



**Workforce Planning Board
of Waterloo Wellington Dufferin**

**Caring Occupations:
Supporting Waterloo
Wellington Dufferin
UPDATE**



Nov 2022



Our Vision: We envision the continuous development of a leading-edge workforce.

Our Mission: Engage partners to find solution to local workforce development needs.

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A reminder why we undertook this research into Caring Work

- In the past 2 years, Health care and social assistance and Educational services employees have worked and been present in the most challenging times. Now, in 2022, **these workers are experiencing impacts from that continuous care: exhausted staff and thoughts about leaving.**
- The Workforce Planning Board of Waterloo Wellington Dufferin has been tracking and listening to employers talk about these shortages; **the message is getting louder and more desperate.** We need regular updated check-ins to understand what is going on so that we can work our way through it. These workers are caring for our most vulnerable and we need them to be there.
- This work is dominated by women and they have struggled with a lot over the past 2 years. In April 2022, across our Economic Region of Kitchener-Waterloo-Barrie, 73% of health care and social assistance workers were women while 84% of the educational services workforce were women. In September, those percentages have shifted with 86% of employees in health care being women and 70% of educational employees being women. **Educational services has lost 10,900 employees, mainly women, since April 2022. Health care has added 16,600 people, almost exclusively women yet it is not meeting need.**
- The economic case for these occupations cannot be lost. Women in the region in September have a 6.1% unemployment rate, a participation rate of 65.2% and an employment rate of 61.3%. More women are entering the market and participating in work than in April 2022. **People in caring occupations help these women take part in the current market, and without these carers, more women would need to consider removing themselves from the labour market.** That would cause more labour shortages in other industries.
- These occupations are facing challenges that are not going away as the pandemic seems to subside. **In some cases, there is a lack of people applying or undertaking training.** From September 2020 to June 2021, our area offered approximately 1,700 PSW spaces for training while the job postings for the same period numbered more than 2,700. The dynamics of the job (casual or part-time work) make it hard to ensure income is steady while in some cases, the pay can be just above minimum wage. **With inflation tracking at 7% year-to-year, these women are falling further behind as pay does not keep up.** All of this combined creates a shortage where added responsibilities can lead to burn-out and decisions where people leave, or never enter, the field.

Methodology

To get a sense of what was happening in the labour market for each occupation

- We pulled data from Statistics Canada at monthly intervals for the Census Metropolitan Areas (CMA) of Guelph and Kitchener-Waterloo- Cambridge. We could get this data at the 2-digit National Occupation Classification (NOC) level. This meant more occupations than just the one being targeted was looked at but we did include what types of roles are under each NOC level.
- To help us get a sense of the bigger picture, we looked at the six-month trend at the provincial 2-digit NOC level to see size of the labour force, unemployment rate and employment hours (part-time or full-time). Unfortunately, this data does not show if people in these occupations are working more than one job to make full-time hours.

Job posting demand came from www.findyourjob.ca , a local job posting site done through partnership between the Workforce Planning Board of Waterloo Wellington Dufferin, Region of Waterloo, City of Guelph and the Counties of Wellington and Dufferin. This data was done at the 4-digit NOC level and for Waterloo, Wellington and Dufferin.

Finally, we recorded what the vacancy rates (at the 3-digit NOC level) were at the Economic Region level to see how they compared to the available provincial workforce.

We did not update the 5-year trend as new yearly data has not come out nor have we updated pay data as that new data will be coming in the later part of 2022. That original data can be found in our first report at https://www.workforceplanningboard.com/wp-content/uploads/2022/07/Caring-Occupations-in-WWD_June-2022.pdf



NOC 30 – Professional Occupations in Nursing

This NOC level includes Nursing co-ordinators and supervisors as well as Registered nurses and registered psychiatric nurses.

The Ontario view for the past 6 months

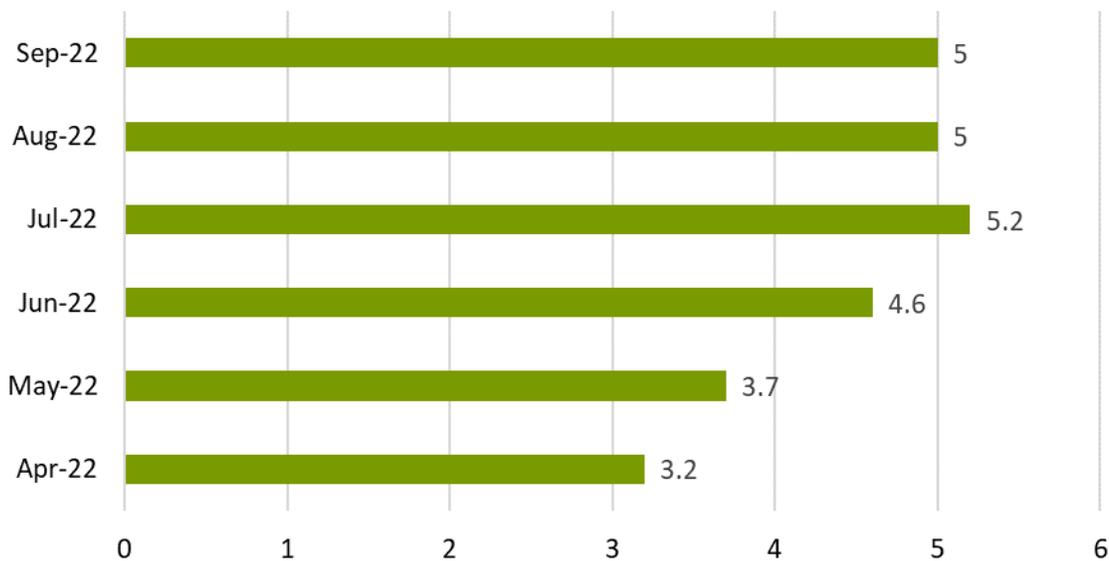
Source: Statistics Canada. Table 14-10-0296-01., Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000). x= numbers suppressed

	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022
Labour Force	137.5	142	140.7	134.1	141.4	133.5
Employment	136.5	141	139.4	131	139.8	131.9
Full-time	112.4	123.1	120.5	109.3	120.1	109.5
Part-time	24.1	17.9	18.8	21.7	19.7	22.4
Unemployment	x	x	x	3.1	1.7	1.6
Unemployment Rate (%)	x	x	x	2.3%	1.2%	1.2%

Between April and September, the labour force for this NOC has shrunk across the province by about 4,000 people. As well, fewer people are employed with slightly more workers leaving full-time employment. Unemployment has been historically low with this group and anything below 5% is usually considered full employment. In September, there were 1,600 unemployed registered nurses or nursing coordinators across the province.

The 6-month local trend

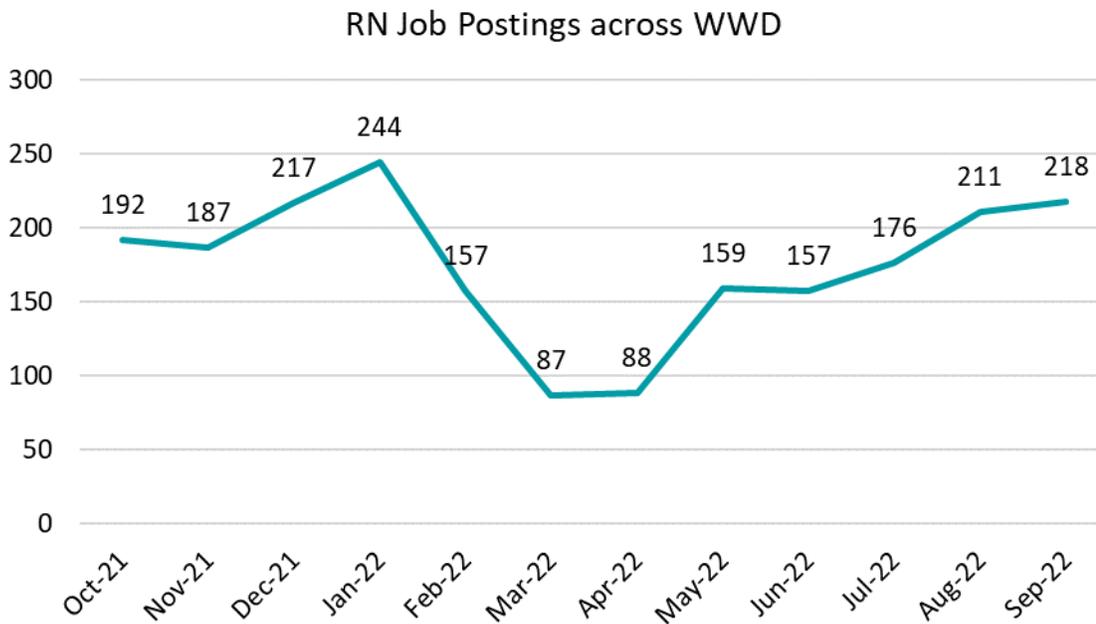
Kitchener-Waterloo-Cambridge, 6 month trend (x1000)



In the past 6 months, more nurses are employed in Kitchener-Waterloo-Cambridge in September than in April (+1,800 or a 56% increase). For most of the past year, the number of nurses employed has been close to that 3,000 mark. This continues the trends seen between November 2021 and April 2022. Guelph data is suppressed and has been for most of the year.

Local demand for Registered Nurses

We used data from findyourjob.ca to look at the demand for Registered nurses and registered psychiatric nurses in the past year.



Postings for registered nurses is climbing once again and heading back towards the demand that existed in December and January at the end of last year. With new COVID-19 variants and a rise in RSV cases, this upcoming winter may once more be very challenging. EmployerOne 2022 health care employers did not list registered nurses as one of their top 3 hard-to-fill positions.

Vacancy rates in the Economic Region

The data quality for these vacancies is considered to be good. Vacancies in our Economic Region have been climbing. To meet local vacancy demand, we would need to attract over 800 registered nurses to our area. That does not account for filling any potential retirements.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Professional occupations in nursing (NOC 301)	540	495	635	730	840

Source: Statistics Canada. Table 14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

NOC 32 Technical Occupations in Health

This NOC classification includes a lot of different careers in health care: medical technicians and technologists, dental technicians and technologists, opticians, paramedics, massage therapists and the focus of our investigation: licensed practical nurses (LPNs). LPNs are also referred to as registered practical nurses (RPNs) within our local health care system.

The Ontario view for the past 6 months

Source: Statistics Canada. Table 14-10-0296-01. Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000). x=numbers suppressed

	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022
Labour Force	152.5	155.6	160.4	149.6	149.2	151.3
Employment	149.5	154.2	159.1	149.3	146	150.9
Full-time	111.4	118.5	120.4	116.7	111.3	115.5
Part-time	38.1	35.7	38.6	32.6	34.7	35.4
Unemployment	3	x	x	x	3.2	x
Unemployment Rate (%)	2%	x	x	x	2.1%	x

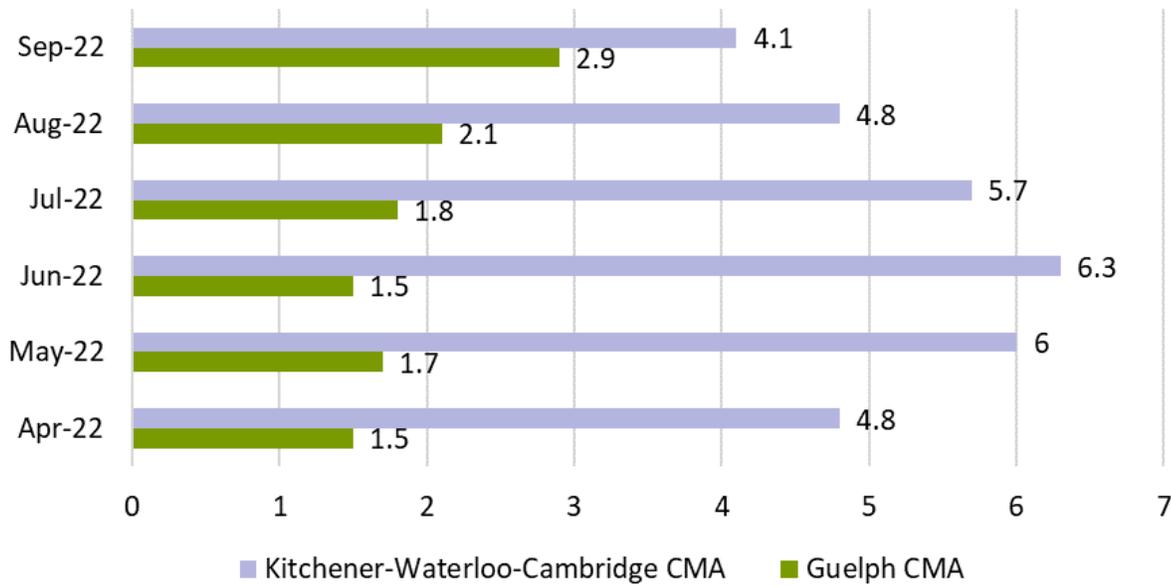
Much like registered nurses, the labour force for health care professionals in this category has also shrunk since April although by a smaller amount. Despite the labour force shrinking by 800 people, more people are employed in these positions and full-time employment has grown by about 4,000 people. The unemployment number and rates are suppressed meaning there are less than 1500 people unemployed across Ontario in these jobs. That has been the trend for much of the past 6 months.

The 6 month local trend

After April, in Kitchener-Waterloo-Cambridge, more people were employed in these occupations. However in August, the number really started to drop and there are now 700 fewer people working in these occupations (a 15% drop in 6 months). These numbers are more in line with the December 2021 numbers from the last report.

In Guelph, however, more people are employed in these occupations than in April. There are 1,400 more people working in these roles from the Guelph CMA. In fact, people in these occupations saw employment grow by 93% in those 6 months. This has been steady growth from the previous report.

K-W-C and Guelph 6 month trend (x1000)

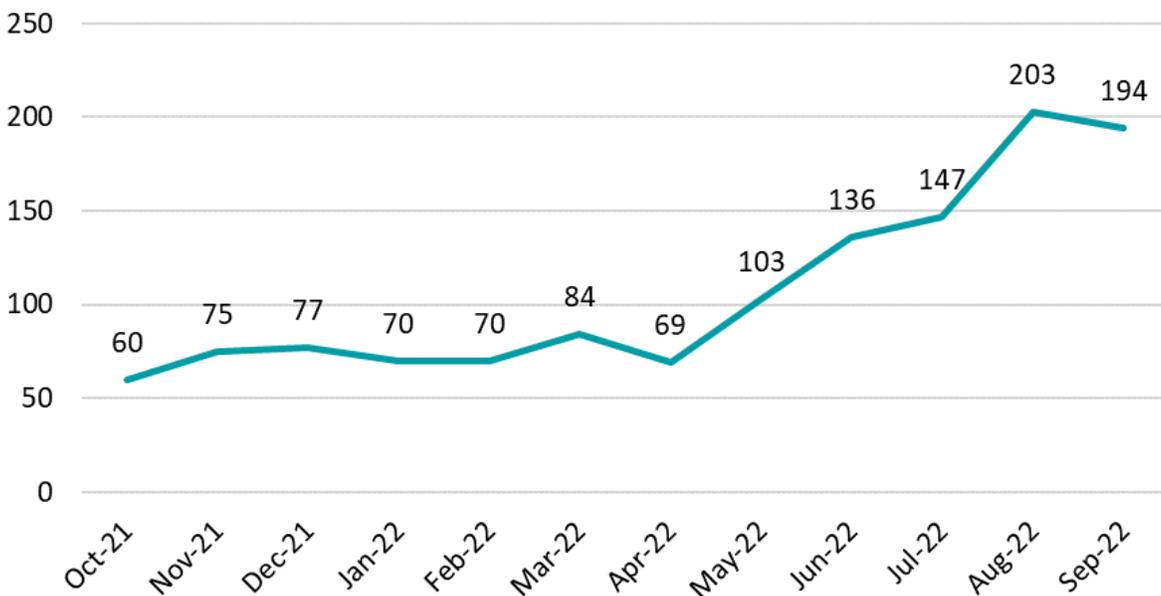


Source: Statistics Canada. Table 14-10-0381-01. Employment by occupation, three-month moving average, unadjusted for seasonality (x1,000).

Local demand for Licensed Practical Nurses (RPNs)

The focus for exploring NOC 32 was to look at registered practical nurses and, to this point, the data has been for a variety of health care-based occupations. In this section, we can look at what the local demand is for registered practical nurses using their 4 digit NOC code.

RPN Job Postings across WWD



Registered practical nursing postings have gone up much like registered nurse postings. The growth has been consistent over the year with a slight dip from August to September.

Vacancy rates in the Economic Region

The data quality for these vacancy periods is considered to be good: Q2, Q3 and Q4 of 2021. For some reason, the data in Q1 of 2022 should be used with caution. Data integrity has improved a bit in Q2 2022 but is not as strong as 2021 data.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Other technical occupations in health care (NOC 323)	380	330	510	820	535

Source: Statistics Canada. Table 14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

In the last quarter of 2021, vacancy rates started to rise. Even if we disregard Q1 2022 data, the rate continues to suggest that there are about 500 vacancies in technical health care occupations across our Economic Region. Knowing there are less than 1,500 people seeking out work provincially, our region would need 1/3 of them and they would have to have the right training as this category includes various types of jobs and training.



NOC 34 Assisting Occupations in Support of Health Services

This NOC also has a wide range of occupations attached to it: dental assistants, nurse aides, orderlies and patient service associates and other assisting occupations which in the context of the pandemic includes COVID screeners at health care facilities. The focus for this exploration will be on nurse aides, orderlies and patient service associates where we often find personal support workers who work in long-term care and hospitals.

The Ontario view for the past 6 months

Source: Statistics Canada. Table 14-10-0296-01. Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000). x=numbers suppressed

	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022
Labour Force	152.8	151.6	137.8	147.7	143.1	149.5
Employment	150.4	149	136.5	145.3	140.4	145.4
Full-time	107.1	103.7	98.6	108.2	106.9	108.5
Part-time	43.3	45.3	37.9	37.1	33.6	36.9
Unemployment (x 1000)	2.4	2.6	x	2.5	2.7	4.1
Unemployment Rate %	1.6%	1.7%	x	1.7%	1.9%	2.7%

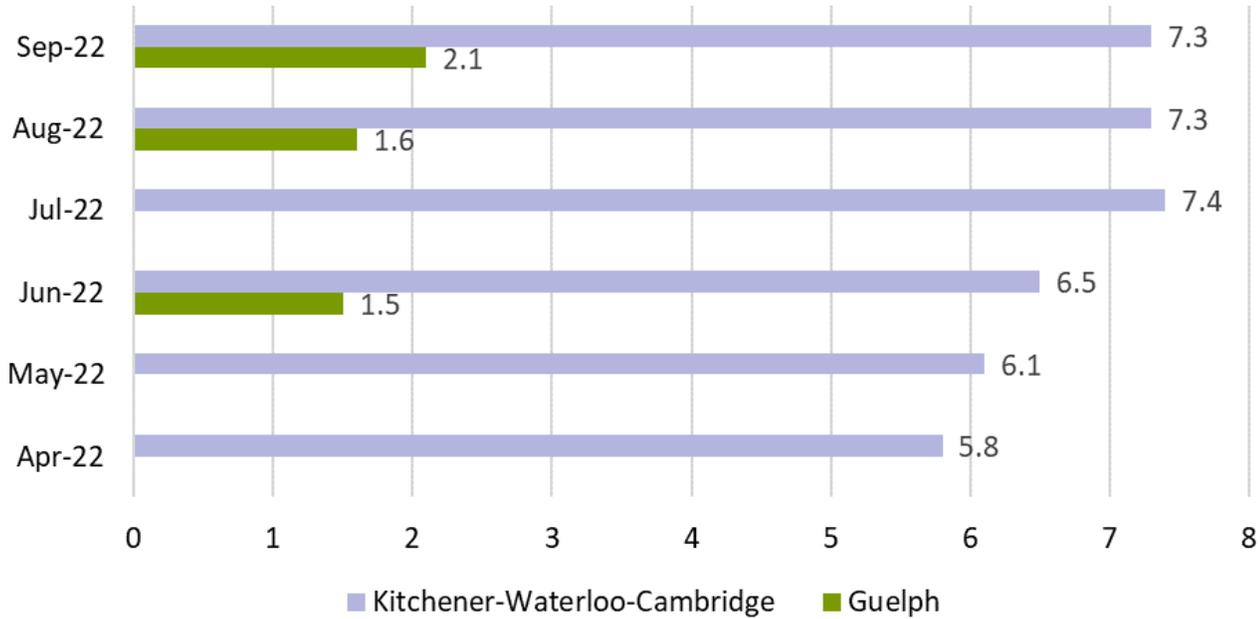
This labour force has shrunk in the past 6 months with people leaving the occupation. Employment is down by 5,000 people and all of the losses were in part-time employment roles (6,400) Full-time employment roles only added 1,400 people. The employment rate has risen to 2.7% with 4,100 people across the province unemployed in September.

The 6-month trend

Locally, both of the CMAs for Guelph and Kitchener-Waterloo-Cambridge have seen employment growth in these roles in the past 6 months. K-W-C has seen employment levels in this occupation grow by 26% or 1,500 people. That continued the growth that was recorded between November 2021 and April 2022. In Guelph, the growth was less steady and has not recuperated from the 2,300 employed in this role in December 2021. Overall, there was an addition of at least 600 people (the initial number for April 2022 was less than 1,500 which is the suppression point). In May and July, the number of people employed in the occupation stayed below that 1,500 person threshold. August and September have been healthier employment months for this occupation.

Our two local CMAs seem to be ignoring the larger provincial 6-month trend in that employment seems to be growing within this occupational group.

K-W-C and Guelph 6 month trend (x1000)

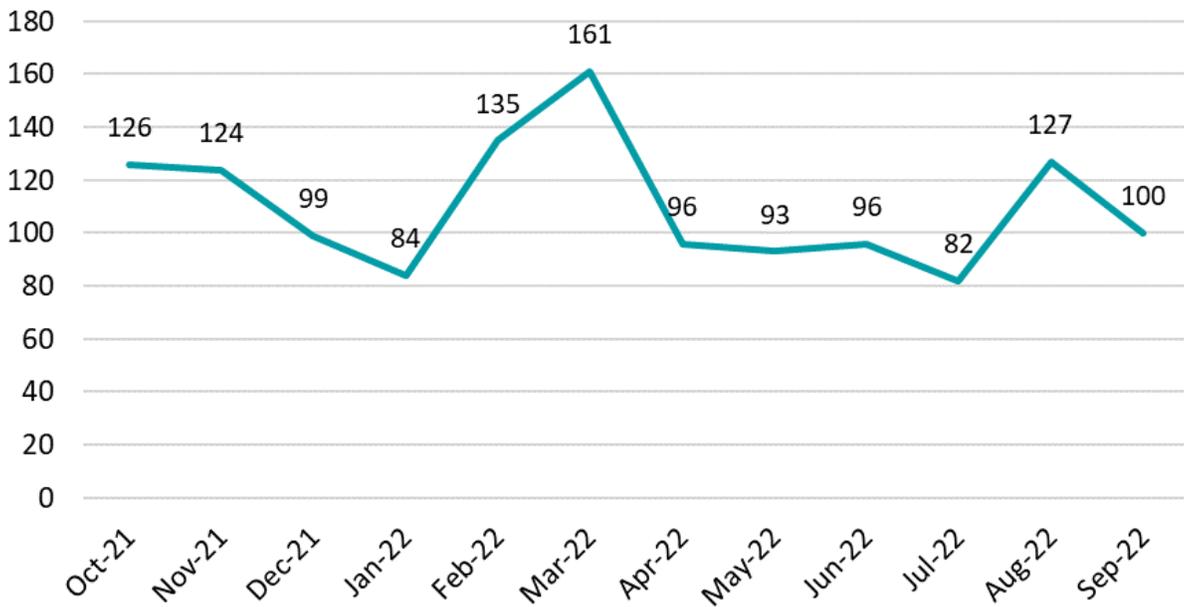


Source: Statistics Canada. Table 14-10-0381-01. Employment by occupation, 3-month moving average, unadjusted for seasonality (x 1,000).

Local demand for Nurse Aides, orderlies and patient service associates

Nurse aides, orderlies and patient service associates data from findyourjob.ca encompasses PSW roles from health care facilities like hospitals and long-term care homes.

Nurse aides Job Postings across WWD



Job postings for these roles has never been below 82 a month or about 20 postings a week. The peak in demand was in March 2022 with the spring and summer having consistent demand. There was a spike in August, and September saw higher recruitment numbers as well. Support roles were one of the hard-to-fill positions that health care and social assistance employers identified in EmployerOne 2022.

Vacancy rates in the Economic Region

The data quality for these quarter is considered acceptable.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Assisting occupations in support of health services (341)	990	1125	1075	830	1030

Source: Statistics Canada. Table14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

Vacancy rates for this occupational group, which nurse aides, orderlies and patient service associates are a part of, have continued to grow and have spent most of the past year around 1,000 vacancies. This most likely means that a large part of the postings that we looked at above are for multiple positions within organizations. Rising vacancy rates mean that other staff need to compensate. Our demand for this occupation locally could employ a quarter of all the people unemployed provincially in this occupational group (if they were a match training-wise).



NOC 44 Care Providers and Education, Legal, Public protection

This occupational group splits into 2 broader categories: the legal and public protection side includes correctional services and by-law enforcement and the side we are interested covers home child care providers, home support workers and housekeepers, and educational support roles. Home support workers can include personal support workers who work in people's homes while the educational support workers would include educational assistants in the classroom.

The Ontario view from the past 6 months

Source: Statistics Canada. Table 14-10-0296-01. Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000).

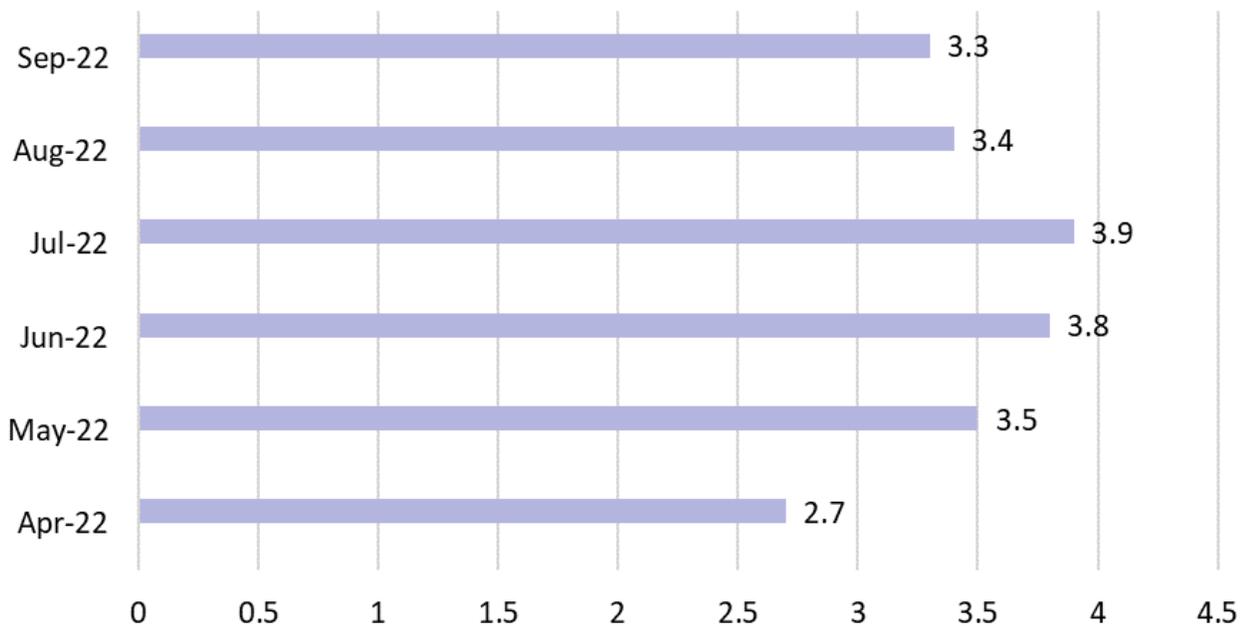
	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022
Labour Force	97	89.4	93	73.1	93.8	96
Employment	94.5	89.4	92.3	60.1	60.9	93.4
Full-time	69.7	61.7	66.1	47	42.4	75.2
Part-time	24.9	27.7	26.2	13.1	18.5	18.2
Unemployment (x 1000)	2.4	x	x	13.1	32.9	2.6
Unemployment Rate %	2.5%	x	x	17.9%	35.1%	2.7%

The labour force for these roles has fallen since April with the summer months being much smaller as happens every year. Mostly likely this is due to the fact that educational support workers are laid-off and they seem to shift those numbers drastically as a group. Once September was back, unemployment rates plummeted again. Again, a very small unemployed group as has been the case for most occupations. Only 2,600 people across the province in this category are unemployed. Looking at employed persons, there have been a lot of people (5,500) who have moved from part-time into full-time roles – almost perfectly off-setting the loss of 6,700 part-time workers.

The 6-month trend

Once again, Guelph's employment numbers in this occupation are completely suppressed, meaning that fewer than 1,500 people work in this occupation. That has been the picture since November 2021. Kitchener's numbers may help provide some guidance. Overall, there has been some growth in this occupational category (22% or 600 more people employed). Between November 2021 and April 2022, the numbers had been in decline so we are seeing some rebounding in employment.

K-W-C 6-month trend (x 1000)



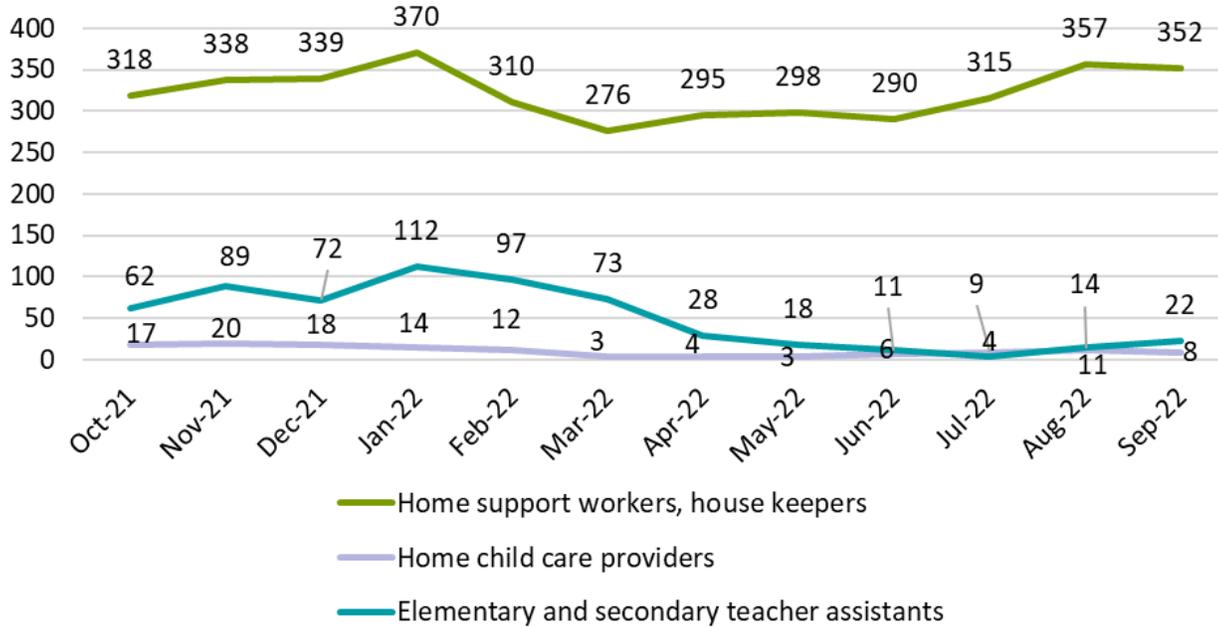
Source: Statistics Canada. Table 14-10-0381-01. Employment by occupation, three-month moving average, unadjusted for seasonality (x 1,000).

Local demand for Home child care providers, Home support, housekeepers and related occupations and Elementary and secondary school teacher assistants

All 3 NOCs are posted to show the individual demand for each code. Home support workers, housekeepers and related occupations (top line) are overwhelmingly in-demand. The latter part of the graph shows that demand is picking up once again. Not everyone in this occupational code is a personal support worker, but those workers who have that experience and education may find opportunities within these postings. As well, a reminder that one posting may mean multiple vacancies. Support roles, like this one, were named by employers as a hard-to-fill position in the EmployerOne 2022 survey.

Home child care provider demand (line beginning with 17 and ending with 8) has remained pretty low. Most of these workers are entrepreneurial so are often missing from the data. Organizations like Wee Watch or private households would be the ones hiring for these roles or helping these workers set-up their own businesses. Educational services employers identified early childhood educators as one of their hard-to-fill positions. Some women who have these skill sets may choose to take this route and become entrepreneurial and remove themselves from the classroom.

NOC 44 Care Job Postings across WWD



Elementary and secondary school teacher assistants, known in most school boards as educational assistants (line starting and 62 and ending in 22), had a lot of postings at the end of 2021. Demand has been slower when it comes to postings numbers but that may also be because multiple jobs are contained in one school board posting. In the past month, WPBWWD has seen numerous postings for new grads and supply pools which fits with on-the-ground intelligence that there is not a lot of supply EAs who can back-fill when staff are absent.

Vacancy rates in our Economic Region

The data in this table is not as reliable. Most numbers are to be used with caution but they do help provide a sense of what is going on. The Q1 2022 is seen as acceptable data so is our best look at these occupations.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Home care providers and educational support occupations (441)	485	Data unreliable	580	705	555

Source: Statistics Canada. Table14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

Vacancies appear to have grown in the past year. The Q3 data is probably unreliable as it includes summer months. Vacancy rates locally would need us to attract 20% of the people currently unemployed in this occupation provincially.

NOC 40 Professional Occupations in Educational Services

This groups includes professors, instructors and teachers in postsecondary, secondary and elementary settings. Our interest will be in elementary and secondary teachers.

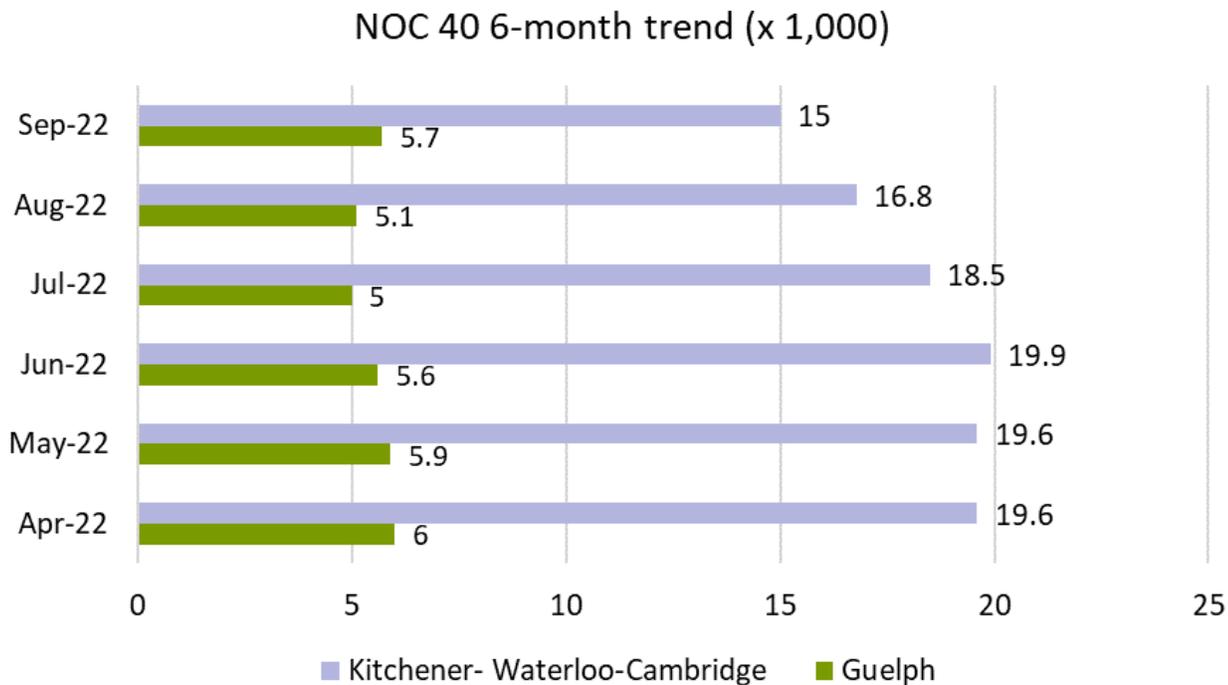
The Ontario view from the past 6 months

Source: Statistics Canada. Table 14-10-0296-01. Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000).

	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sep 2022
Labour Force	351.3	346.1	350.4	286	303.7	340.9
Employment	345.6	338.4	341.6	262.9	267.4	330.4
Full-time	272.3	274.2	286.3	224	226.6	260.1
Part-time	73.4	64.1	55.4	38.9	40.8	70.3
Unemployment (x 1000)	5.6	7.7	8.7	23.1	36.3	10.5
Unemployment Rate %	1.6%	2.2%	2.5%	8.1%	12%	3.1%

This group has seen its labour force also decline in the past 6 months and 15,000 fewer people are employed. Most of those losses (12,000) are in full-time employment. As well, the number of people unemployed has doubled. Across Ontario, 10,500 people in this occupational category are unemployed.

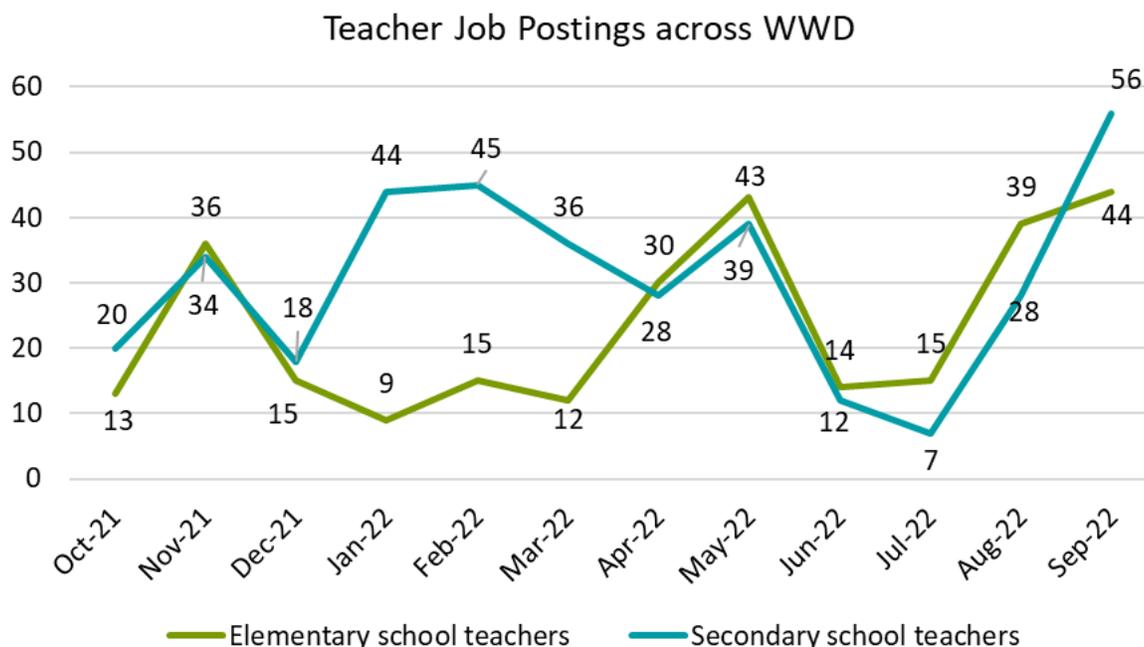
The 6-month trend



Source: Statistics Canada. Table 14-10-0381-01. Employment by occupation, three-month moving average, unadjusted for seasonality (x 1,000).

In both CMAs, the number of people employed in this occupational group has fallen. The decline was only 5% in Guelph but follows a decline that began in November of 2021. The 23% decline in Kitchener-Waterloo-Cambridge over this period follows a stable employment period where employment numbers were about 20,000 locally.

Local demand for elementary and secondary school teachers



The Findyourjob.ca data shows that secondary teachers were more in-demand in early 2022, probably due to new hiring for second semester. Since then, the two occupations have been more in line when it comes to demand with hiring ramping up in anticipation of the new school year. Educational services employers identified educators as one of their hard-to-fill roles, especially supply staff.

Vacancy rates for teachers in our Economic Region

The data for this group is to be used with caution for Q2 2021 and Q4 2021. Reliability becomes acceptable in Q1 and Q2 of 2022.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Secondary and elementary school teachers and educational counsellors (403)	135	Data unreliable	200	250	250

Source: Statistics Canada. Table14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

There still appear to be some vacancies for teachers, although the numbers are small. With the number of unemployed in the broader NOC category, the question becomes whether those who are unemployed across the province could be convinced to come to Waterloo Wellington Dufferin.

NOC 42 Paraprofessional Occupations in Legal, Social, Community and Education Services

This occupational group includes other types of instructors (such as music and driving instructors), instructors of persons with disabilities and paralegals. It also contains the 2 occupations that are part of our caring occupations exploration: early childhood educators and social and community service workers (including, but not limited to developmental service workers, housing support workers, child and youth workers).

The Ontario view from the past 6 months

Source: Statistics Canada. Table 14-10-0296-01. Labour force characteristics by occupation, monthly, seasonally unadjusted (x 1,000).

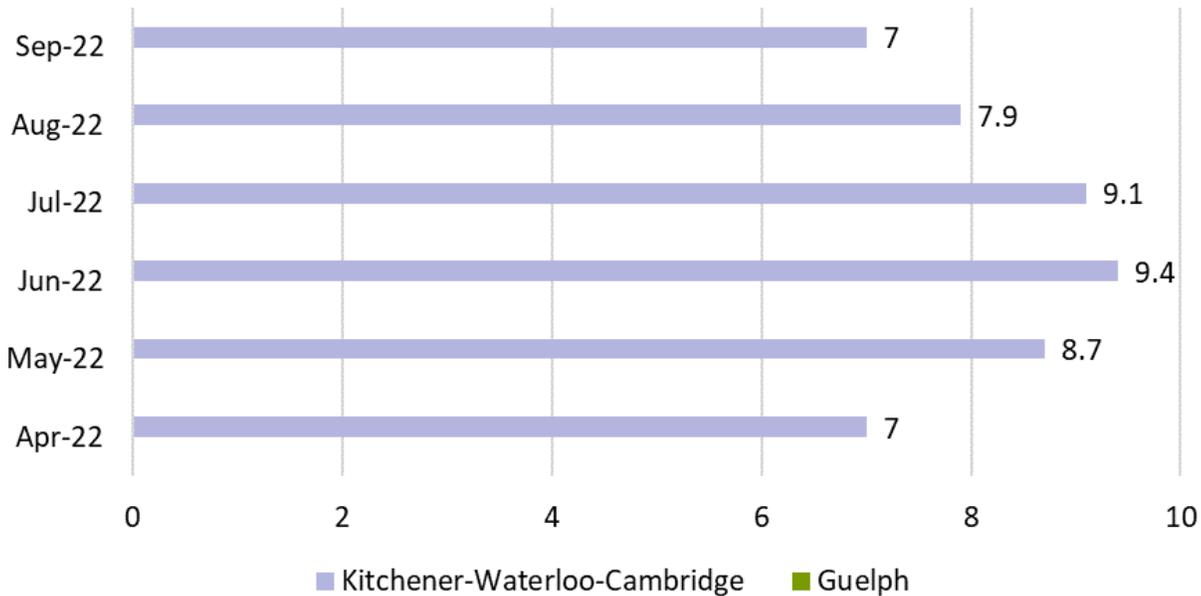
	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sept 2022
Labour Force	159.4	173.9	175.8	170.7	162.6	149.3
Employment	155.2	171.9	173.9	162.2	149.1	146.3
Full-time	124.4	136.7	143.9	132.2	125.1	117.9
Part-time	30.9	35.2	30	30	24.1	28.4
Unemployment (x 1000)	4.1	2	2	8.5	13.4	3
Unemployment Rate %	2.6%	1.2%	1.1%	5%	8.2%	2%

This group has continued to lose people from its labour force when looking at the big picture. While there were larger labour force numbers between May and July, the number of people in the labour force has fallen 26,500 people between June and September. The losses in employment have been largely full-time losses as well. The summer months saw the highest unemployment rates and with September that percentage has dropped to 2% again with 3,000 people across the province unemployed.

The 6-month trend

Guelph employment numbers for this occupational code are suppressed. In Kitchener-Waterloo-Cambridge, the 6-month trend was one of growth and decline. While November 2021 to April 2022 saw a steady decline and then a rebound to 7,000 people employed, these past 6 months have seen the exact opposite with a steady rise in employment and then a fall. There has been a lot of volatility in the past year in this occupational group which seems to indicate a lot of turnover and churn of people moving in and out of employment.

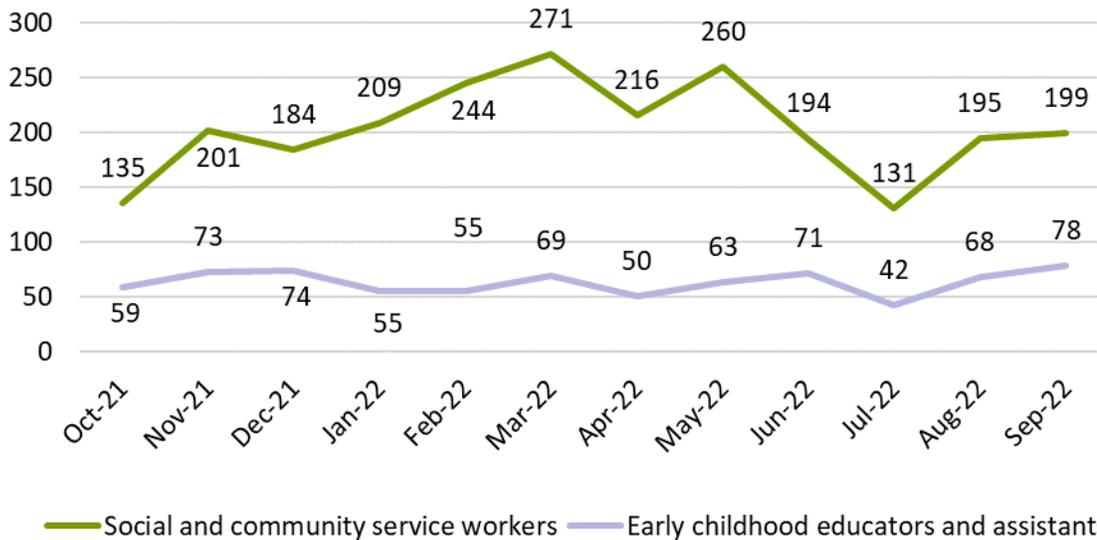
NOC 42 6-month trend (x1000)



Source: Statistics Canada. Table 14-10-0381-01. Employment by occupation, three-month average, unadjusted for seasonality (x 1,000).

Local demand for Early childhood educators and Social & community service workers

NOC 4212 and 4214 Job Postings across WWD



The postings demand for Social and community service workers has been consistently high. As with other occupations, these postings may represent multiple positions. Early childhood educator (ECE) postings have also remained fairly consistent and these postings may also include multiple positions or, in some cases, multiple locations.

Vacancy Rates for the Economic Region

The data for most of this period should be used with caution. Only Q3 2021 data is seen as acceptable. However, these numbers do give some sense of what is going on vacancy-wise.

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Paraprofessional occupations in legal, social, community and education services (421)	405	460	1075	995	1005

Source: Statistics Canada. Table14-10-0356-02. Job vacancies and average offered hourly wage by occupation (minor group), quarterly, unadjusted for seasonality.

Vacancies in this occupational group appear to have grown between Q3 and Q4 of 2021. While we know the number is to be used with caution, it appears that it did trend upwards quickly even if the numbers are an overestimation. When we look at how many people are unemployed in this occupational category, we see that we need about 30% of the unemployed workers in Ontario to fill our potential 1000 vacancies in this occupational group. A better strategy moving forward would be to discover why people left this occupational workforce and how employers could re-engage those missing 20,000+ Ontario workers.



What has changed and has not changed?

What has not changed

- We are still seeing low provincial unemployment rates in each of the occupational categories. In many cases, local employers are going to struggle to find people who are unemployed to fill these roles and will need to turn to postsecondary students, newcomers who could get certification as new entrants or attract already working staff to their roles which will just shift where there are vacancies in these 2 industries.
- Guelph's employment numbers are still fairly suppressed and that makes tracking trends difficult so using Kitchener-Waterloo-Cambridge and provincial numbers help provide some context for the bigger picture.

What has changed

- Between April and September, most occupation groups saw their provincial labour forces decline. Most of the declines were between 1,000 and 2,500 people. The groups which included teachers, ECEs and social and community workers saw declines that were more like 10,000 to 11,000 people. What growth there was between November 2021 and April 2022 has disappeared.
- In many cases, the number of vacancies across the Economic Region continue to grow. With occupations that rely on patient or client to staff member ratios for health and safety of staff and those they serve, this is very concerning. Remaining staff are having to cover and mistakes occur when people are tired and overworked.
- Employer demand, noted through job postings, is continuing to grow. Licensed practical nurse postings have been steadily growing and most of the other charts are showing an upwards trend.



What has been accomplished and what still needs to be done?

Action proposed: Develop specific occupational tables at the local level where local employers, educators and jobseeker organizations can come together to make connections.

- WPB worked with a rural hospital to profile the day in the life of a healthcare professional. Wellington County is interested in more of these videos to give people the story behind the jobs.
- CEC has opened their Career Portal to the public. Speakers and videos from health care provide insight into where there is opportunity and the pathways into health care.

More to be done:

- Outline pathways into the various occupations for those in and out of school
- Assess who is not getting the messaging around these occupations and how to strengthen it.
- Give realistic information about the roles, the pay rates and the benefits of working in these roles.

Action proposed: Create and market programming and pathways for internationally trained professionals (ITPs) to move into these careers in a more timely manner.

- Conestoga College is running a tuition-free supportive care program which could help people move into home support and light care roles.

More to be done: While some regulatory colleges are working on these pieces, these actions could be done locally. As well

- Identify the local programs and modules to move into these careers. Outline time and monetary investment for ITPs to gain skills or accreditation.
- Develop programming that does not exist locally to support those already in our community.
- Share pathways, time and resource investments with organizations that work with immigrants to set realistic expectations and timelining, entry points.

Action proposed: Explore with Guelph, Dufferin and rural employers where these trends are accurate and where they may see variability so that any local activities reflect the unique characteristics of those areas.

- Local Labour Market Plan consultations have made an effort to involve health care, social assistance organizations and education wherever possible.



Action proposed: Share information with employers around the current labour force landscape so they understand the situation.

- Labour force trends
- Probability of recruiting from elsewhere
- Cost of “stealing talent” vs developing talent locally
- Connecting with populations already in the area
- WPBWWD has been a speaker at a number of events sharing information on the overall labour market to explain the situation.
- WPBWWD is developing a State of Healthcare report to be shared with a local committee of hospitals which details the talent state of the industry.

Action proposed: Continue to work with those who advocate for housing to fit all income profiles across the Waterloo Wellington Dufferin area .

- WPBWWD contributed to the Workforce Development and Housing Strategy of the Western Ontario Warden’s Caucus as housing is fast becoming one of the biggest mobility barriers.
- WPBWWD has been at local economic development tables where housing is being recognized as a growth barrier.

Action proposed: Share information with community citizens so they understand that staff are doing their best work, despite shortages and talent challenges.

Action proposed: Provide a dollar value for the care that these occupations bring to our communities and the value that they add from a financial and social perspective.

- WPBWWD is currently reviewing statistics to look at the value of this work to other employers and the community at large.





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