



Workforce Planning Board
of Waterloo Wellington Dufferin

MINI MARKETS BIG IMPACT



February 2024
Local Labour Market
Plan Update 2024-25

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

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

We would like to express our sincere thank you to all those who made the time to participate in the development of this report, sharing their insight into their industries and the knowledge of our communities.

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Message from Charlene Hofbauer,

Executive Director

When we started collecting data for the Local Labour Market Plan this year, everyone needed people, and all types of talent was needed. In the months since we started the process, this message has changed and shifted.

What does the labour market look like now? It's become a collection of mini labour markets. Yes, unemployment is up over last year while, generally, participation is down and demand is down. However, there are exceptions based upon demographics, geography and industry. People seeking part-time work are struggling to find it, yet employers who need skilled part-time workers (with the right credentials and training) are struggling to find people.

I think back to the paper series that Dr. Rick Miner wrote, People without Jobs, Jobs without People. Our reality isn't the exact map that Miner forecasted, but we are still there. We have people that cannot find work aligning with their education, skill sets and needs. It pays too little, or people don't have the right training to take advantage of the opportunity (undereducated, overeducated, not correctly educated), or it doesn't fit their life. Miner could not predict a pandemic that would shift the values and priorities that people have around their workplaces and lives.

At the same time, employers that cannot find the properly trained people to do the work that needs to be done. The reason is two-fold. They struggle with marketing their roles to attract the people through job postings so they cannot attract the people they need. Their postings don't answer the workforce's questions about the role so they don't apply. Secondly, there is so much support out there, but many employers cannot find the time they need to access it. They are taking on more work because they lack people and we all have mental limits. Our events this year have shown us that when an employer walks away with something done and off their list, the time investment was seen as worth it. As a community, we need to investigate that approach more.

This mismatch of skill and opportunity will affect all of us. How can we build housing locally if we don't have skilled tradespeople and labourers? With slow builds, how do we attract people? If we cannot fully staff day cares, long-term care, shelters, mental health supports and group homes, who will quit work to care for our most vulnerable?

How do ensure that the people working in high vacancy roles don't burn-out and cause more vacancies? Our workforce-employer challenge is connected to the health of our broader community. It won't be easy to solve with so many different parts. But, ever an optimist, I say we start here with this report and what we know and work from there.



Methodology

This report used and analyzed relevant data to provide stakeholders with a sense of where the local economies are from a workforce and industrial perspective.

The data sources include:

- 2016 and 2021 Census
- Labour Force Survey
- Canadian Business patterns
- Findyourjob.ca
- Other Statistics Canada data

This data has been pulled at various levels depending on availability (Economic Region, CMA or County where possible). Comparisons have been drawn where possible to do so. National Occupation Classification 2021 system (5-digit system) was introduced late in 2022 and where possible, this report uses those codes. Some data sources are still transitioning to the new 5-digit system.

WPBWWD staff gathered contextual data to drive conversations. Consultations were done with stakeholders from 44 organizations across Waterloo Wellington Dufferin to discuss this data and insights from those who experience the challenges and successes in the local labour market. Insights and potential solutions were gathered from participants and organized into bigger trends.

The priorities for the 2024-25 year continue to be what they have been in past years with a renewed focus on how to connect immigrants to the labour market and into roles that align with their global skills and expertise and in connecting youth and employers.

The team has connected with others in the community to figure out who may be able to undertake these actions or was already developing some of these action pieces. The Workforce Planning Board has recorded as many of these community-based activities as possible and that were confirmed at the time of report writing.

Who makes up our workforce?

Knowing who makes up our workforce, current and future, can help us determine what amenities and services they will need and explain to employers who is available for their vacancies.

Waterloo, Wellington and Dufferin Growth between 2016 & 2021

Area	2016 Population	2021 Population	# Change	% Change
Ontario	13,448,494	14,223,942	775,448	5.9%
Dufferin County	61,735	66,257	4,522	7.3%
Guelph & Wellington County	222,726	241,026	18,300	8.2%
Waterloo Region	534,154	587,165	53,011	9.9%
Waterloo Wellington Dufferin Board Area	818,615	894,448	75,833	9.3%

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

Consider: The Waterloo Wellington Dufferin area has seen a higher rate of population growth than the province. How do local programs and services grow to meet the needs of our growing population? Do we have enough services available for this growth?

The Age and Gender Split of the Population

Ontario's median age was 41.6 years old and 65.6% of the population was between the ages of 15 and 64, the bulk of the labour force. Dufferin's median age is 40.4 while Wellington-Guelph has a median age of 40.0. Waterloo Region was our youngest area with a median age of 38.0.

Age Groups	Total		Men+		Women+	
	2016	2020	2016	2020	2016	2020
15 to 24	110,635	115,310	57,355	60,065	53,285	55,240
25 to 54	334,505	361,625	165,035	180,485	169,470	181,130
55+	216,770	251,315	102,580	119,065	114,195	132,250

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

In the 2021 Census, gender was broken down by Men+ and Women+ to be more inclusive of different gender expression. It is still presented as a binary distinction but is moving closer to a truly inclusive model.

Consider: The tail end of Gen Z is in high school yet messaging around careers has not changed. How do we market careers for youth who have their own priorities and values? How do we ensure our working age have access to opportunities and are not limited by lack of child or elder care, or outdated biases that some employers still hold?

Connection to the Workforce in the Population 15 and older

Data has been pulled from 3 reference periods in 2023 to show the shifts in the labour market.

	# Labour Force (x1000)			# Unemployment (X1000)			# Not in Labour Force (x1000)		
	Jan	June	Dec	Jan	June	Dec	Jan	June	Dec
K-W-C CMA	359.2	367.5	370.7	18.9	23.9	22.5	155.2	154.9	163.8
Guelph CMA	98.9	107.9	106.5	3.4	5.1	4.6	45.2	37.8	41.4
Rural Economic Region	277.6	281.7	276.9	14.9	12	17.2	129.6	129.3	139.2

Source: Statistics Canada. Labour Force Survey. Rural data is calculated by WPBWWD.

Consider: Many of the people (over 60%) who have left the workforce are 55 years of age or older. They may move in and out of the workforce, but most have left permanently. The next biggest segment is between the ages of 15 and 24 (about 15%). There are about 73,000 people between the ages of 25 and 55 in the Economic Region who are not in the workforce for various reasons.

Highest Levels of Education and Attachment to the Workforce

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

The 2021 data reflects how much different groups were hit by shutdowns and where vulnerabilities exist in our labour market.

No certificate, diploma, degree

	2016	2021	% Change
Total population	123,090	118,395	-4%
Labour force	55,835	47,560	-15%
Employed	50,760	40,570	-20%
Unemployed	5,070	6,995	38%
Not in Labour Force	67,255	70,835	5%

Persons who did not attain a certificate, degree or diploma were more likely to be unemployed or to have left the workforce and were less likely to be employed.





Secondary school diploma or equivalent

	2016	2021	% Change
Total population	191,655	205,375	7%
Labour force	132,535	131,625	-1%
Employed	122,735	112,575	-8%
Unemployed	9,805	19,045	94%
Not in Labour Force	59,115	73,755	25%

More people have high school attainment than 5 years ago. People were more likely to leave the workforce and unemployment almost doubled. The labour force stayed stable despite growth in attainment.

Apprenticeship or trades certificate or diploma

	2016	2021	% Change
Total population	42,655	38,830	-9%
Labour force	29,485	26,045	-12%
Employed	28,250	23,445	-17%
Unemployed	1,235	2,600	111%
Not in Labour Force	13,175	12,780	-3%

The number of people reporting trades completion as their highest level has fallen.

There were lower employment and workforce engagement numbers with unemployment doubling.

College or other non-university certificate or diploma

	2016	2021	% Change
Total population	140,540	150,080	7%
Labour force	110,970	112,950	2%
Employed	105,935	103,390	-2%
Unemployed	5,035	9,565	90%
Not in Labour Force	29,565	37,125	26%

College attainment has grown locally. Yet, in 2021, fewer people were employed and unemployment almost doubled. More people also left the workforce.

University certificates, diplomas and degrees

	2016	2021	% Change
Total population	163,980	215,270	31%
Labour force	129,410	169,010	31%
Employed	123,115	157,080	28%
Unemployed	6,300	11,930	89%
Not in Labour Force	34,565	46,555	34%

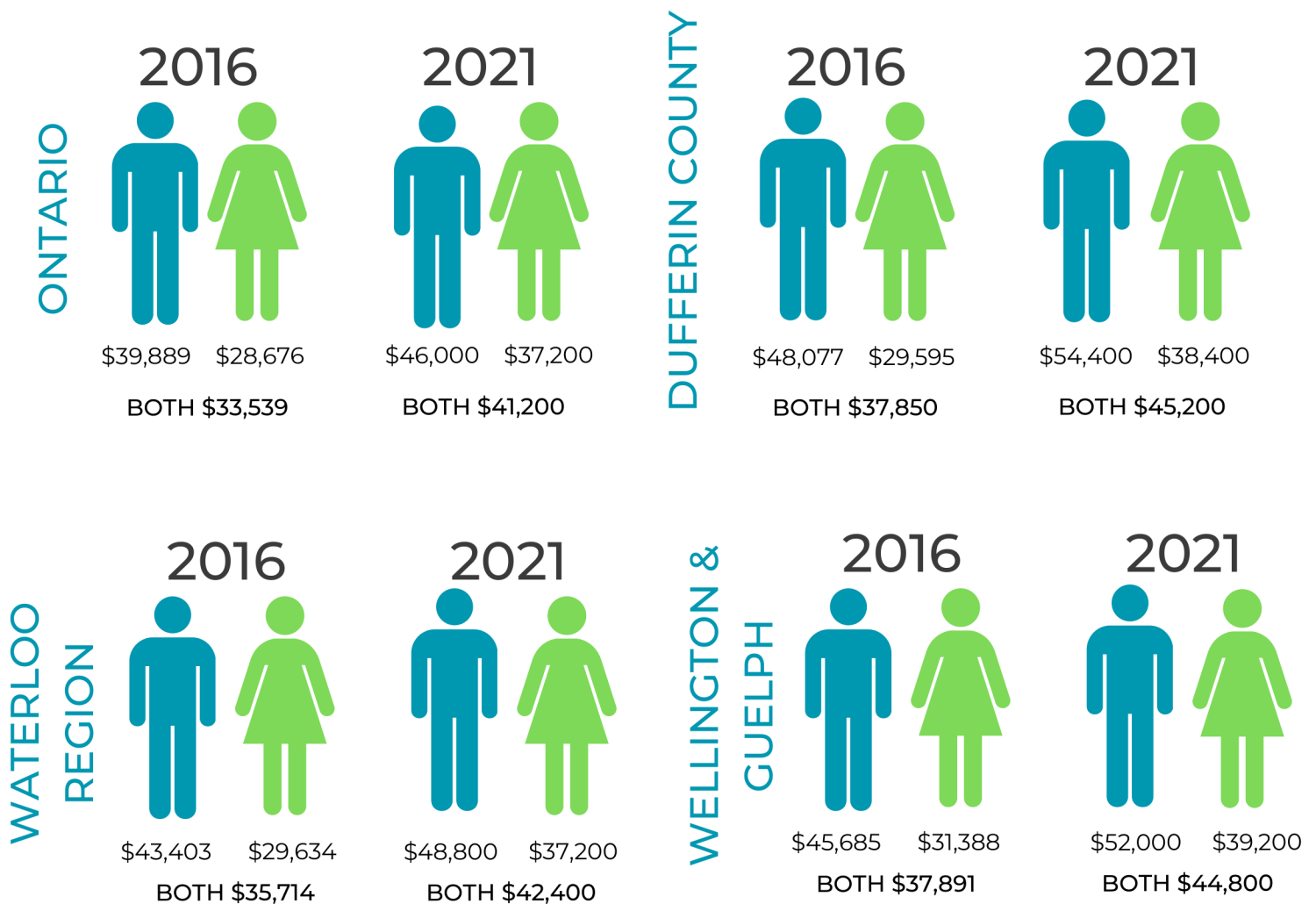


This group saw the largest growth in the 5 year period. Labour force grew as did employment. However, unemployment almost doubled and more people left the workforce.

Consider: The number of people moving into high school completion is a positive, but that is not an indicator of skills attainment so people may still need upgrading assistance. Trades education may be down as more people are pursuing college certificates and diplomas and not taking the apprenticeship option – why might that be? While college and university attainment are up, it raises two questions. Could the local workforce become overqualified for the opportunities that employers have? How well do the programs that people are taking align with local needs?

Median Individual Total Income

With the recent Census data, we can compare income at the census division for 2016 and 2021.



Consider: Someone who is at-risk of losing their housing spends more than 30% of their pre-tax income on housing costs. In Dufferin as of 2021, if a single person spends more than \$13,560 for their housing costs, they are considered at-risk. The at-risk housing amount drops to \$13,440 in Wellington County and Guelph, and drops again for Waterloo Region to \$12,720.

Migration Data

Source for the following tables: Statistics Canada. Taxfiler.

Migration data shows communities who is moving in, and out, of their towns and cities, and who they are better at attracting or retaining. This is the current data as of January 1, 2024.

Waterloo

Age Groups	In-Migrants		Out-Migrants		Net Migrants	
	2013-2018	2016-2021	2013-2018	2016-2021	2013-2018	2016-2021
0 – 17	22,226	25,547	15,613	16,378	6,613	9,169
18 – 24	17,541	25,392	12,529	15,026	5,012	10,366
25 – 44	49,959	65,162	35,750	38,789	14,209	26,373
45 – 64	15,981	17,106	15,723	17,061	258	45
65 +	7,544	7,492	6,106	6,863	1,438	629
TOTAL	113,251	140,699	85,721	94,117	27,530	46,582

Wellington

Age Groups	In-Migrants		Out-Migrants		Net Migrants	
	2013-2018	2016-2021	2013-2018	2016-2021	2013-2018	2016-2021
0 – 17	10,312	11,345	7,852	7,993	2,460	3,352
18 – 24	7,581	8,560	6,070	6,266	1,511	2,294
25 – 44	23,417	27,351	17,316	18,350	6,101	9,001
45 – 64	9,594	10,164	8,258	8,510	1,336	1,654
65 +	4,871	5,108	3,975	4,246	896	862
TOTAL	55,775	62,528	43,471	45,365	12,304	17,163

Dufferin

Age Groups	In-Migrants		Out-Migrants		Net Migrants	
	2013-2018	2016-2021	2013-2018	2016-2021	2013-2018	2016-2021
0 – 17	5,233	5,135	3,141	3,364	2,092	1,771
18 – 24	2,056	2,147	2,359	2,377	-303	-230
25 – 44	8,170	8,545	5,252	5,855	2,918	2,690
45 – 64	4,539	4,107	3,562	3,918	977	189
65 +	1,994	1,801	1,570	1,742	424	59
TOTAL	21,992	21,735	15,884	17,256	6,108	4,479

Consider: Waterloo and Dufferin lost almost as many people as they gained in the 45 to 64 category. These people would be in senior roles, more experienced and potential mentors for younger talent. How does that affect internal and external mentoring programs? As well, over the two 5-year periods looked at, Dufferin saw net migration declines which was connected to much higher out-migration with stability in in-migration.

Occupational Shifts, Waterloo Wellington Dufferin, 2016 to 2021

In past reports, this data is often for the Economic Region of Kitchener-Waterloo-Barrie. Given that Census data is available, we were able to present this data for the Workforce Planning Board area this year to be more exact.

NOC Occupational Categories	2016	2021	% Change
Management	49,140	54,660	11%
Business, Finance, Administration	62,680	64,360	3%
Natural and Applied Sciences & Related Occupations	33,080	42,155	27%
Health	24,475	29,055	19%
Education, Law, Social, Community & Government	49,200	51,050	4%
Arts, Culture, Recreation & Sport	10,945	10,230	-7%
Sales and Service	91,625	77,975	-15%
Trades, Transport and Equipment Operators & Related Occupations	63,920	64,980	2%
Natural Resources, Agriculture & Related Production	8,650	7,690	-11%
Manufacturing and Utilities	37,080	34,902	-6%
All Occupations	430,790	437,055	1%

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

Consider:

- Employment levels fell in Arts, culture, recreation and sport, Sales and service, Natural resources and agriculture, and Manufacturing and utilities occupations. These drops make sense as people in these jobs were employed in industries heavily affected by COVID-19.
- Largest employment gains: Management, Natural and applied sciences and related occupations and Health occupations. Health care employment grew in the first year of COVID-19 due to demand and retired nurses returning to assist with the crisis. Tech companies saw growth as well with the development of technical tools to assist businesses.
- Growth was almost flat: Business, finance and admin, Education, law, social, community and government roles and Trades, transport and equipment operators and related occupation.

2023 Consultation Insights

- Hiring will probably slow in Manufacturing occupations for 2024.
- Demand will remain high for Health and Education occupations.

Workforce Demographic Participation

The past year started with a struggle for employers to find people and there was lots of conversation around who was still available in the market. In the last half of the year, demand has slowed a bit and some conversations around diversifying and being inclusive have also slowed. This section covers equity groups that we can gather data for and some of the concerns that the community has in securing employment for these groups.

2023 Consultation Insights

- Employers hear about these available workers, but there is a lack of resources to help them access these workers. They do not know who can help them.





Indigenous Persons

The September 2023 Labour Force Survey shared federal statistics arounds the employment rates of Indigenous persons living off-reserve. The comparison is September 2022 to 2023.

- The employment rate of core-aged (25 to 55) Indigenous persons living off reserve fell 2.2 percentage points to 74.4%. The non-Indigenous rate held steady at 84.8%.
- Indigenous women who were core-aged living off reserve saw their rate fall to 66.1% from 68.6%.
- Indigenous core-aged men living off-reserve saw an increase to 76.2% from 73.8%.
- In 2019, the gap in employment rates between Indigenous and non-Indigenous persons was 11.5 basis points. The gap fell during the pandemic and more Indigenous persons secured employment. As of September 2022, that gap has started to re-emerge and was a 7.5 basis points difference.

Local Indigenous population, 15+

2021			2016			Change		
Total	Men+	Women+	Total	Men+	Women+	Total	Men+	Women+
11,930	5,320	6,610	10,310	4,755	5,555	16%	12%	19%

Source: Statistics Canada. 2023. 2021 Census. Customized Tables.

Consider: Women make up the larger share of the local Indigenous population which has grown by 16% between 2016 and 2021. If Waterloo Wellington Dufferin Indigenous women echo the national trend, then they may need extra supports to secure work moving forward. Through conversations with NPAAMB, it has been identified that younger workers want culturally safe work environments.



Young Workers

- In a comparison between October 2022 and 2023, many areas in the planning board saw young women aged 15 to 24 more active in the labour market and, in some centres, participating at higher rates than young men.
- One exception was Guelph where young women 15 to 19 were struggling to gain employment.

2023 Consultation Insights

- Need more connections between high school students, their parents and the realities of the job market and what is in demand to make better post-high school decisions
- Concern for the overqualification of youth – more youth with postsecondary education working in jobs that need a high school diploma
- The tail end of Gen Z is entering high school in next 2-3 years. They face tremendous hurdles (environmental and financial), but the messaging about industries and occupations is the same and does not connect with them and their needs. Gen Alpha is on the messaging horizon.
- Youth lack key skills for the workforce – showing up to work consistently and on time, interpersonal skills, inability to see themselves as part of larger operation.

Women+

In the October 2022 to 2023 data, the Labour Force Survey showed that women+ were making larger gains than men+ in returning to work. Women+ in Waterloo Region 15 to 24 had higher participation rates than men+ of the same age. In Guelph, 15 to 19 year old women+ saw employment fall to about 30%, while women+ 20 to 24 had higher participation and women+ 25 to 44 had a participation rate over 90%. In the rural areas, women+ 15 to 24 participated at higher rates than men+ and women+ in the 45 to 54 range also participated in high rates.

Consider: There are slightly more women+ who are 25+ years of age in Waterloo Wellington Dufferin than there are men+. Women+ participating at higher rates and finding employment builds upon the broader societal trend of women+ undertaking postsecondary education more than men+. Despite the efforts of postsecondary and some industry associations in the Region, some in-demand, well-paying roles still have 0 women+ employed in them.

2023 Consultation Insights

- Child care is one of the biggest challenges to the continued participation of parents (especially women+) in the workforce. Companies are struggling to fill classroom vacancies and supply staff lists are almost non-existent. Managers are filling staffing gaps.

Immigrants

Between 2016 and 2021, Waterloo Wellington Dufferin welcomed 6% of the Ontario permanent resident immigrants who arrived during those years. There was a drop during the early COVID-19 years.

Recent Immigrants by Year of Arrival into Waterloo Wellington Dufferin

Total Immigrants	2016-2021	2016	2017	2018	2019	2020	2021
192,270	28,200	5,225	4,945	5,985	6,495	3,470	2,070

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

- 19,660 (70%) of the recent immigrants to the planning board region were between the ages of 25 and 44 with another 3,995 being between the ages of 15 and 24.
- Since 2021, we have seen a large influx of international students who are travelling long distances for part-time work and facing housing challenges.

Consider: The federal government has set a target of 1.465 million permanent residents for the country between 2024 and 2026. If the area takes in the same percentage of immigrants, 39,555 permanent residents could make Waterloo Wellington Dufferin their home in the next 3 years. This number does not include those with open work permits, international students or refugee claimants.

Racialized Persons

Racialized persons include immigrants and persons born in Canada. In the planning board area, most racialized persons identify as being South Asian (57,250). Rounding out the Top 5 racial identities, participants chose Black (28,505), Chinese (18,775), Latin American (13,780), and Southeast Asian (11,360). The workforce needs of these groups will differ greatly as there is a significant diversity of experience, socio-economic status, countries of origin within each of these identified groups.

2021			2016			Change		
Total	Men+	Women+	Total	Men+	Women+	Total	Men+	Women+
164,635	83,655	80,980	102,070	50,720	51,350	61%	65%	58%

Source: Statistics Canada. 2023. Census Profile. 2021 Census of Population.

Persons with Disabilities

The 2022 Canadian Survey on Disability is conducted after the Census, and results have started to be released. 27% of the Canadian population 15+ reports having one or more disability which is up from 22% in 2017. The most common disability was pain-related (62%) then flexibility (40%) and mobility (39%). Mental health was the next reported disability at 39% (up from 33% in 2017). Mental health had the largest jump in reporting between 2017 and 2022.

For the first time, participants were asked about accessibility barriers, and 72% of participants said they had encountered 1 or more of the 27 barriers to accessibility because of their condition in the last year. Persons with milder disabilities reported experiencing on average 6 barriers to accessibility. More data will be released during National Accessibility Week (May 26 to June 1, 2024).





2023 Consultation Insights

- The struggle to find part-time work for persons with disabilities will continue to be competitive as the labour pool for this work is large – includes international students, moms with school aged children, returning retirees. Some employers get 45 visits from jobseekers a day.
- There is a need to support people who injure themselves at work. Payments are not enough to cover expenses and we are seeing more people ending up in the shelter system. Employers need more education on supporting these workers to transition back to work or to new work so that those workers do not end up losing housing.

Employment Ontario supporting Workers and Employers

All data in this section is client data provided by the Ministry of Labour, Immigration, Training and Skills Development.

Literacy and Basic Skills

Literacy and Basic Skills providers served 2,049 learners in 2022-23 which is continuing to grow and moving towards the 2019-20 level of 2,347 learners. 1,169 learners were new to these services.

Profile of Learners

- 996 are between 25 and 44 years of age
- 1330 are female (almost 2 women for every man)
- 752 have postsecondary experience/completion, 692 less than high school, 596 have high school
- 885 are employed or self-employed, 450 have no income
- 590 identified they have a disability
- 807 have a goal of postsecondary education, 563 employment

224 of the referrals to LBS came from Employment Service Providers, 80 from Ontario Works and 41 from Pre-apprenticeship programs. 755 came from formal/structured referrals that do not mention the referral organization.

2023 Consultation Insights

- One concern is the increasing number of people accessing LBS with high school and postsecondary completion. Are they brushing up on skills before re-training or did they not leave school with enough skills?
- LBS is looking to connect with Workforce Planning Board to better support learners to in-demand careers (program creation, referrals).
- English language programming is in short supply given the area's projected growth but is there opportunity for ESL and LBS to partner and service, especially in rural.

Employment Services

Local employment services providers saw 31,825 people access services in 2022-23: 26,208 accessed unassisted resource and information services (R&I) while 5,617 used assisted services. These numbers are up from 2021-22 when 22,841 accessed employment services (17,748 using R&I and 5,093 accessing assisted services). It is still down from the 8,973 assisted clients in 2019-20. Local employment service providers believe the rise in job seekers using R&I services is connected to the international student population which is using all available resources to find work. The data below is for the 5,617 assisted clients.

Assisted Clients – 4-year trend

2019-20	2020-21	2021-22	2022-23
8,973	5,472	5,093	5,617

Who accessed assisted services in 2022-23?

- 3084 are between 25 and 44, 1379 are 45-64
- Almost equal number of men and women using services
- 3215 have postsecondary experience/completion
- 2851 had no source of income (1000 more than last year) while 1439 were on EI, OW or ODSP
- 773 were working: 282 full-time, 224 part-time and 267 were underemployed
- 2000 had been out of employment/training for less than 3 months, 1387 for more than 12 months

Designated Groups

Clients can choose to identify with a number of designated groups when registering for employment services. In 2022-23, the 5,617 clients identified with designated categories 5,173 times. This is up significantly when clients identified with designated groups 3,911 times. The largest identified group was newcomers (1,713) followed by internationally trained professionals (1,387) and racialized persons (1,073). These 3 categories saw the largest growth in reporting. 953 people identified as a person with a disability (reported 100 more times) and 104 people identified as Indigenous (stable).

The Experience Clients Bring

Most clients are still reporting these industries as their last industry:

Manufacturing (386)

Retail trade (235)

Health care and social assistance (199)

Accommodation and food services (185).

The occupations that clients reported having just had experience in include:

Sales and service (525)

Manufacturing and production (274)

Trades and transport equipment operators and related (264)

Business, finance and administration (255)

More people reported having come from Service support occupations (146), Labourers in processing and manufacturing (135), Service reps and other customer and personal services (129), Administrative and financial supervisors and other admin roles (97), and Sales support occupations (89).

Clients Returning to the Workforce

Most clients are moving into employment. 3,909 clients left employment services and went right to work. Another 788 went into education or training. The data around what industries and occupations clients are going into is lacking. Given the data available, 87 clients went into Manufacturing, 61 Retail Trade, 43 Health care and social assistance, and 36 Administrative and support and waste management and remediation. The most common occupational groups were Service reps and other customer and personal services (40), Service support and other service roles (39), Labourers in manufacturing and processing (34), Administrative and financial supervisors and other admin roles (33).

Better Jobs Ontario 2022-23

Better Jobs Ontario provides Ontarians with skills training and financial support while taking the training. Locally, numbers have been declining for this program with 241 people taking training in 2022-23 compared to 311 in 2021-22 when COVID may have played a role.

Who is most likely to access the program?

- 150 had postsecondary experience or completion
- 84 had Employment Insurance, 79 had no source of income
- 97 identified as a newcomer, person with a disability or a racialized person
- 114 had been out of work for more than 6 months

- People accessed a wide range of training programs.
- 86 were employed upon exiting training and that rose to 119 after 12 months.

Apprenticeship 2022-23

There has been growth across all 3 categories which builds upon the growth in the previous year. The new registrant number has returned to pre-pandemic levels. $\frac{1}{4}$ of all new and active registrants in Western Ontario are in Waterloo, Wellington, Dufferin.

Year	Active Registrations	New Registrants	Certificates of Apprenticeship Issued
2022-23	6,514	2,279	818
2021-22	6,184	1,825	641
2020-21	5,844	1,309	536
2019-20	5,613	2,176	741

2022-23 New Apprentice Profile

- Most likely male (88%)
- Average age: 26 (15-24 and 25-44 split)
- High school graduate (2099)
- 80 fewer applicants reported being from a diversity group

There has been little shift in the top 5 apprenticeships people register for. Below are the Top 5 apprenticeship registrations and the corresponding number of active postings on findyourjob.ca in 2023.

1



Electrician-Construction and Maintenance 309A
444 registrants (295 postings)

2



Industrial Mechanic Millwright 433A
258 registrants (647 postings)

3



Plumber 306A
248 registrants (217 postings)

4



Automotive Service Technician 310S
244 registrants (938 postings shared with 310T)

5



Truck and Coach Technician 310T
159 registrants (938 postings shared with 310S)

2023 Consultation Insights

- Fewer EO clients seem to understand apprenticeship than in the past- no knowledge of OYAP, not looking at Red Seal trades
- Some organizations do not have local hiring authority and it is hard to job develop and connect jobseekers in that environment.
- Employers are risk adverse to new ideas and types of candidates when hiring. Employment services need to reduce the “risk” to the employer with information, best fit candidates and referrals to workshops to develop knowledge and skills.

How are Employers Faring in the Current Market

Total Number of Businesses, December 2022

Source: Canada Business Patterns, December 2022

Business counts demonstrate how many businesses there are in different size categories. This information helps show the predominant industries in each category so that business services can identify potential support programs and resources.

As in many communities, owner-operator businesses dominate the local business ecosystems. These businesses are the ones that move into micro businesses when the economy grows and owners need to hire to meet client demands.



Dufferin

2-Digit Industry (NAICS)	Without employees	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)
Total Industries	4,432	1,241	810	28	3
11 - Agriculture, forestry, fishing & hunting	486	70	22	0	0
21 - Mining, quarrying, & oil & gas extraction	3	0	1	0	0
22 - Utilities	14	2	1	0	0
23 - Construction	511	217	122	1	0
31-33 - Manufacturing	112	64	57	7	0
41 - Wholesale trade	76	48	39	1	0
44-45 - Retail trade	162	88	148	6	0
48-49 - Transportation & warehousing	318	146	16	0	0
51 - Information & cultural industries	49	12	10	0	0
52 - Finance and insurance	234	38	28	0	0
53 - Real estate & rental & leasing	1,080	63	14	0	0
54 - Professional, scientific & technical services	444	148	48	0	0
55 - Management of companies & enterprises	50	2	6	0	0
56 - Administrative & support, waste management & remediation services	207	62	48	2	1
61 - Educational services	59	18	11	0	0
62 - Health care & social assistance	227	94	61	5	1
71 - Arts, entertainment & recreation	73	15	16	1	0
72 - Accommodation & food services	50	29	79	2	1
81 - Other services (except public administration)	277	125	75	1	0
91 - Public administration	0	0	8	2	0

Dufferin businesses with employees are primarily on the micro to small side. Construction, Retail trade, Professional, scientific and technical services and Other services make up the bulk of the micro and small businesses.

Wellington

2-Digit Industry (NAICS)	Without employees	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)
Total Industries	18,315	3,982	3,502	160	24
11 - Agriculture, forestry, fishing & hunting	2,608	254	110	5	0
21 - Mining, quarrying, & oil & gas extraction	5	6	8	0	0
22 - Utilities	85	7	8	0	0
23 - Construction	1,423	549	462	12	0
31-33 - Manufacturing	313	138	291	57	11
41 - Wholesale trade	322	133	185	8	1
44-45 - Retail trade	645	317	560	17	0
48-49 - Transportation & warehousing	847	308	88	9	0
51 - Information & cultural industries	172	42	37	1	0
52 - Finance and insurance	1,212	127	126	1	0
53 - Real estate & rental & leasing	5,182	279	76	2	1
54 - Professional, scientific & technical services	1,975	607	264	6	0
55 - Management of companies & enterprises	254	11	16	2	1
56 - Administrative & support, waste management & remediation services	603	176	177	6	0
61 - Educational services	156	55	48	1	4
62 - Health care & social assistance	1,021	394	309	18	4
71 - Arts, entertainment & recreation	288	59	55	3	0
72 - Accommodation & food services	206	106	344	7	0
81 - Other services (except public administration)	996	412	332	1	0
91 - Public administration	2	2	6	4	2

Consider: There are almost as many small businesses as there are micro businesses in Wellington. Most of the micro and small businesses are in Construction, Retail trade, Professional, scientific and technical services, Other services and Health care and social assistance. Almost half of the large employers are in Manufacturing.

Waterloo

2-Digit Industry (NAICS)	Without employees	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)
Total Industries	37,590	9,153	7,794	423	64
11 - Agriculture, forestry, fishing & hunting	1,624	141	103	5	0
21 - Mining, quarrying, & oil & gas extraction	16	2	14	0	0
22 - Utilities	87	9	8	2	0
23 - Construction	3,086	1,135	868	31	1
31-33 - Manufacturing	756	358	725	96	10
41 - Wholesale trade	611	332	487	26	1
44-45 - Retail trade	1,497	721	1,252	53	1
48-49 - Transportation & warehousing	3,404	1,274	220	17	3
51 - Information & cultural industries	332	88	117	17	4
52 - Finance and insurance	2,766	302	301	17	5
53 - Real estate & rental & leasing	11,460	581	183	3	1
54 - Professional, scientific & technical services	4,409	1,588	652	27	4
55 - Management of companies & enterprises	468	29	49	10	5
56 - Administrative & support, waste management & remediation services	1,301	382	374	32	6
61 - Educational services	412	105	122	4	9
62 - Health care & social assistance	2,440	947	744	42	8
71 - Arts, entertainment & recreation	456	73	124	11	2
72 - Accommodation & food services	445	231	818	20	0
81 - Other services (except public administration)	2,017	853	631	4	0
91 - Public administration	3	2	2	6	4

Consider: There are more micro and small businesses in Professional, scientific and technical services, Retail trade, Transportation and warehousing and Construction than in other industries. Many different industries are represented in the large category which reflects the broader sector base of Waterloo Region.

2023 Job Vacancy Rates

Job vacancies provide insight into where local businesses are struggling to find people and where workers may be more overwhelmed which could lead to retention issues. This data is for the economic region of Kitchener-Waterloo-Barrie.

Data Quality Legend for tables in this section

a Excellent data quality b Very good data quality c Good data quality
d Acceptable data quality e Use with caution x suppressed data

NOC Occupation Group	Q4 2022	Q1 2023	Q2 2023	Q3 2023
All occupations	33,265a	28,210a	28,765a	26,180a
Management occupations	1,125b	1,640c	1,175c	980c
Business, finance and administration occupations	2,830c	2,390b	2,260b	1,920b
Natural and applied sciences and related occupations	1,905b	1,975b	1,655c	1,660c
Health occupations	3,695c	4,475c	4,215c	4,095c
Occupations in education, law and social, community and government services	1,980c	1,920c	1,870c	2,150d
Occupations in art, culture, recreation and sport	1,085d	710e	525d	620d
Sales and service occupations	11,260b	6,965b	8,605c	6,960b
Trades, transport and equipment operators and related occupations	6,475b	5,815c	6,055b	5,285c
Natural resources, agriculture and related production occupations	330e	x	760e	450e
Occupations in manufacturing and utilities	2,580b	1,915c	1,650c	x

Source: Statistics Canada, Table 14-10-0356-02

Consider demand in Q3 2023:

- Sales and service: 2090 were Food counter attendants, kitchen helpers and related. 735 vacancies were for Chefs and cooks.
- Trades and transport equipment operators: 805 Trades helpers and labourers vacancies and 785 Motor vehicle and transit driver vacancies
- Health: 34% are Assisting occupations in support of health services, 26% are Other technical occupations in health care and 25% are Professional occupations in nursing.
- Occupations in education, law and social, community and government services: almost ½ of the vacancies are for Paraprofessional occupations in legal, social, community and education services (this includes early childhood educators and social and community service workers)

2023 Top 25 Job Postings across Waterloo, Wellington Dufferin

Source: www.findyourjob.ca January to December 2023. Board area. Wage data from Government of Canada, Job Bank. Wage data updated 2023. 2021 NOC codes.

NOC 64100: Retail salespersons and visual merchandisers

5127 postings

Median Wage: \$16.55

NOC 75101: Material handlers

3277 postings

Median Wage: \$20.13

NOC 64409: Other customer and information services representatives

2885 postings

Median Wage: \$19.47

NOC 60020: Retail and wholesale trade managers

2369 postings

Median Wage: \$43.71

NOC 13100 Administrative officers

2211 postings

Median Wage: \$26.10

NOC 13110 Administrative assistants

2097 postings

Median Wage: \$25.56

NOC 65201: Food counter attendants, kitchen helpers and related support occupations

1973 postings

Median Wage: \$16.55

NOC 73300 Transport truck drivers

1957 postings

Median Wage: \$25.00

NOC 65102 Store shelf stockers, clerks and order fillers

1824 postings

Median Wage: \$16.55

NOC 63200 Cooks

1786 postings

Median Wage: \$16.55

NOC 65310 Light duty cleaners
1432 postings
Median Wage: \$17.10

NOC 31301 Registered nurses and
registered psychiatric nurses
1354 postings
Median Wage: \$36.50

NOC 42201 Social and community
service workers
1179 postings
Median Wage: \$24.09

NOC 32101 Licensed practical nurses
1148 postings
Median Wage: \$30.10

NOC 95109 Other labourers in
processing, manufacturing and
utilities
1075 postings
Median Wage: \$18.60

NOC 14101 Receptionists
963 postings
Median Wage: \$18.90

NOC 85121 Landscaping and grounds
maintenance labourers
957 postings
Median Wage: \$19.00

NOC 72410 Automotive service
technician, truck and bus mechanics
and mechanical repairers
938 postings
Median Wage: \$28.00

NOC 75110 Construction trades
helpers and labourers
887 postings
Median Wage: \$23.50

NOC 10010 Financial managers
880 postings
Median Wage: \$53.33

NOC 62020 Food service supervisors
836 postings
Median Wage: \$17.00

NOC 14200 Accounting and related
clerks
816 postings
Median Wage: \$24.69

NOC 65200 Food and beverage
servers
815 postings
Median Wage: \$17.00

NOC 14400 Shippers and receivers
802 postings
Median Wage: \$20.00

NOC 41220 Secondary school
teachers
797 postings
Median Wage: \$48.08

Consider: Overall, there were 112,679 active job postings in Waterloo Wellington Dufferin in 2023. Sometimes companies put jobs up multiple times due to lack of applicants which drives some of those numbers. The Top 25 jobs had 39,422 job postings (35% of the postings).

13 of the top 25 jobs had a median wage that was under living wage for the Economic Region of Kitchener-Waterloo-Barrie. That rate, as of 2023 data from the Ontario Living Wage Network, is \$20.90.

Each occupational code has a TEER (Training, Education, Experience and Responsibilities) category attached to it. TEER categories help illustrate whether those roles need postsecondary and whether working in them can help temporary immigrants qualify for permanent residency status. This is important as local communities are engaging more international students, and many are interested in staying.

13 of the Top 25 jobs, representing 22,833 postings, are TEER 4 and 5 category jobs. These jobs require no formal education and a short-term work demo (TEER 5) to high school completion and/or several weeks of on-the-job training (TEER 4). In a society where more people are securing advanced education, candidates may not be looking at these jobs. As well, these roles will not help someone secure permanent residency in Canada.

In the remaining 25, there is a stronger focus on college and apprenticeship-based education over university. 3 of the Top 25 are TEER 3 and require a college diploma or apprenticeship training of less than 2 years or more than 6 months of on-the job training, while another 3 are TEER 2 and require a college diploma or apprenticeship training of more than 2 years or they are supervisory occupations. There are only 2 TEER 0 roles and 2 TEER 1 roles in the Top 25. TEER 0 roles are management occupations while TEER 1 roles require a university degree. TEER 0 roles do not necessarily need postsecondary education.




Employment Levels for Industries, 2016 to 2021 to 2023

This data is for the Kitchener-Waterloo-Barrie Economic Region. The numbers are x 1,000.

Industry (NAICS)	2016	2021	2023	Highest Year
Total employed, all industries	711	766.1	839.2	2023
Goods-producing sectors	197.1	200.8	223.4	2023
Agriculture	10.9	8.6	10.1	2017
Forestry, fishing, mining, quarrying, oil, gas	x	1.5	x	2020
Utilities	4	5.6	6.5	2022
Construction	55.4	64.5	80.0	2023
Manufacturing	125.5	120.6	125.8	2023
Services-producing sectors	513.9	565.3	615.8	2023
Wholesale and retail trade	111.2	121.1	117.8	2021
Transportation and warehousing	31.7	29.7	36.6	2019
Finance, insurance, real estate, rental, leasing	40.9	48.9	52.4	2023
Professional, scientific and technical services	47.6	59	81.8	2023
Business, building and other support services	27.8	28	28.9	2019
Educational services	58.2	71.6	64.2	2021
Health care and social assistance	74.3	78.6	98.0	2023
Information, culture and recreation	24.5	28.7	31.4	2018
Accommodation and food services	43.8	44.4	45.1	2017
Other services (except public administration)	25.9	24.5	29.2	2019
Public administration	28.1	30.9	30.5	2021

Source: Statistics Canada, Table 14-10-0356-02



Looking at the actual sectors, not total or producing titles, 6 of the industries had their highest employment year before the pandemic years of 2020 and 2021. 4 industries saw their highest employment numbers during the pandemic (2020 and 2021). Another 6 industries have seen their highest employment numbers emerge in the past 2 years.

In the Economic Region in 2023, Manufacturing employed the most people followed by Health care and social assistance, Professional, scientific and technical services, Construction and Educational services.

Industry Insights

Manufacturing and Construction

- Conversations with employers and industry associations hint at a slowdown in hiring. Many feel they are at their correct staffing levels going into 2024. Bumps in production demand may be filled with temporary workers. One manufacturing company felt growth would not come until the end of 2024.
- The ability of developers to build will determine labour need for 2024. In the Waterloo Region, a couple of developers have halted their builds due to low cash reserves and interest rates.
- Employers, however, are still reaching out to potential talent to gauge who is looking and what is available in the market. This exploration is creating some false sense of demand which is frustrating jobseekers who are not hearing from companies despite being qualified.
- The need for tradespeople will continue as many employers had shortages, and continued recruitment may only help them maintain their current staffing levels and will not allow for growth.

Health Care and Social Assistance

- Health care is in dire need of people in multiple roles. For the past few years, the need for nurses and for personal support workers has been critical and is causing employed staff to burn-out. This burn-out causes even worse staffing crunches across the sector. In some cases, fairly new nurses are moving into supervisory roles while they are still developing their nursing skills.
- In recent months, there has been an increased need for diagnostic technicians who can do sonograms, ultrasounds, MRIs and other medical exploration.
- Our local hospitals recently partnered with employment services to deliver a medical reprocessing technician program to shift those with international health care experience into these roles.

Education

- There are continued shortages in the education sector, especially with supply staff. Supply staff have been in short supply with people finding work in other sectors. Some school boards in other parts of the province are using emergency teachers (given special permission) to provide a temporary supply pool.
- In September 2024, all students in Ontario will need to have a Grade 9 or 10 tech credit to graduate, but there is a shortage of tech teachers across the province with the shortest tech teacher training program being about 16 months. As well, tradespeople who may be interested in teaching in secondary schools would be taking pay cuts to teach and that may make teaching less attractive.

Transportation and Warehousing

- Women's Trucking Federation of Canada has started a program to remove employment barriers for under-represented populations to secure jobs in the transportation industry as drivers. [Bridging the Gaps in Trucking](#) can help participants secure AZ or DZ licensing through a variety of learning modules including virtual reality training.

Action Plan

This section reports on 2023-24 actions and highlight 2024-25 actions. The action plan shares what the community is also doing to meet these priorities. New programs and activities emerge over the year as funding models are approved and new pilots are attempted. To keep in the know and find about about future actions, you can [register for our newsletter](#) and just click the Newsletter Sign-Up button on the left-hand menu.



Strategic Priority 1: Connecting first time workers and employers in the labour market

Shift: This goes beyond nurturing the pipeline and focuses on connecting first time workers and employers to address barriers and misperceptions that the 2 sides have. Every year, the industry education councils bring together youth and employers in career exploration events.

Action	Lead	Potential Partners	Outcome	Time
Engaging Youth in the Labour Market	WPBWWD	School boards, Waterloo Region, Georgian College, youth organizations	Using data along with stakeholder and youth sessions, detail a picture of what youth are doing in the market, where struggles lie and identify what is needed to connect youth and employers better. Potential resource development	2024-2025
<u>Connect-ED Working Circles</u>	Career Education Council	Funded project	Paid training and placement in the fields of marketing, branding, design, communications, and social media for youth 15 to 30	Started 2023
Let me See Me	Career Education Council	Funded project	BIPOC and LGBTQIA2S+ youth voices are helping to improve events, resources, initiatives to be fully inclusive of the future workforce	Started 2023
Completed				
Buttoning up the Blue Collars	WPBWWD	CEC, BEP	Best practices and youth industry perceptions shared with those planning youth based career events – gauging interest in “blue collar” trades and industries	January 2024

Strategic Priority 2: Supporting jobseekers to enter, or re-enter, the labour market

Shift: People are choosing to remove themselves, or have been unemployed long-term, and need support and training to come back to the market. As part of this, there may be some local organizations that will be seeking funding this year for supportive training programs.

Action	Lead	Potential Partners	Outcome	Time
Employment Readiness sessions – Wellington County	Wellington County	WPBWWD	Connect to supports for those entering the labour market (training, jobs)	2024 year
<u>CLAC Bootcamp</u>	CLAC	Funded project	Employment program offers wraparound services for those with limited to no experience looking to start a career in the skilled trades	Ongoing
Completed				
Day in the Life videos and social media spotlights	CEC and Wellington County	WPBWWD	Showed in-demand jobs and what a day looked like on the job	Ongoing

Strategic Priority 3: Better information to guide jobseekers and workers looking to shift careers and industries, especially newcomers who may need to transition to new industries

Shift: People are looking to change careers and industries but are unsure of how to make the shift, how to access training and where to start.

Action	Lead	Potential Partners	Outcome	Time
WINWR	WPBWWD	Immigration Partnership Waterloo Region, Chamber supported, Funded project	Connect immigrants to in-demand, transitional careers or help them navigate the process to return to their career field (personal consulting)	2023-2025
<u>In Her Shoes: Uplift</u>	YWCA of Kitchener-Waterloo	Funded project	Fully funded credentials course to employment-ready women and gender-diverse job seekers and career shifters	Started 2023
<u>YWCA Power of Trades Program</u>	YMCA Three Rivers	Funded project	Pre-employment training and placement program for newcomers to Canada interested in skilled trades	Started 2023
<u>Watspeed Career Accelerator Programs</u>	University of Waterloo	Funded project	Programs that provide job-ready skills development while participants undertake training in cybersecurity or advanced manufacturing digital transformation	2024
Completed				
Skills for Industry Comparison	WPBWWD	Project Read	Workshop done for front-line LBS and ES staff outlining what different industries look for when they talk about skills – 3 or 4 skills over 3 in-demand industries.	Dec 2023

Strategic Priority 4: Supporting employers to attract and retain talent they want and need

Shift: Employers are facing a shortage of workers- whether it is skilled or unskilled depends upon the industry. There still seem to be more available jobs than people looking in some industries.

Action	Lead	Potential Partners	Outcome	Time
Supporting the Non-Profit Sector	WPBWWD	EO, community agencies, DCEC, non-profits, school boards, health care	Research and one-day session to collaborate and discuss innovative ways to gain talent and ensure the health of the sector from a workforce perspective	2024-2025
Developing Community Connection videos	WPBWWD	Project Read	Video series that community agencies can use in staff on-boarding to promote community connections and knowledge within their sector	Late 2024
Competing against the Big Companies for Talent workshops	WPBWWD	Chambers, industry associations, WINWR, small business centres	Workshops highlight how SMEs can use free or low-cost services that provide similar data and support to what large companies use for talent attraction and retention	2024
Findyourjob.ca information to employers	WPBWWD		Incorporating FYJ tools and data into workshops and presentations	2024-2025
WINWR (Workplace and Immigrant Network of Waterloo Region)	WPBWWD	Immigration Partnership WR Chamber supported, Funded project	A resource to help employers be ready for, and to find, immigrant talent (workshops, personalized consulting)	2023-2025

Completed				
Employer One 2024	WPBWWD	20 partners	Local companies complete the survey. Report for community.	March 2024
Know your Job Seeker	WPBWWD	EO, Local employers, Chamber	Occupation-specific labour force reports showing supply and demand. Feedback report to employers around what jobseekers look for in job postings	February 2024



Participating Organizations in Our Consultations

- Action Read
 - Agilec
 - BDC
 - Cambridge Memorial Hospital
 - City of Guelph
 - City of Kitchener
 - Conestoga College
 - County of Dufferin
 - County of Wellington
 - Earthscape Play
 - Elite Daycare
 - First Work
 - Georgian College
 - Grand Valley Construction Association
 - Guelph Chamber of Commerce
 - Immigration, Refugees and Citizenship Canada
 - John Howard Society of Waterloo-Wellington
 - Kerry's Place (Ready, Willing and Able Program)
 - Kitchener-Waterloo Multicultural Centre
 - KW Habilitation
 - Leanacle Inc
 - Links to Work/CMHA
 - Local Immigration Partnership Guelph-Wellington
 - Lutherwood
 - Lynn Charlton Consulting
 - Ministry of Agriculture, Food and Rural Affairs
 - Ontario March of Dimes
 - Palmerston Manufacturing
 - Pinnacle Plus
 - Project Read
 - Region of Waterloo
 - Roechling Plastics
 - Service Canada
 - St Louis Adult Learning Centre
 - TG Minto
 - Town of Minto
 - Town of Orangeville
 - Town of Shelburne
 - Trillium Metal
 - University of Waterloo
 - Upper Grand District School Board
 - Waterloo Catholic District School Board
 - Wellington Catholic District School Board
 - YWCA Kitchener-Waterloo
- Events and Conferences Attended for Context Building
- Bridging the Barriers Transportation Conference – Women's Trucking Federation of Canada
 - Canadian Agricultural HR Council sessions
 - Developmental Services Workforce Initiative – Research table
 - Disrupt HR KW
 - Growing Your Workforce



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