario Immigration Portal: Michael Haan and Elena Prokopenko, September 2015

Table One identifies nine occupations that employ more than 400 people regionally that will be impacted by an aging workforce. Required education is included as per the National Occupational Classification (NOC) Matrix 2011 Education Skill Level A, B, C, D:

- Skill Level A*      *Occupations usually require a university level education*
- Skill Level B*      *Occupations usually require a college education or apprenticeship*
- Skill Level C*      *Occupations usually require secondary school and/or occupation-specific training*
- Skill Level D*      *On-the-job training is usually provided for occupations*

The outlook for each occupation is assessed at the provincial level and encompasses factors like the impact of advancing technology and the global marketplace. The full list of 86 occupations is included as Appendix One.

Table One: Occupations that employ 400 + workers in the Kenora and Rainy River Districts impacted by an aging workforce									
NOC	Occupation	No. in Occupation	Age 45 and older		Education				Outlook
			% Age 45 - 54	% Age 55 +	A	B	C	D	
7511	Transport Truck Driver	930	24.2%	29.0%			•		Good
0621	Retail and Wholesale Trade Managers	895	45.8%	27.4%	•				Fair
3012	Registered Nurses/Psychiatric Nurses	870	25.9%	25.3%	•				Good
1241	Administrative Assistants	825	28.5%	21.8%		•			Limited
6733	Janitors, Caretakers, Building Superintendents	825	35.8%	24.8%				•	Fair
1221	Administrative Officers	460	45.7%	21.7%		•			Fair
7521	Heavy Equipment Operators (except crane)	430	29.1%	32.6%			•		Fair
1311	Accounting Technicians and Bookkeepers	425	37.6%	31.8%		•			Good
4412	Home Support Workers/Housekeepers	405	33.3%	22.2%			•		Good

Source: National Household Survey 2011 Statistics Canada, NOC Education Matrix and HRSDC Job Bank website, <http://www.jobbank.gc.ca/occupation>

There are five occupations regionally where 100% of the workers were age 45 and older at the time of the census (2011): Telecommunication Carrier Managers (NOC 0131); Postal and Courier Service Managers (NOC 0132); Fire Chiefs and Senior Firefighting Officers (NOC 0432); Industrial Instrument Technicians and Mechanics (NOC 2243) and Railway and Yard Locomotive Engineers (NOC 7361).

Activities to attract and retain people to the two regions is another strategy to address labour market shortages. Table Two identifies that the trend of out-migration continues between 2011 and 2013.

Table Two: Migration Patterns - In and Out-Migration – 2011 to 2013			
Age Group	In-Migrants	Out-Migrants	Net-Migration
Kenora District			
0 – 17	1,277	1,289	(-12)
18 – 24	718	891	(-173)
25 – 44	1,671	1,691	(-20)
45 – 64	814	903	(-89)
65 and over	175	288	(-113)
TOTAL	4,655	5,062	(-407)
Rainy River District			
0 – 17	208	285	(-77)
18 – 24	96	298	(-202)
25 – 44	268	362	(-94)
45 – 64	149	187	(-38)
65 and over	53	88	(-35)
TOTAL	774	1,220	(-446)

Source: Statistics Canada, Taxfiler

Further analysis of origin and destination data acquired by the Northwest Training and Adjustment Board highlights that the majority of in and out-migration in the Kenora and Rainy River Districts during this time period took place in and around Northwestern Ontario and the Winnipeg Capital Region, Manitoba. Tables Three A and B (on the next page) provide more information on this migration pattern.



Table 3A – Migration Patterns in and out of the Kenora District 2011-2012 and 2012-2013					
In-Migration TO Kenora District FROM					
2011-2012	Number	% of Total Migrants	2012-2013	Number	% of Total Migrants
Thunder Bay, ON	460	27.0%	Thunder Bay, ON	376	26.1%
Winnipeg CR, MB	269	15.8%	Winnipeg CR, MB	209	14.5%
Rainy River District	101	5.9%	Rainy River District	87	6.0%
Cochrane, ON	94	5.5%	Cochrane, ON	59	4.1%
Out-Migration FROM Kenora District TO					
Thunder Bay, ON	588	29.9%	Thunder Bay, ON	492	28.2%
Winnipeg CR, MB	254	12.9%	Winnipeg CR, MB	225	12.9%
Rainy River District	94	4.8%	Cochrane, ON	96	5.5%
Calgary Region, AB	54	2.7%	Rainy River District	51	2.9%

Source: Statistics Canada, Taxfiler

Table 3B - Migration Patterns in and out of the Rainy River District 2011-2012 and 2012-2013					
In-Migration moving TO Rainy River District FROM					
2011-2012	Number	% of Total Migrants	2012-2013	Number	% of Total Migrants
Thunder Bay, ON	123	27.9%	Thunder Bay, ON	81	24.3%
Kenora District	94	21.3%	Kenora District	51	15.3%
Winnipeg CR, MB	47	10.7%	Winnipeg CR, MB	43	12.9%
Toronto, ON	13	2.9%	Calgary Region, AB	13	3.9%
Out-Migration moving FROM Rainy River District TO					
Thunder Bay, ON	220	18.0%	Thunder Bay, ON	130	25.0%
Kenora District	101	8.3%	Kenora District	87	16.8%
Winnipeg CR, MB	57	4.7%	Winnipeg CR, MB	60	11.6%
Calgary Region, AB	23	1.9%	Calgary Region, AB	15	2.9%

Source: Statistics Canada, Taxfiler

## Employment Ontario Employment Services (ES) / Literacy and Basic Skills (LBS) Results

Data released by *Employment Ontario* offered insights into Employment Services (ES) client demographics and outcomes between April 2014 and March 2015 and how these statistics compare with previous years. Highlights include:

- After an increase of 11% in the number of ES clients in 2013-2014, the number of individuals seeking employment services in 2014-2015 stabilized at 1,536 participants. The number of clients in the Northern Region and in Ontario increased by 2.6% and 2.7% respectively.
- One in three ES clients is age 15 to 24 and continues to grow annually. After consistent annual increases in the number of clients age 25 to 44, the number fell by 6.7% in 2014-2015. As this age demographic is often considered to be those in their primary career years, a decline in the number seeking service may signal an improved economy.

- Over 42% of ES clients are from designated groups with 37.4% of Employment Services clients from the Aboriginal group. While this is more than double the 14.1% of clients in the Northern Region it is reflective of the overall demographics of the Kenora and Rainy River Districts.

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*“One in three ES clients is age 15 to 24 and continues to grow annually. After consistent annual increases in the number of clients age 25 to 44, the number fell by 6.7% in 2014-2015. As this age demographic is often considered to be those in their primary career years, a decline in the number seeking service may signal an improved economy.”*

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- While the number of ES clients who do not have a secondary school diploma is falling, the lack of a secondary school diploma continues to present a barrier to employment for 28.8% of Employment Service clients. Despite this, only 17.1% of clients pursue an Ontario Secondary School Diploma or equivalent as an outcome of Employment Services. An additional 5.9% and 3.2% pursue Academic Upgrading and *Employment Ontario* Literacy training respectively. Just under 40% of Employment Service clients have a secondary school diploma but no post-secondary education.
- Employment Services continues to do an excellent job in marketing their services. More than 56% of participants seek services within three months of becoming unemployed or exiting school.
- The number of ES clients with no source of income is increasing at the same time as the number of clients relying on Employment Insurance and Ontario Work is decreasing.
- The number of ES clients securing full-time employment upon exiting services increased 10% to 57.5% in the past year. Almost 70% of clients obtained either full or part-time employment compared to 61.7% in 2013-2014. Positive employment outcomes are another likely indicator of a strengthening regional economy.

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*“Positive employment outcomes are another likely indicator of a strengthening regional economy.”*

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*Employment Ontario* data also provides insights into Literacy and Basic Skills (LBS) client demographics and outcomes between April 2014 and March 2015 as compared to previous years:

- The number of Literacy and Basic Skills clients in the region continues to climb. At 502, 52.2% of all LBS learners are taking advantage of E-Channel learning regionally as compared to 12.6% provincially.
- 46.8% of LBS learners are from designated groups. More than one in four (26.5%) of all LBS learners in the region are from the Aboriginal group. One in five learners (19.7%) are people with a disability.
- With the exception of those ages 65 and older, the number of learners increased across all age demographics. The greatest increase took place in the age 25 to 44 demographic, increasing by 80 learners in the past year. The number of learners age 45 to 64 increased by 27.
- More than 40% of the total number of LBS learners are receiving Ontario Works or Ontario Disability Support Programs. The number of employed learners increased marginally.
- Just under 70% of LBS learners are unemployed and fewer than 50% participate as a path to employment. Only 11.6% locally identify post-secondary as a goal compared to approximately 38% in the region and province. 1.9% identify Apprenticeship goal compared to 4.4% in the Northern Region and 6.1% in Ontario.
- One in four LBS learners is employed either full or part time at the conclusion of services compared to 30% in the Northern Region and 15.5% in Ontario. No LBS clients are employed as an apprentice. Follow up with LBS learners at the conclusion of training continues to be a challenge. Almost 50% of clients' status is unknown.

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*Just under 70% of LBS learners are unemployed and fewer than 50% participate as a path to employment.*

*Only 11.6% locally identify post-secondary as a goal compared to approximately 38% in the region and province.*

*1.9% identify Apprenticeship goal compared to 4.4% in the Northern Region and 6.1% in Ontario.*

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After a decrease of 12.5% learners in 2013-2014 and counter to declining numbers in the Northern Region and Ontario, *Employment Ontario* statistics locally identify an increase in the number of Second Career participants in 2014-2015 over the past year. Transport Truck Driver is the most common Second Career training option followed by Social and Community Service Worker and Heavy Equipment Operators (except Crane). Truck driver and Heavy Equipment Operator (HEO) are the most common Second Career options in the Northern Region and Ontario. As identified in Table One, both the Transport Truck Driver and Heavy Equipment Operators (except crane) occupations are impacted by an aging workforce.

Apprenticeship Trades with the greatest number of registrations in the region during 2014-2015 were:

1. General Carpenter;
2. Automotive Service Technician;
3. Electrician – Construction and Maintenance;
4. Truck and Coach Technician;
5. Hairstylist;
6. Plumber.

*Employment Ontario* provided a list of the Top 20 occupations experiencing lay-offs and the Top 20 occupations experiencing employment. While all but two occupations offering employment in the region in 2014-2015 were suppressed due to confidentiality, it is noteworthy that the Top 20 occupations experiencing lay-offs locally during the same time period were, with the exception of Assemblers in Manufacturing, identical to the Northern Region. Further examination of the Northern Region information highlights that eighteen of the Top 20 occupations for lay-offs are identical to the Top 20 occupations experiencing employment. Clearly, these occupations are producing a great deal of employee turnover. This may be due to a number of factors including the seasonal nature of the employment, new employees lacking the Technical and/or Essential Skills necessary to succeed, employers having difficulty in retaining employees and/or the availability of time-restricted financial hiring incentives in high-demand occupations. A listing of the Top 20 Lay-off and Employment occupations at the two-digit NOC level for the Kenora and Rainy River Districts as well as the Northern Region and Ontario are included as Appendix Two.

## Employment Ontario Service Provider Feedback

Service providers attributed clients' rapid access to Employment Services at the conclusion of employment or training to their active presence in the community. Awareness of Employment Services programs is generated by marketing services to everyone facing transition. Increasingly positive employment results are leading to word of mouth endorsements.

Labour force statistics highlight that approximately four of every ten individuals age 15 to 65 locally are not participating in the labour force with participation even lower amongst Aboriginal people. At the same time, 45% of Employment Service clients in 2014-2015 had no source of income. Service providers viewed this as an indicator of clients with multiple barriers to employment generating a need for referrals to a wide range of community and health services.

Service providers believe that reaching out to individuals with little or no attachment to the labour market, engaging them to maintain motivation, delivering workshops in key areas like financial literacy and encouraging mentorships were strategies that would increase labour force participation. The recent launch of Employment Ontario's Youth Job Connection program will contribute to outreach and available supports.

Service providers noted that few individuals seeking training and education identify Apprenticeship as a goal in spite of the demand for skilled trades workers identified by employers. Promotion in skilled trades in secondary schools, encouragement of programming like Ontario Youth Apprenticeship Program (OYAP) and Cooperative Diploma Apprenticeship Program Diploma programming, and linkages with trade unions were viewed as activities that would support advancement of apprenticeship. It is interesting to note that the Cooperative Diploma Apprenticeship Program for Industrial Electricians is one of the most common Second Career programs offered in the Northern Region. Considering that Second Career training continues to be successful in the Kenora and Rainy River Districts, there may be an opportunity to explore additional programming to meet labour market shortages identified by employers. Service providers view collaboration with local educators and employers including promotion of incentives like the Canada Ontario Job Grant as an opportunity to increase interest in continuous learning and participation in post-secondary education.

Service providers confirmed that the five priorities for workforce development in the Kenora and Rainy River Districts – *Transitioning the Workforce in a Changing Economy; Evolving Education Requirements; Integrating the Marginalized Workforce; Out-migration of Workers and Supporting Entrepreneurs* - continue to be viable in the region's growing economy. Full and comprehensive labour market information is viewed as the foundation for establishing an adaptable and responsive workforce. Information from the Employerone® survey is welcomed and should contribute to client success as well as ensuring that education and training reflect local labour market needs. Service providers suggested that conducting a gap analysis between employers' hiring requirements and training and education available within the community be considered. Additionally, full assessment of participants on intake including the identification of transferrable skills would contribute to creating individualized action plans linking the knowledge and skills of the client with the needs of the local economy.

The Northwest Training and Adjustment Board along with other stakeholders developed a Generic Employer Handbook (<http://www.ntab.on.ca/download/2507/>) to assist with employee retention for Small to Medium Enterprises.

## Labour Market Demand

Canadian Business Pattern data is produced by Statistics Canada utilizing payroll tax information provided by Canada Revenue Agency. Our Local Labour Market Plan (LLMP) traditionally utilized this data to measure annual changes in the number of businesses operating within each industry and the number of individuals they employ. However, in 2015, Statistics Canada reclassified the data, renaming it as “Canadian Business Counts” and therefore making it unfeasible to compare current data to past years.

Table Four identifies the number of businesses operating in the Kenora District by industry and the number of people they employ. The table also highlights the importance of entrepreneurs to the economy of the Kenora District. Almost 53% of businesses in the area are owner-operated with no employees. The trend is most evident in the Finance, Insurance, Real Estate (FIRE); Construction; and Arts, Culture, Sports and Recreation.

Industries	0	1-4	5 - 9	10-19	20-49	50-99	100-199	200-499	500 +	Total
Agriculture, Forestry, Fish, Hunting	117	36	11	3	7	1	3	0	0	178
Construction, Utilities, Quarrying	259	147	66	30	9	5	0	0	1	517
Manufacturing	25	12	7	3	8	1	1	1	0	58
Wholesale Trade	50	25	13	12	6	0	0	0	0	106
Retail Trade	151	92	86	74	45	4	3	3	0	458
Transportation and Warehousing	75	48	24	18	12	5	1	1	0	184
Information and Communication	9	5	8	3	4	0	0	0	0	29
Finance, Insurance, Real Estate	600	84	13	20	20	2	0	0	0	739
Professional/Management Service	225	99	27	16	7	0	0	0	0	374
Educational Services	9	12	5	1	5	5	0	1	1	39
Health Care and Social Assistance	119	75	34	26	17	4	7	3	1	286
Arts, Culture, Sports, Recreation	238	140	70	72	47	9	0	1	0	577
Personal and Household Services	132	119	39	15	9	3	1	0	0	318
Public Administration	2	3	4	8	14	12	18	4	1	66
Unclassified	207	41	10	4	2	2	0	0	0	266
<b>TOTAL</b>	<b>2,218</b>	<b>938</b>	<b>417</b>	<b>305</b>	<b>212</b>	<b>53</b>	<b>34</b>	<b>14</b>	<b>4</b>	<b>4,195</b>

Source: Canadian Business Counts, Statistics Canada, June 2015

Table Five identifies the number of businesses operating in the Rainy River District by industry and the number of people they employ. Entrepreneurship is of even greater importance in the Rainy River District

with 58.5% of businesses owner operated. In this region, the trend is most evident in the Agriculture, Finance, Insurance, Real Estate (FIRE) and Professional, Scientific and Technical Services.

Table Five: Number of Businesses by Employee Range – the Rainy River District										
Industries	0	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +	Total
Agriculture, Forestry, Fish, Hunting	248	52	10	5	0	0	0	0	0	315
Mining, Construction, Utilities	89	38	19	16	2	1	0	0	0	165
Manufacturing	13	6	5	1	2	0	1	0	0	28
Wholesale Trade	17	8	8	8	2	0	0	0	0	43
Retail Trade	46	33	23	23	11	1	1	1	0	139
Transportation and Warehousing	62	34	10	8	4	0	1	0	0	119
Information and Communication	9	4	2	0	3	0	0	0	0	18
Finance, Insurance, Real Estate	180	23	6	6	8	0	0	0	0	223
Professional/Management Service	91	28	8	7	1	0	0	0	0	135
Educational Services	7	4	5	1	0	2	0	1	1	21
Health Care and Social Assistance	45	28	15	10	10	6	1	1	0	116
Arts, Culture, Sports, Recreation	57	46	23	14	6	3	0	0	0	149
Personal and Household Services	56	47	17	5	0	2	0	0	0	127
Public Administration	0	0	4	9	6	4	4	0	0	27
Unclassified	101	12	5	1	0	1	0	0	0	120
<b>TOTAL</b>	<b>1,021</b>	<b>363</b>	<b>160</b>	<b>114</b>	<b>55</b>	<b>20</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>1,745</b>

Source: Canadian Business Counts, Statistics Canada, June 2015

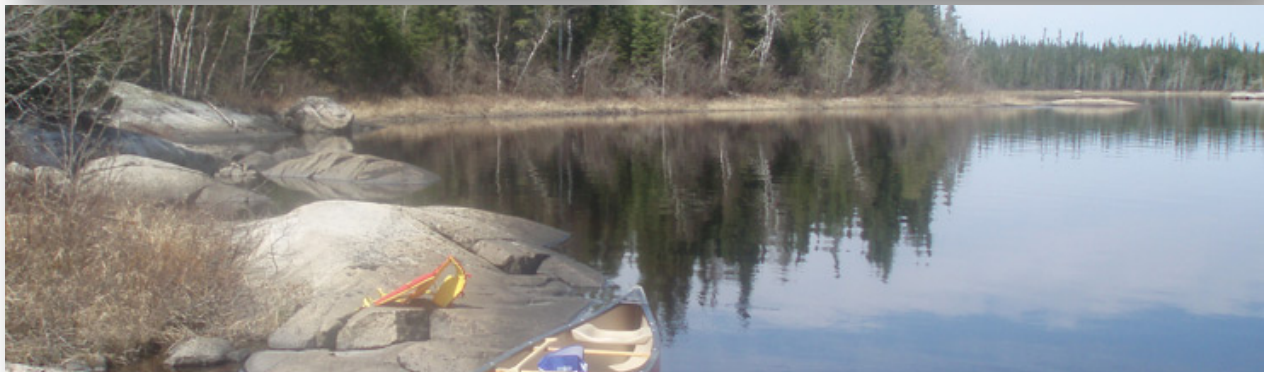


Table Six examines the concentration of businesses within each of the sectors in the Kenora and Rainy Rivers Districts as compared to the province of Ontario.

The Kenora District economy is comprised of a greater percentage of businesses operating in the Arts, Culture, Sports and Recreation; Retail Trade; and Construction sectors as compared to Ontario.

In the Rainy River District, there is a greater percentage of businesses operating in the sectors of Agriculture; Arts, Culture, Sports and Recreation; Retail Trade and Transportation and Warehousing as compared to Ontario.

Table Six: Composition of the Regional Economy as Compared to Ontario			
Industry	Businesses per Sector As a % of Total Businesses		
	Kenora District	Rainy River District	Ontario
Agriculture, Forestry, Fishing and Hunting	4.2%	18.1%	3.4%
Mining, Construction and Utilities	12.3%	9.5%	9.3%
Manufacturing	1.4%	1.6%	2.5%
Wholesale Trade	2.5%	2.5%	3.0%
Retail Trade	10.9%	8.0%	6.0%
Transportation and Warehousing	4.4%	6.8%	5.1%
Information and Communication Services	0.7%	1.0%	1.4%
Finance, Insurance and Real Estate (FIRE)	17.6%	12.8%	20.5%
Professional and Technical Services	8.9%	7.7%	18.7%
Educational Services	0.9%	1.2%	1.0%
Health and Social Assistance	6.8%	6.6%	6.2%
Sports and Recreation, Arts and Culture	13.8%	8.5%	4.4%
Personal and Household Services	7.6%	7.3%	5.8%
Public Administration	1.6%	1.5%	1.0%
Unclassified	6.3%	6.9%	11.9%

Source: Canadian Business Counts, Statistics Canada, June 2015



## **Employerone® Survey Results, Employer Consultations and Media Reports**

The Employerone® Survey is another tool to analyze regional labour market demand. The Northwest Training and Adjustment Board continues to survey employers to assess the hiring and training requirements and a full report will be provided early in 2016. However, early responses gathered in late 2014-2015 from 45 employers operating predominantly in the Accommodation and Food Services, Agriculture, Forestry, Construction and Retail, highlighted:

- 75% of jobs filled were permanent full-time positions.
- Most jobs filled (232 of 333 new hires) were production and service workers positions.
- 81% of employers plan on hiring in the coming year.
- Employment opportunities were available at all skill levels.
- Employers looked for a secondary school diploma when filling entry-level positions.
- The top competencies sought are: 1. Work Ethic, 2. Customer Service Skills; 3. Ability to Work Independently. Only three employers identified technical skills. Lack of these employability skills made positions difficult to fill.
- Employers largely rely on word of mouth when filling positions followed by online job boards.
- 55% of employers rated the availability of workers locally as “fair” while 35% described it as “poor.”

In addition to the Employerone® survey and discussions with employers and labour groups taking place throughout the year, the Northwest Training and Adjustment Board conducted consultations in September 2015 with employers located in Sioux Lookout and Atikokan. These employers reinforced the difficulty of recruiting both at senior and entry levels pointing to a decreasing and aging population and out-migration. The increasing requirement for an Ontario Secondary School Diploma has further constricted labour market supply. Some felt that the community of Sioux Lookout could make greater efforts to coordinate services and engage the urban aboriginal population age 18 to 44 that have migrated to the area.

Employers pointed to the current aging workforce and expressed concerns about succession planning. Creating flexible work environments, encouraging communication between younger and older workers, and participating in co-operative education, mentorship and internship programs were viewed as possible solutions.

Company representatives acknowledged that a shift in mind-set amongst business leaders is necessary to recognize that employee training contributes to business growth. Many identified the importance of creating a work environment that is built on trust and mutual respect to encourage employee engagement and continuous learning. However, the lack of available training locally and apprenticeship ratios are problematic for small business.

Employers continue to identify the critical importance of interpersonal ‘soft’ skills. Corporate leaders are looking for individuals who want to be part of their team and are willing to learn. The link between training and employee positivity was summed up by Rentech Inc.’s facility manager who stated simply “Hire for attitude - Train for skill.”

New Gold has hired 98 employees and the *Rainy River Project* (“RRP”) is anticipated to create approximately 600 permanent jobs. New Gold has been working with various Aboriginal communities and groups to ensure that the Rainy River Project is inclusive of various interests ranging from environmental management to training and development opportunities. Through meetings with leadership, Elders and communities, they have been developing progressive and positive relationships.<sup>2</sup>

In addition to direct employer feedback, media reports also draw attention to a reviving forestry industry and resulting labour market shortages particularly in skilled trades. For example, Domtar is investing \$4 million to develop a premium grade pulp to be manufactured in Dryden; Prendiville Industries, the parent of Kenora Forest Products (KFP) is spending millions on mill modernization. KFP has identified that they will be filling a variety of positions including saw filers, oilers, mobile machine operators and general labourers. In particular, “millwrights and electricians are the big priorities for us. They’re critical to us operating.”<sup>3</sup> While the mill’s re-start date depends on construction progress and has not been finalized, the company expects to hire 105 staff for the launch and is hoping 40 per cent of the positions will be filled with Aboriginal people. Pre-employment training sessions are already being offered.<sup>4</sup> The company has placed ads in local newspapers and is now advertising in Winnipeg and Edmonton newspapers and national job sites targeting oil patch workers. Industry officials also project that companies will be competing against one another.

The impact of aging workers has also been reported by labour with Unifor noting that “tradespeople at existing industrial operations such as Domtar and Resolute are retiring in increasing numbers. Re-opening saw mills in Kenora, Ear Falls and other places [Ignace, Atikokan, and White River] are now competing to recruit from the same dwindling pool of tradespeople.”<sup>5</sup>

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*“New Gold has hired 98 employees and the Rainy River Project (“RRP”) is anticipated to create approximately 600 permanent jobs. New Gold has been working with various Aboriginal communities and groups to ensure that the Rainy River Project is inclusive of various interests ranging from environmental management to training and development opportunities.”*

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<sup>2</sup> <http://www.newgold.com/careers/rainy-river-careers/Rainy-River/>

<sup>3</sup> Who wants a \$40. Hour job? Skilled Trades Shortage Impacting Forestry Rebound, Northern Ontario Business, September 2015.

<sup>4</sup> Construction Crews busy at Kenora Forest Products, <http://www.kenoraonline.com/local/13344-construction-crews-busy-at-kenora-forest-products>

<sup>5</sup> Fighting for Tradespeople, Bryan Meadows, Chronicle Journal, Thunder Bay, July 29 2015

Table Seven confirms statistically what we heard directly from employers and through media reports. Availability of workers in the Kenora and Rainy River Districts employed in occupations directly related to the forestry sector will be impacted by an aging workforce.

Table Seven: Forestry Occupations in Kenora/Rainy River Districts impacted by an aging workforce									
NOC	Occupation	No. in Occupation	Age 45 and older		Education				Outlook
			% Age 45 - 54	% Age 55 +	A	B	C	D	
<b>Direct Forestry-Related Occupations</b>									
8211	Supervisors, Logging and Forestry	45	55.6%	**		●			Fair
8421	Chain Saw and Skidder Operators	70	0.0%	57.1%			●		Undetermined
9215	Supervisors, Forest Products Processing	60	58.3%	**		●			Undetermined
9235	Pulping, Papermaking, Coating Control Operators	35	71.4%	**		●			Undetermined
9432	Pulp Mill Machine Operators	50	60.0%	**			●		Undetermined
9434	Other Wood Processing Machine Operators	70	50.0%	**			●		Undetermined
<b>Skilled and Semi-Skilled Occupations - Forestry</b>									
2243	Industrial Instrument Technician Mechanics	35	100.0%	0.0%			●		Good
7237	Welders & Related Machine Operators	130	34.6%	42.3%		●			Fair
7242	Industrial Electricians	90	61.1%	**		●			Limited
7311	Construction Millwright/Industrial Mechanic	315	34.6%	42.3%		●			Good
9241	Power Engineer/Power System Operator	100	30.0%	30.0%		●			Fair

Source: National Household Survey 2011 Statistics Canada, NOC Education Matrix and HRSDC Job Bank website, [www.jobbank.gc.ca/occupation](http://www.jobbank.gc.ca/occupation) \*\*Data suppressed for confidentiality



## Local Labour Market Action Plan Update 2015-2016

When considered collectively, demographic and economic data offered by Statistics Canada, Employment Ontario client statistics and feedback directly from employers in the Kenora and Rainy River Districts suggest a growing regional economy generating an increasing labour market shortage and skill imbalance based on slow population growth, an aging workforce, low levels of labour force participation, out-migration and changing employer workforce requirements.

The Local Labour Market Plan 2014-2017 included a three year Community Action plan for addressing labour market imbalances. The Action Plan is a community-driven plan, where accountability for moving forward with actions rests with all community partners involved in formulating the plan. The role of NTAB is limited to tracking and reporting on the status of the Action Plan.

<b>Key Priority # 1 – Transitioning our workers in a changing economy</b>							
The economies in the Kenora and Rainy River Districts are changing. Forestry is beginning to rebound while mining, manufacturing, construction, healthcare, retail and tourism are increasingly predominant. How do we support those in the workforce transition to new opportunities by developing new skills and/or transferring their existing skills to new opportunities?							
Action	Outcomes	Partners*	Timeframe/Progress				
			New for 2015-16	Completed	Short Term	Medium	Long Term
NCDS is working on helping the workforce transition into the new economy opportunities providing assistance in cover letter, online applications and resume writing. We offer the Second Career program which financially assists the eligible workforce with post-secondary schooling in a needed trade/industry. NCDS also assists new employers with hiring, training, and orientation of new staff.	Informed job seekers who understand the importance of transferable skills. Re-employment of individuals through the Second Career program. Valued assistance provided to new employers.	NCDS, MTCU, Local employers	✓				
Promote forestry and wood manufacturing jobs in our region as Ontario's forest industry requires approximately 18,000 new workers by 2020 due to a rebound in the industry. The rebound is being impeded by an aging workforce, a skills mismatch, a poor perception of the industry and competition from other sectors.	Informed workforce; new employees available and starting to prepare for the rebound of the forest industry.	NTAB, MNRF, Educators, EOSP				✓	
<b>UPDATE:</b> This action plan is still in progress and is slated to develop into an NTAB partnership for the 2016-2017 fiscal.							
Basic Surface Diamond Driller Assistant Common Core offered at Confederation College.	Prepare graduates for employment in a wide range of industrial settings i.e. mining, oil and other resources.	Confederation College Rainy River District Campus		✓			
<b>UPDATE:</b> The Diamond Driller Helper program was held between Fall 2010 and Fall 2014. There were approximately 150 successful students in the program across the region. There are no plans to run the program at this time.							

<b>Key Priority # 1 – Transitioning our workers in a changing economy</b>				
The economies in the Kenora and Rainy River Districts are changing. Forestry is beginning to rebound while mining, manufacturing, construction, healthcare, retail and tourism are increasingly predominant. How do we support those in the workforce transition to new opportunities by developing new skills and/or transferring their existing skills to new opportunities?				
			Timeframe/Progress	
“Tourism Matters” Campaign. Tourism is one of the largest and most important economic sectors in Northwestern Ontario but as an industry, it is largely under appreciated by the general public and the available workforce. In response to this, Ontario’s Sunset Country Travel Association in partnership with the Kenora District Camp Owners Association (KDCA) has launched a region-wide communications campaign.	A region-wide communications campaign intended to educate and inform local residents and the business community about the important role tourism plays in our regional economy. Get available workforce interested in tourism jobs. Another objective is to get more businesses to join each organization as active members.	Ontario Sunset Country Travel Assn., KDCA, MTCS		✓
<b>UPDATE:</b> On June 12, 2015 the Ministry of Tourism through Tourism Northern Ontario approved the partnership application for Year 2 of the Tourism Matters Ad Campaign.				

\* Acronym Glossary follows

<b>Key Priority # 2 – Out-migration of key demographics of our population</b>							
Both Rainy River and Kenora Districts experienced population decline between 2006 and 2011. Much of this decline was due to out-migration of people age 18 to 44. It is a priority for the local economy and workforce development to attract and retain people in this demographic as these are key consumer and career years.							
			Timeframe/Progress				
Action	Outcomes	Partners*	New for 2015-16	Completed	Short Term	Medium	Long Term
The Municipality of Sioux Lookout has formed a Labour Market Working Group in order to create a community based human resources plan, and an employment and training plan.	Training needs in the labour market identified by local employers. Training Needs for Regional Service Area in Resources and Services Information to Assist students and job seekers make informed decisions on career pathways, occupation choices, and education and training directions Help to Increase retention of highly skilled and educated workers Support recruiting efforts when required.	Municipality of Sioux Lookout Lac Seul First Nation NTAB	✓		✓		
“Live Boundless” re-branding of Fort Frances. <a href="http://www.fort-frances.com/fort-frances-boundless">http://www.fort-frances.com/fort-frances-boundless</a> . A mill that once employed 1700 stands idled. Fort Frances has taken a positive approach and decided to re-brand to attract new people to their community.	Economic diversification and population attraction.	Town of Fort Frances, Sunset Country Tourism, Fort Frances C of C, Downtown BIA					✓
<b>UPDATE:</b> This Community Action Plan is still in progress. Tannis Drysdale, Economic Development Officer Fort Frances, “The new brand has been instrumental in developing a focused approach to telling the world who we are and how we are relevant in it.”							

<b>Key Priority # 2 – Out-migration of key demographics of our population</b>					
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			Timeframe/Progress		
<p>New Employment and Training Centre for the Anishinaabeg of the Kenora Area.</p> <p>The Anishinaabeg will be able to access employment and training services in their own community in a central location.</p>	<p>To create opportunities for the Anishinaabeg of the Kenora Area. Employment services more accessible to local population.</p>	<p>Shooniyaa Wa-Biitong, Ne-Chee Friendship Centre</p>			
<p><b>UPDATE:</b> It has been an outstanding success. Since the doors opened in October 2014 to March 31, 2015 they had over 200 clients shared with NeChee Friendship centre access the services. They offered a series of workshops aimed at clients with multiple barriers in March 2015 and the office, Ozhibii ' igewiamig Employment and Training Centre was selected by Kenora Forest Products as the lead recruiter for the re-opening of the mill. The staff designed a Shooniyaa Boot Camp for youth entering the work force for the first time. They only see the centre growing as more clients become aware of our services in the downtown core area.</p>				✓	
<p>Eabametoong First Nation will receive \$44,325 to conduct a community wide holistic planning exercise and develop a community strategic plan (announced August 16, 2014).</p>	<p>The Strat Plan will research the potential benefits of nearby mining developments and possible employment opportunities for community members.</p>	<p>NOHFC, Eabametoong FN</p>			✓
<p><b>UPDATE:</b> This Community Action Plan is still in progress.</p>					

\* Acronym Glossary follows

<b>Key Priority # 3 – Evolving Education Requirements</b>							
Knowledge and skills are increasingly important in an innovation-based economy. Literacy, numeracy, computer skills as well as “soft skills” like team work and communication are now essential in the workplace and new skills requirements like adaptive thinking, virtual collaboration, and cross-cultural competency are on the horizon.							
Action	Outcomes	Partners*	Timeframe/Progress				
			New for 2015-16	Completed	Short Term	Medium	Long Term
Local Apprenticeship Employer Committee established in Kenora to address apprenticeship policies and to involve the Ontario College of Trades in the discussion.	Improved cooperation among apprenticeship service providers, stakeholders and employers that promotes access to the trades. A collective voice on issues relating to training, education and employment opportunities in the skilled trades occupations.	Confederation College, Kenora Construction Assn., NTAB, 7 Gens, Shooniyaa Wa Biitong	✓				✓
Dryden Literacy is currently promoting hospitality and service industry as a gateway to a career. Dryden Literacy opened up a satellite agency in Ignace to assist those who are in need of their services.	Increased employer cultural awareness. Life skills training offered; soft skills.	Dryden Literacy, NTAB, Ignace EOSP				✓	
<b>UPDATE:</b> DLA will continue to promote these occupations/employment opportunities as for the most part they are entry level positions. It is not a specific program but overall general readiness for the workplace. They ran a 9 week job prep program in Ignace and two customer service short courses. Two of their clients were successful in obtaining employment and the others did work part-time throughout the summer of 2015. They are now running a 20 week job readiness program in Dryden.							
Dual credit students with a specific focus on female and aboriginal students will be introduced to the different pathways to current trades' positions. The importance of education will be stressed as well as the options for college and university pathways. Roadblocks that can face females in trades were discussed as well as the supports that are available.	Grade 10 and 11 students who are enrolled in the college / apprenticeship pathway will gain a better understanding of what is possible, required and expected to pursue an apprenticeship.	NTAB, St. Thomas Aquinas High School, Confederation College, Beaver Brae High School, Weyerhaeuser, North Star Drilling		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. There were two informational forums held in Kenora for a total of 75 high school students.							
Promote economic development and skills training for First Nations Women. The Fed. Gov. provided \$200,000 for the next two years to the Nishnawbe Aski Nation to provide the training.	Additional skill sets acquired to expand businesses.	Government of Canada, First Nations			✓		
<b>UPDATE:</b> This Community Action Plan is still in progress.							
Field research to increase employer support for hiring apprentices and supporting apprentices' completion. Engage employers in a structured conversation focused on apprenticeship solutions.	Employers identify a stronger awareness of how Employment Ontario prepares learners and clients for apprenticeships. Final report issued.	NTAB, Literacy Northwest		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. The final report is available here: <a href="http://www.ntab.on.ca/download/2579/">http://www.ntab.on.ca/download/2579/</a>							

<b>Key Priority # 3 – Evolving Education Requirements</b>							
Knowledge and skills are increasingly important in an innovation-based economy. Literacy, numeracy, computer skills as well as “soft skills” like team work and communication are now essential in the workplace and new skills requirements like adaptive thinking, virtual collaboration, and cross-cultural competency are on the horizon.							
Action	Outcomes	Partners*	Timeframe/Progress				
			New for 2015-16	Completed	Short Term	Medium	Long Term
Service Excellence® Training one day workshops available in the Dryden area.	Participants the skills and tools to create memorable service experiences resulting in customer loyalty and successful customer centric organizations.	OTEC, Local Businesses		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. A session was offered at Eagle Lake First Nation for the Dryden Development Corporation. There were twelve attendees.							
Sioux Lookout Chamber of Commerce to receive \$63,000 from FedNor to hire an intern who will develop and implement a Customer Service Training Program for area businesses (announced July 11, 2014).	Deliver Customer Service Training to those in need in order to gain employment in the service industry.	Sioux Lookout C of C, FedNor		✓			
<b>UPDATE:</b> This Community Action Plan has been completed.							
COJG: Canada –Ontario Job Grant. COJG program will deliver direct financial support to employers who wish to purchase training for their employees. As well as two new skills training pilots; Customized Training and UpSkill through an Expression of Interest (EOI) process.	These programs involve employers more directly in skills training process and will present new opportunities for MTCU and EOSP to work closely with employers; will lead to a trained workforce.	MTCU, EOSP, Educators, Employers, NTAB					✓
<b>UPDATE:</b> This Community Action Plan is still in progress.							

\* Acronym Glossary follows

**Key Priority # 4 – Supporting Entrepreneurs**

Entrepreneurs and the small to medium-sized establishments they create are engines of economic growth and often leaders in job creation and innovation. Supporting the development of entrepreneurs from a workforce development perspective is an important contribution to the local economy.

Action	Outcomes	Partners*	Timeframe/Progress				
			New for 2015-16	Completed	Short Term	Medium	Long Term
Business Information Forums with presenters from the Business Development Bank of Canada, PARA Centre for Women's Enterprise, the Northwest Innovation Centre, Industrial Research Assistance Program, Northwest Employment Works, NTAB, Northwest Business Centre, Dryden Native Friendship Centre, City of Dryden, Municipality of Sioux Lookout, Chambers of Commerce, and the Nishnawbe-Gamik Friendship Centre.	A business community in the Dryden and Sioux Lookout area informed about funding programs and business services available and how to access them.	Northwest Business Centre, DDC, Dryden District C of C, MNDM, PACE, Sioux Lookout C of C	✓		✓		
Starter Company. The program provides advice and mentorship from local business leaders to help get a business running. It may also provide up to \$5000 for a start-up or expansion.	New local businesses started and new employees hired.	Northwest Business Centre, Local business leaders				✓	
<b>UPDATE:</b> As of October 5, 2015 there were 53 applications, 47 were accepted in to the program. There were 10 grants awarded for a total of \$50,000.00. The Starter Company program has been extended until June 30, 2017.							
Workshop "Understanding the Mining Industry and Procurement Processes."	Local businesses will gain an understanding of the mining procurement process and take advantage of new opportunities.	RRFDC, FedNor, NODN		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. NTAB was unable to confirm attendance numbers.							
Workshop "Empowering Entrepreneurs" This workshop will encompass how to create and communicate your brand story – Marketing in Today's Fierce Global Economy.	Better local business successes due to increased understanding of today's global marketplace.	Northwest Business Centre, Sioux Lookout C of C		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. There were 14 Sioux Lookout Business represented at the Empowering Entrepreneurs Workshop.							
Workshop "30 Ways to Shine" hosted by Shooneyaa Wa-Biitong and Denise Bissonnette, International Trainer and Speaker on Career Development, spring of 2014 in Kenora. Shooneyaa is working on a follow up workshop.	Helped employers as part of an orientation program for new employees or as the basis for new-hire mentoring programs. It encourages employees to bring all that they are to their work lives. It also gives strategic advice on how to manage conflict and change.	Shooneyaa Wa-Biitong				✓	
<b>UPDATE:</b> There was no follow-up workshop. There will be a future meeting with the City of Kenora and the Kenora Hospitality Association to discuss a plan to ensure there is a labour force for the hospitality industry. The situation is becoming critical for employers in the Kenora area.							

\* Acronym Glossary follows

<b>Key Priority # 5 – Integrating the Marginalized Workforce</b>							
The population of Kenora and Rainy River Districts has declined over 15 percent between 2006 and 2011. Growth in sectors like mining, construction, health care and the service sector will be constrained without a labour force to draw from. A strong local economy needs the contribution of everyone. How do we assist those who may feel marginalized to participate?							
Action	Outcomes	Partners*	Timeframe/Progress				
			New for 2015-16	Completed	Short Term	Medium	Long Term
Community Transportation Pilot Project Community Action Plan with the Dryden Native Friendship Centre, the City of Dryden, and Patricia Regional Senior Services; sponsored by MTO, 2 year project for development of Community Transportation project.	City led community engagement process, development of feasible/sustainable community transportation project. The routes will stay within the City of Dryden limits.	DNFC, City of Dryden, Patricia Regional Senior Services, MTO	✓				✓
Customer Service Workshops offered by Ontario Works in Fort Frances offered continually.	Assists the marginalized in customer service in order to obtain employment in the Service Industry.	Ontario Works					✓
<b>UPDATE:</b> There are approximately six workshops per year depending on need, and there are usually 8-10 participants per workshop.							
Sioux Lookout Area Aboriginal Management Board Apprenticeship Forum, February of 2015.	Address the gap in cultural understanding and work practices between Aboriginal workers and local trade unions. Move beyond misunderstanding and missed employment opportunities. SLAAMB has partnered with representatives from Thunder Bay trade unions to formalize a Northern Ontario steering committee whose mandate is to increase and retain a strong Aboriginal presence within the construction sector.	SLAAMB, Trade Unions, NTAB		✓			
<b>UPDATE:</b> This Community Action Plan has been completed. There were 7 youth attendees from SLAAMB serviced communities. SLAAMB also assisted with a plumbers training course. There were 10 training participants, 8 completed the training and 6 obtained employment with the housing or building construction in their home communities (seasonal employment).							

Short-term, Mid-Term (2 Years), Long-Term (3 Years)

### Acronym Glossary

C of C – Chamber of Commerce  
KDCA – Kenora District Camp Owners Association  
MTCS – Ministry of Tourism, Culture and Sport  
NTAB – Northwest Training and Adjustment Board  
RRFDC – Rainy River Future Development Corporation  
DNFC – Dryden Native Friendship Centre  
DDC – Dryden Development Corporation  
OCot – Ontario College of Trades  
BIA – Business Improvement Association

EOSP – Employment Ontario Service Providers  
MNR – Ministry of Natural Resources and Forestry  
NODN – Northwestern Ontario Development Network  
OTEC – Ontario Tourism Education Corporation  
SLAAMB – Sioux Lookout Area Aboriginal Management Board  
BIA – Business Improvement Association  
LOW – Lake of the Woods  
7 Gens – Seven Generations Education Institute

## Appendix One

### Occupations in Kenora and Rainy River Districts Impacted by an Aging Workforce

More than 50% of workers in the following occupations are age 45 and older as of the Statistics Canada National Household Survey (2011). While the numbers will have changed somewhat, we can project that a minimum of 50% of the workers in these occupations are now age 50 and older.

Education Skill Level A, B, C, D, refers to the National Occupational Classification (NOC) Matrix 2011:

- Skill Level A* Occupations usually require a university level education  
*Skill Level B* Occupations usually require a college education or apprenticeship  
*Skill Level C* Occupations usually require secondary school and/or occupation-specific training  
*Skill Level D* On-the-job training is usually provided for occupations

“Outlook” is compiled at the provincial level and encompasses factors like the impact of advancing technology and the global workplace on each occupation.

NOC	Occupation	No. in Occupations	Age 45 and older		Education				Outlook
			% Age 45 - 54	% Age 55 +	A	B	C	D	
0011	Senior Legislators	130	42.3%	26.9%	●				Undetermined
0012	Senior Government Managers and Officials	170	14.7%	64.7%	●				Undetermined
0014	Senior Manager; Health, Social, Community	55	63.6%	18.2%	●				Unassessed
0015	Senior Manager; Trade, Broadcasting, Others(not else where classified)	65	30.8%	38.5%	●				Unassessed
0112	Human Resource Managers	80	50.0%	**	●				Fair
0122	Banking, Credit & other Investment Managers	55	18.2%	45.5%	●				Fair
0131	Telecommunication Carrier Managers	30	100.0%	0.0%	●				Undetermined
0132	Postal and Courier Services Managers	10	100.0%	0.0%	●				Unassessed
0311	Managers in Health Care	115	34.8%	21.7%	●				Good
0411	Govt Manager-Health, Social Policy Admin.	15	66.7%	**	●				Undetermined
0414	Other Managers in Public Admin.	50	90.0%	**	●				Unassessed
0423	Manager - Social, Community, Correctional	145	31.0%	34.5%	●				Undetermined
0432	Fire Chiefs and Senior Firefighters	30	50.0%	50.0%	●				Undetermined
0601	Corporate Sales Managers	25	80.0%	**	●				Fair
0621	Retail and Wholesale Trade Managers	895	45.8%	27.4%	●				Fair
0632	Accommodation Service Managers	200	27.5%	37.5%	●				Good
0711	Construction Managers	50	40.0%	30.0%	●				Good
0731	Managers in Transportation	35	85.7%	**	●				Unassessed
0821	Managers in Agriculture	265	7.5%	50.9%	●				Unavailable
0911	Manufacturing Managers	145	58.6%	**	●				Fair
1111	Financial Auditors and Accountants	150	30.0%	33.3%	●				Good
1114	Other Financial Officers	100	60.0%	15.0%	●				Good
1121	Human Resource Professionals	60	25.0%	33.3%		●			Good
1122	Professional Occupation - Business Management Consultant	20	0.0%	75.0%	●				Good
1215	Supervisor Supply Chain, Scheduling	55	72.7%	**		●			Fair
1221	Administrative Officers	460	45.7%	21.7%		●			Fair
1222	Executive Assistants	60	25.0%	25.0%		●			Fair
1226	Conference and Event Planners	20	50.0%	**		●			Fair
1228	Employment Insurance, Immigrant, Border, Revenue Officer	50	40.0%	30.0%		●			Undetermined
1241	Administrative Assistants	825	28.5%	21.8%		●			Limited
1242	Legal Administrative Assistants	40	62.5%	**		●			Fair
1311	Accounting Technicians/Bookkeepers	425	37.6%	31.8%		●			Good
1416	Court Clerks	35	57.1%	**			●		Undetermined
1432	Payroll Clerks	100	50.0%	**			●		Fair
1434	Banking, Insurance & Financial Clerks	65	53.8%	**			●		Fair

Local Labour Market Plan Report Update 2015 – 2016  
Kenora and Rainy River Districts

NOC	Occupation	No. in Occupations	Age 45 and older		Education				Outlook
			% Age 45 - 54	% Age 55 +	A	B	C	D	
1452	Correspondence & Regulatory Clerks	25	60.0%	**			●		Unassessed
1454	Survey Interviewers/Statistical Clerks	135	11.1%	59.3%			●		Unassessed
1511	Mail, Postal and Related Workers	75	26.7%	40.0%			●		Fair
1522	Storekeepers and Partspersons	40	375%	25.0%			●		Limited
1523	Production Logistics Coordinators	225	66.7%	**			●		Limited
2171	Information Systems Analysts/Consultant	45	55.6%	**	●				Good
2241	Electrical and Electronics Engineer Technicians and Technologists	100	35.0%	15.0%		●			Fair
2243	Industrial Instrument Technical Mechanics	35	100.0%	0.0%		●			Limited
2254	Land Survey Technologists/Technicians	20	75.0%	**		●			Undetermined
3011	Nursing Coordinators and Supervisors	20	75.0%	**	●				Undetermined
3012	Registered Nurses and Registered Psychiatric Nurses	870	25.9%	25.3%	●				Good
3112	General Practitioners/Family Physician	150	23.3%	36.7%	●				Good
3219	Other Medical Technicians and Technologists (Except Dental)	105	52.4%	**		●			Undetermined
3233	Licensed Practical Nurses	90	27.8%	33.3%		●			Good
4021	College and other Vocational Instructors	75	26.7%	53.3%	●				Good
4152	Social Workers	320	34.4%	15.6%	●				Fair
4154	Professional Occupations in Religion	120	16.7%	33.3%	●				Undetermined
4163	Business Development Officer Marketing	55	36.4%	18.2%	●				Fair
4164	Social Policy Researchers & Consultant	60	16.7%	33.3%	●				Fair
4165	Health Policy Researchers & Consultant	185	18.9%	43.2%	●				Fair
4412	Home Support Workers/Housekeepers	405	33.3%	22.2%			●		Good
4422	Correctional Service Officers	215	48.8%	23.3%			●		Undetermined
5125	Translators, Terminologist, Interpreters	20	**	50.0%	●				Good
5211	Library and Public Archive Technicians	85	52.9%	11.8%		●			Undetermined
6231	Insurance Agents and Brokers	190	26.3%	26.3%		●			Fair
6235	Financial Sales Representatives	55	54.5%	**		●			Fair
6512	Bartenders	110	50.0%	**			●		Fair
6523	Airline Ticket and Service Agents	55	**	63.6%			●		Limited
6532	Outdoor Sport and Recreational Guides	170	26.5%	26.5%			●		Good
6732	Specialized Cleaners	115	52.2%	**				●	Good
6733	Janitor, Caretaker, Building Superintendents	825	35.8%	24.8%				●	Fair
7204	Contractors and Supervisors Carpentry Trades	25	60.0%	**		●			Fair
7237	Welders & Related Machine Operators	130	34.6%	42.3%		●			Fair
7242	Industrial Electricians	90	61.1%	**		●			Limited
7251	Plumbers	80	25.0%	37.5%		●			Limited
7311	Construction Millwrights/Industrial Mechanics	315	34.6%	42.3%		●			Good
7361	Railway & Yard Locomotive Engineers	60	100.0%	0.0%		●			Undetermined
7511	Transport Truck Drivers	930	24.2%	29.0%			●		Good
7512	Bus Drivers & Other Transit Operators	130	34.6%	46.2%			●		Good
7513	Taxi and Limousine Drivers	220	34.1%	29.5%			●		Fair
7521	Heavy Equipment Operator (not crane)	430	29.1%	32.6%			●		Fair
7522	Public Works Maintenance Equipment Operator & Related Occupations	90	16.7%	55.6%			●		Undetermined
8211	Supervisors, Logging and Forestry	45	55.6%	**		●			Fair
8255	Contractors and Supervisors, Landscaping, Ground Maintenance	90	50.0%	**		●			Fair
8421	Chain Saw and Skidder Operators	70	0.0%	57.1%			●		Undetermined
9215	Supervisors, Forest Products Processing	60	58.3%	**		●			Undetermined
9235	Pulping, Papermaking, Coating Control Operators	35	71.4%	**		●			Undetermined
9241	Power Engineer/Power System Operators	100	30.0%	30.0%		●			Fair
9411	Machine Operators Mineral and Metal Processing	55	63.6%	**			●		Undetermined
9432	Pulp Mill Machine Operators	50	60.0%	**			●		Undetermined
9434	Other Wood Processing Machine Operators	70	50.0%	**			●		Undetermined

**Appendix Two**

**Top 20 Layoff and Employment Occupations (2 Digit NOC) – 2014/2015**

<b>Top 20 Occupations Kenora &amp; Rainy River Districts – Layoff</b>		<b>Top 20 Occupations Kenora &amp; Rainy River Districts - Employment</b>	
1	Trades helpers, construction labourers and related occupations	1	Trades helpers, construction labourers and related occupations
2	Service support and other service occupations not elsewhere classified	2	Service representatives and other customer and personal services occupations
3	Service representatives and other customer and personal services occupations	3	Suppressed due to confidentiality requirements
4	Service supervisors and specialized service occupations	4	
5	Sales representatives and salespersons – wholesale and retail trade	5	
6	Sales support occupations	6	
7	Transport and heavy equipment operation and related maintenance occupations	7	
8	Industrial, electrical and construction trades	8	
9	Harvesting, landscaping and natural resources labourers	9	
10	Maintenance and equipment operation trades	10	
11	Paraprofessional occupations in legal, social, community and education services	11	
12	Care providers and educational, legal and public protection support occupations	12	
13	Administrative and financial supervisors and administrative occupations	13	
14	Labourers in processing, manufacturing and utilities	14	
15	Office support occupations	15	
16	Middle management occupations in retail and wholesale trade and customer service	16	
17	Technical occupations related to natural and applied sciences	17	
18	Other installers, repairers and servicers and material handlers	18	
19	Assemblers in manufacturing	19	
20	Distribution, tracking and scheduling coordination occupations	20	

<b>Top 20 Occupations Northern Region – Layoff</b>		<b>Top 20 Occupations Northern Region – Employment</b>	
1	Trades helpers, construction labourers and related occupations	1	Trades helpers, construction labourers and related occupations
2	Service support and other service occupations, not elsewhere classified	2	Transport and heavy equipment operation and related maintenance occupations
3	Service representatives and other customer and personal services occupations	3	Service support and other service occupations, not elsewhere classified
4	Service supervisors and specialized service occupations	4	Service representatives and other customer and personal services occupations
5	Sales support occupations	5	Sales support occupations
6	Transport and heavy equipment operation and related maintenance occupations	6	Sales representatives and salespersons – wholesale and retail trade
7	Sales representatives and salespersons – wholesale and retail trade	7	Industrial, electrical and construction trades
8	Industrial, electrical and construction trades	8	Service supervisors and specialized service occupations
9	Maintenance & equipment operation trades	9	Office support occupations
10	Office support occupations	10	Administrative and financial supervisors and administrative occupations
11	Administrative and financial supervisors and administrative occupations	11	Maintenance and equipment operation trades
12	Labourers in processing, manufacturing and utilities	12	Labourers in processing, manufacturing and utilities
13	Harvesting, landscaping and natural resources labourers	13	Care providers and educational, legal and public protection support occupations
14	Technical occupations related to natural and applied sciences	14	Paraprofessional occupations in legal, social, community and education services
15	Paraprofessional occupations in legal, social, community and education services	15	Harvesting, landscaping and natural resources labourers
16	Other installers, repairers and servicers and material handlers	16	Supervisors and technical occ'ns in natural resources, agriculture & related production
17	Distribution, tracking and scheduling coordination occupations	17	Distribution, tracking and scheduling coordination occupations
18	Care providers and educational, legal and public protection support occupations	18	Other installers, repairers and servicers and material handlers
19	Middle management occupations in retail and wholesale trade and customer services	19	Processing and manufacturing machine operators and related production workers
20	Technical occupations in art, culture, recreation and sport	20	Technical occupations related to natural and applied sciences

<b>Top 20 Occupations Ontario – Layoff</b>		<b>Top 20 Occupations Ontario – Employment</b>	
1	Service support and other service occupations not elsewhere classified	1	Service representatives and other customer and personal services occupations
2	Service representatives and other customer and personal services occupations	2	Service support and other service occupations not elsewhere classified
3	Labourers in processing, manufacturing and utilities	3	Labourers in processing, manufacturing and utilities
4	Trades helpers, construction labourers ARO	4	Sales representatives and salespersons - wholesale and retail trade
5	Administrative and financial supervisors and administrative occupations	5	Sales support occupations
6	Service supervisors and specialized service	6	Office support occupations
7	Sales reps and salespersons - wholesale and retail trade	7	Administrative and Financial supervisors and administrative occupations
8	Office support occupations	8	Trades helpers, construction labourers ARO
9	Sales support occupations	9	Transport and heavy equipment operation and related maintenance occupations
10	Industrial, electrical and construction trades	10	Industrial, electrical and construction trades
11	Transport and heavy equipment operation and related maintenance occupations	11	Service supervisors and specialized service occupations
12	Technical occupations related to natural and applied sciences	12	Care providers and educational, legal and public protection support occupations
13	Maintenance and equipment operation trades	13	Technical occupations related to natural and applied sciences
14	Other installers, servicers and material handlers	14	Paraprofessional occupations in legal, social, community and education services
15	Paraprofessional occupations in legal, social, community and education services	15	Other installers, repairers, servicers and material handlers
16	Technical occupations in art, culture, recreation and sport	16	Professional occupations in natural and applied sciences
17	Professional occupations in natural and applied sciences	17	Distribution, tracking and scheduling coordination occupations
18	Distribution, tracking and scheduling coordination occupations	18	Maintenance and equipment operation trades
19	Processing and manufacturing machine operators and related production workers	19	Processing and manufacturing machine operators and related production workers
20	Care providers and educational, legal and public protection support occupations	20	Professional occupations in business and finance

### Northwest Training and Adjustment Board – Community Consultation Stakeholders

Contact North	Northern Community Development Services	Atikokan Hydro
Dryden Literacy	Lake of Woods Employment Action Project	United Native Friendship Centre
First Step Women's Shelter	Crossroads Employment & Training Resource Centre	Town of Atikokan Council
Literacy Northwest	Red Lake Career & Employment Services	Rainy Lake Tribal Contracting
MTCU	Metis Nation of Ontario	Shooniyaa Wa-Biitong
Municipality of Machin	Sioux Lookout Economic Development Commission	Quetico College School
Northern College	Shibogama First Nations Council	Atikokan Employment Centre
Northwest Employment Works	Atikokan Economic Development Office	Atikokan Adult Learning Centre
NovoCentre	Sioux-Hudson Employment Services	Confederation College
Rentech	Community Futures Development Corporations	Dryden Native Friendship Centre
Sioux-Hudson Literacy Council	Municipality of Sioux Lookout	Tim Hortons
Atikokan Literacy	Sioux Lookout Area Aboriginal Management Board	Sioux Lookout EDO Office

## Northwest Training and Adjustment Board LLMP 2015 Stakeholder Survey

Thank you for assisting us to improve the work that we do by completing this short survey.

**QR Code:**



**Web Address:**

<http://fluidsurveys.com/surveys/ntab/2015-ntab-llmp-report-survey/>

**Hardcopy:**

*If you would like to complete a paper survey please contact our office  
and we will be happy to email you a pdf copy or mail you a paper copy.*

*Thank you*



## Geographic Areas

The data presented in the Labour Market Conditions, Data and Analysis section is based on different sources of information from Statistics Canada relating to the Census Divisions for Kenora and Rainy River Districts.

Statistics Canada defines Census Divisions as: “groups of neighbouring municipalities joined together for the purposes of regional planning and managing common services (such as police or ambulance services). These groupings are established under laws in effect in certain provinces of Canada. For example, a census division might correspond to a county, *les municipalités régionales de comté* or a regional district. In other provinces and the territories where laws do not provide for such areas, Statistics Canada defines equivalent areas for statistical reporting purposes in cooperation with these provinces and territories.” The following lists detail the communities in the Kenora and Rainy River Districts:

### Rainy River District

Alberton (Township)  
 Big Grassy River 35G (Indian reserve)  
 Chapple (Township)  
 Dawson (Township)  
 Fort Frances (Town)  
 Lake of the Woods (Township)  
 Manitou Rapids 11 (Indian reserve)  
 Nequaguon Lake 25D (Indian reserve)  
 Rainy Lake 17B (Indian reserve)  
 Rainy Lake 26A (Indian reserve)  
 Rainy River, Unorganized (Unorganized)  
 Saug-a-Gaw -Sing 1 (Indian reserve)  
 Seine River 23B (Indian reserve)

Agency 1 (Indian reserve)  
 Atikokan (Township)  
 Big Island Mainland 93 (Indian reserve)  
 Couchiching 16A (Indian reserve)  
 Emo (Township)  
 La Vallee (Township)  
 Long Sault 12 (Indian reserve)  
 Morley (Township)  
 Rainy Lake 17A (Indian reserve)  
 Rainy Lake 18C (Indian reserve)  
 Rainy River (Town)  
 Sabaskong Bay (Part) 35C (Indian reserve)  
 Seine River 23A (Indian reserve)

### Kenora District

Bearskin Lake (Indian reserve)  
 Deer Lake (Indian reserve)  
 Eagle Lake 27 (Indian reserve)  
 English River 21 (Indian reserve)  
 Fort Hope 64 (Indian reserve)  
 Ignace (Township)  
 Kee-Way-Win (Indian reserve)  
 Kenora 38B (Indian reserve)  
 Kingfisher Lake 1 (Indian reserve)  
 Lac Seul 28 (Indian reserve)  
 Lake Of The Woods 37 (Indian reserve)  
 MacDowell Lake (Indian settlement)  
 Marten Falls 65 (Indian reserve)  
 Neskantaga (Indian reserve)  
 Northwest Angle 33B (Indian reserve)  
 Peawanuck (Indian settlement)  
 Pikangikum 14 (Indian reserve)  
 Rat Portage 38A (Indian reserve)  
 Sabaskong Bay (Part) 35C (Indian reserve)  
 Sachigo Lake 1 (Indian reserve)  
 Sandy Lake 88 (Indian reserve)  
 Shoal Lake (Part) 40 (Indian reserve)  
 Sioux Lookout (Municipality)  
 Slate Falls (Indian settlement)  
 The Dalles 38C (Indian reserve)  
 Wabauskang 21 (Indian reserve)  
 Wapekeka 1 (Indian reserve)  
 Wawakapewin (Long Dog Lake) (Indian reserve)  
 Webequie (Indian reserve)  
 Whitefish Bay 33A (Indian reserve)  
 Wunnumin 1 (Indian reserve)

Attawapiskat 91A (Indian reserve)  
 Cat Lake 63C (Indian reserve)  
 Dryden (City)  
 Ear Falls (Township)  
 Fort Albany (Part) 67 (Indian reserve)  
 Fort Severn 89 (Indian reserve)  
 Kasabonika Lake (Indian reserve)  
 Kenora (City)  
 Kenora, Unorganized (Unorganized)  
 Kitchenuhmaykoosib Aaki 84 (Big Trout Lake) (Indian reserve)  
 Lake Of The Woods 31G (Indian reserve)  
 Lansdowne House (Indian settlement)  
 Machin (Township)  
 Muskrat Dam Lake (Indian reserve)  
 North Spirit Lake (Indian reserve)  
 Osnaburgh 63B (Indian reserve)  
 Pickle Lake (Township)  
 Poplar Hill (Indian reserve)  
 Red Lake (Municipality)  
 Sabaskong Bay 35D (Indian reserve)  
 Sachigo Lake 2 (Indian reserve)  
 Shoal Lake (Part) 39A (Indian reserve)  
 Shoal Lake 34B2 (Indian reserve)  
 Sioux Narrows - Nestor Falls (Township)  
 Summer Beaver (Indian settlement)  
 Wabaseemoong (Indian reserve)  
 Wabigoon Lake 27 (Indian reserve)  
 Wapekeka 2 (Indian reserve)  
 Weagamow Lake 87 (Indian reserve)  
 Whitefish Bay 32A (Indian reserve)  
 Whitefish Bay 34A (Indian reserve)





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