



SARNIA LAMBTON

2019-2020 LOCAL LABOUR MARKET PLANNING REPORT



SARNIA LAMBTON WORKFORCE DEVELOPMENT BOARD

The views expressed in this publication are the views of the Sarnia Lambton Workforce Development Board and do not necessarily reflect those of the Province. The Government of Ontario and its agencies are in no way bound by the recommendations contained in this document.



This project is funded in part by the Government of Canada and the Government of Ontario.

Contents

Acknowledgments	2
Data Sources.....	3
Executive Summary	5
Sarnia Lambton Workforce at a Glance.....	6
Local Business Profile	8
Total number of businesses in Lambton County	8
Employment by Industry in Sarnia Lambton	9
Local Population	10
Indigenous Populations	11
Migration.....	12
Immigration	13
International Students.....	14
Employment, Unemployment and Participation Rates	15
Not in the Workforce	16
Education and Training.....	17
Job Demand.....	19
Talent Neuron	19
EmployerOne Survey	19
Employment Ontario Programs.....	22
Employment Ontario.....	26
Local Service Providers	26
Community Consultations	27
2020-2021 Action Plan	29
Appendix 1: Additional Employment, Unemployment and Participation Rates	35
Appendix 2: Top Occupations with Associated Wage	36
Appendix 3: Job Postings in Sarnia Lambton	37
Appendix 4: Additional Employment Ontario Data	38
Appendix 5: 2018-2019 Sarnia Lambton Workforce Development Projects	40
Appendix 6: 2019-2020 Sarnia Lambton Workforce Development Projects	41

Acknowledgments

We would like to thank everyone who contributed their time, ideas, and expertise to the creation of this report, including the local employers, business owners and organizational leaders who took the time to take part in our research projects, fill out our surveys and participate in our consultations. This research would not have been possible without your support.

Mission

SLWDB is a diverse and dedicated organization, committed to identifying needs and facilitating solutions to attract, train and retain a viable workforce through community partnerships.

Vision

Growing Sarnia Lambton's workforce for tomorrow's economy.

SLWDB leads Sarnia-Lambton in its approach to workforce development and labour market planning. Our team actively engages organizations and community partners in local labour market projects. We also conduct consultations with business owners throughout the year in order to identify needs and facilitate solutions to grow our local workforce.

Network

SLWDB is one of 26 local planning board areas that make up Workforce Planning Ontario. We are funded through the Ontario Ministry of Labour, Training, and Skills Development to conduct and disseminate local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

Data Sources

This report combines data from a variety of sources to provide a relevant picture of the local labour market and economic conditions. It is a comprehensive report that is evidence-based and community-driven.

The sources consulted include:



SLWDB makes no representation or warranty, expressed or implied, as to the accuracy or completeness of the data referenced. In providing this material, SLWDB does not assume any responsibility or liability.

We invite your feedback on all publications produced by SLWDB. Additional information can be obtained by contacting:

Laura Greaves, Executive Director
Sarnia Lambton Workforce Development Board
St. Clair Corporate Centre
265 Front Street North, Suite 504
Sarnia, Ontario N7T 7X1
(519) 332-0000
laura.greaves@slwdb.org

A Note on Business Counts:

Statistics Canada explicitly advises against making comparisons of business counts over time. Changes have been made to the way in which this data is collected and how it is categorized. As a result, it is not possible to compare year-over-year business counts.

A Note on Data Comparison:

Comparisons of occupational data over time are not advised because of significant changes to the National Occupational Classification (NOC) system since 2006. The 2011 comparisons are also not advised because the data are from the voluntary National Household Survey (NHS), not the long form census.

A Note on Data Suppression:

Published census data goes through a variety of automated and manual processes to determine whether the data needs to be suppressed. This is done primarily for two reasons: to ensure that the identity and characteristics of respondents is not disclosed (which is referred to as confidentiality) and to limit the dissemination of data of unacceptable quality (which is referred to as data quality).

A Note on Data Revision

Statistics Canada releases initial estimates for a given period (month or quarter), revises them in subsequent periods based on new information, then revises them again in an annual or historical revision process.

A Note on 2011 Census Data:

Every five years, Statistics Canada surveys the population through a mandatory survey called the Census. There are two types of Census surveys: the short form, which asks about personal demographic information (e.g., sex, age, marital status, language), and the long form, which asks questions about identity (e.g., Indigenous, immigrant status, visible minority), educational attainment, housing, employment, among other topics. The mandatory long form census was replaced with the voluntary NHS in 2011 but then reinstated in 2016. The non-response rate was considerably higher in 2011 with the NHS than it was for the Census in 2006 and 2016. A higher non-response rate means there is a greater risk that the people who completed the survey differ from the people who did not complete the survey. This is a concern because diversity of a population will not be captured very well in instances with a high non-response rate. Given the difference in quality of these surveys, in this report 2016 Census data is compared with 2006 Census data, not the 2011 NHS.

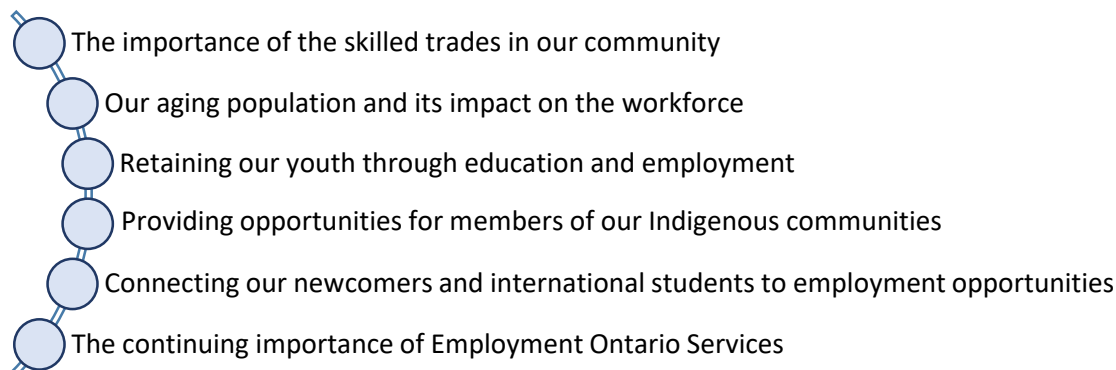
A Note on Employment Ontario Data:

The Ontario Ministry of Labour, Training and Skills Development shares aggregate data on clients accessing Employment Ontario services, including services from local Employment Service and Literacy and Basic Skills providers. To ensure confidentiality, any data counts between 1 and 9 participants has been suppressed. The data reported reflects closed cases for the previous fiscal year, which ran from April 1, 2018 to March 30, 2019.

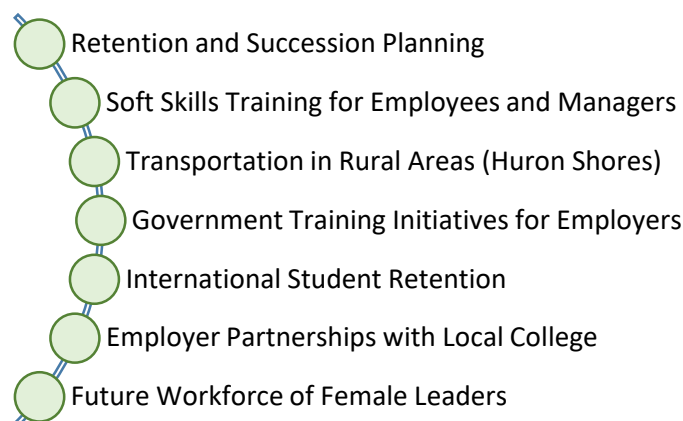
Executive Summary

The Sarnia Lambton Workforce Development Board's Local Labour Market Plan is a comprehensive report that seeks to inform the public, job seekers, service providers, employers and others on the local labour market. This report brings together our research findings over the last year, including statistical data and input received through community consultations.

We hope that the information it contains will help continue to direct programming, economic development and workforce planning for all community stakeholders. Several key themes have emerged this year relating to our workforce, including:



A key component of this report is the Action Plan, which can be found on page 29. We hope that it will serve to engage employers, service providers, job seekers, and other community partners through enhanced community connections. The strategies outlined will further the conversations required to identify opportunities and resolve gaps in the current workforce including:



We look forward to continuing the discussion in the coming year.

Sincerely,

Laura Greaves, Executive Director
Sarnia Lambton Workforce Development Board

Sarnia Lambton Workforce at a Glance

Lambton County has a total population of 126,638 people living across 11 municipalities and three First Nations communities.

Population Trends

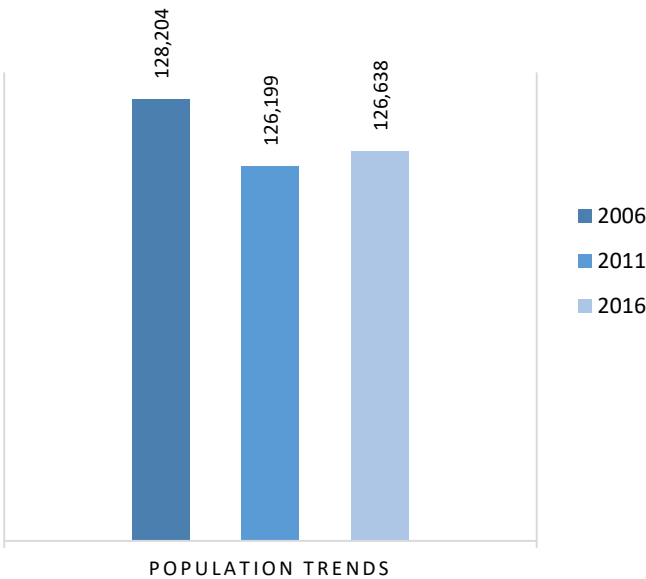


Figure 1 Source: Sarnia Lambton Population Trends from 2006 to 2016

2016 Population Age Breakdown

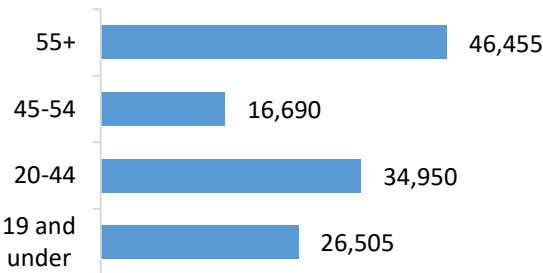
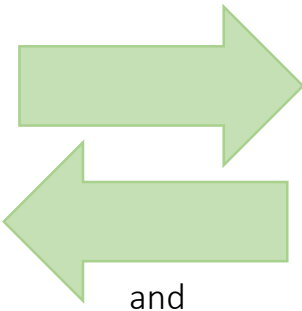


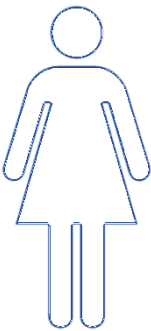
Figure 4 Source: Statistics Canada. 2016 Census, Custom Table

Between 2011 and 2016
6,185 people
moved to Lambton



5,560 people moved
outside of Lambton

The population has shown stable trends over a 10-year period, with a population decrease of only 1.2% between 2006 and 2016.



49%



51%

Figure 3 Source: Statistics Canada. 2016 Census, Custom Table T33-POR Boards CD

Figure 2 Source: Statistics Canada. 2016 Census

Top 5 Industries with Largest Workforce Sizes



	HEALTH CARE AND SOCIAL ASSISTANCE	MANUFACTURING	RETAIL TRADE	CONSTRUCTION	ACCOMMODATION & FOOD SERVICES
Employees	7,665	6,495	6,495	4,910	4,330
Full-time:	4,670	5,925	3,200	3,795	1,900
Part-time:	2,260	280	2,615	275	1,925

Table 1 Source: Statistics Canada. 2016 Census, Custom Table T29 POR Boards

In fall 2019,
1,116
International
Students
began their studies at
Lambton College.



28% were studying
at the diploma level



72% were studying at
the post-graduate level

Figure 6 Source: Lambton College International
Studies Program Overview



5,435 jobs were
posted online

Top Occupations

- Transport truck drivers
- Retail salespersons
- Home support workers

Figure 5 Source: Talent Neuron, July 1, 2018 - June 30, 2019

 **EMPLOYERone**
survey

Your Workforce. Our Future.



208 businesses
took part in the
2019 EmployerOne Survey

1,438 planned hires
for this year



Local Business Profile

Total number of businesses in Lambton County

While we have more than 11,000 businesses in Lambton County, only 30% have employees on payroll. The remaining businesses are operated by their owners and may have the help of unpaid family members or contract workers. The largest number of businesses in this category include crop production (agriculture) and real estate businesses.

Number of businesses in Sarnia Lambton broken down by employee size range

Top Industries without Employees	2015	2019
111 - Crop production	1,397	1,517
531 - Real estate	1,400	1,491
541 - Professional, scientific and technical services	530	519
523 - Securities, commodity contracts, and other financial investment and related activities	258	361
112 - Animal production and aquaculture	421	352

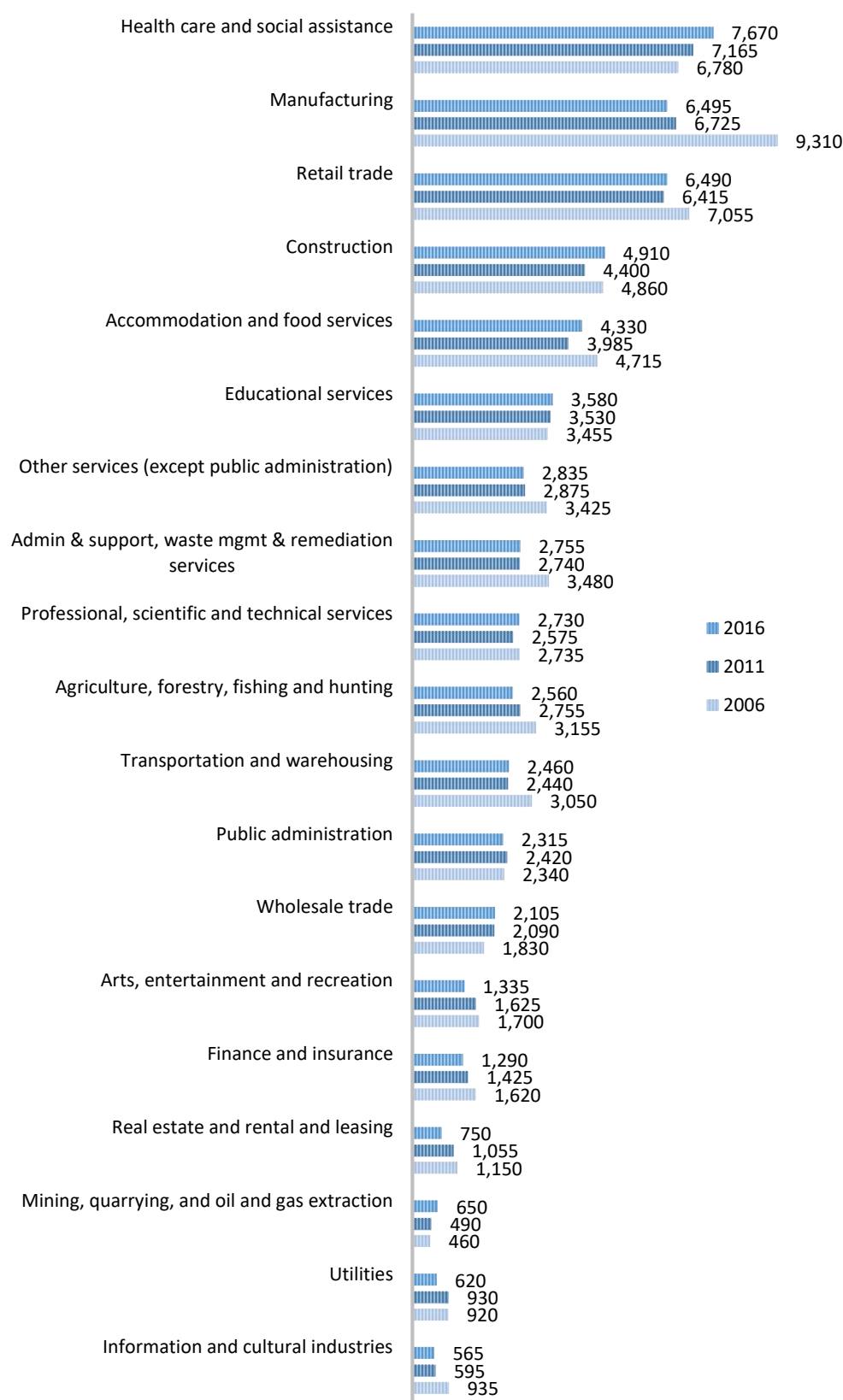
Top Industries with Small Businesses (1-99 employees)	2015	2019
238 - Specialty trade contractors	280	275
541 - Professional, scientific and technical services	266	258
621 - Ambulatory health care services	245	249
722 - Food services and drinking places	226	230
813 - Religious, grant-making, civic, and professional and similar organizations	149	142

Top Industries with Medium Businesses (100-499 employees)	2015	2019
621 - Ambulatory health care services	3	6
623 - Nursing and residential care facilities	7	6
325 - Specialty trade contractors	6	5
238 - Chemical manufacturing	6	5
541 - Professional, scientific and technical services	5	4

Top Industries with Large Businesses (500+ employees)	2015	2019
611 - Educational services	2	2
622 - Hospitals	2	2
621 - Ambulatory health care services	1	1
623 - Nursing and residential care facilities	0	1
625 - Chemical manufacturing	1	1

Source: Business Counts, June 2019, June 2015

Employment by Industry in Sarnia Lambton



The top five industries with the largest workforce include health care and social assistance, manufacturing, retail trade, construction, and accommodation and food services.

In 2016, there were 56,485 workers in Sarnia Lambton, with 37,770 working mainly full-time, and 11,385 working mainly part-time. Employees in the top 5 industries account for 52% of the total employees in the area.

Between 2006 and 2016, Sarnia Lambton has had a drastic increase in the size of the health care workforce, largely due to the aging population in the area. At the present, 37% of the population is 55 years and older.

Other industries whose workforces have increased in size include construction, educational services, wholesale trade, mining and gas and oil extraction.

Notes: (1) Other services include services related to repair and maintenance; personal and laundry; private households; and religious, grant-making, civic and professional organizations. (2) Management of companies and enterprises was omitted due to its small size.

Local Population

Lambton County is located at the southern point of Lake Huron and has a physical landscape that is both urban and rural with a total population of 126,638 people. Lambton County includes 11 municipalities and three First Nations communities.

In 2016, the median age of the Sarnia Lambton population was 46 years, as compared to a provincial median age of 41 years. Those who are aged 45 and older make up 50% of the total population in the area, which indicates that large waves of retirements are expected over the next 15 years.



Municipality Populations

Municipalities	Population
Aamjiwnaang	639
Brooke-Alvinston	2,411
Dawn-Euphemia	1,967
Enniskillen	2,796
Kettle & Stony Point	1,011
Lambton Shores	10,631
Oil Springs	648
Petrolia	5,742
Plympton-Wyoming	7,795
Point Edward	2,037
Sarnia	71,594
St.Clair	14,086
Walpole Island	1,589
Warwick	3,692
Total	126,638

Table 3 Source: Statistics Canada. 2016 Census.

Sarnia Lambton Population by Age

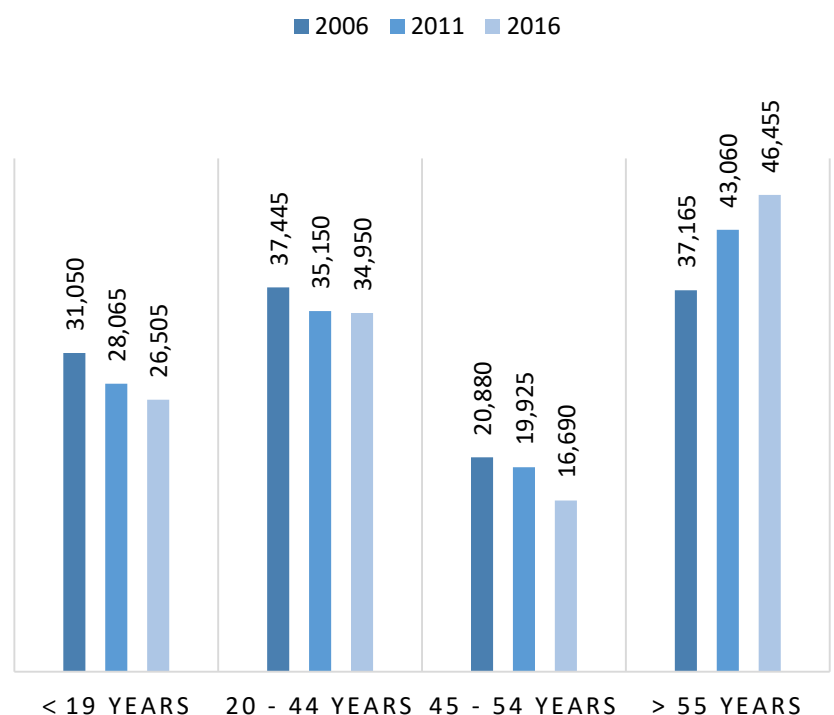


Figure 7 Source: Statistics Canada. 2006, Census, 2011 Census, 2016 Census.

Indigenous Populations

Sarnia Lambton's Indigenous population includes members from three First Nations communities: Aamjiwnaang, Kettle and Stony Point, and Walpole Island.

Population numbers for these communities are available from two sources: Census records and Department of Indigenous and Northern Affairs records. The Census includes those Indigenous people who are living on a reserve at the time that the Census is conducted, whereas Indigenous and Northern Affairs count persons who are registered with each First Nation along with whether they live on or off their First Nation reserve. These counts are included as they are the most up to date.

Indigenous Population in Sarnia-Lambton Living On and Off Reserve

	Aamjiwnaang	Kettle and Stony Point	Walpole Island
2016 Census population	630	1,000	1,585
Registered population	2,461	2,537	4,950
Living on own reserve	900	1,353	2,367
Not living on own reserve	1,561	1,184	2,583
Median age	38 years	46 years	38 years

Table 4 Sources: Government of Canada. Indigenous and Northern Affairs, First Nation Profile as of July 2019.

Local First Nations have relatively younger populations compared to the overall Sarnia Lambton population. In total, 72% of Indigenous peoples in Sarnia Lambton have a certificate, diploma or degree. In the coming years, large groups of youth and young adults from our First Nation communities will make great contributions to the communities themselves and to the Sarnia Lambton workforce in terms of both numbers and skills.

Highest Level of Educational Attainment Amongst Indigenous Peoples in Sarnia Lambton, 2016

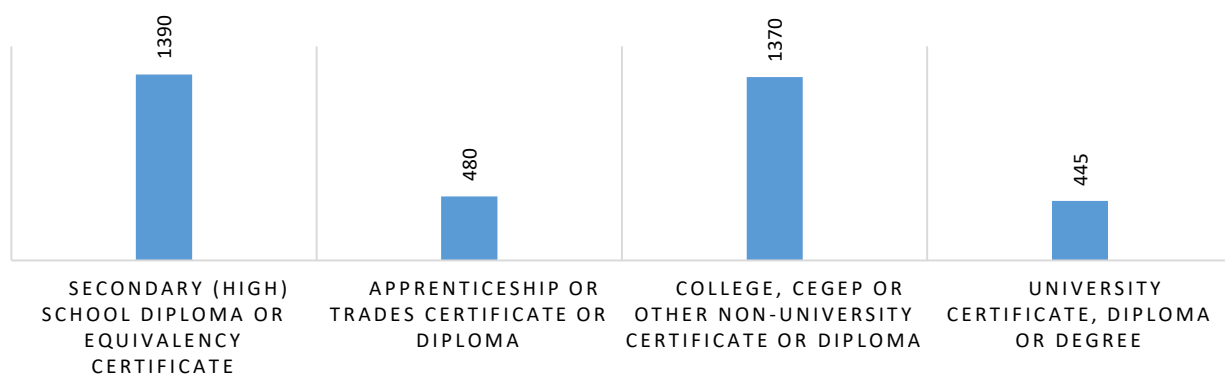


Figure 8 Source: Statistics Canada. 2016 Census. Custom Table T5 POR Boards CD

Migration

Of the out migrants between 2011 and 2016, the highest proportion exiting consisted of young adults (18-24 years) and working age adults (25-44 years). During this time 5,560 people moved outside of Lambton with 4,245 people moving to another Census Division within Ontario. The top destinations for residents from Sarnia Lambton include Middlesex, Chatham-Kent, Toronto, Essex and Waterloo.

Between 2011 and 2016, 6,185 people moved to Lambton, with 4,565 people coming from Ontario and 1,620 coming from another province within Canada. The largest proportion of people relocated from Middlesex, Chatham-Kent, Toronto, Waterloo and Essex counties.

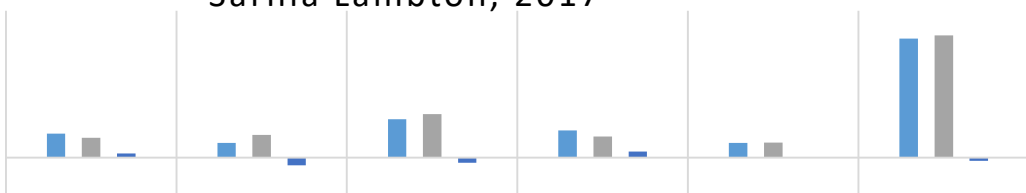
Where Residents Moved between 2011 and 2016

Location	Movers to Lambton	Movers out of Lambton	Net
Middlesex - 3539	1,230	1,215	15
Chatham-Kent - 3536	655	480	175
Toronto - 3520	265	340	-75
Waterloo - 3530	255	195	60
Essex - 3537	235	270	-35
Peel - 3521	160	65	95
Elgin - 3534	160	95	65
Simcoe - 3543	125	80	45
Hamilton - 3525	125	100	25
Huron - 3540	120	175	-55
Niagara - 3526	85	110	-25
Ottawa - 3506	70	150	-80
Oxford - 3532	50	115	-65

Table 5 Source: Statistics Canada. 2016 Census. Custom Table T33 CD

According to 2017 Taxfiler data collected by Statistics Canada, there was a total loss of 438 migrants in the Sarnia Lambton area.

Age Breakdown Of In and Out Migration Patterns for Sarnia Lambton, 2017



	0-17	18-24	25-44	45-64	65+	Total
In-migrants	3,285	2,015	5,228	3,693	1,984	16,205
Out-migrants	2,715	3,070	5,925	2,880	2,053	16,643
Net-migrants	570	-1,055	-697	813	-69	-438

Table 6 Source: Statistics Canada, 2017 Taxfiler

Immigration

In total, 12,390 immigrants live in Lambton County. Statistics Canada defines immigrants as “persons who are, or who have ever been, landed immigrants or permanent residents.”

Almost two-thirds of immigrants living in the area entered Canada before 1981. After 1981, the number of new immigrants has consistently been 1,200-1,400 people every ten years. In 2016, 82% of immigrants in Sarnia Lambton had a certificate degree or diploma.

Newcomers to Sarnia Lambton have a high level of educational attainment. Many also bring strong work experience with them. They have been and remain an asset to our workforce.



Immigration to Lambton County

	<i>Number of Newcomers to Lambton CTY</i>	<i>Percentage</i>
<i>Before 1981</i>	7,870	64%
<i>1981 to 1990</i>	1,330	11%
<i>1991 to 2000</i>	1,150	9%
<i>2001 to 2010</i>	1,395	11%
<i>2011 to 2016</i>	635	5%
<i>Total</i>	12,380	100%

Table 7 Source: Statistics Canada. 2016 Census.



2/3 IMMIGRANTS
ARRIVED IN LAMBTON COUNTY
BEFORE 1981

Highest Level of Educational Attainment Amongst Immigrants in Sarnia Lambton, 2016

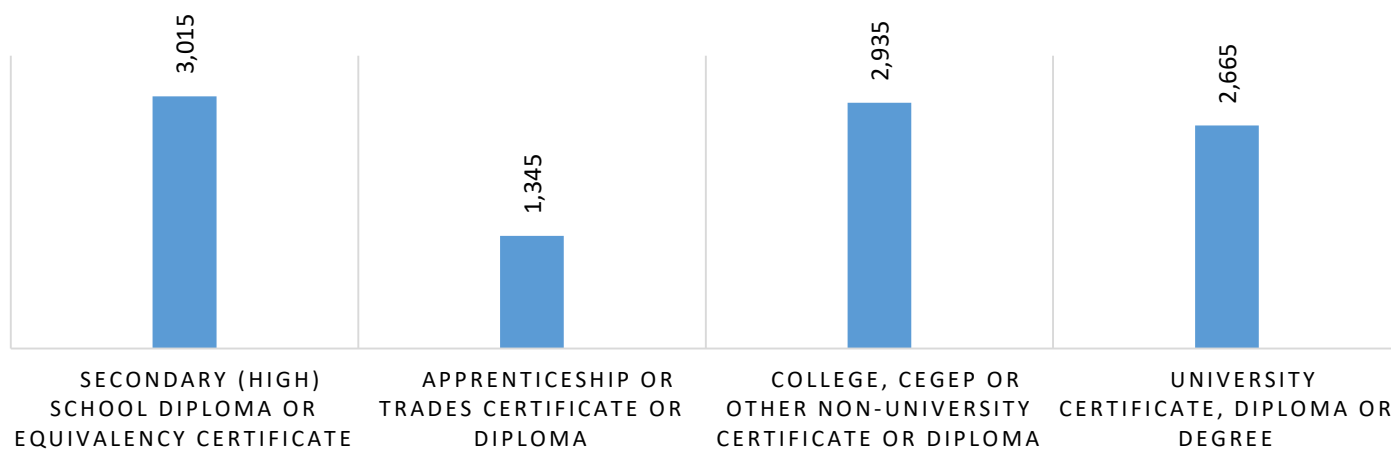


Figure 9 Source: Statistics Canada. 2016 Census. Custom Table T20 POR Boards CD

International Students

Alongside the immigrants to Lambton County, we also have a large number of international students who come to study at Lambton College each year. Lambton College has seen a steady increase in international student enrollment with 362 students in 2015 compare to the 1,116 students in 2019.

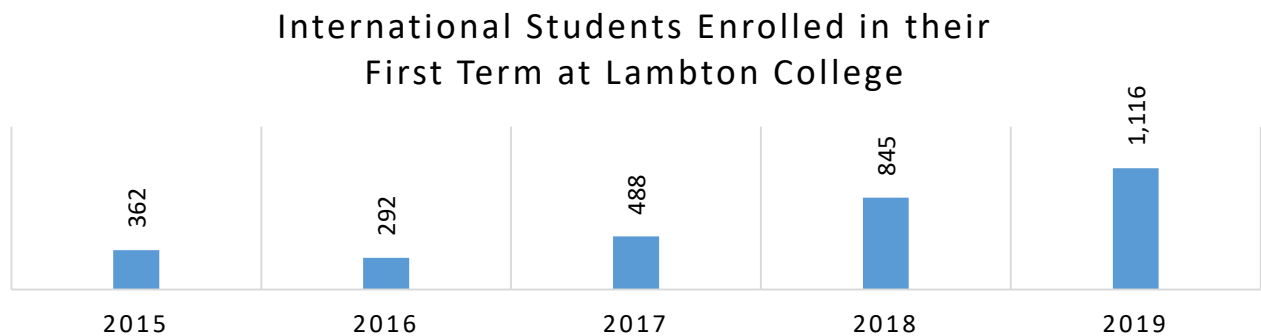


Figure 10 Source: Lambton College International Studies Program Overview

In fall 2019, 1,116 international students began their studies at Lambton College. Of these, 50% were male and 50% were female. In total, 28% were studying at the diploma level and 72% were studying at the post-graduate level. This suggests that the majority of international students had already completed a degree before arriving in Canada. Students have come from 30 different countries, but the vast majority are from the Indian subcontinent (India, Nepal and Sri Lanka).



Employment, Unemployment and Participation Rates

Between 2017 and 2018, the population 15 years and over grew from 107,900 to 108,300, while the total number of people employed increased by 400. The unemployment rate has shown a steady decrease overtime since the highest average of 10.4% in 2010. Additional information on employment and labour force trends can be found in Appendix 1.

The average employment income in 2016 for Sarnia Lambton was \$69,298, while the Ontario average was \$68,628. Additional information on income can be found in Appendix 2.

Definitions¹

- Labour force participants are persons 15 years and older who are either employed or unemployed.
- Employed persons are actively working as employees, self-employed persons or unpaid family workers (e.g., on farm), or who hold a job but are on leave (e.g. disability, labour dispute).
- Unemployed persons are actively looking for work or on temporary layoff.

Comparison of Labour Force Statistics, 2018 Annual Averages

<i>Labour Force Characteristics</i>	<i>Lambton County</i>	<i>Ontario</i>
<i>Population 15 years and over</i>	108,300	11,897,658
<i>People in the Labour Force</i>	63,900	7,673,025
<i>People employed</i>	59,800	7,242,358
<i>Participation Rate</i>	59.1%	64.5%
<i>Unemployment Rate</i>	6.6%	5.6%

Table 8 Source: Statistic Canada, Table 14-10-0096-01 1, Labour Market Indicators: Economic Region 3570 by Census Division, 2018 Annual Average, Metro Economics; Table: 14-10-0287-03, Labour force characteristics by province, monthly, seasonally adjusted, 2018

Unemployment Rate Trends In Sarnia Lambton, 2006-2018

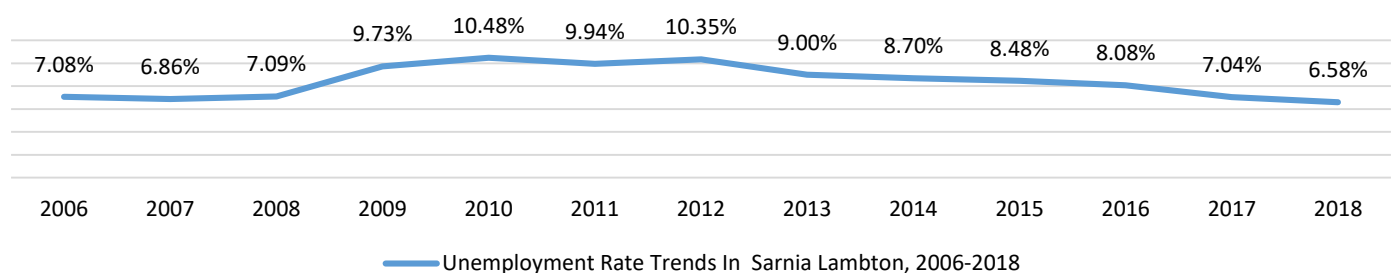


Figure 11 Source: Statistics Canada. Labour Force Survey, 2006-2017. Estimates calculated by Metro Economics.

¹ Source: Statistics Canada. Guide to the Labour Force Survey.

There has been a decline in participation rates for Lambton County over the past 10 years. This is not unique to Sarnia Lambton, as Windsor Essex and London Middlesex have also seen declining rates. The participation rate decreases significantly amongst those aged 55 to 64, with an average participation rate of 55.6%.²

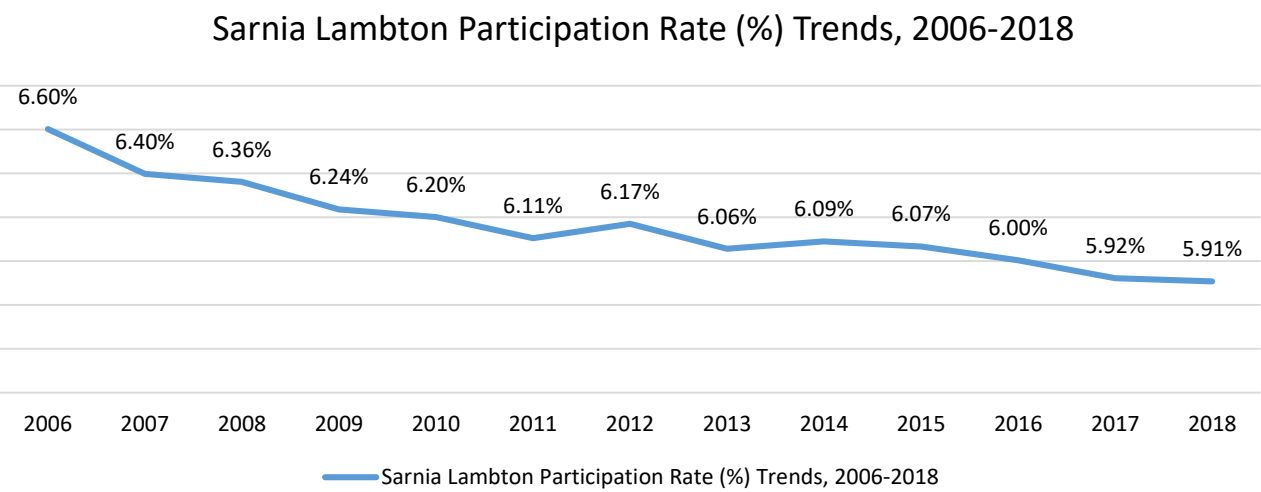


Figure 12 Source: Statistics Canada. Labour Force Survey, 2006-2017. Estimates calculated by metro economics.

Not in the Workforce

According to Statistics Canada, labour force participation is a measurement of the active workforce aged 15 and over currently employed or actively seeking employment as a percentage of the total population aged 15 and over.

In 2018, there were 44,400 people in Sarnia Lambton not in the workforce. There are many reasons why someone might not be engaged in or looking for work. Some of the most common reasons include:



Figure 13 Workforce Windsor-Essex: Examining the Participation Rate in Windsor-Essex

² Source: Statistics Canada. 2016 Census, Custom Table T26 POR Boards CD

Education and Training

Sarnia Lambton has an educated workforce. Compared to the province as a whole, Lambton County has a similar share of working age adults who have a postsecondary education. However, locally we have a higher proportion of college-trained and apprenticeship/trade-trained people and a lower proportion of university-trained people.

The number of educated adults in Sarnia Lambton has increased over the past ten years suggesting that more residents are attaining postsecondary education. This trend partly aligns with the education demand for postsecondary education in today's job market. Major fields of study align closely with the top industries in our region.

Major Field of Study and Associated Number of Persons in the Labour Force, 2016

Major Field of Study	In the labour force
Health professions and related programs	6,160
Business, management, marketing and related support services	4,850
Engineering technologies and engineering-related fields	3,105
Construction trades	2,900
Mechanic and repair technologies/technicians	2,350
Education	1,725
Precision production	1,550
Personal and culinary services	1,525
Engineering	1,505
Family and consumer sciences/human sciences	1,420

Table 9 Source: Statistics Canada. 2016 Census, Custom Table T18 POR Boards CD

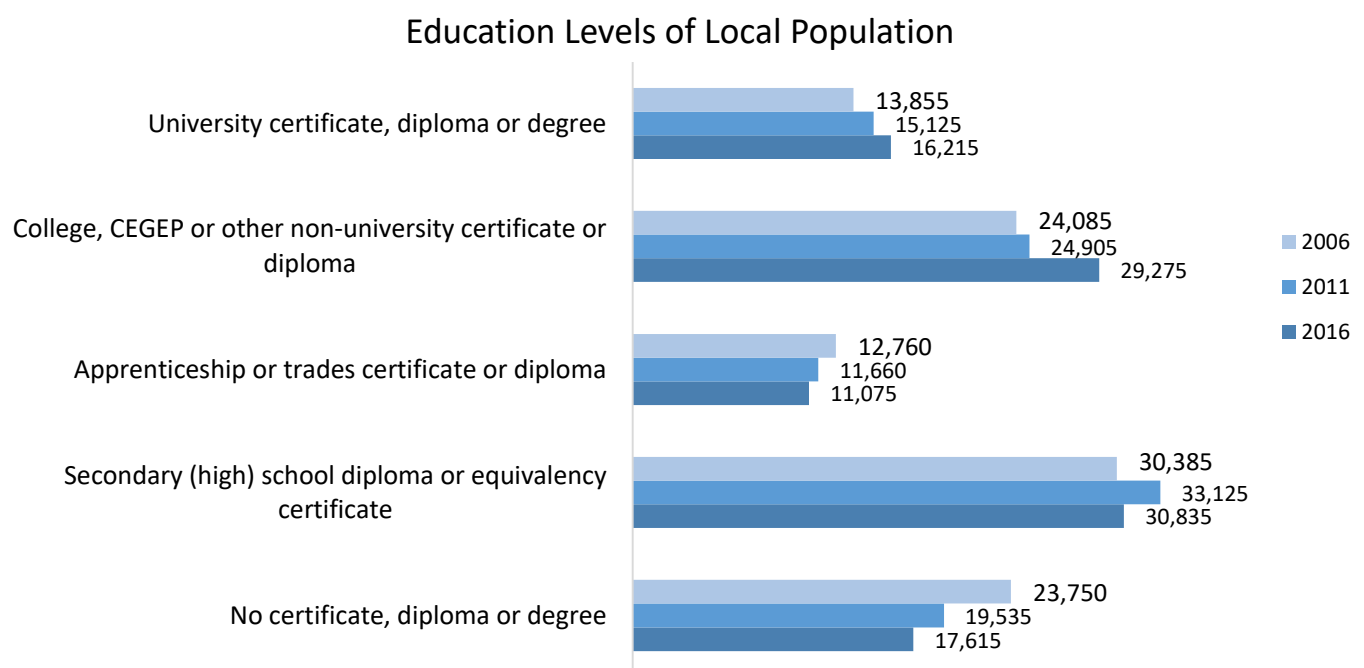


Figure 14 Source: Statistics Canada. 2016 Census, Custom Table T3 POR Boards CD
 Statistics Canada. 2011 Census, Custom Table T3
 Statistics Canada. 2006 Census, Custom Table T2/3R

Top Occupations Based On Highest Level of Educational Attainment, 2016³

Top Occupations: No certificate, diploma or degree	Lambton 2016	Ontario 2016	Lambton 2011	Ontario 2011
Sales and service occupations	495	67,825	655	74,980
Trades, transport and equipment operators and related occupations	480	75,185	585	76,195
Management occupations	390	31,540	550	34,845
Top Occupations: Secondary (high) school diploma or equivalency certificate	Lambton 2016	Ontario 2016	Lambton 2011	Ontario 2011
Sales and service occupations	2,105	216,980	2,660	212,905
Trades, transport and equipment operators and related occupations	1,855	161,085	1,745	146,730
Business, finance and administration occupations	1,330	168,590	1,675	188,025
Top Occupations: Apprenticeship or trades certificate or diploma	Lambton 2016	Ontario 2016	Lambton 2011	Ontario 2011
Trades, transport and equipment operators and related occupations	2,015	119,635	2,040	126,700
Sales and service occupations	350	40,715	455	49,650
Management occupations	340	22,615	360	27,735
Top Occupations: College, CEGEP or other non-university certificate or diploma	Lambton 2016	Ontario 2016	Lambton 2011	Ontario 2011
Business, finance and administration occupations	1,880	200,340	1,810	199,730
Sales and service occupations	1,735	161,150	1,670	156,760
Trades, transport and equipment operators and related occupations	1,575	122,965	1,360	108,495
Top Occupations: University certificate, diploma or degree	Lambton 2016	Ontario 2016	Lambton 2011	Ontario 2011
Occupations in education, law and social, community and government services	1,960	311,650	2,010	308,820
Management occupations	1,065	253,485	920	250,785
Natural and applied sciences and related occupations	975	210,720	745	205,400

³ Source: Statistics Canada. 2016 Census, Custom Table T15 POR Boards CD

Job Demand

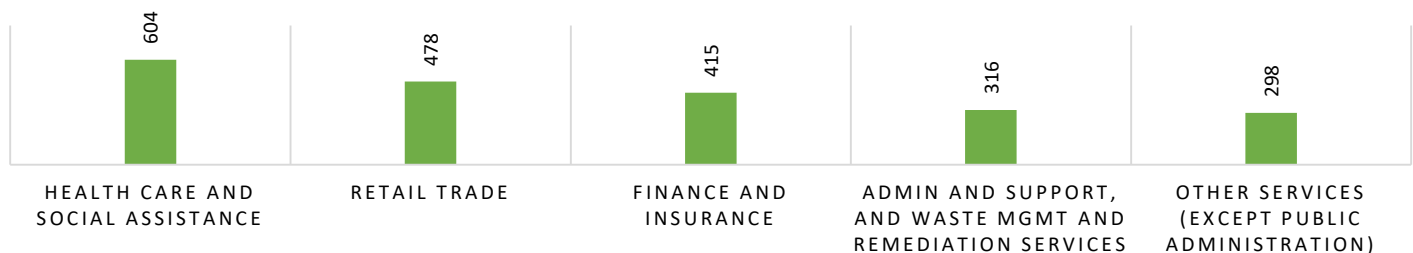
Talent Neuron

Talent Neuron is a talent management resource that gathers talent supply-and-demand data from global sources to provide insight on trends in online job postings. The data in this section represents trends in job postings between July 1, 2018 and June 30, 2019. Additional information on local job postings can be found in Appendix 3.

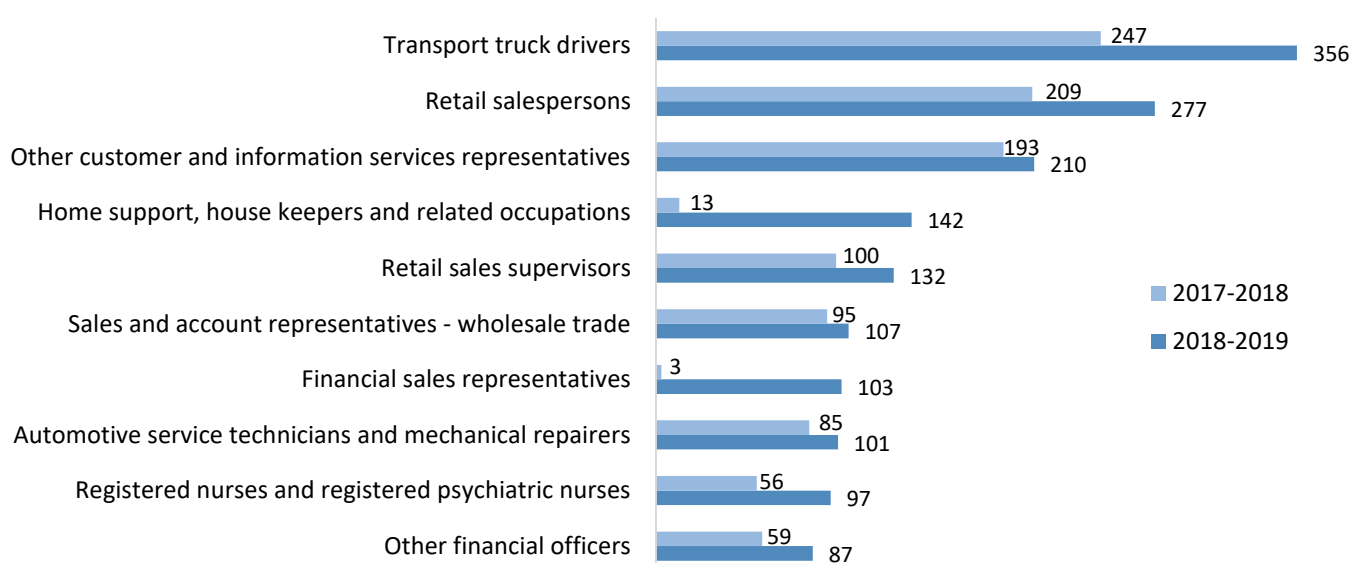
It is important to keep in mind that this data only relates to jobs that are posted online. Based on the 2019 EmployerOne Survey results (described in detail on page 21) and consultations with employers, word of mouth remains the primary method of filling a position. With this in mind, it is important to note that the data in this section is not representative of all job postings, only those that have been posted online and captured by Talent Neuron.

Industries that account for 71% of total online job postings include health care and social assistance, retail trade, and finance and insurance. Compared to the previous year, there was a high volume of job postings for home support workers, housekeepers and related occupations, financial sales representatives, and retail salespersons.

Number of Job Postings By Industry



A Comparison of Job Postings by Occupation



Your Workforce. Our Future.

The EmployerOne survey collects data on workforce and industry needs from local businesses and organizations. The feedback we receive from the survey allows us to assist local business owners, job seekers and other stakeholders with workforce and career planning. The facts and figures below are a summary of the January 2019 survey results.

Participating Business



Top Hires In 2018

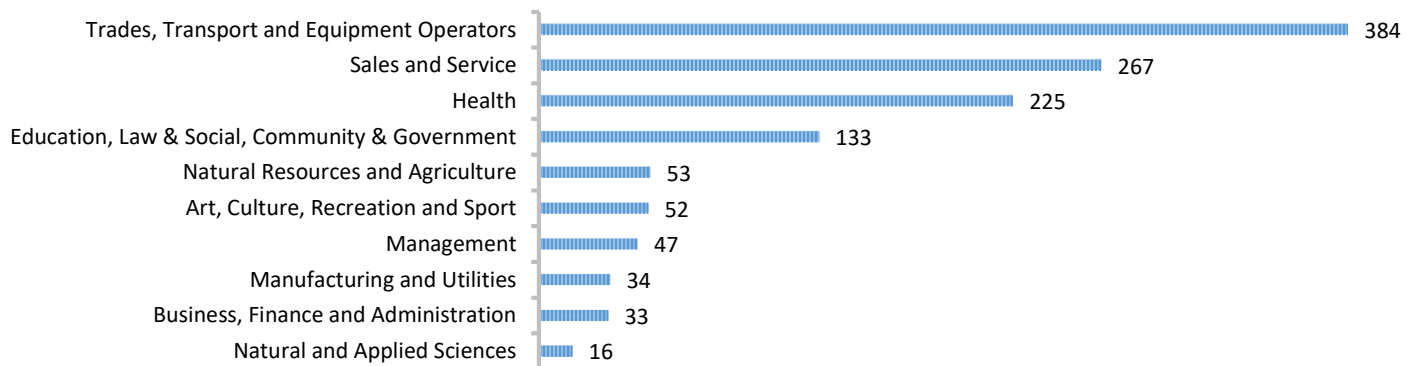


43%
of participating businesses
reported at least one
hard-to-fill occupation
in the last 12 months.

Top ranked reasons why positions were hard-to-fill,
according to participating businesses:

1. Not enough applicants
2. Lack of qualifications (education level/credentials)
3. Lack of work experience
4. Lack of motivation, attitude or interpersonal abilities
5. Lack of technical skills

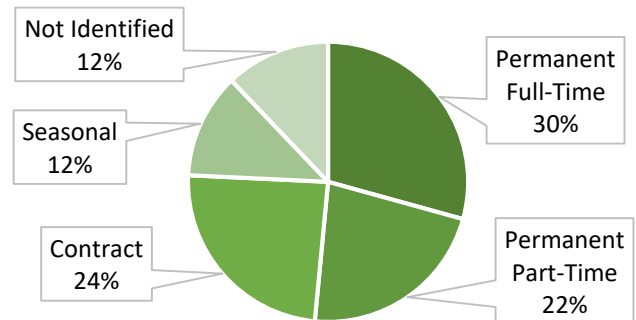
Planned Hires for Sarnia Lambton in 2019



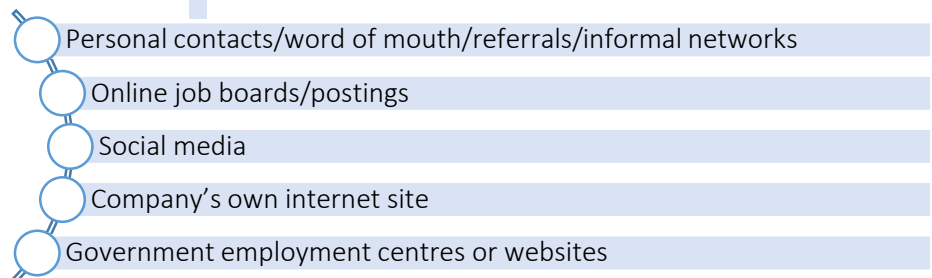
Top Ranked Competencies

Work Ethic Customer Service Self-motivation

Planned Hires



Top 5 Recruiting Methods Used by Local Employers



View the full 2019 EmployerOne report here:

<https://www.slwdb.org/wp-content/uploads/2019/03/2019-EmployerOne-Survey-Results-Report-3.pdf>

Employment Ontario Programs

All facts and figures in this section come from the Ontario Ministry of Labour, Training and Skills Development's 2018-2019 Employment Ontario Data for Local Boards. They oversee the following Employment Ontario programs:



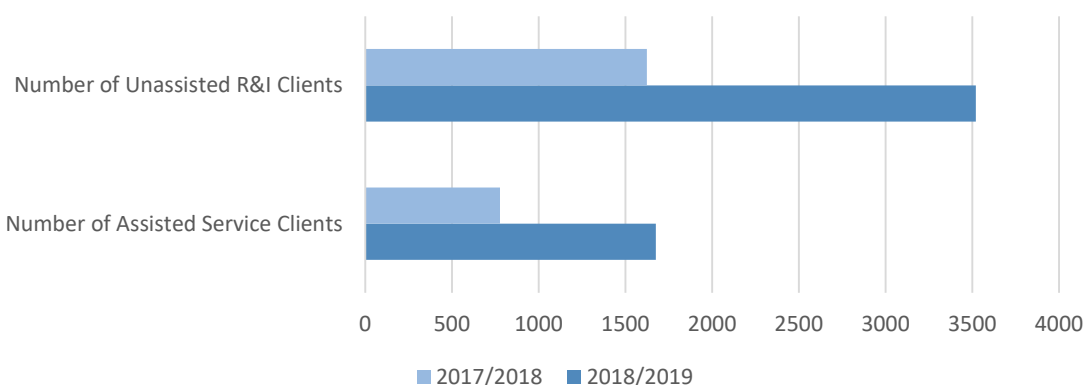
Additional Employment Ontario data can be found in Appendix 4.

Employment Services

Employment Services include a variety of resources and supports that assist individuals and employers. The programs offered address individuals career and employment goals as well as the skilled labour needs of local employers.

In 2018-2019, there were 1,676 clients accessed Assisted Services such as Job Search, Job Matching, Placement, Incentives, and or Job/Training Retention service activities. Meanwhile, 3,521 clients accessed Unassisted Resource and Information services (R&I). These services do not have eligibility criteria and are available to all members of the community, including the employed, under-employed, job seekers, students, laid off workers, apprentices, internationally trained job seekers and employers. The large increase in the number of unassisted clients can be attributed at least in part to the larger numbers of international students attending Lambton College, who are not eligible to access Assisted Services.

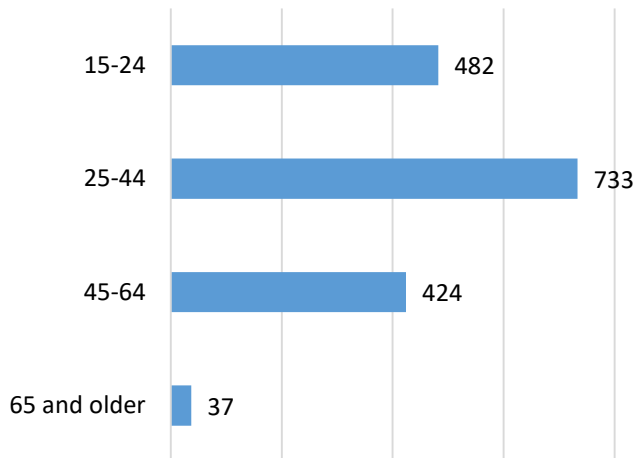
Employment Service Clients



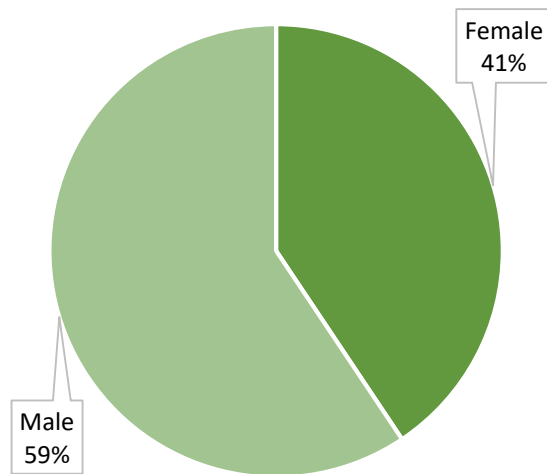
Employment Services: Client Demographics

Similar to the previous year's Employment Service client data, the age group that accesses the services the most are between the ages of 25 and 44. The number of clients ages 45-64 who accessed Employment Services increased drastically from the 182 clients in the previous year with 424 clients in 2018/2019. This increase in service access can be attributed to a number of factors related to our aging population, including: retirees looking for employment, often times part-time, in order to make ends meet; older workers looking to change careers either by choice or in order to find less physically demanding work; or as the result of restructuring or downsizing. Some older workers are also seeking work in order to access health benefits that would not have been available to the self-employed.

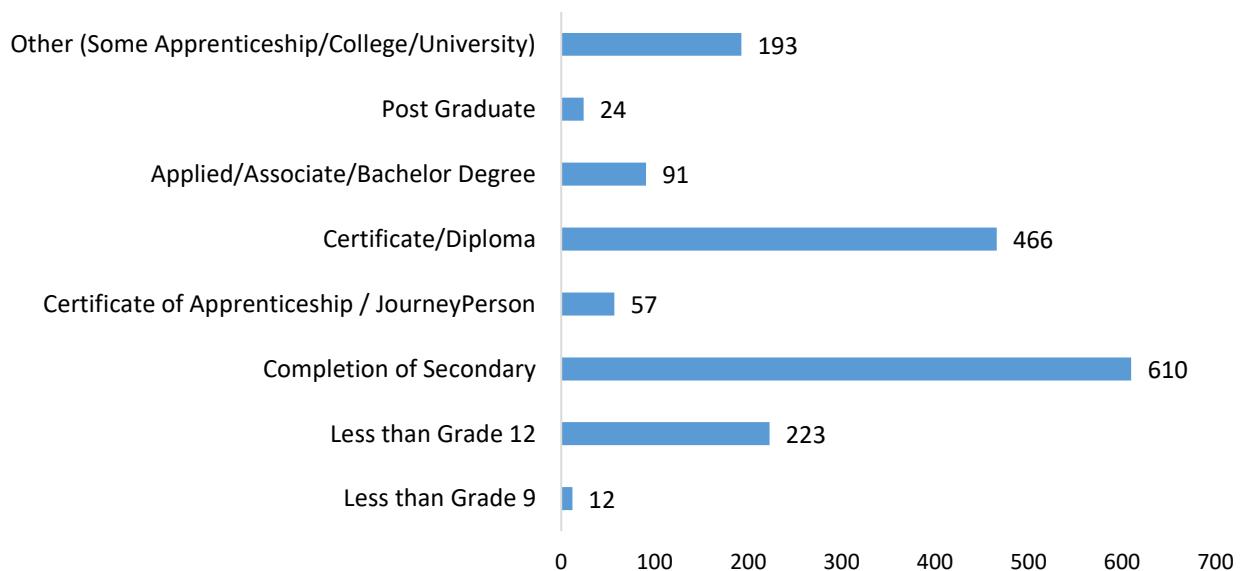
Age Breakdown of Clients



Gender Breakdown of Clients



Highest Level of Education



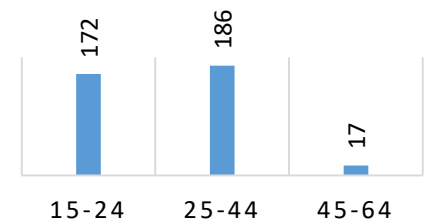
Apprenticeship

An apprentice is an individual who is receiving or is to receive training in a skilled trade, with the intention of obtaining a Certificate of Qualification. There was an increase in the number of apprentices compared to the previous year with 375 new registrants and 1,208 apprentices in 2018/2019. There were 191 certificates of apprenticeship issued, which are granted when an apprentice completes all requirements of their apprenticeship program. The average age of an apprentice in Sarnia Lambton is 27 years old.

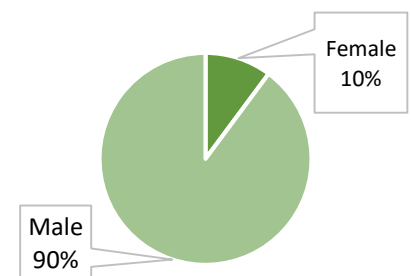
Currently, there is a great deal of public discussion about the growing demand for skilled tradespeople in our community. A skilled trade is any apprenticeable trade prescribed under the Ontario College of Trades and Apprenticeship Act, 2009. Currently there are 144 skilled trades in Ontario and they are categorized into four sectors (construction, industrial, motive power and service).⁴

To better understand the apprenticeship enrollment numbers and skilled trades workforce in our area, SLWDB recently completed a research project on the In-Demand Skilled Trades, including interviews, surveys, and focus groups. A full report outlining the results of this study will be available on the SLWDB website in early 2020.

Age Breakdown of Clients



Gender Breakdown



Number of New Registrants in Sarnia Lambton

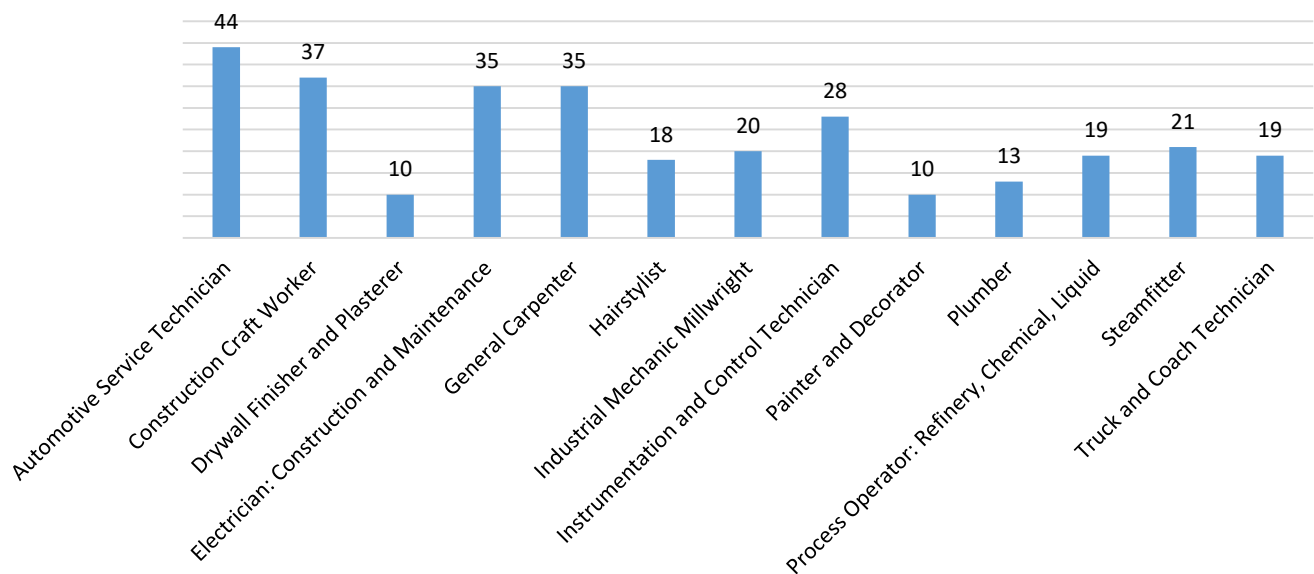


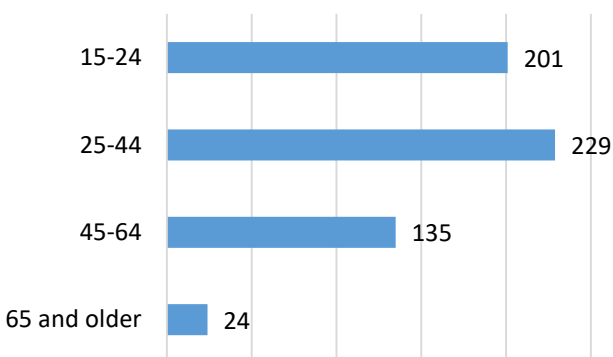
Figure 15 Source: Ontario Ministry of Labour, Training and Skills Development, 2018-2019 Employment Ontario Data for Local Boards

⁴ The following trades had less than 10 apprentices registered: Cook, Developmental Service Worker, Child Development Practitioner, Information Technology Support, Arborist, Agriculture Technician, Autobody Repair, Heavy Equipment Technician, Motor/RV Technician, Process Operator: Power, Industrial Electrician, Tractor-Trailer Driver, Welder. Any trades not referenced here have non-reportable data.

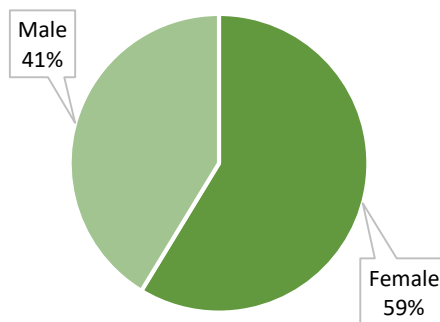
Literacy and Basic Skills

The Ontario Literacy and Basic Skills (LBS) program provides adults with the opportunity to develop and apply skills such as communication, numeracy, interpersonal and digital skills. Some of the outcomes for the Client Goal Paths include successful transition to employment, postsecondary education, apprenticeship, secondary school and increased independence. Throughout the 2018/2019 fiscal year, 137 in-person learners carried over from previous years, while 452 new learners accessed programming.

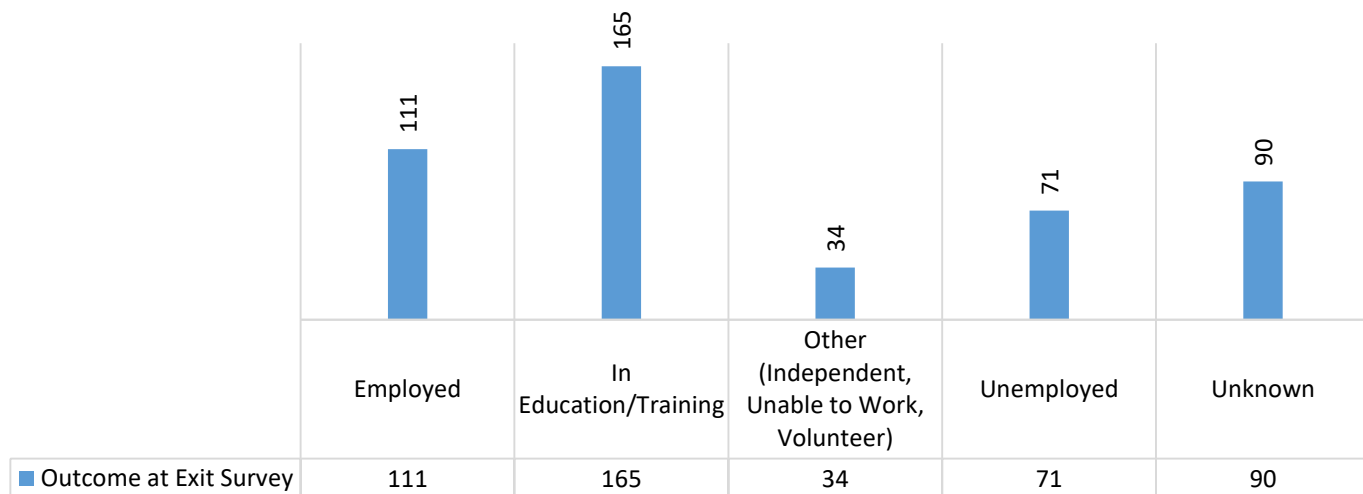
Age Breakdown of Clients



Gender Breakdown of Clients



Outcome at Exit Survey



The large number of unknown outcomes can be attributed at least in part to the somewhat transient nature of some of the LBS clients. At intake, LBS providers collect contact information (cell phone and land line numbers, emails) for clients. As they work with LBS staff on their goal path, they may find a job, move, or experience another life change. LBS staff make every effort to follow up with clients using the contact information they collected on intake, but when they are unsuccessful, the outcome is documented as unknown.

Employment Ontario

Local Service Providers



Goodwill Career Centre

Phone: (519) 332-4333

Website: www.goodwillekl.com



Lambton College Community Employment Services

Phone: (519) 882-4333

Website: www.lambtoncollege.ca/CES/



The Workplace Group

Phone: (519) 337-7377

Website: www.theworkplacegroup.ca

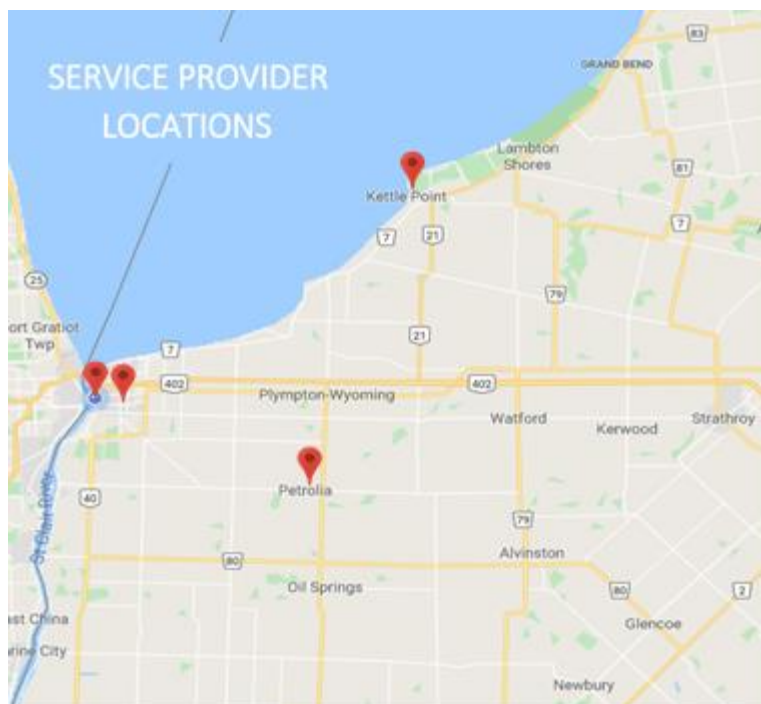


Four Winds Community Employment Services

Phone: (519) 786-6780

Website: www.kettlepoint.org/four-winds-community-employment-services/

**EMPLOYMENT
ONTARIO**



Community Consultations

Throughout the year we have been meeting with local business owners to discuss their recruitment and retention strategies, hard-to-fill positions, skills gaps and ways that the Workforce Development Board can help. Consultations were conducted in person, over the phone and in focus groups.

Based on these consultations, this is the feedback we've received:

Attraction Supports for Employers:

- More needs to be done to attract skilled people to our area
- Create an educational campaign to attract young people into apprenticeship
- Promote collaboration on attracting youth to the area
- Recruiting from out of town is difficult, new hires don't always stay
- Employers have to highlight their total value proposition such as wages, benefits, and discounts
- Some employers have had very good experiences in hiring newcomers
- Many employers are interested in hiring more Lambton College co-op students
- Sometimes language is an issue, fluency training might be helpful to work on English skills
- Employers also want help understanding the rules around hiring international students and newcomers

Retention Supports for Employers:

- Employers are struggling to retain talent
- The loss of even one team member can make a big impact on a small organization
- Upcoming retirements are a concern
- Employers want to know how to keep dedicated employees and train them to move into supervisory positions
- Employers want to know how to undertake succession planning
- Lawyers, accountants and bankers are often asked to provide succession planning supports
- Employers struggle to attract and retain staff in the culinary arts

Supports for Specific Industries:

- Skilled Trades: employers are looking for specific skills, they want to make sure that they are clearly highlighted on the resumes of skilled trades job seekers
- Skilled Trades: employers are looking for workers with basic experience with power tools, they can train for the rest on the job
- Agriculture: there are many innovative jobs, for example agriculture banking and lab testing
- Agriculture: Connect with events that are already taking place, such as Agriculture Literacy Month
- Information Technology: business owners would benefit from a local development shop with a dedicated project manager and a pool of local talent to work on projects

Supports for Job Seekers:

- Sometimes there is a disconnect between what is taught in school and the demands of a job
- Students don't learn how to work in an office/work environment
- Expectations of those entering the workforce and local employers do not align
- Sometimes new staff don't ask questions because they want to appear confident, but then they make mistakes
- Job seekers have to be willing to continually learn
- Job seekers would benefit from training on time management and managing work commitments

Training Opportunities:

- Most businesses only have a small training budget; they have to make it last
- Employers would like to see more group training opportunities
- Employers would like to see training offered for all levels of customer service
- Toolkits are helpful if they contain forms, training manuals, etc.
- Shared resource files and training with other organizations would be helpful
- Soft skills are the most important training and the most important soft skill is attitude
- Attention to detail isn't seen as important as willingness to learn
- It would be helpful if new staff already had their WHMIS, food safety handling and/or driver's license – provide opportunities to access and learn about supports that are available
- Commission can be a deterrent to young workers – provide opportunities to access subsidized training for sales people
- Employees at all levels would benefit from conflict management training
- Focus on team building and ensure employees know the important role they play

Other Issues and Ideas:

- Employers and job seekers want to understand all of the services that are available to them in the community
- Employers would like more information on training grants and other funding opportunities
- Employers are seeking supports in filling out Temporary Foreign Worker Program applications
- The biggest challenge in rural areas remains transportation
- There is a connection between child care and long-term employment, this should be a priority
- Maximize labour force participation and engage new groups in the workforce

SLWDB LEADS SARNIA-LAMBTON IN ITS APPROACH TO WORKFORCE DEVELOPMENT AND LABOUR MARKET PLANNING. SLWDB ACTIVELY ENGAGES ORGANIZATIONS AND COMMUNITY PARTNERS IN LOCAL LABOUR MARKET PROJECTS.



2020-2021 Action Plan

Retention and Succession Planning

Our EmployerOne Survey results and consultations with local employers suggest that employers understand that succession planning is important, but many do not know how. This was also reaffirmed in discussions with employers that took part in the In-Demand Skilled Trades project. These employers noted that they would like to retain staff and transfer their skills and knowledge, but they lack the tools to create a plan, measure its effectiveness, and modify accordingly.

Outcomes:

- Increased understanding of retention best practices
- Increased understanding of succession planning for local business owners

Past Activities:

- Retention and succession planning were both discussed as one part of our Beyond Health Care event
- This event led to further requests for retention training and supports, especially as they relate to moving dedicated employees into supervisory/management positions, and also succession planning

Short-term Goals (completed in 2020-2021):

- SLWDB will research current retention and succession planning activities in the automotive industry and share best practices

Medium-term Goals (completed by 2024):

- SLWDB will investigate further opportunities to provide retention and succession planning training to local employers in other industries

Soft Skills Training for Employees and Managers

There is much discussion amongst human resource professionals about expanding hiring practices to look beyond technical skills. While certain technical skills are necessary in most positions, employers are increasingly looking for employees who can demonstrate strong interpersonal skills as well.

Our EmployerOne Survey results show that employers rank lack of interpersonal abilities above lack of technical skills in their hard-to-fill positions. From the 208 businesses that took part in the 2019 survey, 124 businesses ranked teamwork and interpersonal skills in the top three competencies that they sought in staff. Soft skills were ranked fifth for the types of training that local businesses currently offer their staff, and 81% of businesses would like to see this training offered locally. Top barriers to training include the cost, loss of productivity and relevant training not currently offered locally and distance to training facility.

Our consultations with local employers have shown that employers, employees and job seekers are interested in understanding, building and assessing interpersonal skills.

Outcomes:

- Increased understanding about interpersonal abilities in the workplace
- Increased awareness of local community supports

Past Activities:

- SLWDB provided two soft skills workshops to managers in health care and retail in October 2019
- These workshops were well received and led to further requests for soft skills training

Short-term Goals (completed in 2020-2021):

- SLWDB will provide team-building training for managers in the Professional, Scientific and Technical Services and share best practices
- SLWDB will provide improv training to develop interview skills for job seekers and share best practices

Medium-term Goals (completed by 2024):

- SLWDB will investigate further opportunities to provide soft skills training to employees, managers and job seekers

Transportation in Rural Areas (Huron Shores)

The Huron Shores population of 35,000 people is distributed among four municipalities and incorporates Grand Bend, a resort area with significant seasonal employment needs during the summer months. Huron Shores is currently not served by either conventional transit or specialized transit. Employers in Huron Shores are challenged by the limited number of local youths to fill seasonal jobs and the lack of transportation to enable youth in outlying areas to work in Grand Bend. SLWDB consultations with local employers also found that many employers have difficulty filling positions. The Huron Shores Transit Committee was formed in 2018 to address this issue and SLWDB has been and remains a committed partner.

Outcomes:

- Increased access to public transportation options to support employment opportunities

Past Activities:

- SLWDB supported the Huron Shores Transit Committee's application for funding
- SLWDB helped facilitate a pilot project that saw a bus run from Lambton College in Sarnia to Grand Bend to bring international students to work during the summer months
- The Huron Shores Transit Committee presented a Feasibility Study and Action Plan in December 2019

Short-term Goals (completed in 2020-2021):

- SLWDB will support the committee's Action Plan and their 2020 transportation pilot

Medium-term Goals (completed by 2024):

- SLWDB will investigate further opportunities to support transportation initiatives in rural areas of Lambton County

Government Training Initiatives for Employers

Our EmployerOne Survey results and our consultations with local employers show that employers across all industries are interested in government training incentives available to them. Likewise, employers who took part in the In-Demand Skilled Trades project eluded that they are interested in sponsoring apprentices with financial supports available. Many employers were unaware of current supports or where to access more information.

Outcomes:

- Increased knowledge of government training initiatives among employers

Past Activities:

- SLWDB discussed government training initiatives with employers during consultation meetings
- SLWDB attended an information session on available government training initiatives at the Goodwill Career Centre on October 16, 2019

Short-term Goals (completed in 2020-2021):

- SLWDB will collect the most recent information on government training initiatives
- SLWDB will promote these initiatives to local employers
- SLWDB will share these initiatives on our website and on social media

Medium-term Goals (completed by 2024):

- SLWDB will investigate additional ways of sharing these initiatives to the community

International Student Retention

Lambton College has been steadily expanding their international student enrollment. In 2013, a total of 210 international students studied here. In the fall of 2019, 1,116 international students began their studies at Lambton College. Many of these students would like to settle here permanently. In 2019, the Sarnia Lambton Chamber of Commerce conducted a survey of international students that found that of those students who wished to remain in Lambton County, only 25% had been able to secure employment six months' post-graduation. Consultations with local employers suggests that employers are interested in hiring international students and would like to know more about the process of hiring them and any special rules that may apply.

Outcomes:

- Increased collaboration amongst local organizations involved in retaining international talent
- Increased engagement between local employers and international students/graduates
- Increased understanding of the rules surrounding hiring international students

Activities:

- SLWDB supported the Sarnia Lambton Chamber of Commerce research project on international student retention
- SLWDB supported the Sarnia Lambton Economic Partnership's Harnessing Today's Global Talent Event on September 27, 2019

Short-term Goals (completed in 2020-2021):

- SLWDB will promote existing opportunities to bring together local employers and international students

Medium-term Goals (completed by 2024):

- SLWDB will investigate further opportunities to share information on the rules relating to hiring international students

Employer Partnerships with Local College

Our consultations with local employers show that employers are interested in exploring additional opportunities to work with Lambton College to develop programs and courses at the college to address skills gaps.

Outcomes:

- Increased number of informal partnerships between local employers and Lambton College

Past Activities:

- SLWDB has met regularly with the Assistant Dean of Technology and the Trades and with the Career Services Department at Lambton College
- SLWDB presented on workforce trends in the skilled trades at the Counsellors Forum on January 15, 2020

Medium-term Goals (completed by 2024):

- SLWDB will continue to meet with key partners at Lambton College
- SLWDB will identify areas of future collaboration

Long-term Goals (to be completed by 2030):

- SLWDB will make recommendations on further opportunities to bring together Lambton College and local employers

Future Workforce of Female Leaders

Our consultations with local employers show that employers would like to hire more women in fields that have not traditionally had strong female representation. This was reaffirmed in discussions with owners of businesses that took part in our In-Demand Skilled Trades project.

Outcomes:

- Increased interest and understanding of careers and pathways in the skilled trades, science, technology, engineering and mathematics by female job seekers

Past Activities:

- SLWDB has supported local events and initiatives that promote careers in fields that have not traditionally had strong female representation, including the Famous Five Speaker Series and the annual International Women's Day Luncheon

Medium-term Goals (completed by 2024):

- SLWDB will continue to promote and encourage female participation in leadership roles by presenting to female job seekers about these careers

Long-term Goals (to be completed by 2030):

- SLWDB will investigate conducting a research project on promoting female participation in leadership roles

Appendix 1: Additional Employment, Unemployment and Participation Rates

Employed Persons in Sarnia Lambton,
(In Thousands)
2006-2018



Figure 16 Source: Statistics Canada. Labour Force Survey, 2006-2017. Estimates calculated by Metro Economics.

Sarnia Lambton Labour Force Trends,
(In Thousands)
2006-2018

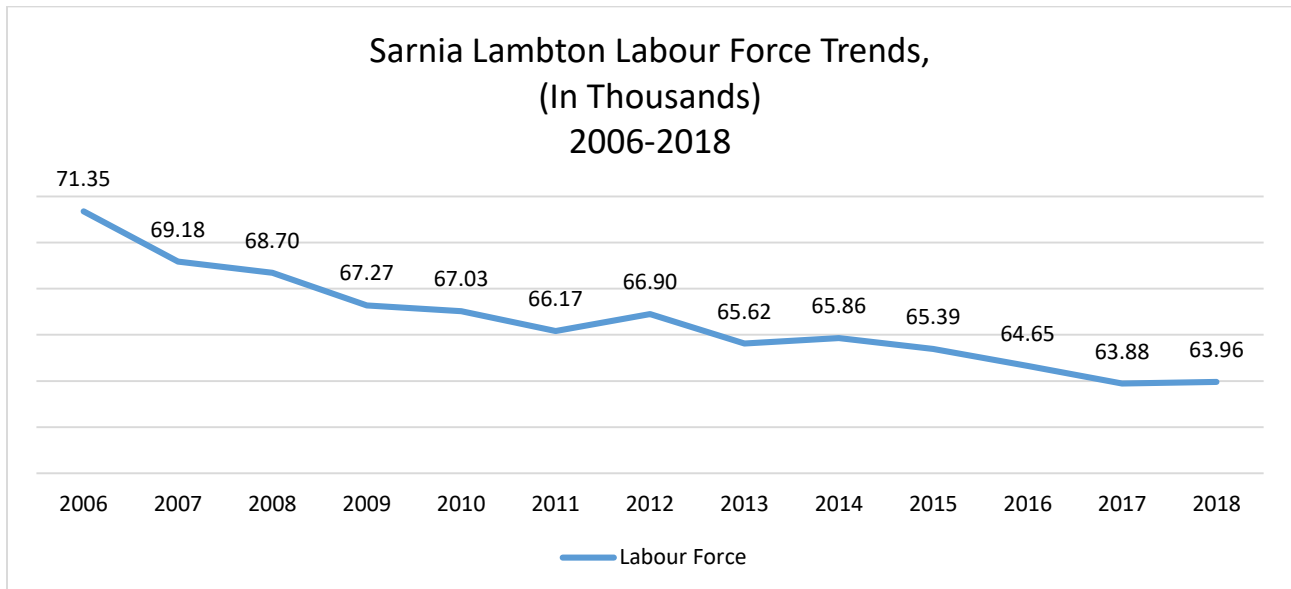


Figure 17 Source: Statistics Canada. Labour Force Survey, 2006-2017. Estimates calculated by Metro Economics.

Appendix 2: Top Occupations with Associated Wage

The structure of the National Occupational Classification Codes 2016 is based on a four-tiered hierarchical arrangement. The first digit represents the occupation category, the second digit represents the major group, the third digit represents the minor group, and the fourth digit represents the unit groups. The occupation becomes much more specific at the four-digit level, identifying jobs rather than grouping together a range of jobs with similar tasks, duties and responsibilities⁵.

	<i>Number of persons</i>	<i>Average employment income</i>
7 Trades, transport and equipment operators and related occupations	6,115	\$70,806.00
6 Sales and service occupations	5,125	\$39,710.00
0 Management occupations	4,570	\$77,100.00
1 Business, finance and administration occupations	4,275	\$61,126.00
4 Occupations in education, law and social, community and government services	3,260	\$70,884.00
2 Natural and applied sciences and related occupations	2,695	\$104,065.00
3 Health occupations	2,345	\$68,908.00
9 Occupations in manufacturing and utilities	2,300	\$96,832.00
8 Natural resources, agriculture and related production occupations	520	\$48,877.00
5 Occupations in art, culture, recreation and sport	335	\$41,767.00

Table 10: Source: Statistics Canada. 2016 Census, Custom Table T15 POR Boards

⁵ Source: Statistics Canada – National Occupational Classification (NOC) 2016 Version 1.1. Catalogue no. 12-583-X

Appendix 3: Job Postings in Sarnia Lambton

<i>Location</i>	<i>Number of Job Postings</i>
<i>Sarnia, ON</i>	3,955
<i>Petrolia, ON</i>	341
<i>Unavailable</i>	233
<i>Point Edward, ON</i>	194
<i>Grand Bend, ON</i>	158
<i>Watford, ON</i>	134
<i>Forest, ON</i>	110
<i>Wyoming, ON</i>	102
<i>Lambton Shores, ON</i>	65
<i>Oil Springs, ON</i>	41
<i>Brooke-Alvinston, ON</i>	29
<i>St. Clair, ON</i>	28
<i>Plympton-Wyoming, ON</i>	21
<i>Aamjiwnaang, ON</i>	11
<i>Warwick, ON</i>	10
<i>Dawn-Euphemia, ON</i>	2
<i>Enniskillen, ON</i>	1

Table 11 Source: Talent Neuron, July 1, 2018 - June 30, 2019

Appendix 4: Additional Employment Ontario Data

Canada Ontario Job Grant

The Canada Ontario Job Grant (COJG) provides employers the opportunity to invest in their workforce through direct financial support to employers who wish to invest in training for their employees. In 2018/2019, 34 employers accessed the COJG to train 116 total employees. In total, 26 of the employees in training worked for a company with less than 50 employees. An increase in trainee productivity was noted by 93.3% of employers, while 100% stated training met their workforce needs.

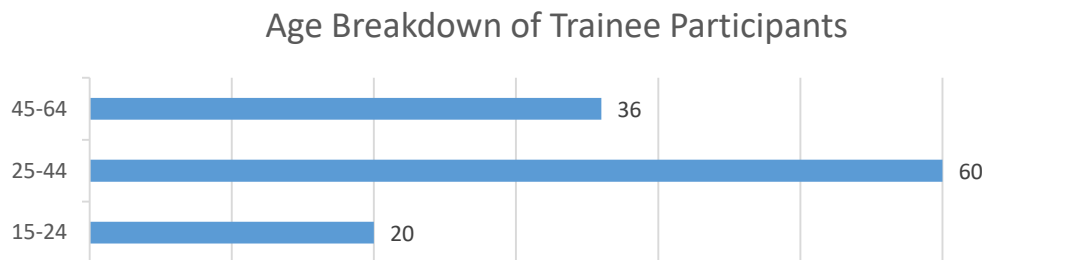


Figure 18 Source: Ontario Ministry of Labour, Training and Skills Development, 2018-2019 Employment Ontario Data for Local Boards.

Second Career

The Second Career program provides workers who are laid off the ability to obtain long-term skills training to assist them in finding employment in high demand, high-skilled occupations. In Sarnia Lambton, 21 individuals utilized the program, with 12 finding full time employment. Females ages 25-44 utilized this program the most.

Youth Job Connection

The Youth Job Connection (YJC) provides intensive supports beyond traditional job search and placement opportunities to youth ages 15 to 29. The programs aims to support youth in employment, education or training, and who also experience a range of barriers to employment. Throughout the 2018/2019 fiscal year, 128 youth took part in YJC, which was a decrease compared to the previous years 153 clients. Among the designated groups served, 20 clients were of an Indigenous group with 67 clients were persons with a disability.

Gender Breakdown of Clients

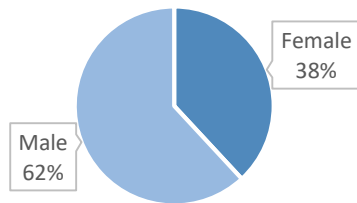


Figure 20 Source: Ontario Ministry of Labour, Training and Skills Development, 2018-2019 Employment Ontario Data for Local Boards.

Age Breakdown of Clients

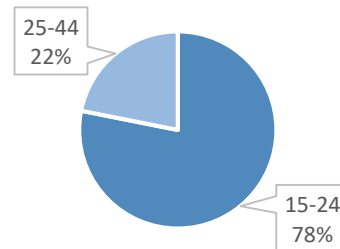


Figure 19 Source: Ontario Ministry of Labour, Training and Skills Development, 2018-2019 Employment Ontario Data for Local Boards.

Client Source of Income

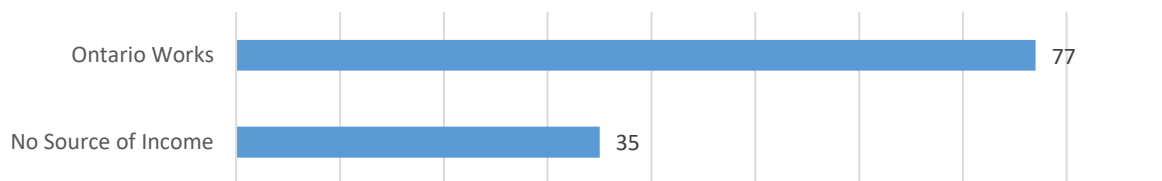


Figure 21 Source: Ontario Ministry of Labour, Training and Skills Development, 2018-2019 Employment Ontario Data for Local Boards.

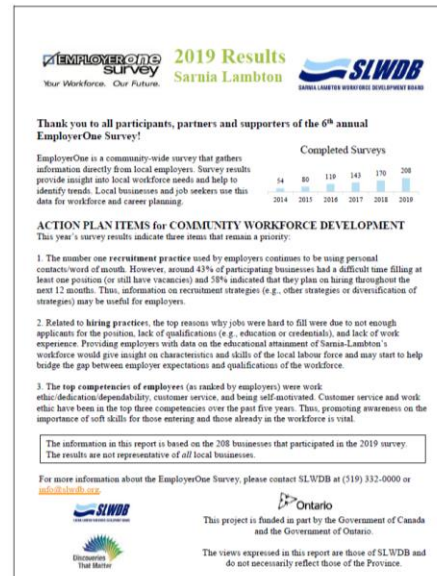
Appendix 5: 2018-2019 Sarnia Lambton Workforce Development Projects

From April 2018 through March 2019, Sarnia Lambton Workforce Development Board led five research projects. These projects were formulated with community partners and through consultations conducted the previous year.

Local Labour Market Plan



EmployerOne Survey



Impact of the Aging Population on the Sarnia Lambton Workforce

As identified in past SLWDB Labour Market Review reports, the workforce in Sarnia Lambton is getting older. Recent studies and consultations indicate that older workers face barriers to employment and could benefit from increased supports. This project intended to further explore the attitudes of job seekers and employers on the impact of the aging workforce in Sarnia Lambton while examining workforce trends, challenges and strategies associated with older workers in Sarnia Lambton.

Collective Leadership

The Collective Leadership group initially began as a way for the local board to bring Employment Ontario, Literacy and Basic Skills, and any other interested parties together to work in closer collaboration. It also encourages/schedules site visits to each site by front line workers to reacquaint themselves with members' physical space and mandates.

Bio Industry in Sarnia Lambton

Bio-industrial technologies are redefining the future of consumer and industrial production. Once predominantly known for its petrochemical and refining plants, Sarnia Lambton is now evolving into a well-sought after location for emerging bio-industrial companies. The bio industrial sector is currently an area of great interest to both employers and job seekers.

Appendix 6: 2019-2020 Sarnia Lambton Workforce Development Projects

From April 2019 through March 2020, Sarnia Lambton Workforce Development Board will lead six research projects.

Local Labour Market Plan

The Sarnia Lambton Workforce Development Board is committed to growing the local workforce for tomorrow's economy. The purpose of the Local Labour Market Plan is to provide labour market information, identify issues, and outline strategies for action through community partnerships.

EmployerOne Survey

The EmployerOne survey focuses on obtaining data on workforce and industry needs based on responses from local businesses and organizations. The feedback we receive from the survey allows us to assist local business owners, job seekers and other stakeholders with workforce and career planning.

Beyond Healthcare: Jobs in fields that support our aging population

SLWDB will host a forum on filling jobs in fields that support our aging population. Building on the previous work completed on our aging population and our participation in the Age-Friendly Sarnia initiative, we will bring together key stakeholders to discuss attracting and retaining employees in the social and community service fields.

Protecting Personal Privacy Bootcamp

SLWDB will present two half-day workshops for EO providers and other interested parties on the collection of personal information, how it may be shared and best practices to follow. SLWDB will invite an expert in the field to present both workshops. 25 staff members will attend each session for a total of 50 attendees.

Workshops for Non-Technical Leadership and Management Skills

SLWDB will provide two workshops on the non-technical skills required for leadership and management positions in the health care and the retail fields. These workshops will facilitate connections between local facilitators who offer leadership training and workshops and leaders in local health and retail businesses who would like to see their employees continue to grow their management and leadership skills.

In-Demand Skilled Trades

SLWDB will conduct focus groups, one-one consultations and an online survey to determine which jobs in the skilled trades are hardest for employers to fill and to better understand employers' experiences and perspectives on apprenticeship training. The results will be shared in a report.



@slwdb



@SarniaLambtonWorkforceDevelopmentBoard



@Sarnia Lambton Workforce Development Board SLWDB

FEEDBACK

<https://www.surveymonkey.com/r/2019-20LLMP>

SARNIA LAMBTON WORKFORCE DEVELOPMENT BOARD

265 Front Street North, Suite 504 | Sarnia, ON N7T 7X1

Telephone: (519) 332-0000

Email: info@slwdb.org