

All you need to know about
Your Local Labour Market

A NEWSLETTER

February 2020



EASTERN WORKFORCE
INNOVATION BOARD

What you will find here

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Words from the ED



Frank O'Hearn
Executive Director

A belated Happy New Year from the Eastern Workforce Innovation Board and its staff.

Labour market information is a key element in program – career planning for both individuals and organizations within our communities. Our work continues to deliver this vital information. Our primary delivery vehicle to this data and information is our website.

We are very excited to advise you that you will soon see an updated site for the community to refer to and utilize. Our office is always open for input in respect to our products and outreach – we welcome your support!

What is The Board up to?

This newsletter will present a focus feature that dives into some data around our current gig economy. Our final newsletter of this year's focus feature will summarize the results of the in-demand skills trade project conducted over the last number of months.

Our LLMP Report is finished and expected to be posted to the website shortly. We had an event in December at the Glen House Resort which was very well attended to present the results of the LLMP report. Sarah Delicate made presentations related to diversity in the workplace and mental health in the workplace. These topics were prevalent during the LLMP report consultations.

Our EmployerOne outreach has been completed. An analysis of the data will be conducted and a final report will be produced, distributed to the community, posted on our website and sent to the Ministry.

The Ministry of Labour, Training and Skills Development entered into an agreement with local boards and LEPCs across Ontario to conduct the In-Demand Skill Trades project. The project aimed to provide insights on the local labour market conditions for the skilled trades through engagement with local employers at a level of granularity unavailable in most data sets and reports. The evidence collected from the project will help inform how government, industry and local communities can work together to increase the talent pipeline. The evidence will also help to inform steps to modernize and transform Ontario's skilled trades and apprenticeship system. We performed our outreach to the Employers and other relevant organizations between October and December 2019. The final report of our findings will be available soon on our website.

The Board reaches out to the Employment Service Providers in our region quarterly to gather Labour Market Information from them. Please find below some highlights from the information that was provided to us.

Are there any occupations that your office has difficulties filling?

- Manufacturing entry level positions
- Seasonal positions: December –February, hard to find labourers for construction companies as well as during the extremely busy season (e.g. June-August).
- Roofers
- Cooks/Kitchen staff
- Personal Support workers
- Office administration-highly competitive

If you are experiencing difficulties in meeting employer demands - can you provide feedback in respect to why?

- There has been a decline in job seekers accessing service, employer expectations have increased since January 2018 when minimum wage went to \$14 per hour, and in rural areas see less work opportunities during the winter months.
- Not enough qualified clients
- Many mature clients are being overlooked for positions
- Time of year impacts what employers demands are for employees. There are surges of clients during March through May, as well as September and October, it is during the busier months, where most job seekers have found employment, that it becomes difficult to meet the demands as there are just not enough eligible/qualified candidates that currently need work.
- Transportation in L&G remains a concern. The scope of the local transit system is not wide enough for many clients and makes reaching some employers a great challenge.
- Some recent feedback from a local hospitality employer is an acknowledgement that the wages on offers are not appealing enough to job seekers. It isn't financially sound for them to be employed at the current standard wages.
- Health care field; Employers are looking for part-time PSW staff. There are full-time PSW candidates looking for employment but this does not fit the employer needs.
- Hospitality and trades continue to be a problem.

Are there any sectors of our local economy that are experiencing (seasonal/change in market demands/effect of changes in USA trade policies) that affect their hiring practices? Positive and Negative? Local labour market trends?

- In the Gananoque area a few businesses have been sold and are restructuring to incorporate company specific policies, procedures, and assessment of recruitment needs. There are always challenges and successes when this happens. There are also new businesses that came to Gananoque in 2019 which is great for our community and offers new employment opportunities.
- Kingston Destination Group is starting to look for a summer crew
- Closure of Weston Bakery
- Lay offs in hotels due to renovations
- Large lay-offs in the Kingston area for two larger sized companies. This could take in part that Kingston and area is a medium sized city, which compared to close cities such as Ottawa and Toronto, just do not justify maintaining and running additional businesses in this area. These companies have other locations based in larger cities including Toronto, Montreal, and Ottawa.

- Transportation in the local area remains a concern. The scope of the local transit system is not wide enough for many of our clients and makes reaching some employers a great challenge. Some recent feedback from a local hospitality employer is an acknowledgement that the wages on offer are not appealing enough to job seekers. It isn't financially sound for them to be employed at the current standard wages.
- The care sector (Long-term care facilities, Care agencies, etc.) expresses that they cannot keep up with the need for workers. They are finding people not even showing up for interviews. This has affected hiring practices in terms of relaxing educational requirements on certain positions. Large turnover rate in housekeeping sector, the position is more demanding then the employee expects. Also experiencing individuals not showing up for job interviews, not receiving a phone call to cancel or reschedule interview.

Do you have any good news stories that you could share regarding the employer community?

- Providing enhanced employment services, working on-site at local manufacturing company has been instrumental at building a positive working relationship with the Human Resources Team as well as the extended team of Managers, Supervisors and Team Leads. Gaining complex understanding of business practices, company values, and incentives to promote work opportunities and benefits of working at the company, we are able to effectively assist with meeting recruitment targets.
- Currently working on promoting annual community job fair and employers have begun posting opportunities for the 2020 season.
- East side of Kingston is welcoming many new businesses including a Kawartha Credit Union being built in the Riverview Plaza
- Innovation Drive has added a Popeyes, Domino's Pizza, Rebel Fit
- New six story hotel room is in construction on Hwy 15. Opening date is to be determined
- Alfatech's addition of an auto shop
- Stone City Strength & Wellness has grown and has hired four more fitness trainers
- Employers are increasingly investing in employee retention by offering advancement opportunities and higher wages or apprenticeships.
- Employers are becoming more aware of service provider services and how they can utilize funding from the government to assist in nurturing their workforce. Employers have seen the benefits that come from hiring a new employee from the supported environment of service provider, and have even referred family members and friends to become clients of service provider.
- An acknowledgement from an employer that wages are not currently livable in the hospitality sector is a positive. We are encouraging more discussion around this in the local community. Employers are becoming a lot more flexible to working around employee's not having a clean CPIC.
- Kemptonville Retirement Living opened last July 2019 and is now at 95% capacity and has over 50 staff members already!

The Feature

Contributed by Diane Soucie

Exploring the Gig Economy

What is the Gig Economy?

For the past decade the labour market has been evolving from stable, permanent employment with a single employer to a growing 'gig economy' where a flexible workforce comprised of part-time employees and freelance contractors is increasingly becoming the norm.

In their 2017 report, Workforce 2025 – the Future of the World of Work, Randstad Canada clarified the definition of this new flexible workforce as a human resource model that features non-traditional workers including contingent workers, consultants, contractors, part-time, freelance and/or virtual workers.ⁱ

Reasons for Growth

Differentiating from the 'temps' of the past, Randstad Canada states that the gig economy allows businesses to achieve the agility necessary to succeed in a dynamic marketplace through the use of talent acquired through short or long-term contracts that fill a cross-section of skills gaps.ⁱⁱ

Forbes Magazine points to the following four reasons for the ongoing growth of the gig economy:

1. **A strategy to fill the skills gap** – If companies cannot find workers with the skills they need, they may turn to contractors to address these skills gaps.
2. **Changing attitudes towards work is driving more people to freelancing** – The option to freelance is often more appealing to both younger and older workers offering them scheduling flexibility, increased ability to travel, spend time with family and/or work from home.
3. **Employers are using gig workers to lower costs and meet project needs** – Gig workers reduce overhead costs. Technology-based communication and collaboration tools make it unnecessary for all staff to be physically present in one place and allows employers to extend their recruitment reach to access specialized skills necessary to meet project needs.
4. **Technology and infrastructure are growing to accommodate freelancers** – Cloud computing, advanced networks and high-speed internet are now more widely available and accessible making working remotely a possibility for people to work across the world. Furthermore, websites and apps connecting business with freelancers like Uber, TaskRabbit, and LinkedIn have grown exponentially in the past decade.ⁱⁱⁱ

The Size of the Gig Economy in our Region

Economists and statisticians have been challenged in quantifying the size of the gig economy largely because there are competing definitions of what it includes. A Statistics Canada survey of the digital economy identified approximately 230,000 Canadians involved in platform work in the past year, or 0.8 per cent of the population age 18 and older. A similar survey conducted by the Bank of Canada estimated that between 4 and 6.5% of Canadians age 16 and older were part of the gig economy. While

different, both of these measures were considerably lower than other countries. Armine Yalnizyan, an economist who has researched the gig economy in detail confirmed that “We know there’s been growth and we know Canada is very reliant on this form of labour..we just don’t know how to measure it properly”.^{iv}

In an attempt get some idea of the predominance of the gig economy in our region, we’ve turned to the Statistics Canada Census 2016 to examine the number of individuals working part-time as well as the number of self-employed individuals who are unincorporated and have no employees as a percentage of the total number of workers.

Frontenac County

- 76% of the workforce works full-time, 21.5% work part-time and almost 7,500 individuals or 11.6% are self-employed. Of these self-employed individuals, 3,660 or just under 50% operate as unincorporated businesses with no employees. This group of self-employed individuals makes up 5.7% of all workers employed in Frontenac County.
- The industries employing the greatest number of part-time employees are Retail Trade; Health Care and Social Assistance; and Educational Services.
- The industries employing the greatest number of self-employed, unincorporated individuals with no employees are Health Care and Social Assistance; Retail Trade; and Construction.
- Of the 13,745 individuals working part-time, 38% are youth age 15 to 24. Of the 7,500 self-employed individuals, more than 45% are age 55 and older. More than 27% of the self-employed are age 25 to 44 years old.

Leeds and Grenville

- 78% of the workforce works full-time, 20% work part-time and over 6,200 or 15.4% are self-employed. Of the self-employed individuals, 3,400 or 55% operate as unincorporated businesses with no employees. This group makes up 8.4% of all workers employed in Leeds and Grenville.
- The industries employing the greatest number of part-time employees are Retail Trade, Health Care and Social Assistance and Food and Accommodation Services
- The industries employing the greatest number of self-employed, unincorporated individuals with no employees are Agriculture; Construction and Professional and Scientific Services.
- Of the 8,080 individuals working part-time in Leeds and Grenville, 37.1% are age 15 to 24. Of the 6,200 self-employed individuals, 49% are age 55 and older. At 26%, the second largest age cohort of self-employed individuals in Leeds and Grenville is age 45 to 54.

The Pros and the Cons of the Gig Economy

The gig economy provides both advantages and disadvantages to workers and businesses. In 2018, Western Governors University provided an analysis of the pros and cons of the gig economy for freelancers and the companies that employ them.^v

Advantages for Contingent Workers

Flexibility – Contracted employees often have the flexibility to work the hours they prefer from the location they select.

Greater independence - A task plus an end date may be given to a contracted worker but how they accomplish that task is up to them. This can give the worker the ability to complete the job the way they

believe it will be done best – on their timetable and in their way – without the distraction of day-to-day office demands.

Job Variety – Rather than similar and routine tasks performed as part of most jobs, gig economy workers may find they have a wide variety of jobs to complete. The opportunities they take on may be the catalyst to learn new skills or apply their existing skills in new ways.

Increased Earnings – While some companies pay gig workers less, many pay contractors more because they do not have to pay benefits in addition to salary. Participating in skills development opportunities that translate into increased income may be more feasible for gig workers because of scheduling flexibility.

Disadvantages for Contingent Workers

A collaborative study conducted by the McMaster University, University of Toronto and the University of Calgary surveyed 2,524 gig and non-gig workers as part of their yet unpublished 2019 Canadian Quality of Work and Economic Life Study. On questions designed as indicators of loneliness, gig workers were almost twice as likely to report loneliness. They also scored higher on measures assessing anxiety and depression. In response to questions assessing feelings of empowerment, gig workers were almost 40 per cent more likely to report feeling they had little control.^{vi}

No Benefits – The biggest disadvantage for contractors is the lack of employee benefits. As a result, most have no access to Employment Insurance, no health care benefits and no contribution to government or corporate pension plans.

Bookkeeping Responsibilities – Most freelance workers must submit invoices for their work. Depending on income, regular tax installments must be submitted to the Canada Revenue Agency. The contractor must also budget for payment of their annual personal income taxes.

Isolation – Some may find that working remotely leaves them feeling isolated. They miss feeling like they are part of a team and the ease of daily communication with colleagues. They must also demonstrate the discipline and self-motivation to work independently.

More Stress – Gig economy workers have to regularly be working to find their next gig. This can lead to uncertainty and stress.

Advantages for Businesses

Lower Cost – Freelance workers are an economical solution for employers who may be completing a unique project and/or who require specific skills for a short-term project. Onboarding costs are eliminated and no employee benefits are required.

Ability to Scale Quickly – Many smaller or startup companies find that freelance workers allow them to quickly expand and diversify their company without investing in office space and equipment.

Diverse pool of flexible workers – Freelance workers are often of different ages and skill levels. Their varied backgrounds can result in more creativity and ideas for the company. Because they often work from home, some are willing to work off hours (early morning or late at night) or on weekends.

Disadvantages for Businesses

Regulations on Contractor Status – Canada Revenue Agency has strict guidelines defining an Employer-Employee Relationship. Businesses must be aware of these regulations and ensure that they are not treating the contingent worker as an employee.

Pressure to Access and Retain a Skilled Contractor – Businesses face competition when accessing top talent. Their success in acquiring an individual for a contract depends on the contractor's availability and willingness to work within the terms offered by the business.

The Future of the Gig Economy

As governments struggle to measure the size of the gig economy, they are also beginning to assess the impact.

For example, the Bank of Canada points to the magnitude of informal workers as potentially putting downward pressure on wages.^{vii} Access to a global supply chain of contingent workers may also work to limit wage increases.

Within the gig economy, the contingent workforce becomes responsible for their own skills development to ensure they continue to be marketable. This increases the value of the contractor and makes required skills available to the business. However, the use of freelancers may reduce the investment by businesses on skills development for their own employees.

Employment and Social Development Canada has expressed concerns about the impact of the gig economy on skills training, amendments that may be required to the federal labour code, and the ripple effects on the Canada Pension Plan and the future of the federal social safety net, both reliant on employer and employee contributions.^{viii}

A new California law going into effect in January 2020 will force many employers to reclassify 'app-based' contract workers as employees and may re-structure or stunt the growth of the gig work model.^{ix}

The survey conducted by universities in Hamilton, Toronto and Calgary identifies the gig economy employs one in five Canadians and is already a central part of many working lives. Canadians will soon need to grapple with the question of whether the ease and flexibility provided by the gig economy is worth the psychological costs on its participants.^x

One thing that is certain, technology is enabling new models of employment. In 2018, the Royal Bank of Canada released a report focused on the coming skills revolution, *Humans Wanted – How Canadian youth can thrive in the age of disruption*. Their research focused on the changing world of work including the gig economy, the emerging focus on skills versus credentials, the ability to transition from one role to another based on the analysis of required skills, and the implications this evolution has for youth as they prepare to enter the workforce. They note that, "We are hurtling towards the 2020's with perfect hindsight, not seeing clearly what's before us .. One thing is certain, today's workers and the workers of tomorrow are entering the workforce at a time of profound economic, social and technological change".^{xi}

Workforce 2025-The Future of the World of Work, Randstad, 2017, p. 2

Ibid, p. 2.

Abdullahi Muhammed, 4 Reasons Why the Gig Economy Will Only Keep Growing in Numbers, Jun 2018, <https://www.forbes.com/sites/abdullahimuhammed/2018/06/28/4-reasons-why-the-gig-economy-will-only-keep-growing-in-numbers/#2071274d11eb>

Jordan Press, 'Limited' data stalling Canadian policy-making on gig economy, documents show', the Canadian Press, Sep 9 2019

The pros and cons of the gig economy, Western Governors University, <https://www.wgu.edu/blog//pros-and-cons-gig-economy1808.html>, 2018

Ontario Labour Market Report, December 13, 2019, www.ontariolabourmarketreport.ca

Olena Kostyshyna and Corinne Luu, The Size and Characteristics of Informal ("Gig") Work in Canada, Bank of Canada, 2018, p. 2

Jordan Press, 'Limited' data stalling Canadian policy-making on gig economy, documents show', the Canadian Press, Sep 9 2019

Ontario Labour Market Report, December 13, 2019, www.ontariolabourmarketreport.ca

Ibid

Humans Wanted – How Canadian youth can thrive in the age of disruption, The Royal Bank of Canada, Mar 2018, p. 2

Links of Usefulness-In no particular order

Algonquin & Lakeshore Catholic District School Board www.alcdsb.on.ca
College of Trades www.collegeoftrades.ca
Academy of Learning <http://aolkingston.com>
The Ontario Tourism Education Corporation (OTEC) <http://www.otec.org>
St. Lawrence College Employment Services
<http://www.employmentservice.sl.on.ca/?lm=0&Location=10>
Community Living Kingston <http://www.communitylivingkingston.org>
Career Services <http://careerservices.ca>
Upper Canada District School Board <http://www.ucdsb.on.ca>
United Communities of Leeds Grenville <http://www.leedsgrenville.com/en>
Community Care Access Centre <http://www.ccac-ont.ca>
Correctional Service Canada <http://www.csc-scc.gc.ca>
KEYS Job Centre www.keys.ca
North Grenville <http://www.northgrenville.on.ca>
Evolution Group Inc. <http://evolutiongroupinc.com>
City of Kingston www.cityofkingston.ca
Brockville Chamber of Commerce <http://www.brockvillechamber.com>
County of Frontenac <http://www.frontenacounty.ca>
Frontenac Community Futures Development Corporation <http://www.frontenaccfdc.com>
March of Dimes <http://www.marchofdimes.ca>
Kingston Chamber of Commerce <http://www.kingstonchamber.on.ca>
Employment and Education Centre <http://www.eecentre.com>
Upper Canada Leger Centre for Education and Training www.uclc.ca
1000 Islands Chamber of Commerce <http://1000islandschamber.com>
Loyalist Township <http://www.loyalisttownship.ca>
Downtown Brockville <http://www.downtownbrockville.com>
Prescott and Area Chamber of Commerce <http://www.prescottanddistrictchamber.com>
Town of Gananoque <http://www.gananoque.ca>
Town of Prescott <http://www.prescott.ca>
Eastern Ontario Development Fund www.ontario.ca/business-and-economy/eastern-ontario-development-fund
Kingston Immigration Partnership <http://www.kchc.ca/index.cfm/kip>
Ministry of Agriculture and Food <http://www.omafra.gov.on.ca>
North Frontenac Township <http://www.northfrontenac.com>
Service Canada www.servicecanada.gc.ca
Township of Central Frontenac <http://www.centralfrontenac.com>
Restart Employment Services <http://www.restartnow.ca>
Catholic District School Board of Eastern Ontario <http://www.cdsbeo.on.ca>
TR Leger School of Adult, Alternative & Continuing Education
www.ucdsb.on.ca/school/trl/Pages/default.aspx
United Way www.unitedway.ca

Gananoque and District Association of Community Living
<http://ottawa.cioc.ca/record/KGN1604>
Town of Smith Falls <http://www.smithsfalls.ca>
Limestone District School Board www.studykingston.com
Northern Frontenac Community Services Corporation <http://kingston.cioc.ca/record/KGN1016>
Prince Edward - Lennox and Addington Social Services <http://pelass.org>
Kingston Skills & Literacy <http://www.klandskills.ca>
CSE Consulting <http://www.cseconsulting.com>
Literacy Link Eastern Ontario <http://www.lleo.ca>
Village of Merrickville-Wolford <http://www.merrickville-wolford.ca>
Excellence in Manufacturing Consortium <http://www.emccanada.org>
Parliament of Canada <http://www.parl.gc.ca>
Kingston Construction Association <http://www.kca.on.ca>
Boys and Girls Club www.bgckingston.ca
Grenville Community Futures Development Corporation <http://www.grenvillecfdc.com>
Township of Leeds and The Thousand Islands <http://www.leeds1000islands.ca>
Centre for Internationally Educated Nurses <http://www.care4nurses.org>
Ontario Skills Passport <http://www.skills.edu.gov.on.ca/OSP2Web/EDU/Welcome.xhtml>
Ontario East Economic Development <http://www.onteast.com>
Algonquin College <http://www.algonquincollege.com>
Kingston Canada <http://livework.kingstoncanada.com>
Primus Accessibility Services http://primus.ca/index.php/que_en/about-us/accessibility-services
OLG Thousand Islands http://www.olg.ca/olg-casinos/casino_facilities.jsp?gamesite=thousand_islands
Covidien <http://www.covidien.com>
Girls Inc. of Upper Canada <http://www.girlsinc-uppercanada.org>
Connections Adult Learning Centres <http://kingston.cioc.ca/record/KGN3999>
ACFOMI <http://www.acfomi.org>
Grade Learning <http://gradelearning.ca>
1000 Islands Tourism <http://www.1000islandstourism.com>
1000 Islands Community Develop Corporations <http://www.ticdc.ca>
Independent Living Centre Kingston <http://www.ilckington.com>
RDEE <http://www.rdee-ont.ca>
The Department of National Defense and the Canadian Forces <http://www.forces.gc.ca>
Green Centre Canada <http://www.greencentrecanada.com>
Image Advantage <http://www.imageadvantage.com>
Augusta Township <http://www.augusta.ca>
Ministry of Training, Colleges and Universities <http://www.tcu.gov.on.ca/eng>
Township of South Frontenac <http://www.township.southfrontenac.on.ca>
Interactive Manufacturing Innovation Networks <http://www.iminonline.ca>
Frontenac Community Mental Health & Addictions Services <http://www.fcmhas.ca>
Township of Edwardsburgh/Cardinal <http://www.edwardsburghcardinal.ca>
Adecco <http://www.adecco.ca>

Brockville General Hospital <http://www.bgh-on.ca>
The Corporation of the Township of the Front of Yonge www.Mallorytown.ca
Township of Rideau Lakes <http://www.twprideaulakes.on.ca>
County of Lennox & Addington <http://www.lennox-addington.on.ca>
Brockville and Area YMCA <http://www.brockvilley.com>
Fulford Academy <http://www.fulfordacademy.com>
Liaison College <http://www.liaisoncollege.com>
North Grenville Chamber of Commerce <http://www.northgrenvillechamber.com>
St. Lawrence – Rideau Immigration Partnership <http://www.leedsgrenvilleimmigration.ca>



Ministry of Training, Colleges and Universities

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*The views expressed in this document do not necessarily reflect those of Employment Ontario.
Les points de vue exprimés dans le présent document ne reflètent pas nécessairement ceux d'Emploi
Ontario*

ⁱⁱ Workforce 2025-The Future of the World of Work, Randstad, 2017, p. 2

ⁱⁱ Ibid, p. 2.

ⁱⁱⁱ Abdullahi Muhammed, 4 Reasons Why the Gig Economy Will Only Keep Growing in Numbers, Jun 2018, <https://www.forbes.com/sites/abdullahimuhammed/2018/06/28/4-reasons-why-the-gig-economy-will-only-keep-growing-in-numbers/#2071274d11eb>

^{iv} Jordan Press, 'Limited' data stalling Canadian policy-making on gig economy, documents show', the Canadian Press, Sep 9 2019

^v The pros and cons of the gig economy, Western Governors University, <https://www.wgu.edu/blog//pros-and-cons-gig-economy1808.html>, 2018

^{vi} Ontario Labour Market Report, December 13, 2019, www.ontariolabourmarketreport.ca

^{vii} Olena Kostyshyna and Corinne Luu, The Size and Characteristics of Informal ("Gig") Work in Canada, Bank of Canada, 2018, p. 2

^{viii} Jordan Press, 'Limited' data stalling Canadian policy-making on gig economy, documents show', the Canadian Press, Sep 9 2019

^{ix} Ontario Labour Market Report, December 13, 2019, www.ontariolabourmarketreport.ca

^x Ibid

^{xi} Humans Wanted – How Canadian youth can thrive in the age of disruption, The Royal Bank of Canada, Mar 2018, p. 2