

LOCAL LABOUR MARKET PLAN

Sarnia Lambton



2022-2023

Acknowledgments

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 of Ontario.

The Government of Ontario and its agencies are in no way bound by the recommendations contained in this document.

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. The team actively engages organizations and community partners in local labour market projects. SLWDB also conducts consultations with business owners throughout the year in order to identify needs and facilitate solutions to grow the local workforce.

Network

SLWDB is one of 26 local planning board areas that make up Workforce Planning Ontario that are funded to conduct and disseminate local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.



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

Contents

Acknowledgments	2
Data Sources	4
Executive Summary	5
Local Population	6
Industry Trends	11
Occupation Trends	13
Income	14
Local Business Profile	15
Labour Force Data	17
Work in Sarnia Lambton	18
EmployerOne Survey	22
Employment Ontario Programs	24
Employment Services	25
Apprenticeship	26
Canada Ontario Job Grant	27
Youth Job Connection	28
Literacy and Basic Skills	29
Ontario Employment Assistance Services	30
Better Jobs Ontario	31
Community Consultations	32
2022-2027 Action Plan	34
Appendix A: Notes on Data Sources	40
Appendix B: Sarnia Lambton Business Counts, June 2022	41
Appendix C: Top Occupations by Highest Levels of Educational Attainment, 2016.	42
Appendix D: Employment Ontario Data	43



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:

- Canadian Business Counts
- Labour Force Survey
- Census Data
- Employment Ontario
- EmployerOne Survey
- Focus Groups & Community Consultations
- WISL: Work in Sarnia Lambton

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. A note on the restrictions and limitations of the above-mentioned data sources can be found on page 40 (Appendix A).

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

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

Executive Summary

The Sarnia Lambton Workforce Development Board's Local Labour Market Plan (LLMP) is a comprehensive report that seeks to inform the public, job seekers, service providers, and employers 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.

This past year has once again been a year like no other. Our community continues to respond to the impact of the COVID-19 Pandemic. Supply chain issues remain a concern for many local business owners. The unemployment rate has fluctuated dramatically, from a high of 8.4% in October 2021 to a 20-year low of 4.3% in June 2022. Both job seekers and employers have had to adjust to the impact that this fluctuation has had on job demand in the community. Global events have also played an outsized role in the local economy this year. The war in Ukraine has led to increased costs for both food and fuel across the country. Inflation has led to higher borrowing costs. We have also seen the arrival of a number of refugees who are seeking safety until it is safe for them to return home.

In light of these events, we present our Action Plan for 2022-2027. It seeks to address the issues that have been identified in the statistical data and through community consultations. This year's Action Plan builds on these previously identified priorities:

- Priority 1: Recruitment and Retention
- Priority 2: Promotion of the Skilled Trades
- Priority 3: Soft Skills Training
- Priority 4: Supporting Workers with Disabilities
- Priority 5: International Student and Worker Retention

We hope that the information this report contains will help to direct programming, economic development and workforce planning for the community and that this report will serve to engage service providers, employers, job seekers, and other community partners and further the conversations required to identify opportunities and resolve gaps in the current workforce.

We look forward to continuing the discussion on building a resilient workforce.

Sincerely,



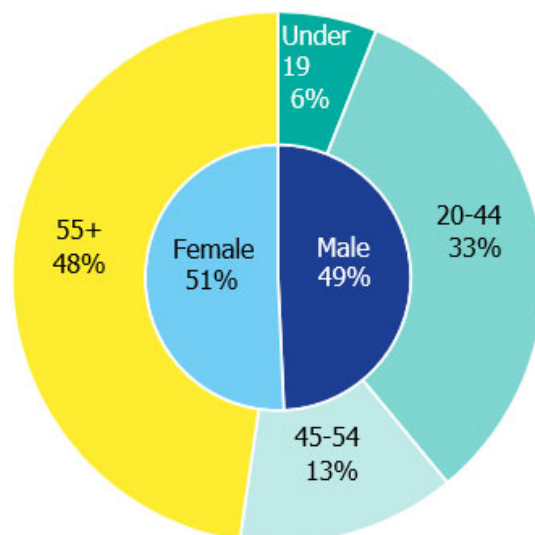
Mikelle Bryson-Campbell, Executive Director
Sarnia Lambton Workforce Development Board

Local Population

With a population of 132,611 people, Lambton County is located at the southern point of Lake Huron. The landscape is both urban and rural with 11 municipalities and three First Nations communities within the county. The average age of the local population is 44 years of age, compared to the Ontario average of 40 years.

The Sarnia Lambton area has an aging population, with the largest percentage of residents, 61% between the ages of 45 and 74 years of age. The local workforce is employed predominantly in Sales and service occupations, Trades, transport and equipment operators and related occupations, and Business, finance and administration occupations.

Figure 1: Age and gender breakdown of Sarnia Lambton population

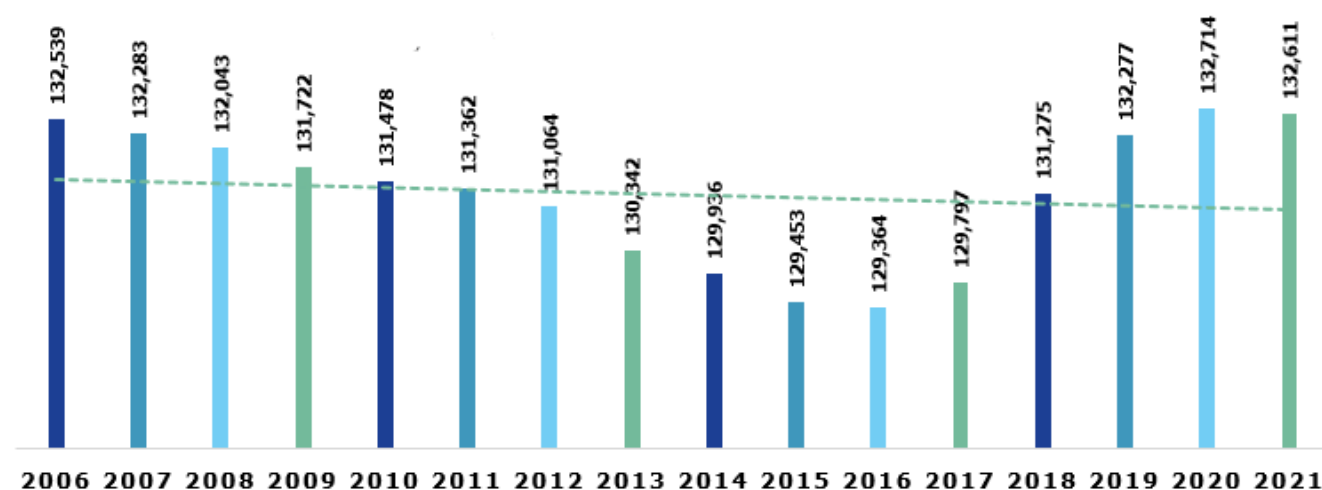


Source: Statistics Canada. Table: 17-10-0139-01



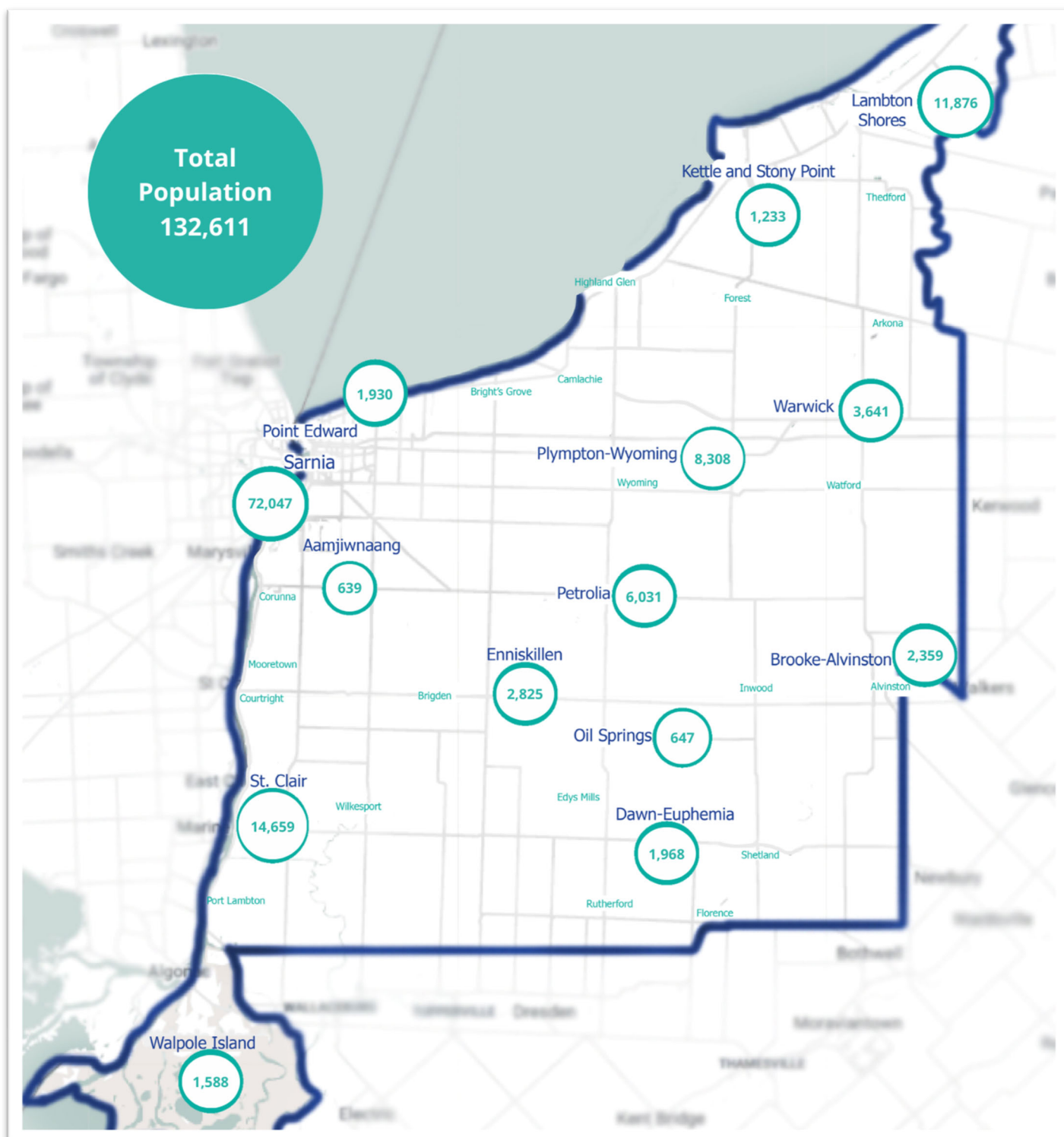
Source: Statistics Canada. Table 17-10-0140-01 Components of population change by census division, 2016 boundaries

Chart 1: Population trends in Sarnia Lambton from 2006 to 2021



Source: Statistics Canada. Table 17-10-0140-01 Components of population change by census division, 2016 boundaries

Figure 2: Sarnia Lambton Population Estimates, 2021.



Source: Statistics Canada. Table 17-10-0142-01 Population estimates by census subdivision, 2021 boundaries

There are three First Nations communities in Lambton County: Aamjiwnaang First Nation, Kettle and Stony Point First Nation, and Walpole Island First Nation. There are approximately 4,594 registered First Nation community members living on reserve in the area, while 5,492 members live off reserve.

Table 1: 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	2,530	2,629	4,927
Living on own reserve	904	1,363	2,327
Not living on own reserve	1,626	1,266	2,600
Median age	38 years	46 years	38 years

Source: Government of Canada. Indigenous and Northern Affairs, First Nation Profile as of November 2022.

Components of Population Change

Factors that influence changes in the population include births, deaths, immigration and emigration. There were 1,206 births and 1,537 deaths in Sarnia Lambton in the past year. There were 185 immigrants who came to Sarnia Lambton, including 16 of those returning emigrants who had previously left the area. There were a total of 111 emigrants who left the area.

Between 2015 and 2020, approximately 18,833 persons migrated to Sarnia Lambton, while 15,021 left the area. Adults aged 45-64 years of age made up the largest group of net migrants moving to the area, while adults aged 18-24 years of age made up the largest group of net migrants leaving the area.

Table 2: In and out migration characteristics between 2015 and 2020

Age Group	In-migrants	Out-migrants	Net-migrants
0-17	3,519	2,208	1,311
18-24	2,629	2,682	-53
25-44	6,391	5,524	867
45-64	4,179	2,664	1,515
65+	2,115	1,943	172
Total	18,833	15,021	3,812

Source: Statistics Canada, 2022 Taxfiler

Education

A high percentage (90%) of those in the labour force in Sarnia Lambton have a partially completed or complete certificate, diploma or degree.

Compared to the province as a whole, Sarnia Lambton had a higher percentage of people with a trade certificate (11%) or College diploma (28%) and a lower percentage of people with a university degree (14%). Compared to the province as a whole, Sarnia Lambton has a lower percentage of women with a Certificate of Apprenticeship (19%).

Table 3: Highest level of educational attainment, Lambton vs Ontario

Characteristics	Lambton County			Ontario		
	Total	Male	Female	Total	Male	Female
Total - Highest certificate; diploma or degree for the population aged 15 years and over in private households - 25% sample data	105,015	51,295	53,725	11,038,440	5,342,755	5,695,685
No certificate; diploma or degree	17,615	8,755	8,860	1,935,355	961,690	973,670
Secondary (high) school diploma or equivalency certificate	30,835	14,225	16,605	3,026,100	1,485,320	1,540,770
Postsecondary certificate; diploma or degree	56,565	28,310	28,250	6,076,985	2,895,745	3,181,235
Apprenticeship or trades certificate or diploma	11,075	8,920	2,155	664,180	471,055	193,120
Trades certificate or diploma other than Certificate of Apprenticeship or Certificate of Qualification	4,115	2,800	1,315	324,370	199,510	124,855
Certificate of Apprenticeship or Certificate of Qualification	6,960	6,115	845	339,810	271,545	68,260
College; CEGEP or other non-university certificate or diploma	29,275	12,270	17,000	2,298,715	981,785	1,316,930
University certificate or diploma below bachelor level	1,395	575	820	242,005	107,065	134,945
University certificate; diploma or degree at bachelor level or above	14,825	6,545	8,275	2,872,085	1,335,845	1,536,250
Bachelor's degree	10,665	4,455	6,215	1,911,530	854,135	1,057,395
University certificate or diploma above bachelor level	1,075	445	625	189,370	83,670	105,695
Degree in medicine; dentistry; veterinary medicine or optometry	350	235	115	79,760	42,295	37,460
Master's degree	2,405	1,190	1,210	593,645	294,180	299,470
Earned doctorate	330	220	110	97,790	61,560	36,230

Source: Statistics Canada, 2021 Census.

The top major fields of study of those people in the labour force in Sarnia Lambton include Architecture, engineering, and related technologies, Health and related fields, and Business, management and public administration.

Sarnia Lambton has a high percentage of workers with a major field of study of Education who are no longer in the labour force (49%). The vast majority of these workers are retired educators.

Table 4: Major field of study in Sarnia Lambton

Major field of study - Classification of Instructional Programs (CIP) 2016	Total - Labour force status	In the labour force
Total - Major field of study - Classification of Instructional Programs (CIP) 2016	105,015	61,460
No postsecondary certificate, diploma or degree	48,450	23,385
Education	3,385	1,730
Visual and performing arts, and communications technologies	1,100	770
Humanities	2,195	1,360
Social and behavioural sciences and law	5,180	3,730
Business, management and public administration	8,480	5,710
Physical and life sciences and technologies	1,590	1,040
Mathematics, computer and information sciences	1,365	1,010
Architecture, engineering, and related technologies	17,130	11,585
Agriculture, natural resources and conservation	1,355	1,035
Health and related fields	10,265	6,875
Personal, protective and transportation services	4,515	3,230
Other fields of study	10	10

Source: Statistics Canada, 2016 Census, Catalogue Number 98-400-X2016284.

Industry Trends

The top five industries with the largest workforce sizes include: Healthcare and social assistance, Retail trade, Manufacturing, Construction, and Educational services.

Healthcare and social assistance 7,960	Retail trade 6,875	Manufacturing 6,815	Construction 5,445	Educational services 3,720
---	-----------------------	------------------------	-----------------------	-------------------------------

Industries with the largest increase in employment between 2011 and 2016 include:

- Mining, quarrying, and oil and gas extraction (40% increase)
- Professional, scientific and technical services (9% increase)
- Construction (8% increase)
- Healthcare and social assistance (7% increase)
- Accommodation and food services (5% increase)

Table 5: Sarnia Lambton's Employed Workforce by Industry

Industry	2011	2016	Difference
Accommodation and food services	4,490	4,710	5%
Administrative and support, waste management and remediation services	3,075	3,080	0%
Agriculture, forestry, fishing and hunting	2,890	2,655	-8%
Arts, entertainment and recreation	1,830	1,490	-19%
Construction	5,045	5,445	8%
Educational services	3,720	3,720	0%
Finance and insurance	1,500	1,330	-11%
Health care and social assistance	7,415	7,955	7%
Information and cultural industries	645	580	-10%
Management of companies and enterprises	10	40	300%
Manufacturing	7,170	6,810	-5%
Mining, quarrying, and oil and gas extraction	520	730	40%
Other services (except public administration)	3,185	3,065	-4%
Professional, scientific and technical services	2,665	2,915	9%
Public administration	2,550	2,420	-5%
Real estate and rental and leasing	1,130	785	-31%
Retail trade	6,840	6,875	1%
Transportation and warehousing	2,635	2,585	-2%
Utilities	950	625	-34%
Wholesale trade	2,210	2,190	-1%

Source: Statistics Canada, 2016 Census. Custom Table

In absolute terms, the industries in Sarnia Lambton that saw the largest increase in employment between 2011 and 2016 were Health care and social assistance (+540), Construction (+400), and Professional, scientific and technical services (+250). The industries that saw the largest decrease in employment were Manufacturing (-360), Real estate, rental and leasing (-345), and Arts, entertainment and recreation (-340).

Industries with the largest decrease in employment between 2011 and 2016 include:

- Utilities (34% decrease)
- Real estate and rental and leasing (31% decrease)
- Arts, entertainment and recreation (19% decrease)
- Finance and insurance (11% decrease)
- Information and cultural industries (10% decrease)

Companies in Real estate and rental and leasing work primarily in selling and leasing real estate. This industry also includes companies that rent consumer goods and commercial and industrial machinery and equipment, and many of these companies support the petrochemical industry.

While companies in Manufacturing did not see the largest decrease in workforce size, these companies represent the second largest workforce by industry, and they have experienced a 5% decrease in workforce size since 2001. Companies in Manufacturing work primarily in chemical manufacturing, plastics and rubber manufacturing, fabricated metal product manufacturing, machinery manufacturing, transportation equipment manufacturing, and miscellaneous manufacturing. These companies both work directly in and support the petrochemical industry. While there was a decrease in the workforce size, there was a marked increase in the income. More information can be found in the Income section on page 14.

Table 6: Sarnia Lambton's Industry Representation Compared to Ontario, 2016

Industry	Lambton	Ontario
Accommodation and food services	8%	7%
Administrative and support, waste management and remediation services	5%	5%
Agriculture, forestry, fishing and hunting	4%	1%
Arts, entertainment and recreation	2%	2%
Construction	9%	7%
Educational services	6%	7%
Finance and insurance	2%	5%
Health care and social assistance	13%	11%
Information and cultural industries	1%	2%
Management of companies and enterprises	0.1%	0.2%
Manufacturing	11%	10%
Mining, quarrying, and oil and gas extraction	1%	0%
Other services (except public administration)	5%	4%
Professional, scientific and technical services	5%	8%
Public administration	4%	6%
Real estate and rental and leasing	1%	2%
Retail trade	11%	11%
Transportation and warehousing	4%	5%
Utilities	1%	1%
Wholesale trade	4%	4%

Source: Statistics Canada, 2016 Census. Custom Table

Occupation Trends

The occupations with the largest workforce size in Sarnia Lambton include Sales and service occupations (13,605) and Trades, transport and equipment operators (10,295).

The largest gains in employment income between 2011 and 2016 include the following occupations:

- Occupations in manufacturing and utilities (122% increase)
- Natural resources, agriculture and related production occupations (76% increase)
- Trades, transport and equipment operators and related occupations (50% increase)
- Natural and applied sciences and related occupations (42% increase)
- Management occupations (30% increase)

Table 7: Sarnia Lambton Resident Employment by Occupation, 2011 vs 2016

	2011	2016	Difference
Occupations in art, culture, recreation and sport	970	920	-5%
Natural resources, agriculture and related production occupations	1,210	1,485	23%
Occupations in manufacturing and utilities	2,985	3,300	11%
Natural and applied sciences and related occupations	3,395	3,775	11%
Health occupations	3,945	4,505	14%
Education, law and social, community and government services	5,550	5,620	1%
Management occupations	6,745	6,000	-11%
Business, finance and administration occupations	7,690	6,975	-9%
Trades, transport and equipment operators and related occupations	9,785	10,295	5%
Sales and service occupations	13,980	13,605	-3%

Source: Statistics Canada. 2016 Census. Custom Table

Compared to the province as a whole, Sarnia Lambton had a higher percentage of people with working in Trades, transport and equipment operators and related occupations and a lower percentage of people working in Business, finance and administration occupations.

Table 8: Sarnia Lambton Resident Employment by Occupation, Lambton and Ontario

	2011		2016	
	Ontario	Lambton	Ontario	Lambton
Management occupations	15%	16%	15%	14%
Business, finance and administration occupations	19%	15%	18%	14%
Natural and applied sciences and related occupations	9%	7%	9%	9%
Health occupations	6%	7%	6%	7%
Education, law and social, community and government services	12%	10%	12%	10%
Occupations in art, culture, recreation and sport	2%	1%	2%	1%
Sales and service occupations	17%	18%	16%	16%
Trades, transport and equipment operators and related occupations	13%	18%	14%	19%
Natural resources, agriculture and related production occupations	1%	2%	1%	2%
Occupations in manufacturing and utilities	6%	7%	6%	7%

Source: Statistics Canada. 2016 Census. Custom Table

Income

The average net employment income in Sarnia Lambton is \$69,298, which is slightly above the Ontario average of \$68,628. Occupations with the highest average annual income include those in the Natural and applied sciences and related occupations, occupations in Manufacturing and utilities, and Management occupations.

Chart 2: Average Income by Occupation, 2016



Source: Statistics Canada. 2016 Census. Custom Table

The largest gains in employment income between 2011 and 2016 include the following occupations:

- Occupations in Manufacturing and utilities (122% increase)
- Natural resources, agriculture and related production occupations (76% increase)
- Trades, transport and equipment operators and related occupations (50% increase)
- Natural and applied sciences and related occupations (42% increase)
- Management occupations (30% increase)

Table 9: Change in Occupation Income, 2011 vs 2016

National Occupational Classification (NOC) 2011	2011	2016	Change
Art, culture, recreation and sport	\$41,721	\$ 41,767	0%
Business, finance and administration occupations	\$48,470	\$ 61,126	26%
Education, law and social, community and government services	\$62,142	\$ 70,884	14%
Health occupations	\$57,932	\$ 68,908	19%
Management occupations	\$59,217	\$ 77,100	30%
Natural and applied sciences and related occupations	\$73,030	\$104,065	42%
Natural resources, agriculture and related production occupations	\$27,830	\$ 48,877	76%
Occupations in manufacturing and utilities	\$43,538	\$ 96,832	122%
Sales and service occupations	\$37,206	\$ 39,710	7%
Trades, transport and equipment operators and related occupations	\$47,068	\$ 70,806	50%

Source: Statistics Canada. 2016 Census. Custom Table

Local Business Profile

There were approximately 12,000 businesses in operation in Sarnia Lambton in June 2022 and 3,747 of these businesses had employees.

Of the businesses with employees, 51% were small businesses with 1-99 employees and 46% were micro businesses with 1-4 employees.

Total Business Counts by Business Size	June 2022
Without employees	8260
Micro (1-4 employees)	1734
Small (1-99 employees)	1926
Medium (100-499 employees)	76
Large (500+ employees)	11

The top industries with small-sized businesses (1-99 employees) include Specialty trade contractors, Ambulatory health care services, and Professional, scientific and technical services.

The top industries with medium-sized businesses (100-499 employees) include Nursing and residential care facilities, Food and beverage stores, and Chemical manufacturing.

The top industries with large businesses (500+ employees) include Chemical manufacturing, Educational services, Local, municipal and regional public administration, Heavy and civil engineering construction, and Specialty trade contractors.

A list of the top 40 business categories in Sarnia Lambton can be found in Appendix B. (Page 41)

Top 5 Industries Overall	June 2022
531 - Real estate	2020
111 - Crop production	1705
541 - Professional, scientific and technical services	784
238 - Specialty trade contractors	593
621 - Ambulatory health care services	547

Top Industries Without Employees	June 2022
531 - Real estate	1882
111 - Crop production	1570
541 - Professional, scientific and technical services	530
112 - Animal production and aquaculture	438
523 - Securities, commodity contracts, and other financial investment and related activities	379

Top Industries with Employees	June 2022
238 - Specialty trade contractors	307
621 - Ambulatory health care services	274
541 - Professional, scientific and technical services	254
722 - Food services and drinking places	225
531 - Real estate	138

Source: Business Counts, June 2022.

The most significant changes in the number of businesses between June 2017 and June 2022 were among Agriculture, forestry, fishing and hunting (-93 businesses) and Real estate, rental and leasing (+397 businesses).

Businesses in Construction saw a decrease in the number of sole proprietorships (no employees, -58 businesses), but an increase in the number of micro and small-sized businesses (+11 and +24 respectively).

Businesses in Finance and insurance saw an increase in the number of sole proprietorships (+39 businesses), micro (+2 businesses) and small-sized businesses (+3 businesses).

Businesses in Professional, scientific and technical services saw a decrease in the number of sole proprietorships (-17 businesses) and micro-businesses (-20 businesses), but an increase in the number of small-sized businesses (+11 businesses).

Table 10: Difference in business counts in Sarnia Lambton, 2017 vs 2022

		Without employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +	Total
11 - Agriculture, forestry, fishing and hunting	↓	-74	↓ -18	↑ 13	↓ -15	⇒ 0	↓ -1	↑ 1	↑ 1	⇒ 0	↓ -93
21 - Mining, quarrying, and oil and gas extraction	↓	-10	↑ 7	↓ -1	↓ -2	↓ -5	↑ 2	⇒ 0	⇒ 0	⇒ 0	↓ -9
22 - Utilities	↓	-4	↓ -1	↑ 1	⇒ 0	↑ 3	↓ -1	↑ 1	⇒ 0	⇒ 0	↓ -1
23 - Construction	↓	-58	↑ 11	↑ 16	↑ 6	↓ -5	↑ 7	↓ -3	↓ -1	↑ 1	↓ -26
31,32,33 - Manufacturing	↓	-10	↓ -9	↓ -5	↑ 9	↓ -9	↑ 1	↓ -2	⇒ 0	↑ 1	↓ -24
41 - Wholesale trade	↓	-10	↓ -9	↓ -17	↑ 6	↓ -1	⇒ 0	↑ 3	↑ 1	⇒ 0	↓ -27
44,45 - Retail Trade	↓	-32	↑ 40	↑ 5	↓ -22	↑ 6	↓ -7	↑ 7	↓ -1	⇒ 0	↓ -4
48,49 - Transportation and warehousing	↓	-28	↑ 5	↓ -11	↓ -5	↓ -5	↑ 1	⇒ 0	⇒ 0	⇒ 0	↓ -43
51 - Information and cultural industries	↓	-6	↑ 7	↓ -5	↓ -2	↑ 2	⇒ 0	↓ -1	⇒ 0	⇒ 0	↓ -5
52 - Finance and insurance	↑	39	↑ 2	↑ 5	↓ -3	⇒ 0	↑ 1	↓ -1	⇒ 0	⇒ 0	↑ 43
53 - Real estate and rental and leasing	↑	348	↑ 62	↓ -10	↓ -6	↑ 3	↓ -2	↑ 2	⇒ 0	⇒ 0	↑ 397
54 - Professional, scientific and technical services	↓	-17	↓ -20	↓ -9	↑ 16	↑ 1	↑ 3	↓ -2	↓ -1	⇒ 0	↓ -29
55 -Management of companies and enterprises	↑	7	↑ 2	↑ 2	⇒ 0	⇒ 0	⇒ 0	↓ -1	↓ -1	↑ 1	↑ 10
56 - Administrative and support services	↓	-29	↑ 4	⇒ 0	↑ 2	↑ 2	⇒ 0	↓ -1	⇒ 0	⇒ 0	↓ -22
61 - Educational services	↓	-2	↓ -2	↓ -4	⇒ 0	↑ 1	⇒ 0	⇒ 0	↓ -1	⇒ 0	↓ -8
62 - Healthcare and social assistance	↑	21	↑ 5	↑ 14	↑ 9	↑ 10	↑ 4	⇒ 0	⇒ 0	↓ -2	↑ 61
71 - Arts, entertainment and recreation	↑	2	↑ 1	↑ 4	↓ -3	↓ -4	↑ 3	⇒ 0	⇒ 0	⇒ 0	↑ 3
72 - Accommodation and food services	↑	8	↓ -1	↓ -14	↑ 18	⇒ 0	↓ -5	⇒ 0	↑ 1	⇒ 0	↑ 7
81 - Other services (except public administration)	↑	25	⇒ 0	↓ -14	↓ -10	↓ -1	↓ -4	↓ -2	⇒ 0	⇒ 0	↓ -6
91 - Public administration	⇒	0	⇒ 0	↓ -1	↓ -2	⇒ 0	↑ 2	⇒ 0	↓ -1	↑ 2	⇒ 0

Source: Business Counts, June 2022.

Labour Force Data

Labour force participants are persons 15 years and older who are either employed or looking for work. Sarnia Lambton has one of the lowest participation rates in the province and it has consistently decreased over the past decade.

Table 11: Labour market information for Sarnia Lambton, 2010-2021

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Source												
Population 15+	109.0	109.1	108.9	108.5	108.3	107.9	107.7	108.1	109.3	110.5	111.0	111.2
Participation Rate (%)	61.9	61.2	61.8	60.7	61.1	60.9	60.5	59.6	59.6	59.5	54.9	58.2
Labour Force	67.5	66.7	67.2	65.8	66.1	65.7	65.2	64.4	65.2	65.7	61.0	64.8
Employed	60.4	60.1	60.3	59.9	60.4	60.1	59.9	59.8	60.7	61.2	54.5	59.6
Unemployed	7.1	6.6	6.9	5.9	5.8	5.6	5.3	4.6	4.4	4.5	6.5	5.1
Unemployment Rate (%)	10.5	9.8	10.3	9.0	8.7	8.5	8.1	7.1	6.8	6.8	10.7	7.9

Source: Statistics Canada. Labour Force Survey, 2012-2020. Estimates calculated by Metro Economics

Over the past ten years, the unemployment rate in Sarnia Lambton has been higher than across the province as a whole. The unemployment rate is closely tied to the success of key local industries, including the petrochemical industry.

Table 12: Unemployment rate Sarnia Lambton vs Ontario, 2010-2021

		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Unemployment Rate (%)	Lambton	10.5	9.8	10.3	9.0	8.7	8.5	8.1	7.1	6.8	6.8	10.7	7.9
	Ontario	8.7	7.9	7.9	7.6	7.3	6.8	6.6	6.1	5.7	5.6	9.6	8.1

Source: Statistics Canada. Labour Force Survey, 2010-2021. Estimates calculated by Metro Economics

Table 13: Unemployment rate in Sarnia Lambton, 2021 and 2022

Over the past year, the unemployment rate in Sarnia Lambton has fluctuated considerably from a high of 8.4% to a low of 4.3%. As has been the case over the past two years, the unemployment rate is affected by the COVID-19 Pandemic.

Unemployment Rate (%)	2021						2022					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
	7.6	7.6	6.9	8.4	7.7	7.1	7.0	6.9	6.2	5.4	5.1	4.3

Source: Statistics Canada. Labour Force Survey, 2021-2022. Estimates calculated by Metro Economics

Work in Sarnia Lambton

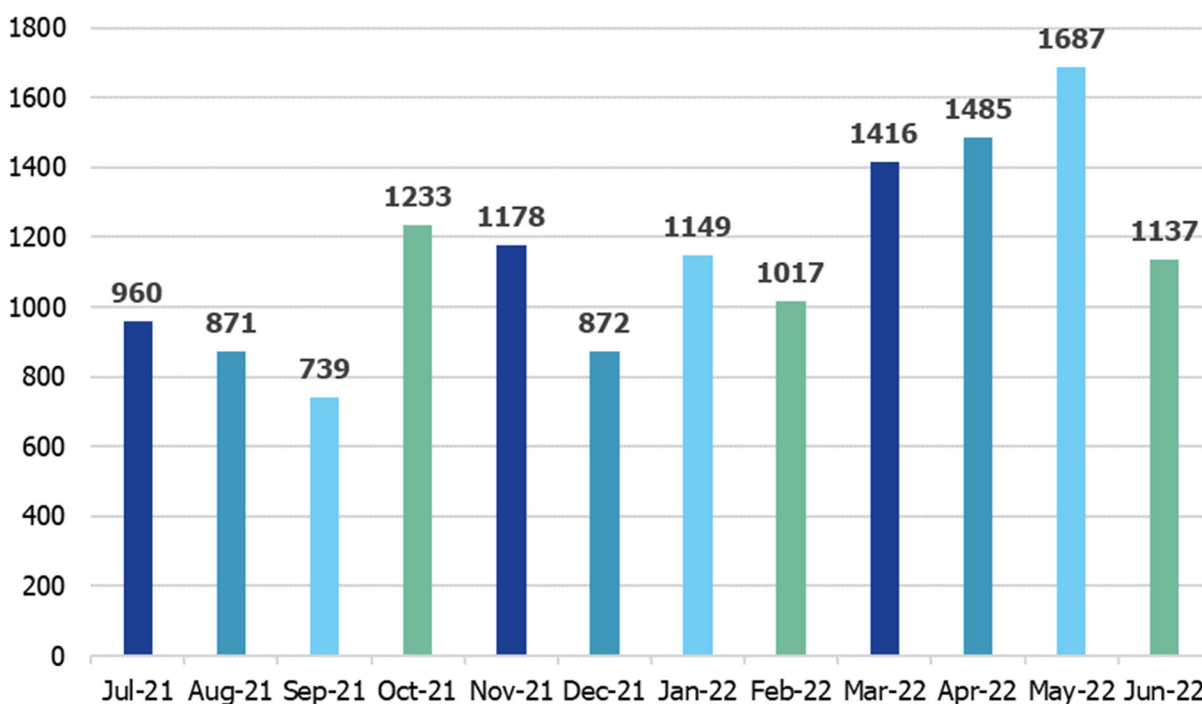
Work in Sarnia Lambton (WISL) is an online platform operated by SLWDB that connects employers and job seekers in Sarnia Lambton. WISL Tools include the Job Board, Job Map, Career Library, Career Explorer, Sector Library and Sector Map.

WISL also provides local job demand data. Each month, SLWDB collects key information, including the total number of job postings, as well as job posting information on occupations, industries, locations/municipalities, job boards, and skills required for available jobs in Sarnia Lambton. This information is then shared with students and job seekers so that they can prepare for these jobs.

Job posting counts across many industries are cyclical and therefore fluctuate month-to-month. For example, job postings in retail trade generally experience peaks in hiring just before back to school (July) and at the end of the year (November).

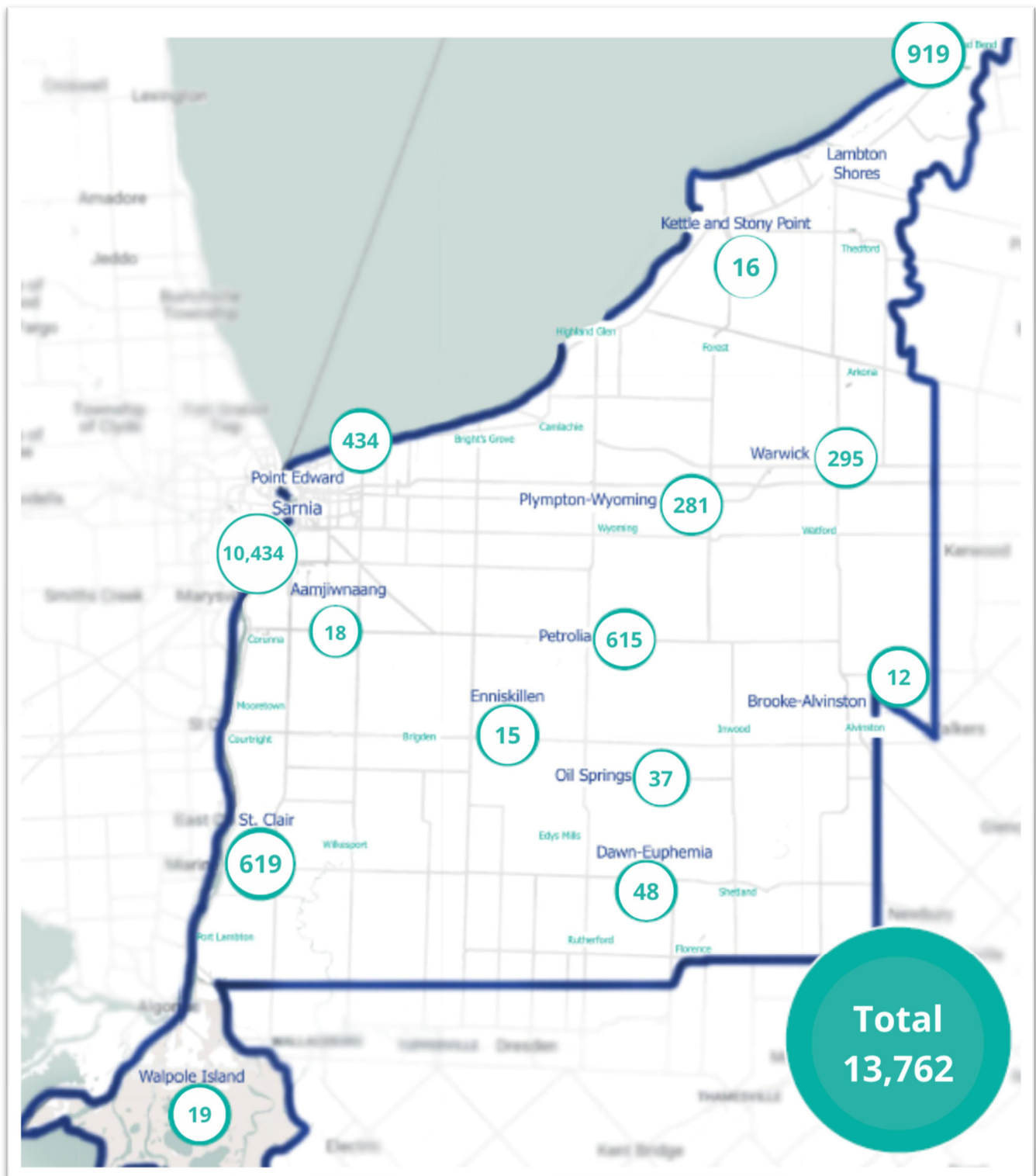
Over the past year, WISL collected a total of 13,744 job postings from 2,231 companies. The average job posting length was 22.4 days. Job posting counts are higher across all industries in comparison to a year ago.

Chart 3: Job Postings by Month, July 2021 – June 2022



Although WISL captures a large portion of the jobs posted locally, not all employers utilize online job boards as a recruitment method. As noted in the EmployerOne Survey, word of mouth remains a top recruitment method used by local employers.

Figure 3: Job Postings by location from July 1, 2021 - June 30, 2022



Source: Sarnia Lambton Workforce Development Board, Work in Sarnia Lambton (WISL) Tools

Chart 4: Job posting counts by occupation in Sarnia Lambton

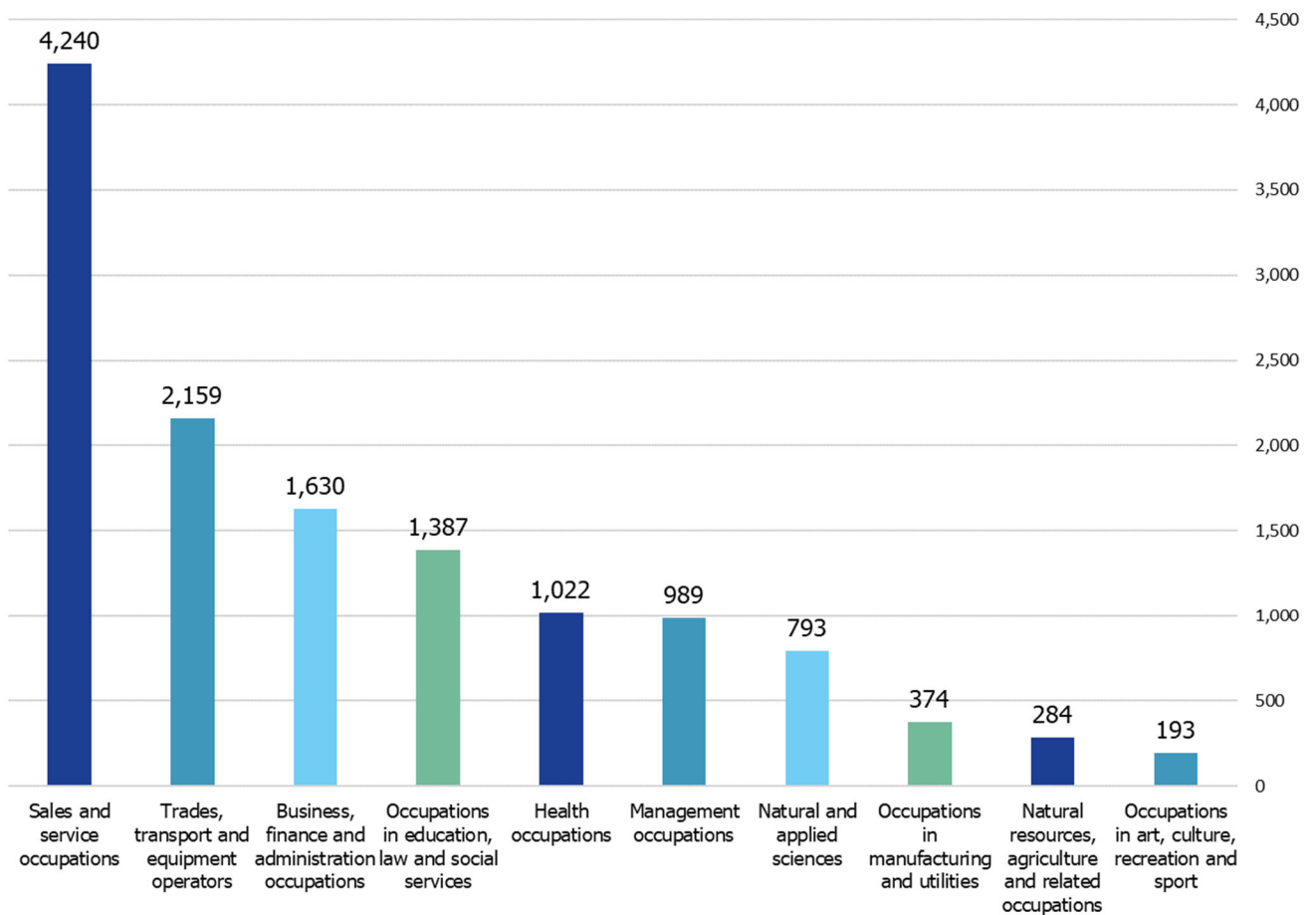


Chart 5: Job Duration

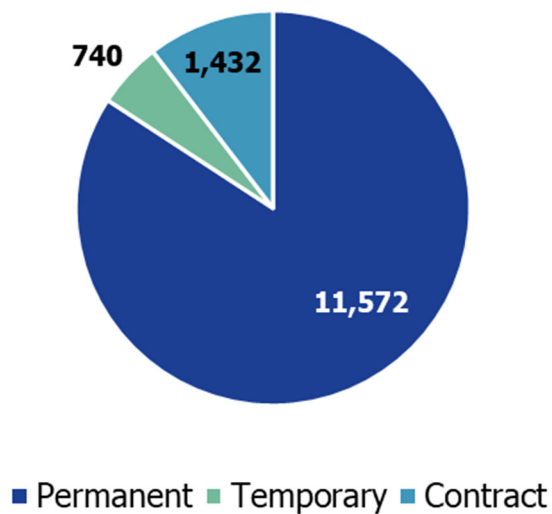


Chart 6: Job Type

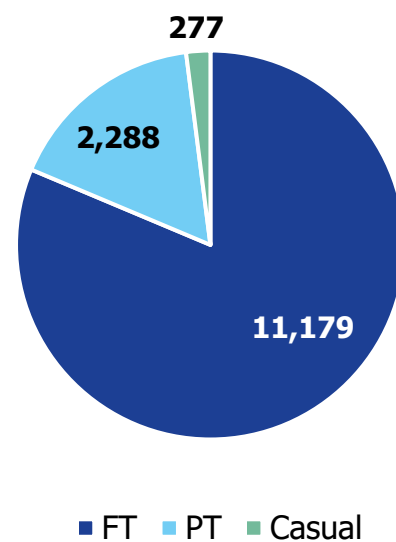
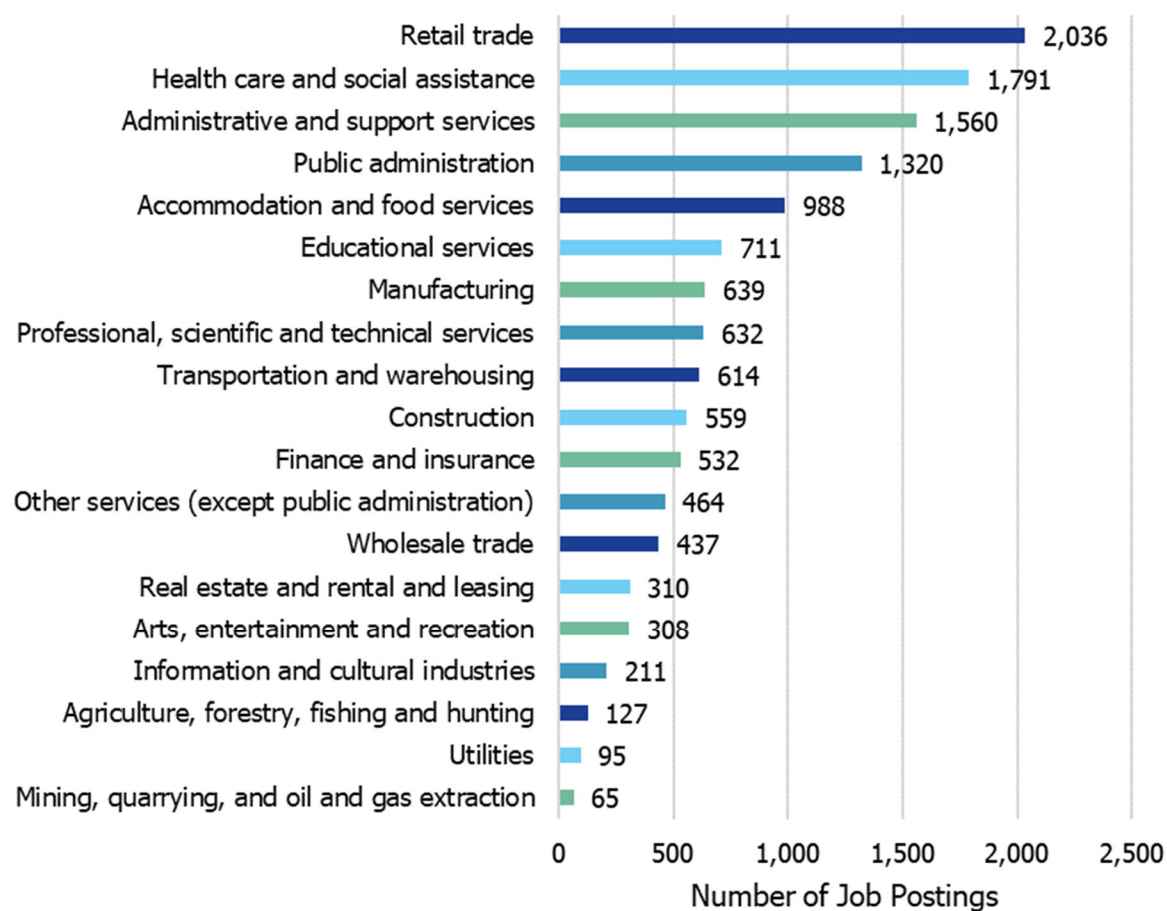


Chart 7: Number of persons working by NOC, 2011 vs 2016

National Occupational Classification (NOC) 2011 and 2016	Number of persons working 2011	Number of persons working 2016	%
0 Management occupations	8,885	4,570	-49%
1 Business, finance and administration occupations	10,620	4,275	-60%
2 Natural and applied sciences and related occupations	3,870	2,695	-30%
3 Health occupations	3,310	2,345	-29%
4 Occupations in education, law and social, community and government services	6,995	3,260	-53%
5 Occupations in art, culture, recreation and sport	720	335	-53%
6 Sales and service occupations	9,200	5,125	-44%
7 Trades, transport and equipment operators and related occupations	10,495	6,115	-42%
8 Natural resources, agriculture and related production occupations	805	520	-35%
9 Occupations in manufacturing and utilities	3,550	2,300	-35%

***Note:** National Occupational Classification, or NOC, is a systematic taxonomy of all occupations in the Canadian labour market.

Chart 8: Job posting counts by industry



EmployerOne Survey

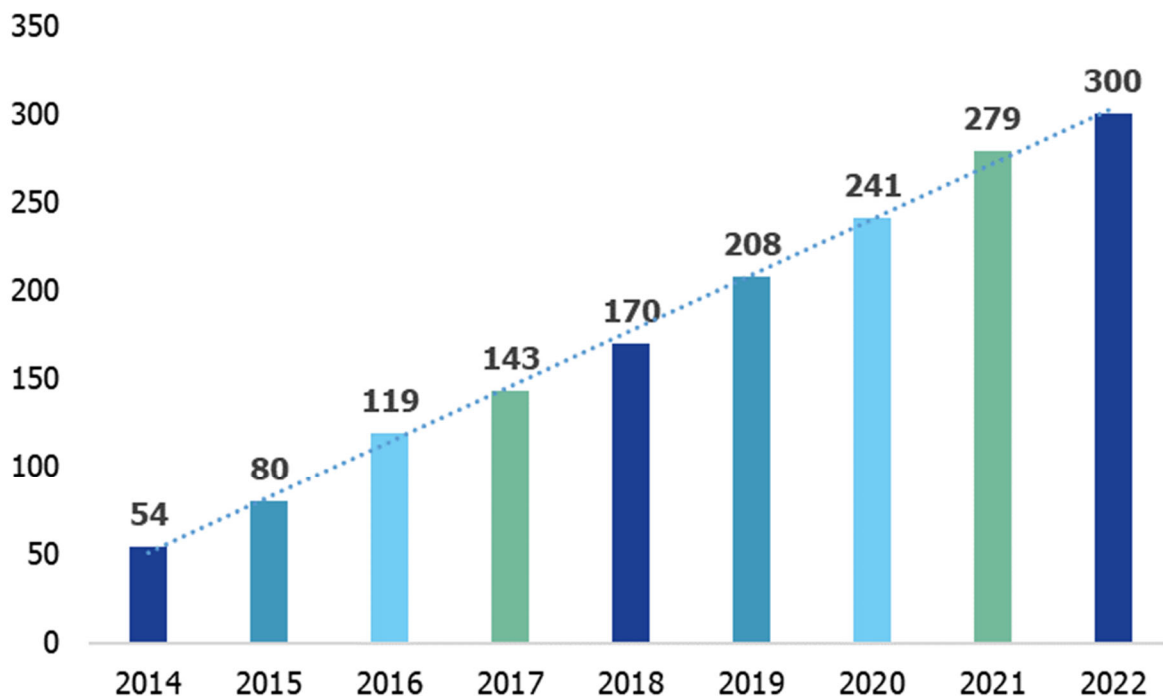
The EmployerOne Survey is a community-wide survey that gathers information directly from employers in Sarnia Lambton. This survey results provide job seekers and others in the community with data on local hiring trends and recruitment methods for future career planning. The results also support employers in better understanding the recruitment landscape.

This year's survey gathered input from 300 local employers with a larger representation from those in Retail trade, Healthcare and social assistance, and Professional, scientific and technical services.

In line with survey results from previous years, employers reported having hard to fill positions, most notably in Wholesale trade, Healthcare and social assistance, and Accommodation and food services. It is anticipated this hiring need will continue as a majority of employers plan to hire this year.

As in the previous year's survey, additional questions were added to continue monitoring the impacts of COVID-19 on local businesses through post-pandemic recovery. To date, 44% of the businesses surveyed have not returned to pre-Pandemic levels of operation, and employers continue to experience challenges related to COVID-19 workplace restrictions and product/supply shortages. The full report can be accessed at www.slwdb.org.

Chart 9: Number of survey responses from 2014-2022



Barriers to work that employees experienced during the COVID-19 pandemic:

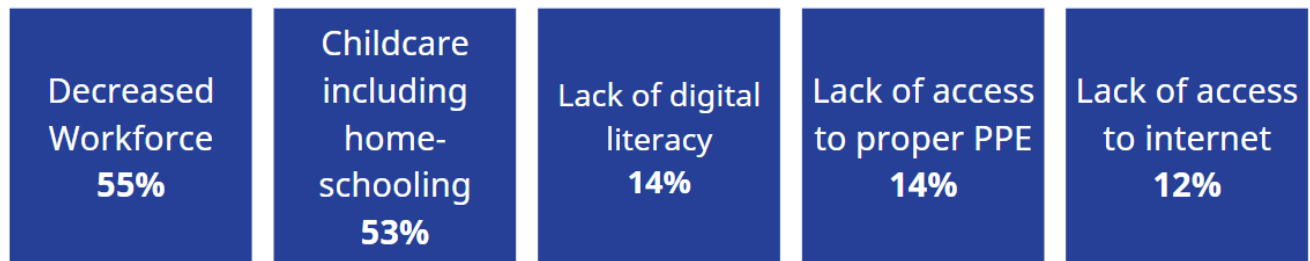
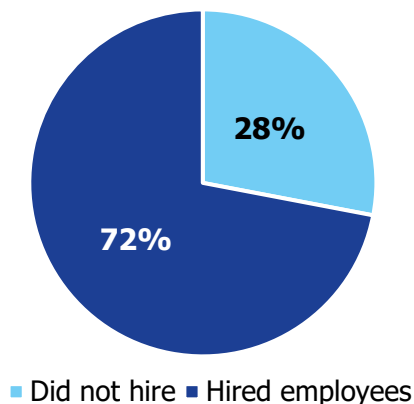
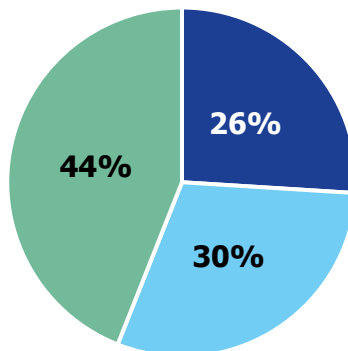


Chart 10: Employers who indicated that they had hired in 2020



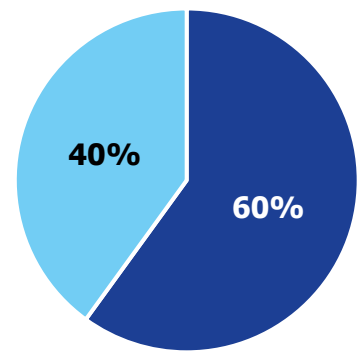
■ Did not hire ■ Hired employees

Chart 11: Breakdown of positions hired for in 2020



■ Permanent Part-time
■ Permanent Full-time
■ Contract/Seasonal/Casual

Chart 12: Employers who indicated they experienced a hard-to-fill position



■ Did not experience hard to fill positions
■ Experienced hard to fill positions

The top competencies employers look for when recruiting candidates:



Employment Ontario Programs

Employment Ontario service providers assist job seekers, workers, and employers across Ontario by providing services for both public and private sector employment. All facts and figures in this section come from the Ontario Ministry of Labour, Immigration, Training and Skills Development's 2021-2022 Employment Ontario Data for Local Boards. The information presented in this section covers the fiscal year April 1, 2021 to March, 31 2022.

The data elements serve as a basis for local boards and regional networks to have evidence-based discussions with Employment Ontario service providers and non-Employment Ontario organizations to discuss local challenges such as skills and service gaps, overlaps and underserved populations. Together, Employment Ontario service providers, local boards and regional networks collaborate to develop actions that address local issues in Sarnia Lambton.

Employment Ontario Programs that ran in the past year include:

- Employment Service
- Apprenticeship
- Canada Ontario Job Grant
- Youth Job Connection
- Literacy and Basic Skills
- Ontario Employment Assistance Service
- Better Jobs Ontario

The data is broken down in two ways, comparing services in Sarnia Lambton year-over-year for the past four years, and also comparing our local services in Sarnia Lambton to the region and to the province. Note that the 2018-2019 and the 2019-2020 data are both pre-Pandemic based on the timeline of the fiscal year; the last two years have been affected by COVID. Under the Employment Services Transformation (EST) framework, data for service providers that fall within the prototype Service System Manager (SSM) catchment areas (Hamilton Niagara, Muskoka-Kawartha and Peel) are not included in the regional and provincial data.

Employment Ontario Consultations

The results of consultations with Employment Ontario service providers point to a marked change over the last months. The labour market has shifted dramatically over the course of the last year, as noted by all the service providers. The unemployment rate fluctuated between 6.9% and 8.5% as a result of the COVID-19 Pandemic, before dropping over the course of the spring and summer of 2022. As a result, Employment Services has seen a decrease in job-seeking clients. Mental health issues remain a concern for clients who are accessing service.

In contrast, service providers have seen increased interest in recruitment supports for local employers. Attraction and retention of staff has been a key issue for them. Employers who have not traditionally struggled with retention have shared that this year they have had to hire to replace long-serving employees. They have reached out to Employment Services providers to support them.

The number of clients accessing Youth Job Connection and Canada Ontario Job Grant remains lower than pre-Pandemic, but participation in Literacy and Basic Skills and Ontario Employment Assistance Services has rebounded. Given the record number of job openings, clients were interested in building their skills so that they were confident in their abilities when applying for new opportunities.

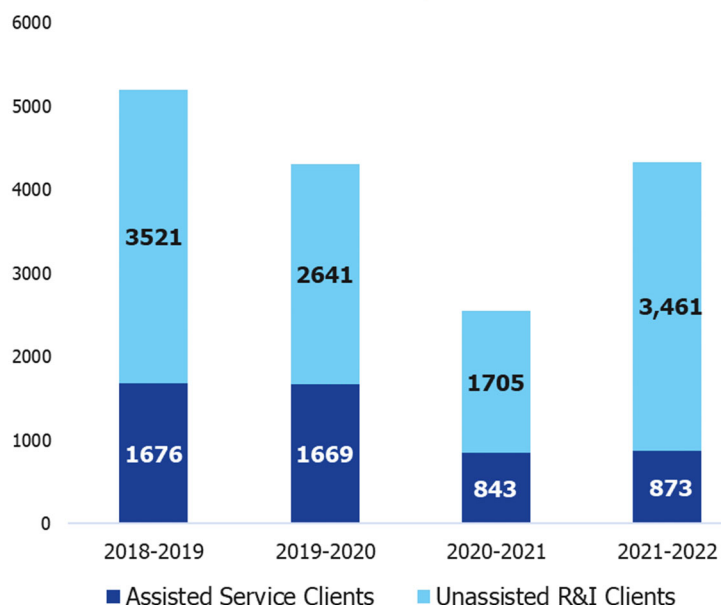
Employment Services

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

Looking at the number of clients accessing ES, there has been an increase from the previous year, though client numbers were still lower than they were before the Pandemic. Comparing the local ES client numbers to the region and the province, the local percentage of assisted and unassisted is comparable to the region and the province (see Appendix D, page 43, Chart 18).

Looking at the age breakdown of ES clients, we saw a slightly higher percentage of young clients aged 15-24 and a slightly higher percentage of older clients aged 45-64 than in the year prior (see Appendix D). We saw a higher percentage of younger clients aged 15-25 locally than in the region or the province (see Appendix D, page 43, Chart 19).

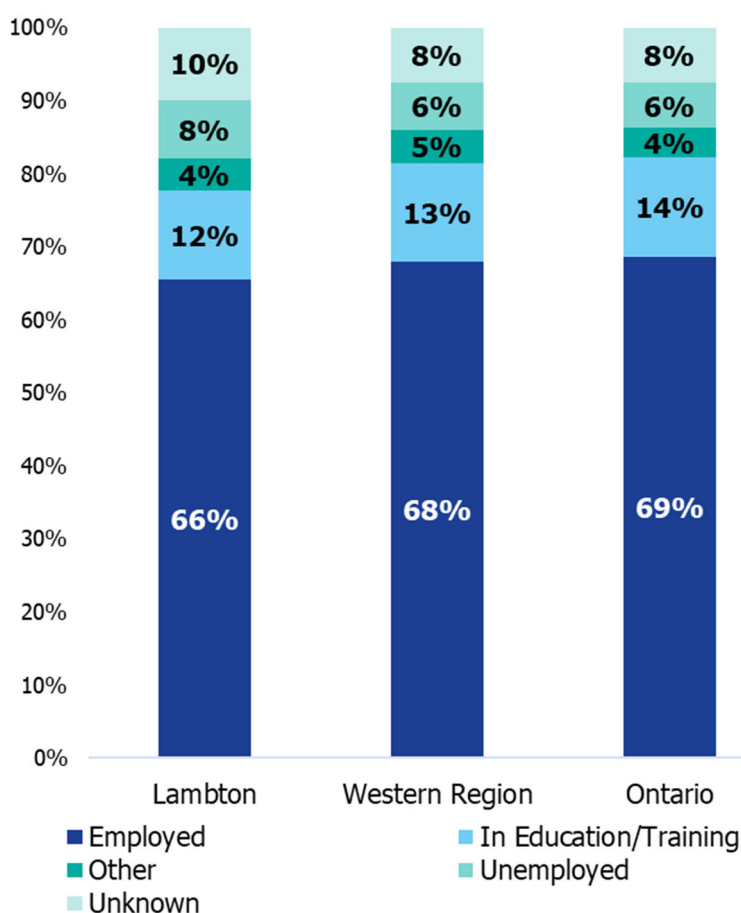
Chart 10: Employment Service clients by Service Type in Lambton County, 2018-2022.



Looking at the highest level of education, there was an increase locally in the percentage of clients who have started a college or university program but have not completed it (see Appendix D, page 45, Chart 22). Compared to the region and the province, there is a much lower percentage of clients who have a university of post-graduate degree, and a much higher percentage of clients who have some college or university but never completed their program.

Looking at the ES client outcome, compared to last year there has been an increase in the number of employed clients at exit (see Appendix D, page 45, Chart 23). Locally there is a slightly higher number of unemployed and unknowns at exit than across the region and the province.

Chart 11: ES Clients by Outcome, 2021-2022, Lambton, Western Region and Ontario



Apprenticeship

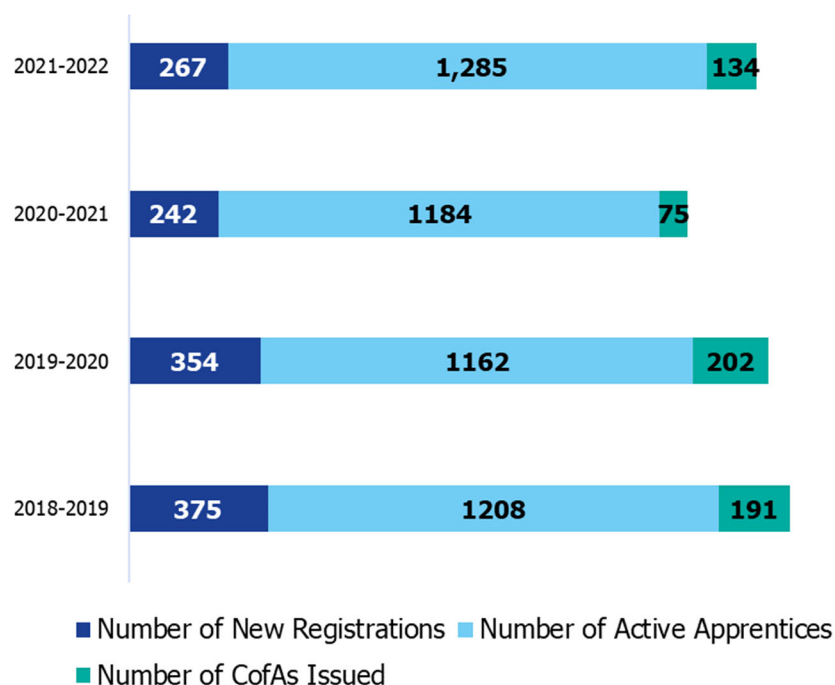
An apprentice is an individual who is receiving or is to receive training in a skilled trade, with the intention of obtaining a Certificate of Qualification.

There were a higher number of new apprenticeship registrations this year than last year, but the registration numbers were still below the pre-Pandemic numbers. There are currently a record number of active apprentices, likely due in part to the low number of certificates issued over the past two years.

Comparing the top registrations by trade, Steamfitters and Construction Craft Workers appear locally but not regionally or provincially, which do not show up here. In comparison, regionally the list includes Plumbers and Millwrights, and provincially the list includes Plumbers and Hairstylists.

Looking at apprenticeship clients by gender, locally approximately 15% of apprentices were women. Compared to the region and the province, this is a slightly higher percentage of female apprentices (see Appendix D, page 46, Chart 24).

Chart 12: Apprenticeship Clients in Lambton County, 2018-2022.



New registrations by trade in Lambton County:

450A: Construction Craft Worker (55)

403A: General Carpenter (25)

309A: Electrician - Construction and Maintenance (38)

310S: Automotive Service Technician (22)

307A: Steamfitter (34)

310T: Truck and Coach Technician (18)

Canada Ontario Job Grant

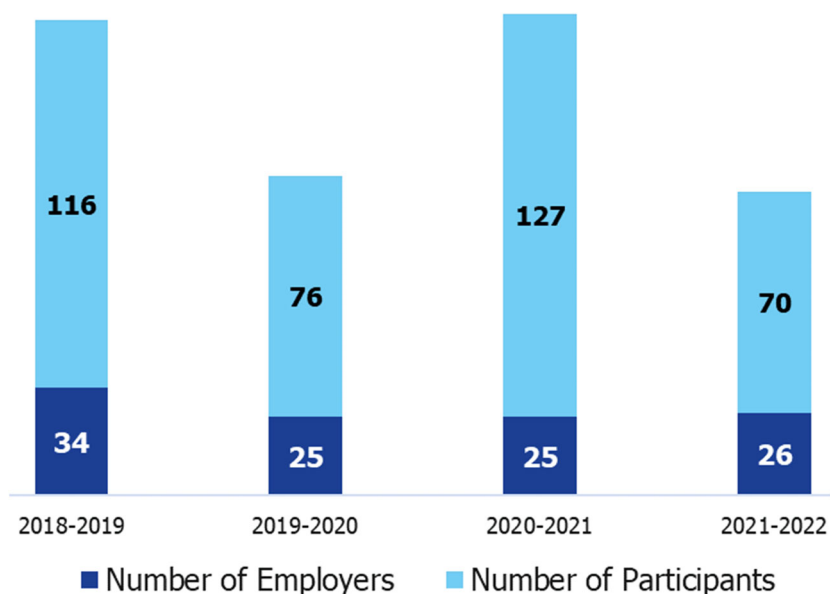
The Canada Ontario Job Grant (COJG) provides employers the opportunity to invest in their workforce through direct financial support to employers who wish to invest in training for their employees. The program provided training opportunities to 26 employers and 70 participants during the 2021-2022 fiscal year.

Out of 70 participants, 13 participated in training with a private trainer, while less than 10 people participated in training through a public college, a registered private career college, a union-based training centre and a university. Locally there were an equal number of employers offering training to a smaller number of employees compared to the previous year.

At the end of training, locally 100% of COJG Participants were employed full time, whereas in the region it was 93% and across the province it was 91% employed full time.

Comparing the COJG participants to the region and the province, locally there were relatively more employers and fewer participants than in the region and the province. Whereas locally there were mostly small employers taking part, the region and the province as a whole saw mostly large employers taking part.

Chart 13: COJG employers and participants by year in Sarnia-Lambton, 2018-2022.

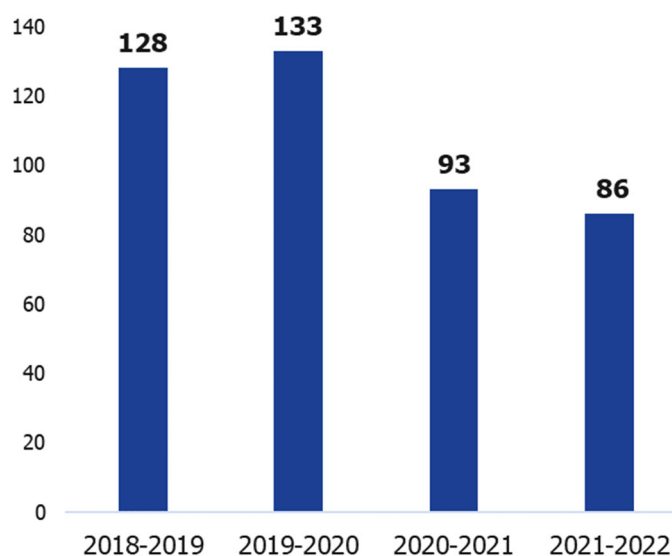


Youth Job Connection

The Youth Job Connection (YJC) provides intensive supports beyond traditional job search and placement opportunities to youth ages 15 to 29. The programs aim to support youth in employment, education or training, and who also experience a range of barriers to employment. Participation in the summer program is calculated separately.

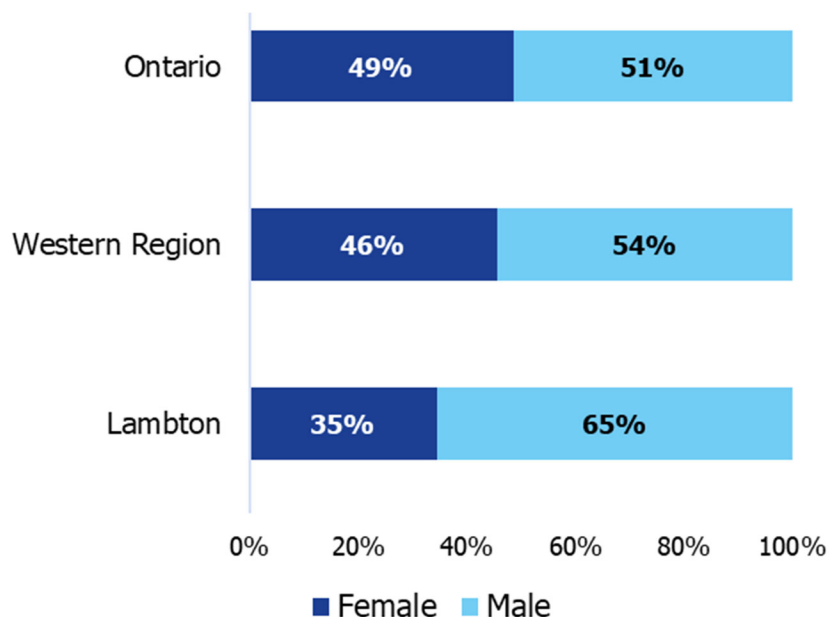
Looking at clients served, this year saw 86 YJC clients take part locally, a decline from previous years. Looking at source of income, compared to last year there were more clients with no source of income and less clients whose primary source of income Employment Insurance. Approximately 35% of participants identified as female and 65% as male.

Chart 14: YJC clients by year in Sarnia-Lambton, 2018-2022.



Comparing YJC clients in Sarnia-Lambton to the region and the province, the region saw 1,544 participants and the province saw 7,097 participants. Looking at the breakdown by gender, locally there were fewer female participants than across the region or the province.

Chart 15: YJC clients by gender, 2021-2022, Lambton, Western Region and Ontario.



This year saw 65 YJC Summer Program clients take part locally, a slight increase of five participants from last year (see Appendix D, page 48). The breakdown is equal amongst male (52%) and female (48%) participants.

Literacy and Basic Skills

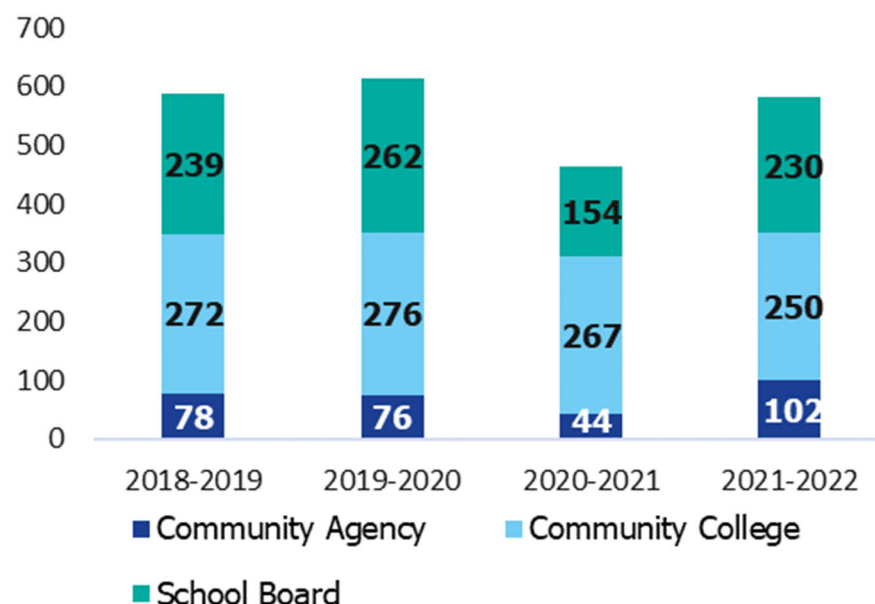
The Ontario Literacy and Basic Skills (LBS) program provides adults with the opportunity to develop and apply skills such as communication, numeracy, interpersonal and digital skills.

The Literacy and Basic Skills program offered services to 465 clients, including 328 new clients, and 137 carrying over from the previous fiscal year (see Appendix D, page 49, Chart 29). Compared to previous years, a higher percentage of clients access service at a community agency or a school board, and a lower percentage of clients accessed service at a community college.

Most clients were within the age group of 25-44 (43%) and 15-24 (42%) and 62% identified as female and 37% identified as male (see Appendix D, page 49, Chart 30). Clients who accessed LBS services had various levels of education, including 35% who had an education level less than grade 12, 35% who had completed secondary school, and 14% who had some form of post-secondary certificate/diploma.

Comparing LBS clients by referral agency, locally there were fewer referrals from EO providers than across the region, but a comparable percentage across the province. Locally there were fewer referrals from Ontario Works than across both the region and the province.

Chart 16: Number of LBS Program Clients in Sarnia-Lambton, 2018-2022.



Locally, the largest proportion of clients received their income from employment (37%), while 22% relied on Ontario Works as a source of income and 17% indicated they had no source of income. When asked about their goal path, 46% were pursuing post-secondary opportunities, 31% were working towards obtaining their secondary school credit, and 5% were seeking to obtain an apprenticeship. Upon completing the programs offered by LBS, 20% indicated that they planned to pursue further education/ training while 11% indicated they had found employment (see Appendix D, page 51, Chart 33).

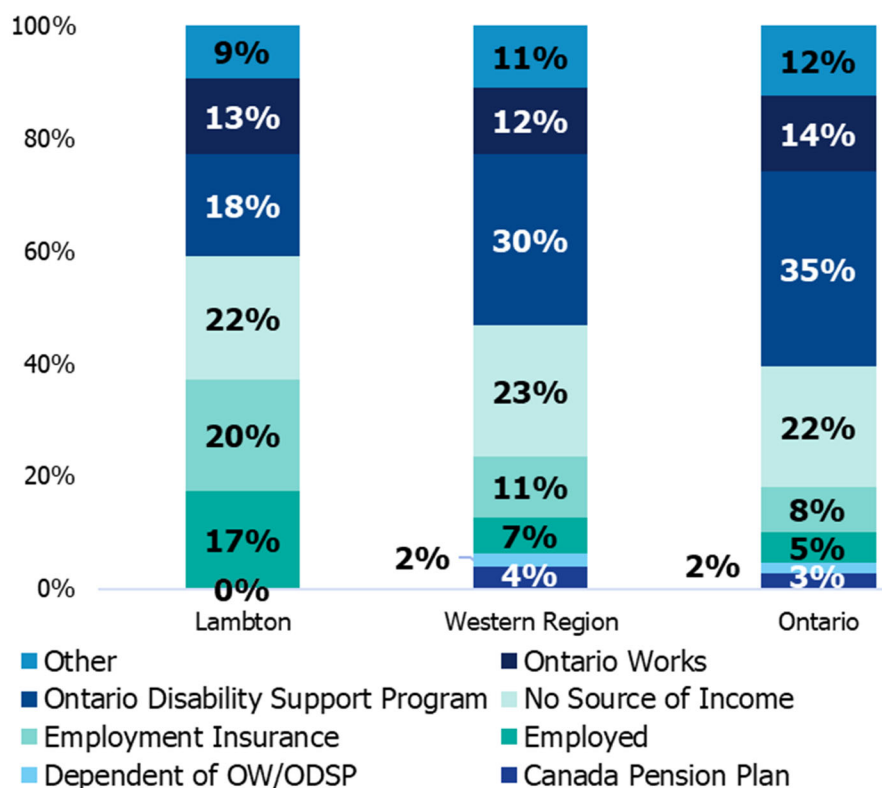
Ontario Employment Assistance Services

Ontario Employment Assistance Services helps people connect with a variety of employment programs. It also has services to help people prepare for and find a job.

During the 2021-2022 fiscal year, the OEAS program provided services to 326 clients. The majority of the clients who accessed OEAS services were between the ages of 25-44 (47%) while the remainder were between the ages of 45-64 (34%) and 15-24 (18%) with representation from both males (53%) and females (47%) (see Appendix D, page 52, Chart 36).

Compared to the region and the province, a higher percentage of OEAS clients were employed or receive Employment Insurance income, and a lower percentage of clients receive ODSP funding as their primary source of income.

Chart 17: OEAS Clients by Source of Income, 2021-2022, Lambton, Western Region and Ontario.



Better Jobs Ontario

The Better Jobs Ontario program provides eligible applicants with skills training for in-demand jobs and financial support. Participants qualify if they have been laid-off and have not been working or have been unemployed for six months or longer and were part of a low-income household.

Less than ten people took part locally this past in this program in 2021-2022. Regionally there were 1,317 participants and across the province there were 3,777 participants.

2021-2022 Better Jobs Ontario Training Accessed in Sarnia Lambton

Administrative Assistants

Heavy Equipment Operators (Except Crane)

Medical Administrative Assistants

Supervisors, General Office and
Administrative Support Workers

Transport Truck Drivers

Welders and Related Machine Operators

Community Consultations

The Sarnia Lambton Workforce Development Board is committed to identifying needs and finding solutions to attract and retain a viable workforce.

We regularly consult with local businesses to learn about employers' experiences and workforce issues. The information gathered helps us better understand our labour market data, which we share with students, job seekers and the public.

Consultations were conducted throughout 2021-2022 in person, over the phone and virtually. There was also a rural consult session held in Forest to further understand employer challenges and successes in the more rural areas of Sarnia Lambton.

SLWDB staff also participated in the following committees over the past year:

- Business and Economic Taskforce
- Chamber of Commerce Women in Business
- Chamber of Commerce Young Professionals
- Collective Leadership Employment Services
- Early Childhood Educators Workforce Development Taskforce
- Famous Five Sarnia Lambton Speaker Series
- Lambton Wellness at Work
- Partners Active in Resource Sharing
- Sarnia Lambton Industrial Alliance
- Sarnia Lambton Local Immigration Partnership
- Sarnia Lambton Local Immigration Partnership Employment Committee
- Sarnia Lambton Social Services Network
- Sarnia Lambton Social Services Network's Recruitment and Retention Committee
- Southwest Apprenticeship Network
- Visions of Harmony
- Western Ontario Wardens' Caucus Economic Development Committee
- Workforce Planning Ontario
- Workforce Planning West

These themes have emerged from consultations:

Recruitment and Retention

Recruitment and retention remain key challenges for Sarnia Lambton employers. With the low unemployment rate throughout the summer of 2022, many employers were forced to make changes to their operations (reduced hours, reduced restaurant menu items), as a result.

Employers indicated that they have hard-to-fill positions due to a lack of candidates and a lack of candidates with the necessary qualifications.

Businesses from a variety of sectors indicated that they have not reached pre-Covid levels of operations due to either supply or labour shortages. Some of the industries that continue to experience challenges with recruitment are hospitality and tourism, and skilled trades. Turnover in Early Childhood Educator positions has been particularly acute. In one case this led to the closure of a local childcare center, leaving some parents without childcare.

We continue to see the effects of an aging workforce, including more retirements this year. Workers want flexibility, while managers want to ensure that the work is being completed. Mental health remains an issue for many workers.

Soft Skills

Employers continue to highlight the importance of soft skills in the workplace, including work ethic, motivation, interpersonal skills, and dependability. Unfortunately, many employers indicated that job seekers often lack these soft skills when entering the workforce. Several employers were unsure about hiring newcomers/internationally trained professionals/international students to fill vacant positions because of this perceived lack of soft skills.

Training

Employers have shared that they have to provide more training to new staff when they start. They are looking for new local training options, especially when it comes to soft skills training. This past year, there have been several pilot initiatives that connect Employment Services and Literacy and Basic Skills providers to clients in the community.

Additional Supports for Job Seekers

With the relatively low unemployment rate and the high number of available jobs, job seekers are looking to move into new occupations and industries where they see job openings and demand. Even when they don't have the necessary work experience, they are looking to highlight their existing skills.

Lack of transportation remains an issue in rural areas and in the City of Sarnia during off-peak hours (early in the morning, late at night).

2022-2027 Action Plan

The Action Plan for 2022-2027 addresses several gaps highlighted in local statistical data and through community consultations. The Action Plan focuses on the following priorities:

- Priority 1: Recruitment and Retention
- Priority 2: Promotion of the Skilled Trades
- Priority 3: Soft Skills Training
- Priority 4: Supporting Workers with Disabilities
- Priority 5: International Student and Worker Retention

Priority 1: Recruitment and Retention

SLWDB's EmployerOne Survey results show that a total of 40% of employers report having at least one a hard-to-fill position, while word of mouth, personal contacts, referrals, and informal networks continue to be the top recruitment method used by local businesses. The use of online job boards as a recruitment tool increased significantly from 17% in 2019 to 33% in 2020, which indicates that employers are adopting technology to recruit potential candidates. Other online tools, such as social media, are also being used more frequently. However, employers still rely heavily on their personal contacts for recommendations and referrals.

Through consultations, SLWDB has identified that employers are increasingly interested in hiring from a more diverse candidate pool. For example, 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 2021-2022 Women in Skilled Trades project. However, employers are not sure how to expand their reach.

Outcomes

- Increased understanding of recruitment best practices for employers
- Increased understanding of available jobs and career pathways in our region for job seekers and students

2022-2023 Activities

- In 2022, SLWDB conducted a research project on mentorship in the skilled trades, including hosting a series of events throughout Lambton County that addressed identified gaps in knowledge amongst apprentices, created awareness of the skilled trades, and discussed the Employment Ontario services offered in the community to support apprentices in completing their apprenticeship.
- SLWDB continues to host the Work in Sarnia Lambton (WISL) Tools and to collect and share real-time job demand data in the community.
- SLWDB continues to participate in several committees that address local recruitment efforts, including the Social Services Network Recruitment and Retention Committee, the Business and Economic Taskforce, the Early Childhood Educators Workforce Development Taskforce, and the Sarnia Lambton Local Immigration Partnership's Employment Committee.

2023-2025 Activities

- SLWDB will develop and run five community presentations to promote the job demand data collected through the WISL Tools and received from Statistics Canada.
- SLWDB will support the Partners Active in Resource Sharing (PAIRS) committee in planning and hosting of a Career Exploration Day in May 2023 to showcase the career pathways that are available locally.
- SLWDB will participate in the two local job fairs planned for 2023 run by Lambton College and SLEP to promote our labour force data.
- SLWDB will report on strategies to support retention and recruitment in three to five community presentations.

2025-2027 Activities

- SLWDB will create and share the existing supports for local entrepreneurs and in-demand careers, identify gaps and create supports that address them.
- SLWDB will continue to support the on-going work of local Employment Ontario providers by promoting their training events and directing employers and job seekers we connect with to seek out EO services.

Priority 2: Promotion of the Skilled Trades

SLWDB's EmployerOne Survey results show that many local organizations who hire in the skilled trades indicated a concern for recruitment and retention and that less than half of all businesses had a succession plan in place to deal with projected growth and/or retirements over the next three to five years. This will impact the many skilled trade that are already in-demand. Through our work with employers in 2019, and again in 2021/2022 we identified several trades that are highly in-demand in Sarnia Lambton. It is expected this demand will continue to grow as retirements occur and large-scale commercial and residential construction projects move ahead.

Outcomes

- Increased promotion of the benefits of hiring apprentices for local business owners.
- Promoting the trades to under-represented groups such as women and newcomers to Canada.

2022-2023 Activities

- In 2020 SLWDB, in collaboration with Lambton College brought together 26 community partners to form the Southwest Apprenticeship Network (SAN). In 2022/2023 the SAN held an Employer Gala to celebrate employers who excel in apprenticeship. SLWDB lead the planning and delivery of this event which was a success.

- In 2022/2023 SLWDB supported the development of a project to promote the Apprenticeship Matching Tool.
- SLWDB ran a project to promote mentorship in the skilled trades and hosted six community sessions to connect job seekers to journeypersons who could share what a day in their trade is like.
- SLWDB developed a skilled trade resource sheet and promotional infographics that was shared with our networks.

2023-2025 Activities

- SLWDB will continue to collect data on retention and succession planning through the annual EmployerOne Survey and identify the skilled trade industries with the highest need for training in best practices for recruitment. This data will be shared with our email list of 589 members and in three community presentations of Employer One data.
- SLWDB will continue to promote the work of the SAN. In 2023, SLWDB is again leading the planning and delivery of the Employer Awards Gala being held March 2nd, 2023.
- SLWDB will support the promotional efforts of SLEP as they promote the Apprenticeship Matching Tool. Data on the tool will be shared in two community presentations.

2025-2027 Activities

- SLWDB will consult annually with 30-35 employers/unions in the skilled trades. By maintaining and growing these networks we can continue to connect employers and potential apprentices to EO supports and the local Ministry office.

Priority 3: Local Training

SLWDB's EmployerOne Survey results show that employers rank lack of interpersonal abilities above lack of technical skills in their hard-to-fill positions. The top competencies that employers look for when hiring include self-motivated candidates with an ability to work with little or no supervision, as well as candidates with good work ethic and who are dependable.

SLWDB consultations with local employers have shown that employers, employees and job seekers are all interested in understanding, building and assessing interpersonal skills. Local employers would like to see this training offered locally as the key barriers to training include the cost, loss of productivity, relevant training not currently being offered locally and distance to training facility.

Outcomes

- Increased understanding about interpersonal abilities in the workplace.
- Increased awareness of local community supports and training opportunities.

2022-2023 Activities

- In 2022, SLWDB conducted a research project on employee retention that highlighted the importance of connecting training opportunities to career advancement for workers.

2023-2025 Activities

- SLWDB will continue to collect data on training requirements through the annual EmployerOne Survey and identify the industries with the highest need for training.
- SLWDB will work to assess and share the 2021 Census data as it relates to the local labour force through three to five community presentations.
- SLWDB will work to connect with 30-35 employers to help them better understand their training needs and how to access employment supports in the community and identify gaps that exist.
- SLWDB will work to support existing customer service training for the hospitality and tourism sector through the Blue Coast Wow program.
- SLWDB will promote the services of Literacy and Basic Skills providers to 30-35 local employers.

2025-2027 Activities

- SLWDB will work to connect with local post-secondary institutions to ensure that the programming offered meets the needs of local employers and identify gaps that exist.

Priority 4: Supporting Workers with Disabilities

At just over 60% currently, Sarnia Lambton has one of the lowest participation rates in the province. This suggests there is a large population of potential employees not working. In 2022 SLWDB undertook a project to explore the low participation rate and found that 47% of survey respondents who were not working or looking for work had a physical or cognitive disability. This was true despite 62% indicated they were college or university educated. The main barrier identified was that previous attempts to find a job was not successful. This suggests that this population is in fact interested in working but cannot find a job.

In our consultations with local employers as well as groups that support people with disabilities find employment, a barrier noted was the myths that some employers hold surrounding the needs of persons with disabilities and their ability to work. By tapping into this educated and able demographic a gap in the workforce can be addressed.

Outcomes

- To promote the benefits of hiring people with disabilities and help dispel the myths that exists surrounding hiring this demographic.

2022-2023 Activities

- SLWDB chairs a monthly meeting of leaders in employment services. We regularly heard from our partners who support people with disabilities, and we promote the important work they do in the community. We will continue to support the community initiatives to support this demographic.

2023-2025 Activities

- SLWDB will work with two community partners (Job Path and Ontario Disability Support Network) who serve and support this population to promote the tools, infographics, and sessions they offer to participants.
- SLWDB is supporting two in-person employer events in collaboration with YMCA Newcomer Services to introduce employers to the benefits of recruiting a diverse workforce.

2025-2027 Activities

- SLWDB will work to identify the best practices for employers when hiring a person with a disability.
- SLWDB will identify a resource that can be shared with the local community which presents the “business case” for hiring persons with disabilities.

Priority 5: International Student and Worker Retention

As detailed in the section of this report on components of population change, between 2015 and 2020, approximately 18,833 persons migrated to Sarnia Lambton. Many of these people are seeking work.

Lambton College has also steadily expanded their international student enrollment. In 2013, a total of 210 international students studied here. The college expects to see more than 2,000 students enrolled in 2022. Many of these students would like to settle here permanently.

Consultations with local employers suggest that some of them 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. Consultations also 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 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.
- Increased number of formal or informal partnerships between local employers and Lambton College.

2022-2023 Activities

- In 2022, SLWDB conducted a research project on what would motivate a newcomer to consider a career in agriculture, including running a survey and creating a final list of recommendations for local employers and all levels of government to consider.
- SLWDB continues to meet regularly with the Deans from several departments and with the Career Services Department at Lambton College.

- SLWDB sits on a subcommittee of Lambton College's President's Taskforce on Immigration which meets monthly beginning March 2023. SLWDB will provide key local labour market information and job demand data and participate in public sessions to promote this work.
- SLWDB continues to support the launch of the Local Immigration Partnership's Welcome App, which will provide newcomers with access to local resources, including employment information and supports.
- SLWDB continues to participate in the Sarnia Lambton Local Immigration Partnership monthly committee meetings.

2023-2025 Activities

- SLWDB will work to promote a community-wide Equity, Diversity and Inclusion Plan for Lambton County, including hosting two training sessions for local employers and marketing the plan beyond the community.
- SLWDB will support the work of Workforce Windsor Essex with the TeamWork Project: Together Empowering Access for Migrant Workers Outreach, Resources and Knowledge, a project to support migrant workers in Essex, Kent and Lambton counties.

2025-2027 Activities

- SLWDB will work with Service Canada to organize two public sessions on the services that they offer, including registration for a Social Insurance number and newcomer work regulations.
- SLWDB will support the work of the Western Ontario Wardens' Caucus Workforce Strategy as they work to identify and pilot transportation solutions for rural employers.

Appendix A: Notes on Data Sources

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 nonresponse 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, Immigration, 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, 2021 to March 31, 2022.

Appendix B: Sarnia Lambton Business Counts, June 2022.

Industries	Business Counts
531 - Real estate	2158
111 - Crop production	1840
541 - Professional, scientific and technical services	1026
238 - Specialty trade contractors	896
621 - Ambulatory health care services	819
112 - Animal production and aquaculture	628
722 - Food services and drinking places	514
523 - Securities, commodity contracts, and other financial investment and related activities	479
236 - Construction of buildings	426
813 - Religious, grant-making, civic, and professional and similar organizations	423
561 - Administrative and support services	368
811 - Repair and maintenance	337
484 - Truck transportation	293
812 - Personal and laundry services	264
445 - Food and beverage stores	229
453 - Miscellaneous store retailers	212
624 - Social assistance	178
446 - Health and personal care stores	147
417 - Machinery, equipment and supplies merchant wholesalers	145
441 - Motor vehicle and parts dealers	137
237 - Heavy and civil engineering construction	128
448 - Clothing and clothing accessories stores	127
713 - Amusement, gambling and recreation industries	126
522 - Credit intermediation and related activities	121
115 - Support activities for agriculture and forestry	110
611 - Educational services	105
623 - Nursing and residential care facilities	105
721 - Accommodation services	102
524 - Insurance carriers and related activities	101
332 - Fabricated metal product manufacturing	93
488 - Support activities for transportation	90
444 - Building material and garden equipment and supplies dealers	89
447 - Gasoline stations	87
551 - Management of companies and enterprises	87
532 - Rental and leasing services	85
452 - General merchandise stores	71
221 - Utilities	64
454 - Non-store retailers	64
416 - Building material and supplies merchant wholesalers	63
418 - Miscellaneous merchant wholesalers	63

Appendix C: Top Occupations by Highest Levels of Educational Attainment, 2016.

Top Occupations - No Certificate, Diploma or Degree	Number of Persons
Food counter attendants, kitchen helpers and related support occupations	490
Retail salespersons	300
Transport truck drivers	290
Cashiers	245
Managers in agriculture	225

Top Occupations- Secondary School Diploma or Equivalent Certificate	Number of Persons
Retail salespersons	930
Food counter attendants, kitchen helpers and related support occupations	700
Cashiers	565
Transport truck drivers	520
Managers in agriculture	500

Top Occupations - Apprenticeship or Trades Certificate or Diploma	Number of Persons
Carpenters	360
Steamfitters, pipefitters and sprinkler system installers	245
Automotive service technicians, truck and bus mechanics and mechanical repairers	240
Hairstylists and barbers	235
Electricians (except industrial and power system)	200

Top Occupations - College Certificate or Diploma	Number of Persons
Nurse aides, orderlies and patient service associates	850
Registered nurses and registered psychiatric nurses	665
Central control and process operators, petroleum, gas and chemical processing	560
Retail salespersons	530
Retail and wholesale trade managers	470

Top Occupations - University Certificate, Diploma or Degree	Number of Persons
Elementary school and kindergarten teachers	915
Secondary school teachers	590
Registered nurses and registered psychiatric nurses	495
Chemical engineers	290
College and other vocational instructors	215

Appendix D: Employment Ontario Data

Chart 18: Employment Service clients by Service Type, 2021-2022, Lambton, Western Region and Ontario.

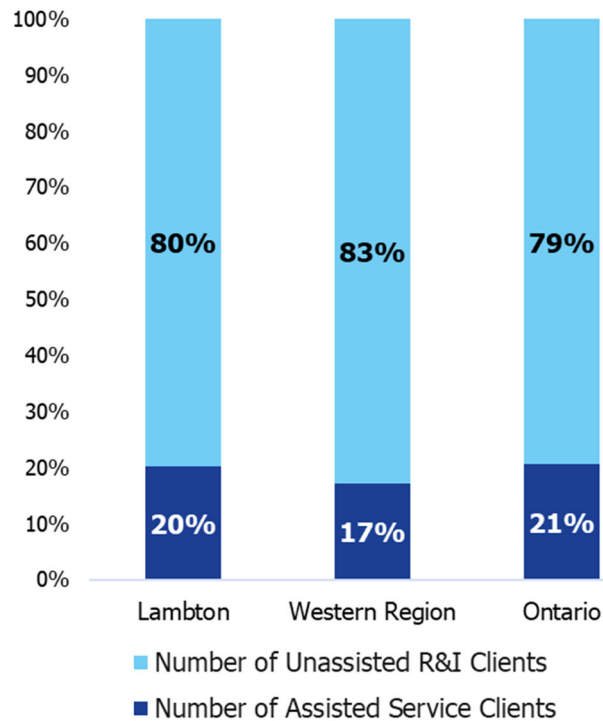


Chart 19: ES Clients by Age Group in Lambton County, 2018-2022.

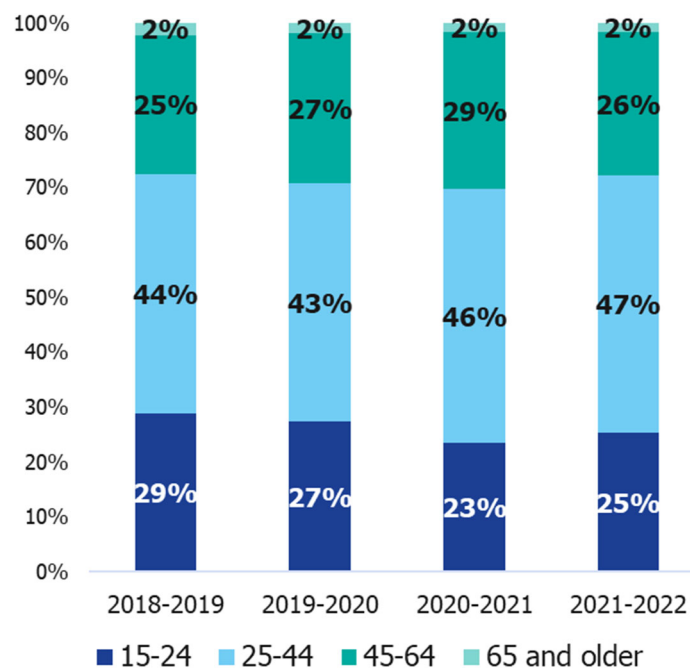


Chart 20: ES Clients by Age Group, 2021-2022, Lambton, Western Region and Ontario.

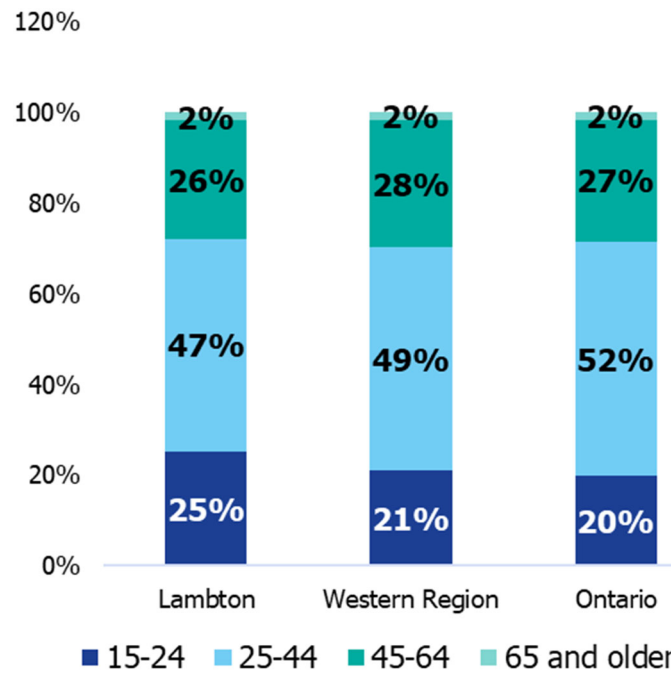


Chart 21: ES Clients by Highest Level of Education in Lambton County, 2018-2022.

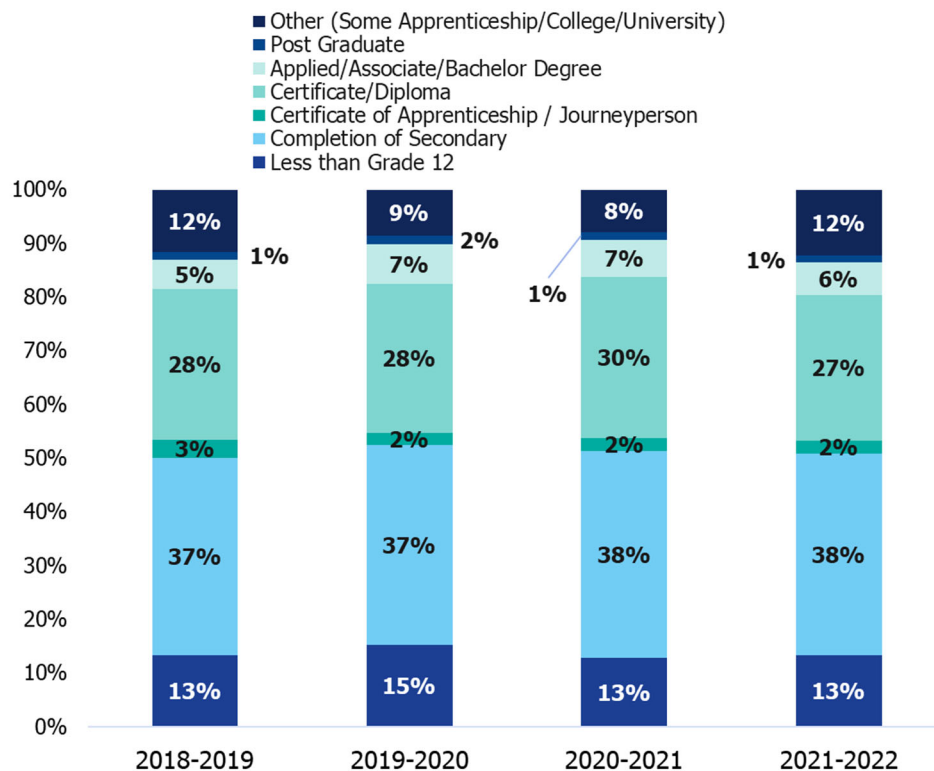


Chart 22: ES Clients by Highest Level of Education, 2021-2022, Lambton, Western Region and Ontario.

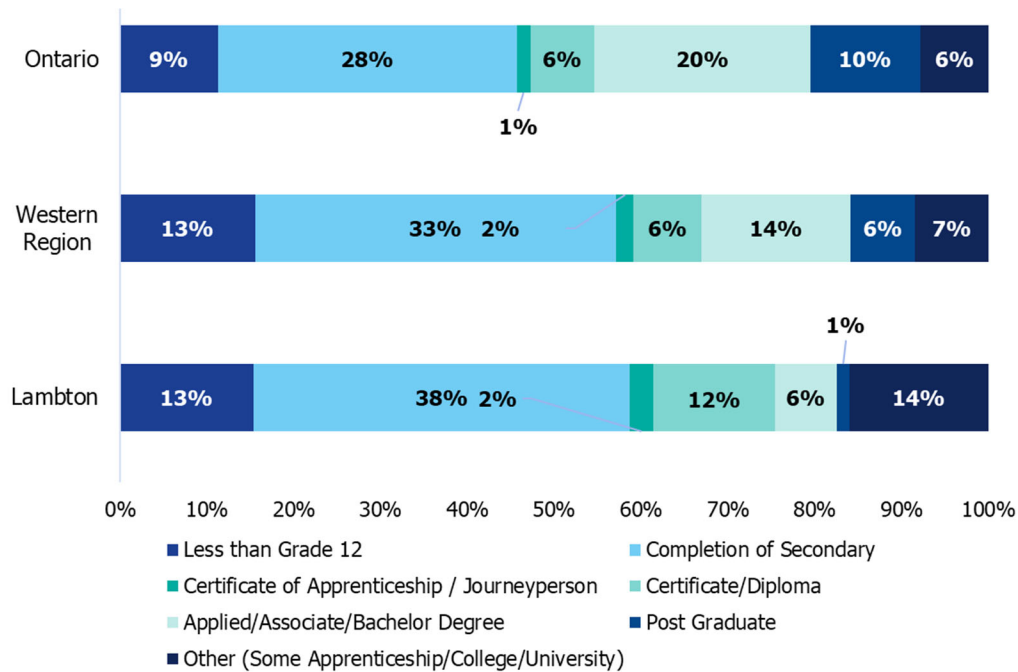


Chart 23: ES Clients by Outcome in Lambton County, 2018-2022.

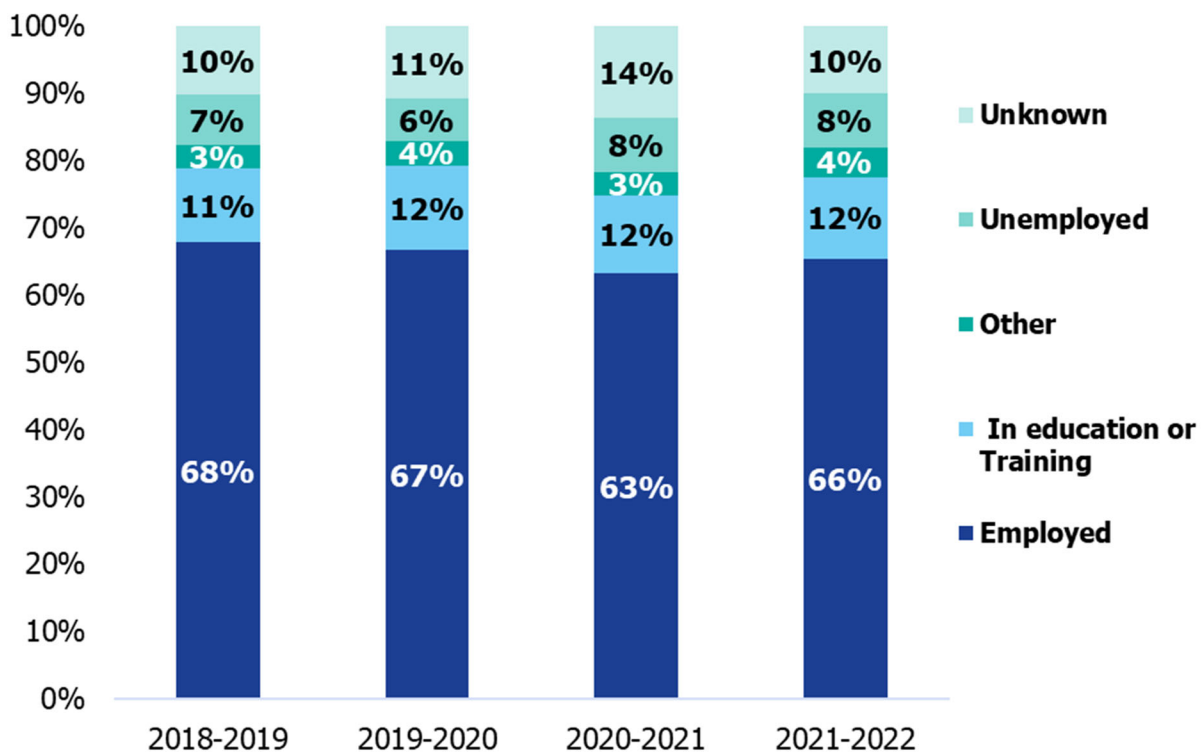
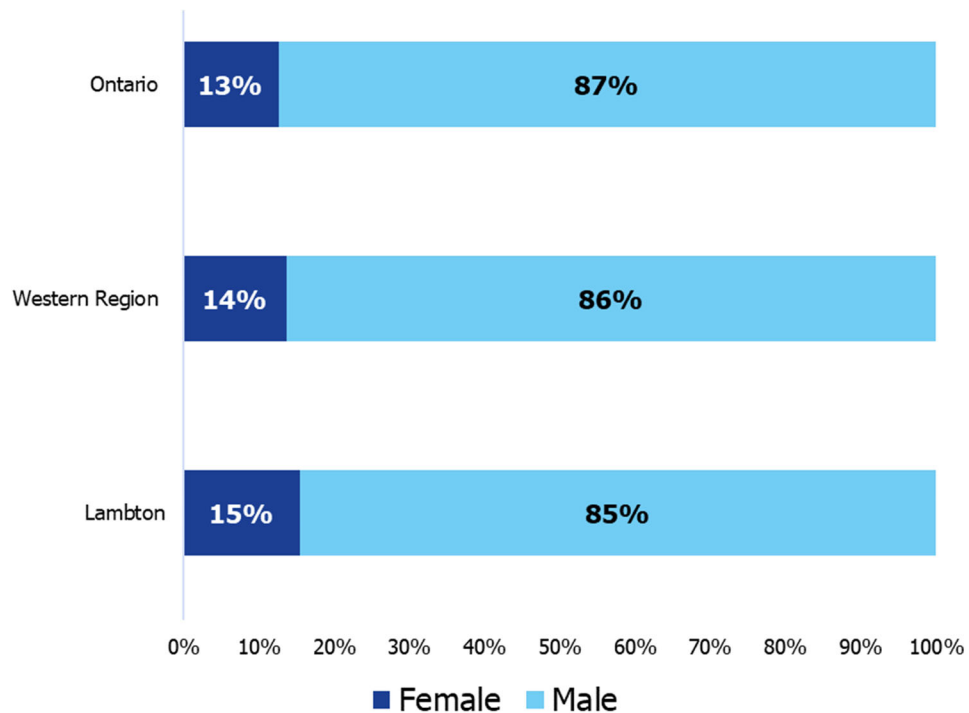


Chart 24: Apprenticeship clients by gender, 2021-2022, Lambton, Western Region and Ontario.



2021-2022 Top New Registrations in Western Region

309A: Electrician - Construction and Maintenance

310S: Automotive Service Technician

433A: Industrial Mechanic Millwright

306A: Plumber

403A: General Carpenter

310T: Truck and Coach Technician

2021-2022 Top New Registrations in Ontario

309A: Electrician - Construction and Maintenance

310S: Automotive Service Technician

306A: Plumber

403A: General Carpenter

310T: Truck and Coach Technician

332A: Hairstylist

Chart 25: COJG participants by company size, 2021-2022, Lambton, Western Region and Ontario.

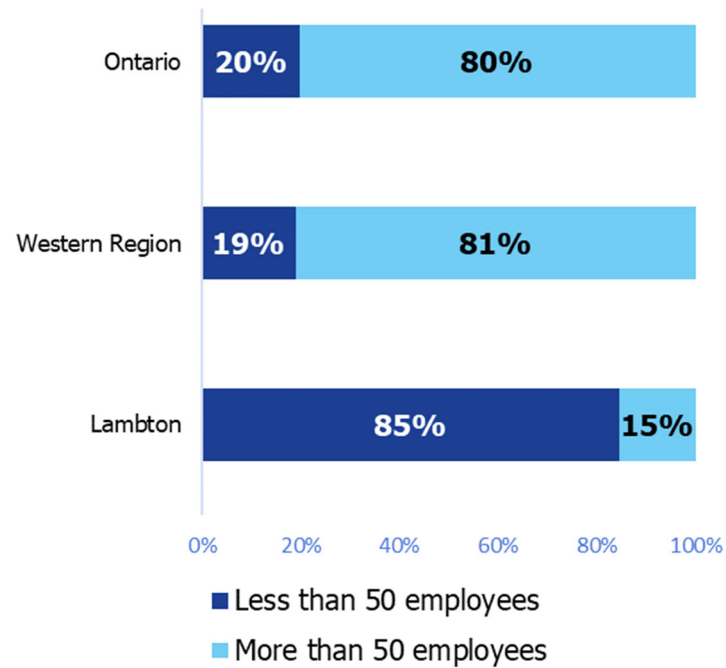


Chart 26: YJC clients by source of income in Sarnia-Lambton, 2018-2022.

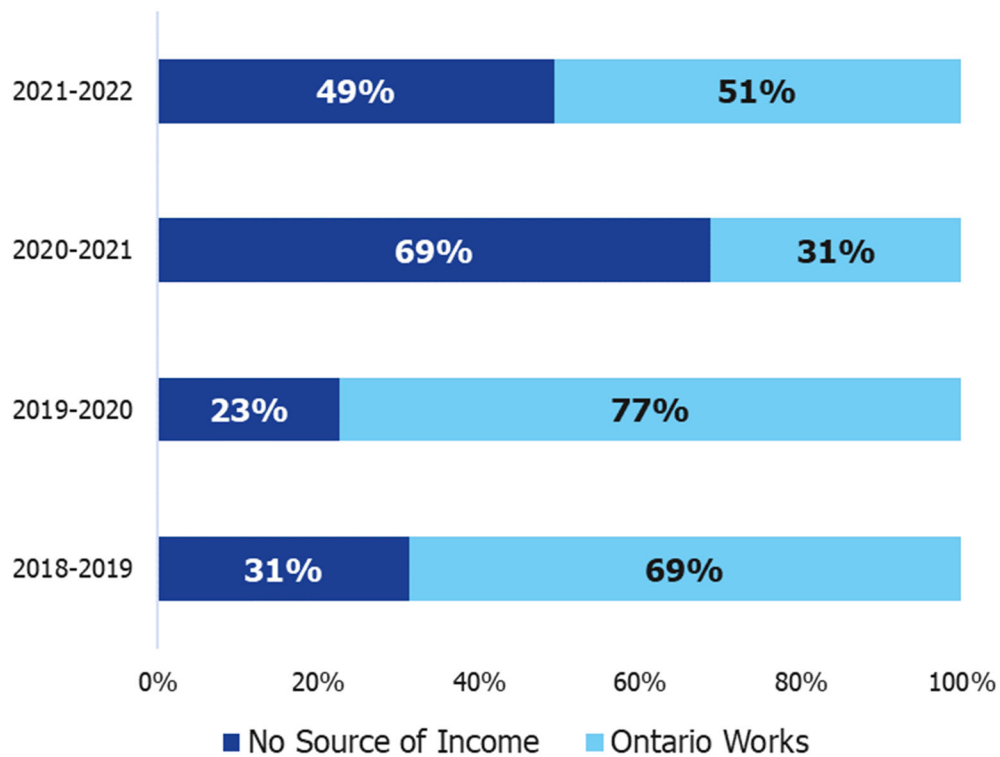


Chart 27: YJC clients by highest level of education, 2021-2022, Lambton, Western Region and Ontario.

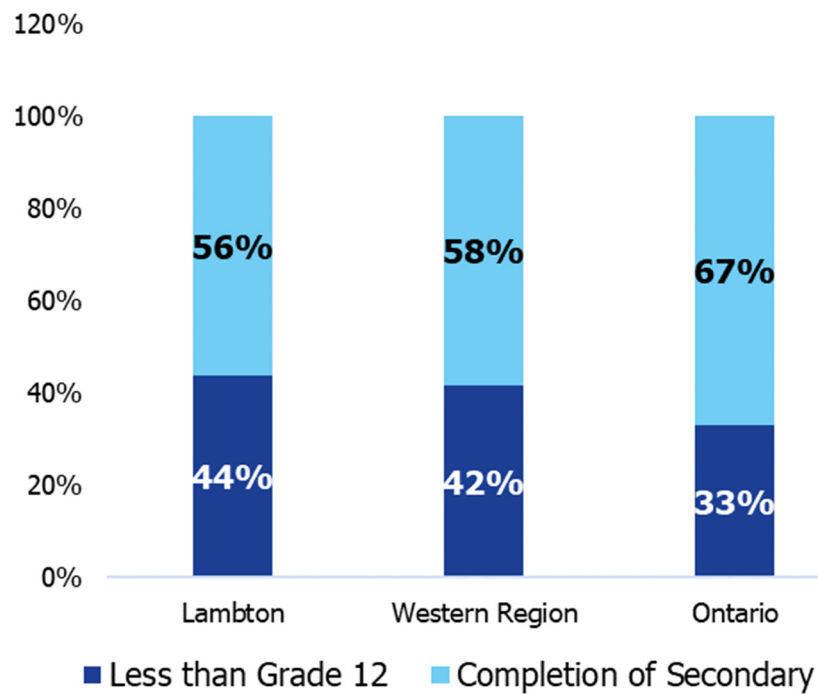


Chart 28: YJC Summer Program clients by year in Sarnia-Lambton, 2018-2022.

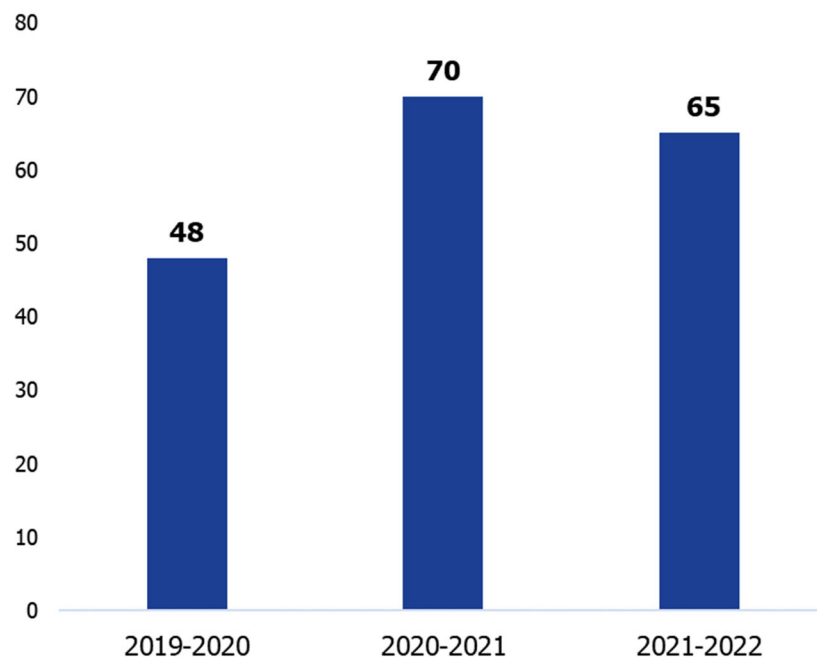


Chart 29: New and Carry-Over LBS Program Clients in Lambton County, 2018-2022.

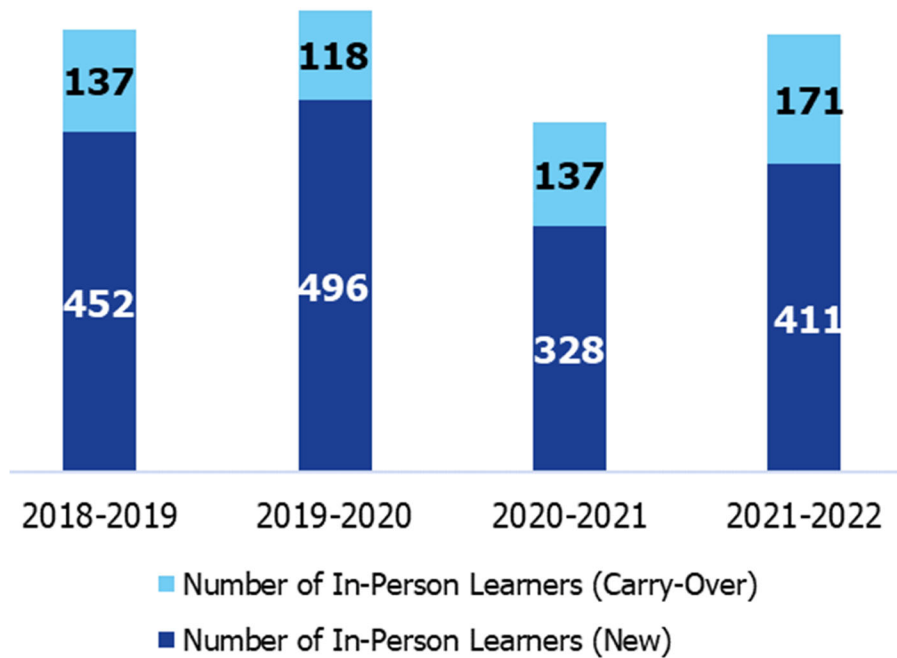


Chart 30: LBS Program Clients in Lambton County by Gender, 2018-2022.

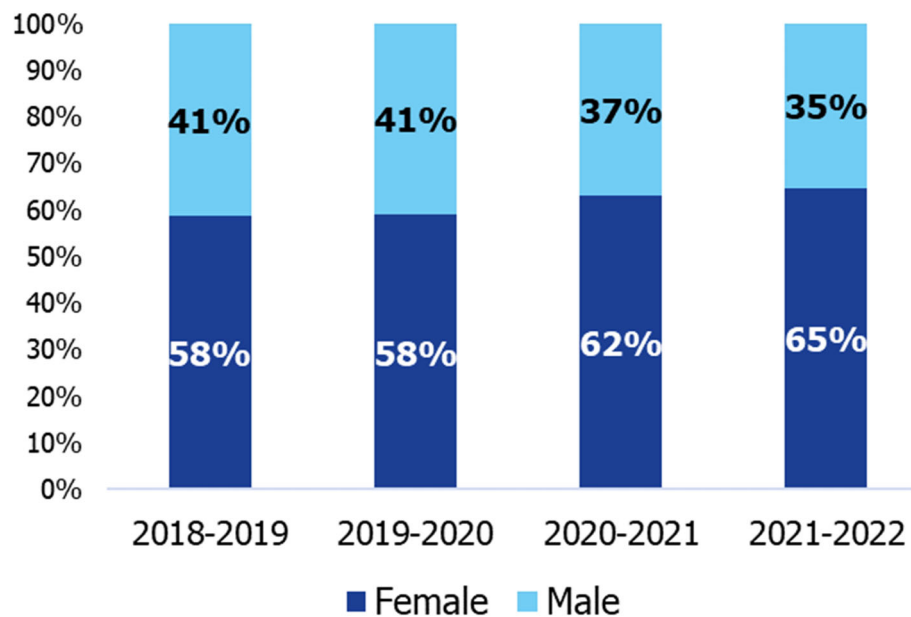


Chart 31: LBS Program Clients by Age, 2021-2022, Lambton, Western Region and Ontario.

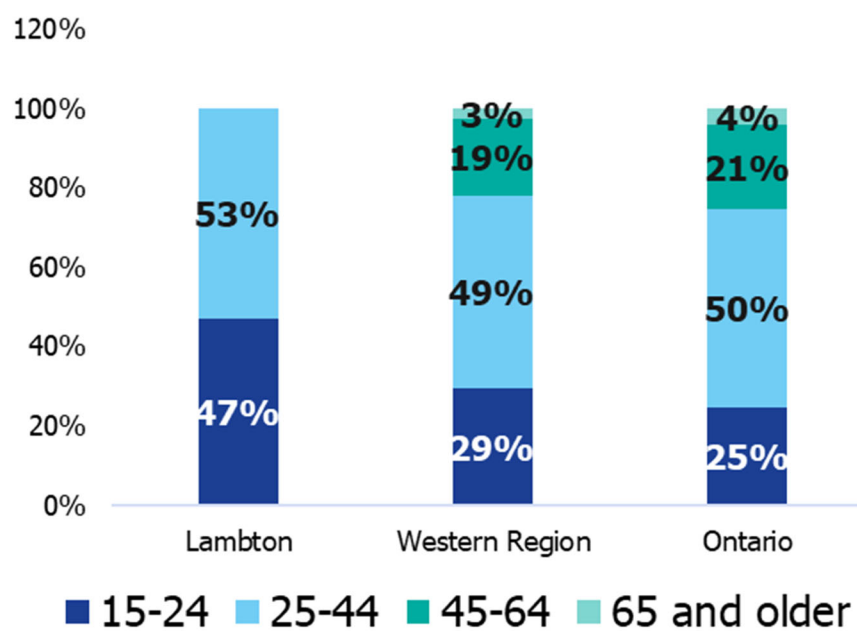


Chart 32: LBS Clients by Learner Goal Path.

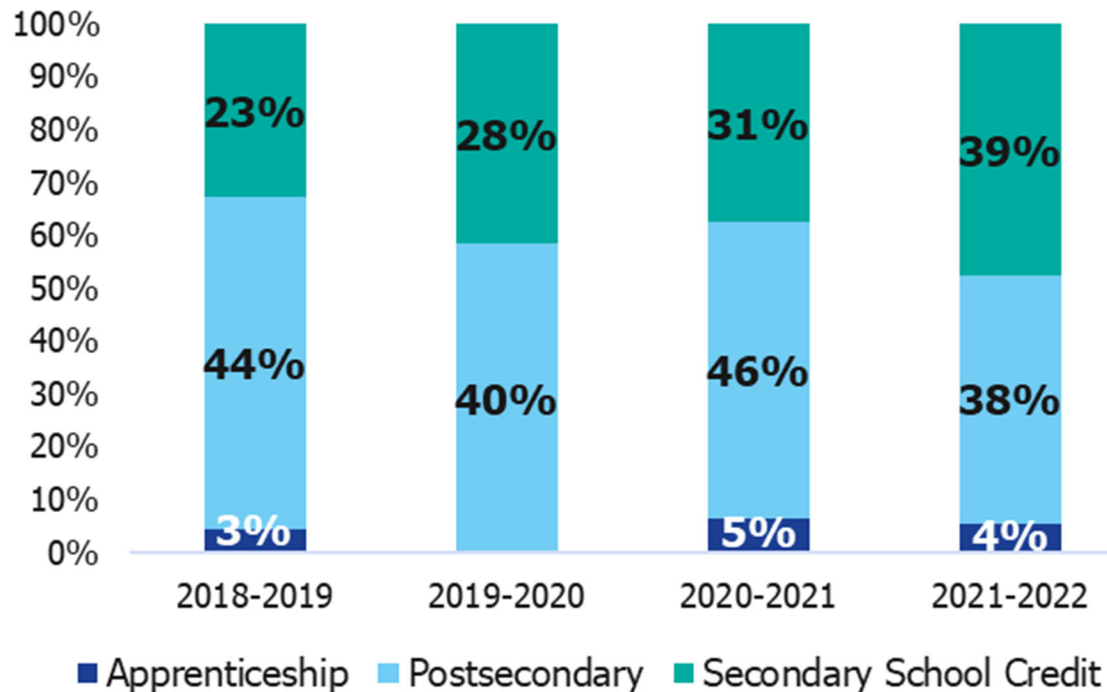


Chart 33: LBS Program Clients in Lambton County by Source of Income, 2018-2022.

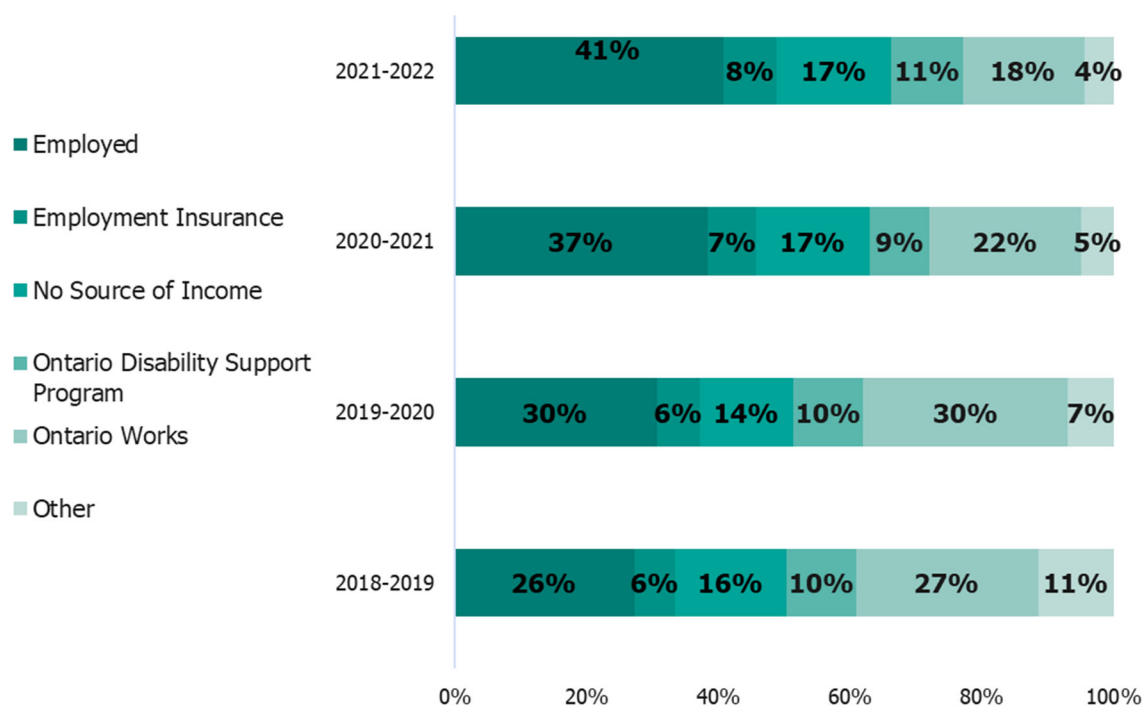


Chart 34: LBS Clients by Referral Agency into Service in Sarnia Lambton.

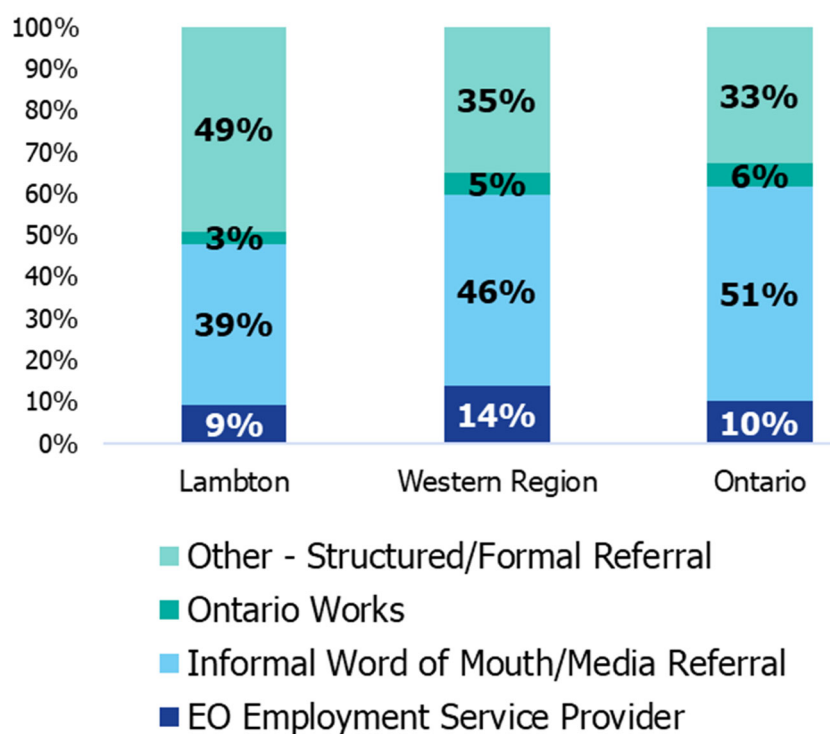


Chart 35: OEAS Clients in Sarnia-Lambton, 2018-2022.

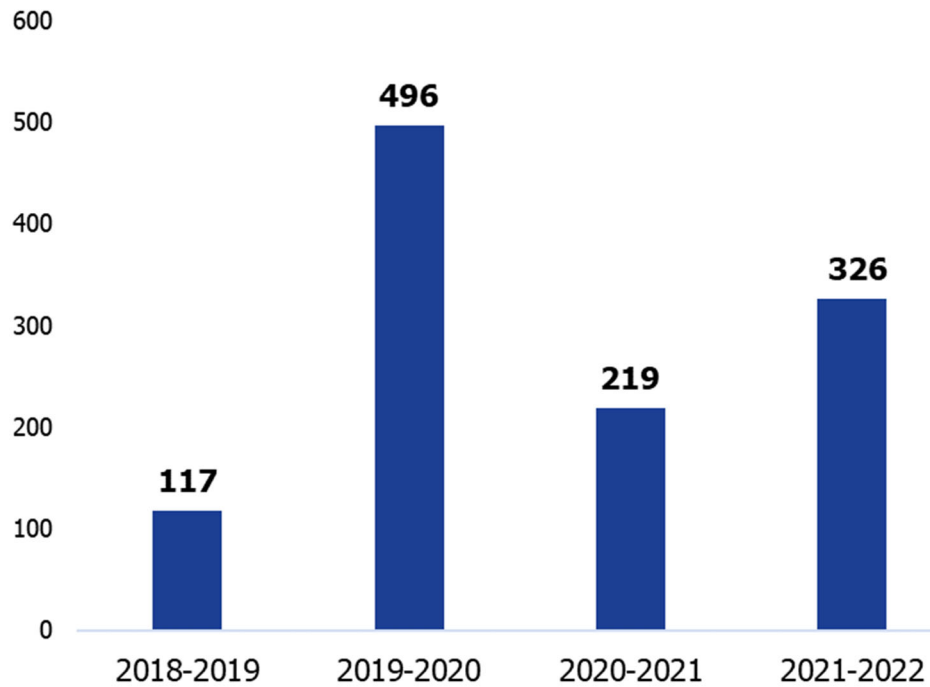


Chart 36: OEAS Clients in Lambton County by Age, 2018-2022.

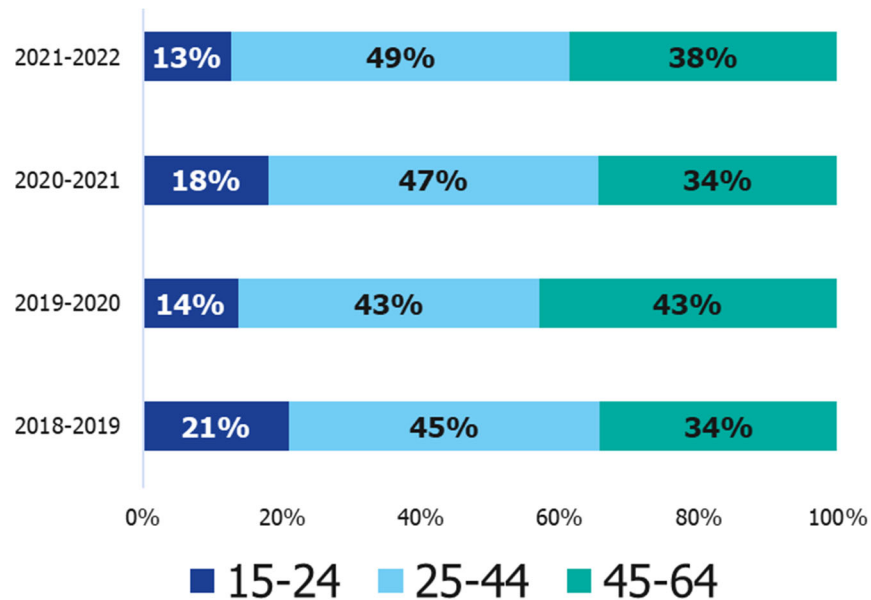


Chart 37: OEAS Clients in Lambton County by Gender, 2018-2022.

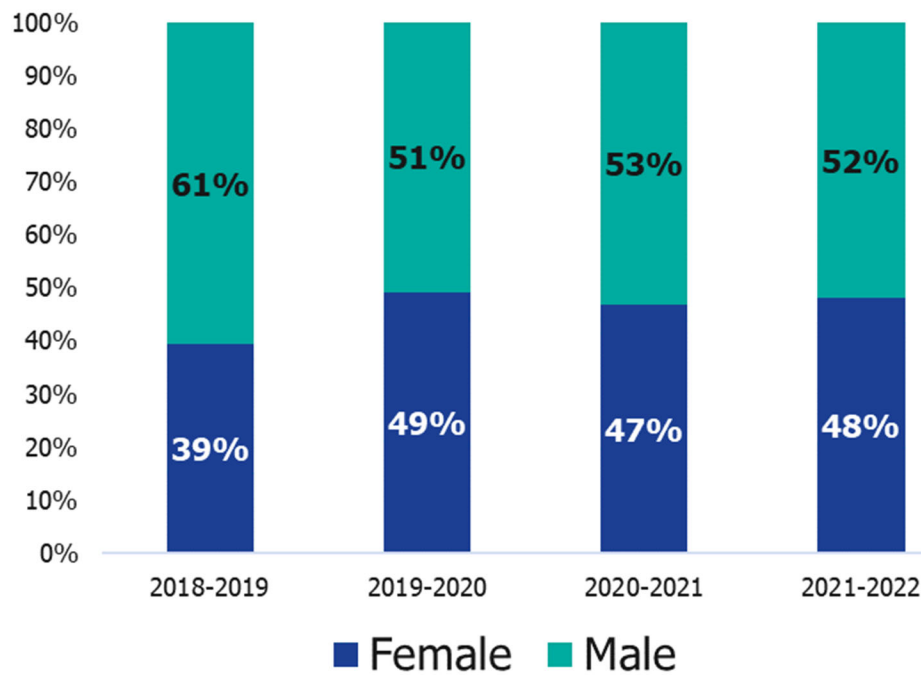
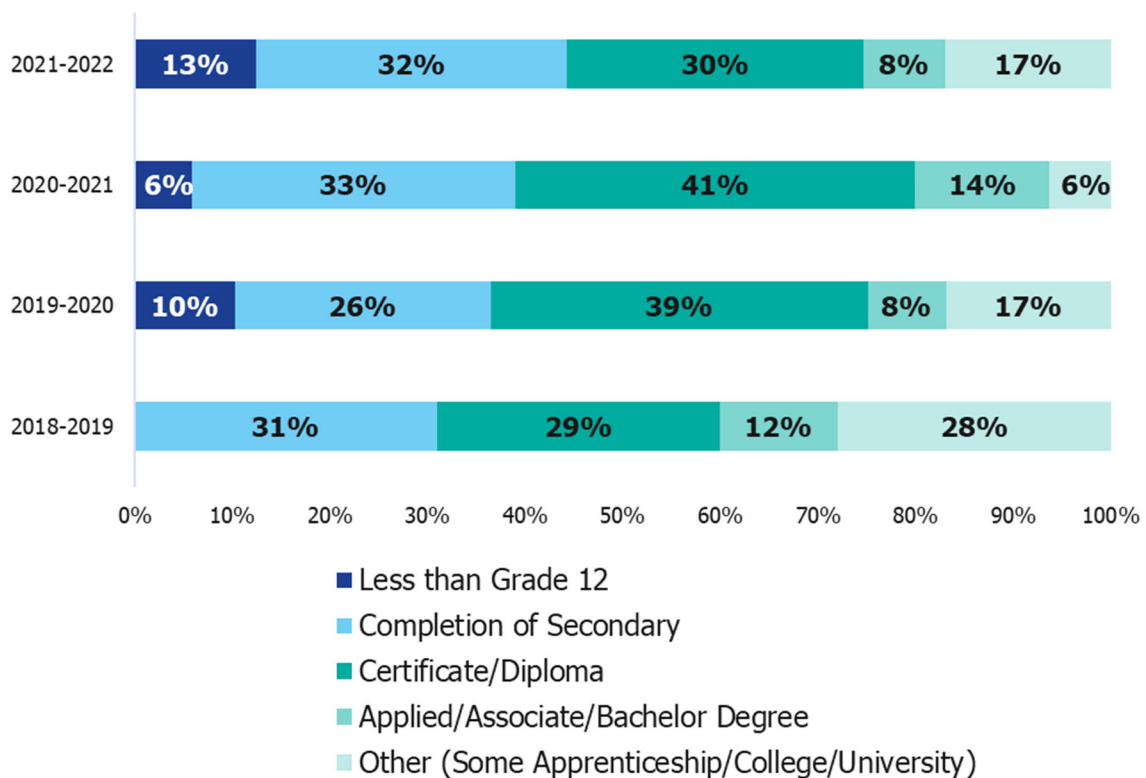


Chart 38: OEAS Clients in Lambton County by Highest Level of Education, 2018-2022.





@slwdb



@SarniaLambtonWorkforceDevelopmentBoard



@Sarnia Lambton Workforce Development Board SLWDB



@slwdb_org



SARNIA LAMBTON WORKFORCE DEVELOPMENT BOARD

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

Telephone: (519)-332-0000

Email: info@slwdb.org

We invite community feedback on all SLWDB publications:
[Provide feedback on the 2022-2023 Local Labour Market Plan](#)